

# ANANTH AYURVEDA

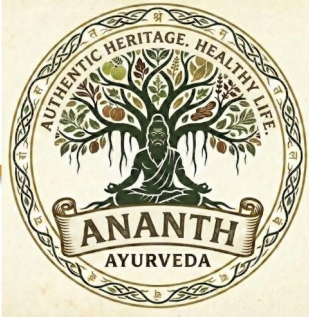
**Zyvanta Life Pvt Ltd** develops premium Ayurvedic wellness products integrating traditional herbal science with modern efficacy and practitioner-focused positioning.



## BRAND ANANTH AYURVEDA

is designed for Ayurvedic practitioners and pharmacists seeking clinically proven, premium herbal wellness formulations.

# ANANTH AYURVEDA



### Key Ingredient Benefits:

Enriched with Menthol, Camphor, Gandhapura Oil, Nirgundi and Ayurvedic herbal actives to provide fast cooling relief, reduce stiffness, and support joint & muscle mobility.

### Dosage Guidance:

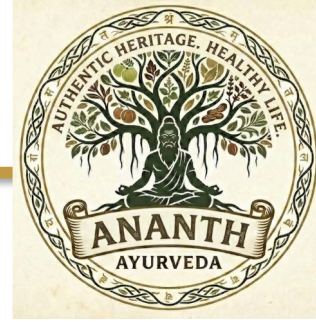
Spray directly on the affected area 3–4 times daily from a short distance or as directed by the healthcare practitioner.

### Composition Highlights:

Fast-penetrating non-sticky Ayurvedic formulation combining cooling agents, herbal oils and pain-relief actives for rapid and long-lasting comfort.

### Practitioner Positioning:

ANANTH Bone & Joint Spray is positioned as a convenient rapid-action Ayurvedic topical therapy for effective symptomatic relief of joint, muscle and mobility discomfort.



## Bone & Joint Spray – Value Advantage



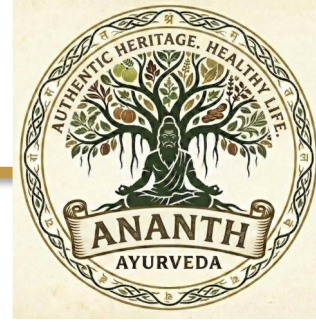
**Ayurvedic + Modern Relief Advantage:** ANANTH Bone & Joint Spray combines rapid pain-relief actives with trusted Ayurvedic herbal ingredients for both instant comfort and long-term joint support, unlike conventional sprays focused mainly on temporary relief.

**Deep Penetration & Longer Comfort:** Its advanced fast-absorbing formulation is designed to penetrate deeper into muscles and joints for sustained relief from stiffness, sprain and mobility discomfort.

**Non-Sticky & Patient-Friendly Experience:** ANANTH offers a quick-dry, non-greasy spray experience with easy application, making it more convenient for elderly users, active adults and sports-related usage.

**Holistic Bone & Joint Positioning:** While many market leaders are positioned primarily as pain sprays, ANANTH Bone & Joint Spray can uniquely position itself as a complete mobility-support solution for joints, muscles, stiffness and everyday movement comfort.

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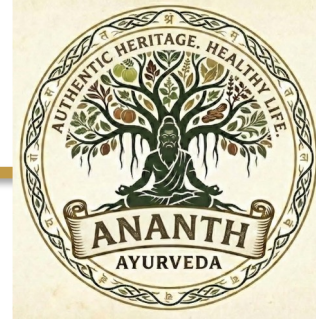


**Key Ingredient Benefits:** Enriched with Menthol, Camphor, Gandhapura Oil, Boswellia and Ayurvedic herbal actives to deliver fast cooling relief, reduce inflammation, and improve joint & muscle flexibility.

**Dosage Guidance:** Apply ANANTH Bone & Joint Gel gently over the affected area 3–4 times daily or as advised by the healthcare practitioner for effective pain and stiffness relief.

**Composition Highlights:** A fast-absorbing non-greasy Ayurvedic gel formulation combining cooling, warming and deep-penetrating herbal actives for quick and long-lasting comfort.

**Practitioner Positioning:** ANANTH Bone & Joint Gel is positioned as a modern Ayurvedic topical therapy offering rapid symptomatic relief from joint pain, muscle stiffness, sprain and mobility discomfort.



## Bone & Joint Gel – Value Advantage



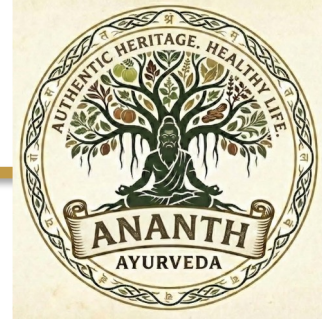
**Ayurvedic Therapeutic Advantage:** ANANTH Bone & Joint Gel combines fast-acting pain relief ingredients with powerful Ayurvedic herbal actives to provide both immediate comfort and deeper joint wellness support.

**Better Absorption & Sustained Relief:** Its advanced non-greasy gel base enables quicker skin absorption and longer-lasting soothing action for joint pain, stiffness and muscular discomfort.

**Enhanced Patient Compliance:** The smooth, easy-to-apply quick-dry gel texture offers superior convenience without stickiness, making it ideal for daily and repeated usage.

**Comprehensive Bone & Mobility Positioning:** Unlike conventional pain gels focused mainly on temporary relief, ANANTH Bone & Joint Gel is positioned as a holistic mobility-support solution for joints, muscles and active movement management.

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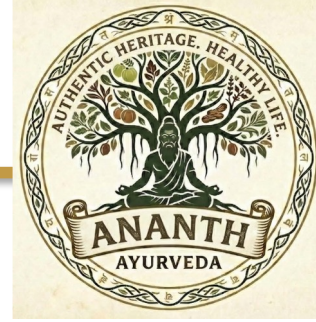
**Key Ingredient Benefits:** Enriched with Menthol, Camphor, Eucalyptus Oil and Ayurvedic herbal actives to provide fast soothing relief from headache, body pain, muscle stiffness and cold-related discomfort.



**Dosage Guidance:** Apply a small quantity of ANANTH Pain Balm gently over the affected area 2–3 times daily or as advised by the healthcare practitioner.

**Composition Highlights:** A fast-acting Ayurvedic balm formulation combining cooling, penetrating and soothing herbal ingredients for quick and long-lasting pain relief.

**Practitioner Positioning:** ANANTH Pain Balm is positioned as a convenient Ayurvedic topical therapy for rapid symptomatic relief from headache, muscular pain, joint discomfort and everyday body aches.



## Pain Balm – Value Advantage



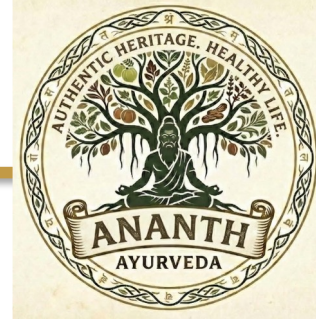
**Stronger Ayurvedic Heritage Positioning:** ANANTH Pain Balm combines traditional Ayurvedic wisdom with modern fast-relief technology to deliver deeper consumer trust and holistic pain management benefits.

**Multi-Symptom Relief Advantage:** Beyond headache relief, ANANTH Pain Balm is positioned for muscle pain, joint discomfort, stiffness and everyday body aches, offering broader family usage value.

**Enhanced Sensory Experience:** Its balanced cooling and soothing formulation provides fast comfort without excessive burning sensation or greasy residue, improving user convenience and repeat usage.

**Premium Herbal Care Perception:** ANANTH Pain Balm delivers a modern herbal wellness image with carefully selected natural oils and actives, creating a more premium and wellness-oriented alternative to conventional pain balms.

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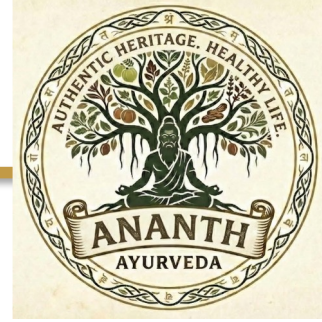


**Key Ingredient Benefits:** Enriched with Ashwagandha, Bala, Dashmool, Sesame Oil and traditional Ayurvedic herbs to help relieve joint stiffness, muscle pain, inflammation and support mobility & strength.

**Dosage Guidance:** Apply ANANTH Mahanarayan Oil gently over the affected area and massage 2–3 times daily or as directed by the healthcare practitioner for best results.

**Composition Highlights:** A classical deep-penetrating Ayurvedic medicated oil formulated with potent Vata-balancing herbs, nourishing oils and rejuvenating botanicals for long-lasting musculoskeletal comfort.

**Practitioner Positioning:** ANANTH Mahanarayan Oil is positioned as a traditional Ayurvedic therapeutic massage oil for comprehensive management of joint pain, muscular stiffness, arthritis-related discomfort and neuromuscular weakness.



## Mahanarayan Oil – Value Advantage



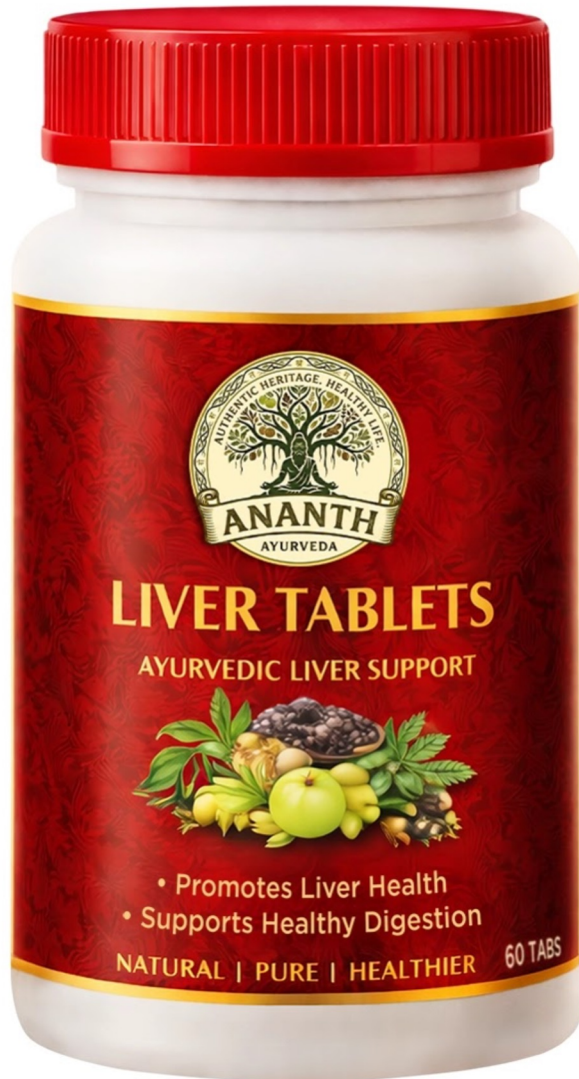
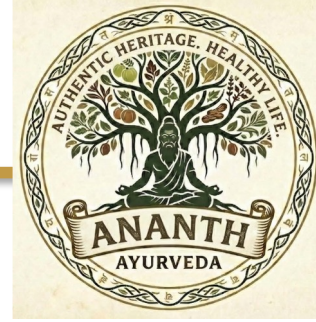
**Enhanced Modern Ayurvedic Positioning:** ANANTH Mahanarayan Oil combines authentic classical Ayurvedic wisdom with a more contemporary wellness-oriented positioning for today's active consumers and ageing population.

**Superior Absorption & Massage Experience:** Its carefully balanced herbal oil base is designed for better skin absorption, smoother massage application and improved patient comfort without excessive heaviness.

**Comprehensive Mobility Support:** ANANTH Mahanarayan Oil is positioned not only for joint pain relief but also for muscle recovery, flexibility, stiffness management and daily mobility enhancement.

**Premium Herbal Quality Perception:** With high-quality Ayurvedic herbs and a refined formulation approach, ANANTH delivers a more premium, trustworthy and practitioner-friendly musculoskeletal care solution.

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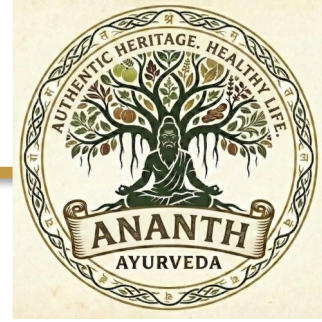


**Key Ingredient Benefits:** Enriched with Himsra, Kasani, Bhringraj, Bhumyamalaki and other hepatoprotective Ayurvedic herbs to support liver detoxification, improve appetite, aid digestion and promote healthy liver function.

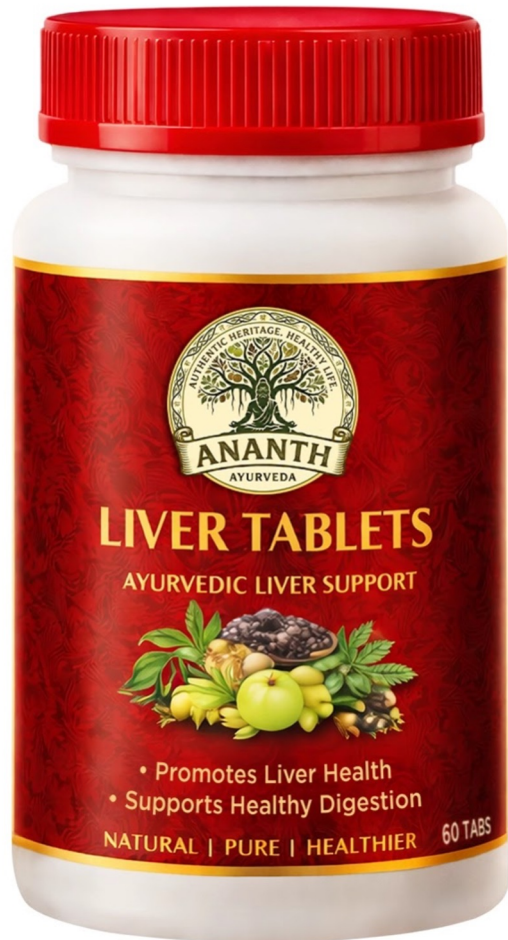
**Dosage Guidance:** ANANTH Liver Tablets are recommended at 1–2 tablets twice daily after meals or as directed by the healthcare practitioner for optimal liver support.

**Composition Highlights:** A scientifically balanced polyherbal Ayurvedic liver formulation combining hepatoprotective, antioxidant and digestive-support herbs for comprehensive liver wellness management.

**Practitioner Positioning:** ANANTH Liver Tablets are positioned as a trusted Ayurvedic hepatoprotective therapy for supportive management of fatty liver, appetite loss, digestive imbalance and liver function disorders.



## Liver Tablets – Value Advantage



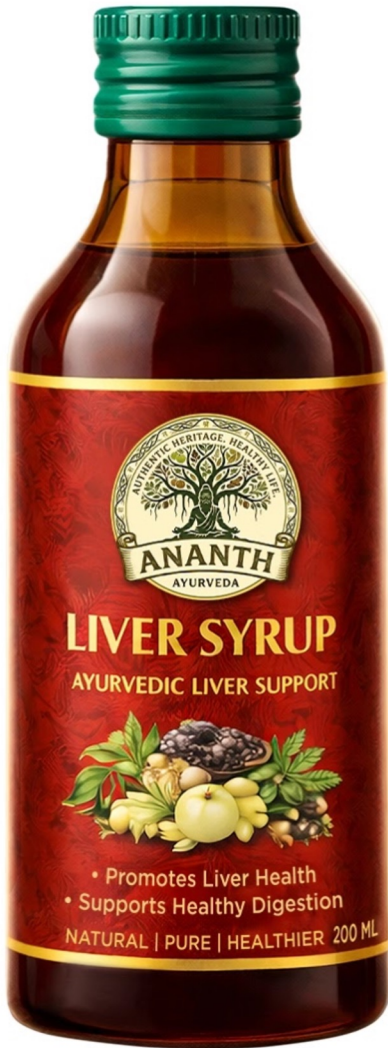
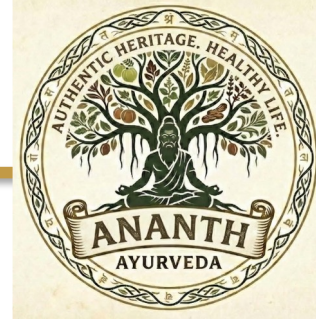
**Comprehensive Liver Wellness Positioning:** ANANTH Liver Tablets are positioned not only for liver protection but also for appetite improvement, digestion support, metabolic wellness and daily detoxification benefits.

**Enhanced Herbal Synergy Formula:** ANANTH combines multiple clinically valued Ayurvedic hepatoprotective herbs in a balanced formulation designed for stronger antioxidant and liver-supportive activity.

**Modern Preventive Health Appeal:** Unlike conventional liver tonics mainly associated with illness recovery, ANANTH Liver Tablets are positioned as a proactive daily liver wellness solution for modern lifestyle-related liver stress.

**Better Practitioner & Consumer Acceptance:** With a premium Ayurvedic wellness image and patient-friendly positioning, ANANTH Liver Tablets offer stronger long-term compliance and broader acceptance across preventive and supportive care segments.

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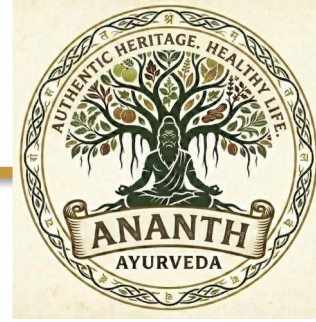


**Key Ingredient Benefits:** Enriched with Himsra, Kasani, Bhringraj, Bhumyamalaki and other hepatoprotective Ayurvedic herbs to support liver detoxification, improve appetite, aid digestion and promote healthy liver function.

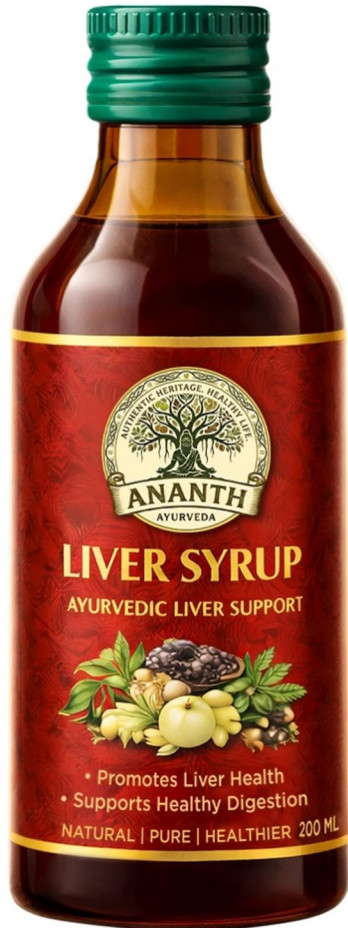
**Dosage Guidance:** ANANTH Liver Syrup is recommended at 1–2 teaspoonfuls twice daily after meals or as directed by the healthcare practitioner for comprehensive liver wellness support.

**Composition Highlights:** A scientifically balanced polyherbal Ayurvedic liver tonic combining hepatoprotective, antioxidant and digestive-support herbs for complete liver care and metabolic wellness management.

**Practitioner Positioning:** ANANTH Liver Syrup is positioned as a trusted Ayurvedic hepatoprotective formulation for supportive management of fatty liver, appetite loss, digestive imbalance and lifestyle-related liver stress.



## Liver Syrup – Value Advantage



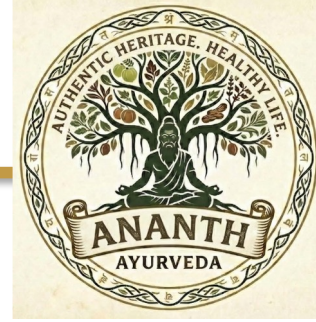
**Complete Liver & Digestive Wellness Support:** ANANTH Liver Syrup is positioned not only for liver protection but also for appetite enhancement, digestion improvement and metabolic wellness support for the entire family.

**Advanced Polyherbal Hepatoprotective Blend:** ANANTH combines multiple Ayurvedic liver-support herbs with antioxidant and digestive actives to provide broader and more comprehensive liver wellness benefits.

**Better Taste & Patient Compliance:** Its pleasant-tasting syrup formulation is designed for improved palatability and easier long-term usage among adults, elderly patients and children.

**Modern Lifestyle Liver Care Positioning:** ANANTH Liver Syrup is positioned as a preventive daily liver wellness tonic for modern lifestyle challenges such as fatty liver tendency, irregular eating habits and digestive stress.

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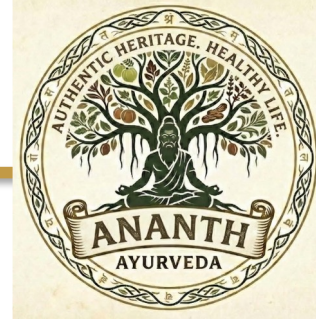


**Key Ingredient Benefits:** Enriched with potent Ashwagandha root extract to help manage stress, improve stamina, support immunity, enhance energy levels and promote overall mental & physical wellness

**Dosage Guidance:** ANANTH Ashwagandha Capsules are recommended at 1 capsule twice daily / 1 -2 teaspoonful twice daily after meals with milk or water, or as directed by the healthcare practitioner.

**Composition Highlights:** A scientifically balanced Ayurvedic adaptogenic formulation featuring high-quality Ashwagandha extract standardized for strength, vitality and stress-management support.

**Practitioner Positioning:** ANANTH Ashwagandha Capsules are positioned as a modern Ayurvedic rejuvenation and adaptogenic therapy for stress, fatigue, weakness, low stamina and lifestyle-related wellness management.



## Ashwagandha – Value Advantage



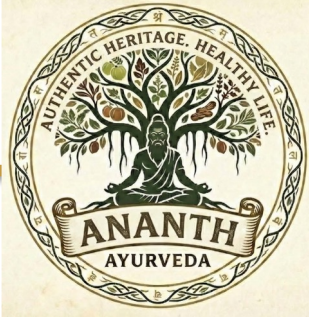
**Comprehensive Stress & Energy Support:** ANANTH Ashwagandha Syrup is positioned not only for stress management but also for stamina, immunity, mental wellness and daily vitality enhancement.

**Enhanced Ayurvedic Adaptogenic Formula:** ANANTH combines Ashwagandha with complementary rejuvenating Ayurvedic herbs for broader wellness and recovery benefits beyond basic energy support.

**Improved Taste & Compliance:** Its pleasant-tasting syrup base is designed for better palatability and convenient long-term use among adults, elderly users and younger consumers

**Modern Lifestyle Wellness Positioning:** ANANTH Ashwagandha Syrup is positioned as a daily wellness tonic for fatigue, work stress, weakness, low energy and lifestyle-related physical & mental exhaustion.

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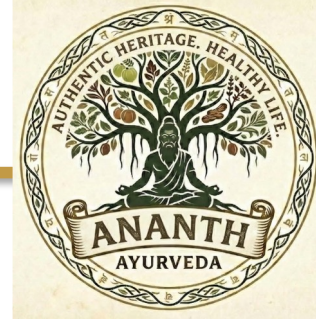


**Key Ingredient Benefits:** Enriched with Shilajit, Ashwagandha, Safed Musli, Kaunch and Kesari to help improve strength, stamina, vitality, energy levels and overall physical performance.

**Composition Highlights:** A premium Ayurvedic rejuvenation formula combining Shuddha Shilajit, herbal adaptogens and vitality-support nutrients for comprehensive energy, endurance and wellness support.

**Practitioner Positioning:** ANANTH Shilajit Gold is positioned as a modern Ayurvedic vitality and rejuvenation therapy for weakness, fatigue, stress, low stamina and lifestyle-related physical exhaustion management.

**Dosage Guidance:** ANANTH Shilajit Gold is recommended at 1 capsule twice daily preferably with milk after meals or as directed by the healthcare practitioner.



## Shilajit GOLD – Value Advantage



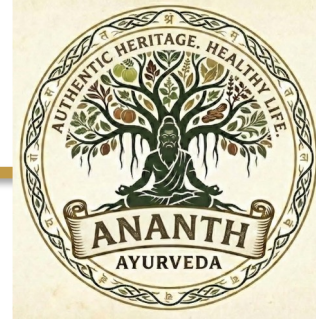
**Premium Ayurvedic Vitality Formula:** ANANTH Shilajit Gold combines Shuddha Shilajit with multiple rejuvenating Ayurvedic herbs for more comprehensive energy, stamina and wellness support compared to conventional vitality products.

**Complete Mind & Body Performance Positioning:** ANANTH is positioned not only for physical strength and stamina but also for stress management, mental wellness, recovery and daily performance enhancement.

**Enhanced Modern Wellness Appeal:** With a premium herbal wellness image and balanced formulation approach, ANANTH Shilajit Gold is designed for today's lifestyle-related fatigue, weakness and low-energy concerns.

**Better Long-Term Usage Acceptance:** ANANTH Shilajit Gold offers a practitioner-friendly and consumer-friendly positioning focused on safe Ayurvedic rejuvenation, sustained vitality support and improved patient compliance.

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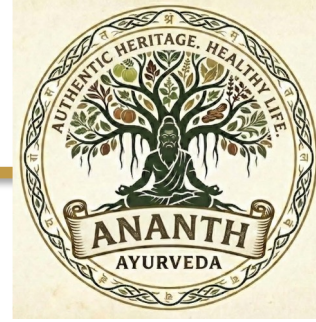
**Key Ingredient Benefits:** Enriched with Black Salt, Jeera, Hing, Pippali and digestive Ayurvedic herbs to help improve digestion, relieve gas, reduce bloating and stimulate appetite.

**Dosage Guidance:** ANANTH Digestive Tablets are recommended at 1–2 tablets after meals or as directed by the healthcare practitioner for effective digestive comfort.

**Composition Highlights:** A tasty Ayurvedic digestive formulation combining traditional herbal spices, salts and digestive actives for quick and refreshing stomach relief.

**Practitioner Positioning:** ANANTH Digestive Tablets are positioned as a convenient Ayurvedic digestive support therapy for indigestion, gas, heaviness, bloating and appetite management.





## Digestive Tablets – Value Advantage

**Comprehensive Digestive Wellness Support:** ANANTH Digestive Tablets are positioned not only for quick digestion relief but also for appetite stimulation, bloating reduction and everyday digestive comfort management.

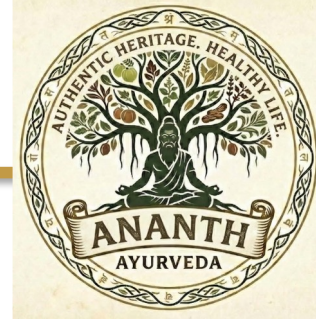
**Enhanced Ayurvedic Herbal Blend:** ANANTH combines traditional digestive spices and herbal actives in a balanced formulation designed for broader digestive support and improved stomach wellness.

**Better Taste & Consumer Experience:** With a refreshing and enjoyable taste profile, ANANTH Digestive Tablets are designed for higher repeat usage and stronger family appeal across age groups.

**Modern Digestive Lifestyle Positioning:** Unlike conventional digestive tablets focused mainly on post-meal relief, ANANTH is positioned as a daily digestive wellness companion for irregular eating habits, heavy meals and lifestyle-related digestive discomfort.



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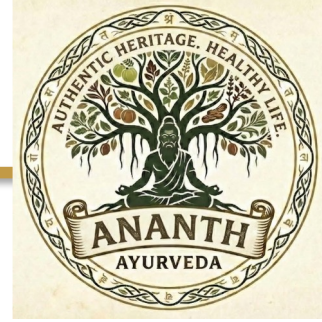


**Key Ingredient Benefits:** Enriched with Haritaki, Bibhitaki and Amalaki to help support digestion, relieve constipation, improve bowel regularity and promote natural detoxification of the digestive system.

**Dosage Guidance:** ANANTH Triphala Churna is recommended at 3–6 grams ( $\frac{1}{2}$ –1 teaspoonful) twice daily with lukewarm water preferably after meals or as directed by the healthcare practitioner.

**Composition Highlights:** A classical Ayurvedic polyherbal formulation prepared with the balanced combination of three potent fruits — Haritaki, Bibhitaki and Amalaki — for comprehensive digestive and cleansing support.

**Practitioner Positioning:** ANANTH Triphala Churna is positioned as a gentle Ayurvedic digestive and bowel wellness formulation for constipation, indigestion, detoxification and long-term gut health management.



## Triphala Churna – Value Advantage



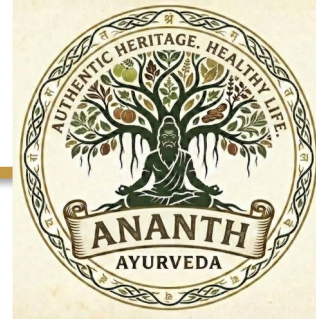
**Complete Digestive & Detox Wellness Positioning:** ANANTH Triphala Churna is positioned not only for constipation relief but also for digestive balance, gut cleansing, metabolism support and daily wellness maintenance.

**Premium Ayurvedic Ingredient Quality:** ANANTH emphasizes carefully selected high-quality Haritaki, Bibhitaki and Amalaki for improved purity, consistency and consumer trust.

**Gentle Daily Usage Advantage:** Its balanced Ayurvedic formulation is positioned for regular long-term digestive support without harsh dependency-associated perception.

**Modern Preventive Health Appeal:** ANANTH Triphala Churna is positioned as a daily Ayurvedic gut wellness and natural detox companion for modern lifestyle-related digestive irregularities and unhealthy eating habits.

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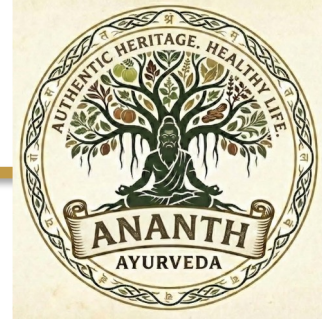


**Key Ingredient Benefits:** Enriched with Black Salt, Saindhava Lavana, Pippali, Jeera, Ginger and digestive Ayurvedic herbs to help improve appetite, relieve indigestion, reduce gas & bloating and support healthy digestion.

**Dosage Guidance:** ANANTH Lavan Bhaskar Churna is recommended at 1–3 grams ( 1 teaspoonful) with lukewarm water or buttermilk after meals, or as directed by the healthcare practitioner.

**Composition Highlights:** A classical Ayurvedic digestive formulation prepared with a balanced blend of medicinal salts, digestive spices and herbal carminatives for comprehensive gastric wellness support.

**Practitioner Positioning:** ANANTH Lavan Bhaskar Churna is positioned as a trusted Ayurvedic digestive care formulation for supportive management of indigestion, flatulence, appetite loss, acidity and lifestyle-related gastric discomfort.



## Lavan Baskar Churna – Value Advantage



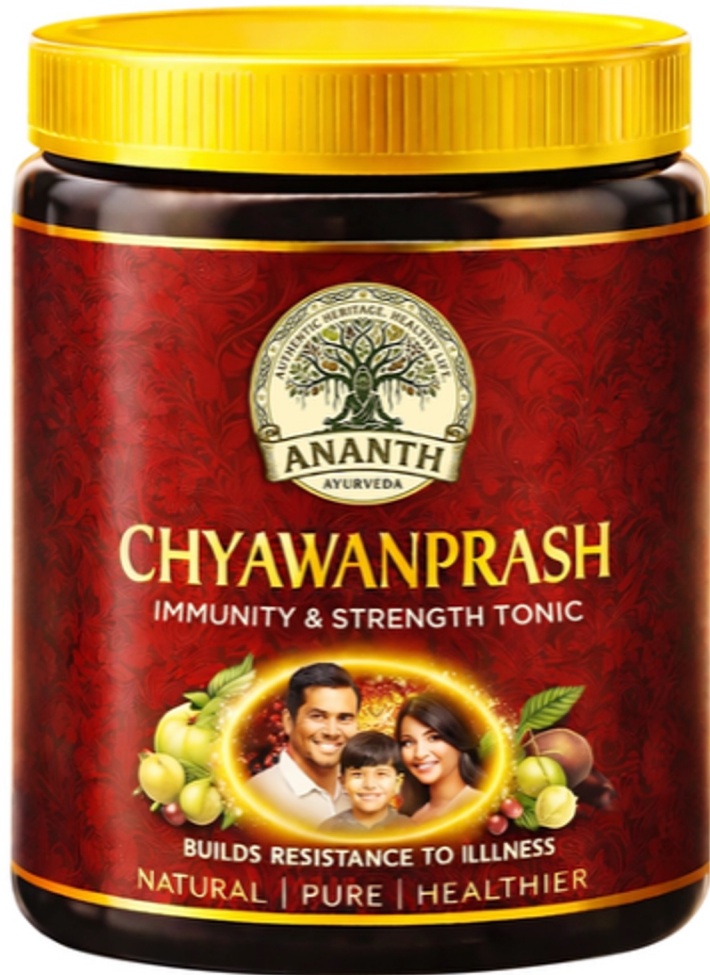
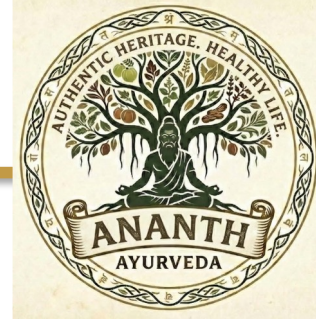
**Comprehensive Digestive Comfort Positioning:** ANANTH Lavan Bhaskar Churna is positioned not only for indigestion relief but also for appetite enhancement, bloating reduction, gastric balance and everyday digestive wellness support.

**Balanced Ayurvedic Salt & Herbal Blend:** ANANTH combines digestive salts with carefully selected Ayurvedic spices and carminative herbs for broader and more effective digestive support.

**Better Taste & Consumer Acceptance:** Its refined and palatable formulation is designed for improved consumer experience, repeat usage and easier daily digestive care compliance.

**Modern Lifestyle Digestive Wellness Appeal:** ANANTH Lavan Bhaskar Churna is positioned as a preventive digestive wellness solution for irregular eating habits, heavy meals, acidity tendency and lifestyle-related gastric discomfort.

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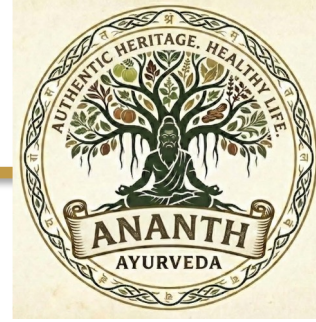


**Key Ingredient Benefits:** Enriched with Amla, Ashwagandha, Giloy, Pippali and rejuvenating Ayurvedic herbs to help support immunity, improve energy, enhance stamina and promote overall family wellness.

**Dosage Guidance:** ANANTH Chyawanprash is recommended at 1–2 teaspoonfuls daily preferably with warm milk or as directed by the healthcare practitioner for daily immunity and vitality support.

**Composition Highlights:** A classical Ayurvedic Rasayana formulation prepared with Amla, herbs, spices and natural rejuvenating ingredients for comprehensive immunity, strength and wellness support.

**Practitioner Positioning:** ANANTH Chyawanprash is positioned as a daily Ayurvedic immunity and rejuvenation tonic for supporting resistance, vitality, respiratory wellness and overall family health maintenance.



## Chyawanprash – Value Advantage



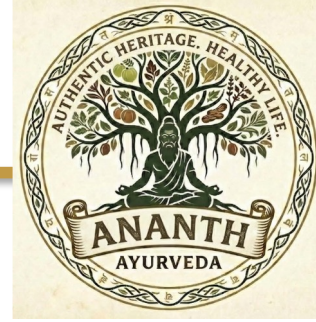
**Advanced Immunity & Wellness Positioning:** ANANTH Chyawanprash is positioned not only for immunity support but also for energy, stamina, respiratory wellness and daily family vitality management.

**Premium Ayurvedic Herb Selection:** ANANTH emphasizes high-quality Amla and carefully selected Rasayana herbs for enhanced antioxidant support, purity and consumer trust.

**Better Taste & Daily Consumption Experience:** Its refined formulation is designed for improved taste, smoother texture and higher long-term family acceptance across all age groups.

**Modern Preventive Health Appeal:** ANANTH Chyawanprash is positioned as a daily preventive wellness nutrition solution for modern lifestyle stress, seasonal immunity challenges and overall wellbeing support.

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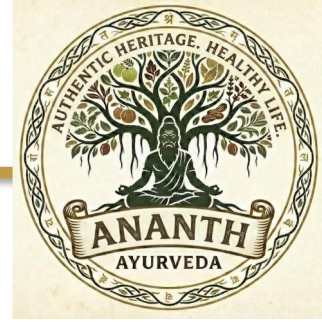


**Key Ingredient Benefits:** Rich in natural antioxidants, enzymes and nutrients, ANANTH Honey helps support immunity, soothe the throat, provide natural energy and promote overall wellness.

**Dosage Guidance:** ANANTH Honey can be consumed as 1–2 teaspoonfuls daily with warm water, milk or herbal preparations, or as directed by the healthcare practitioner.

**Composition Highlights:** A premium quality pure honey formulation carefully processed to retain its natural taste, aroma and nutritional goodness for everyday health support.

**Practitioner Positioning:** ANANTH Honey is positioned as a natural Ayurvedic wellness nutrition product for daily immunity support, throat comfort, energy nourishment and healthy lifestyle management.



## Natural Honey – Value Advantage



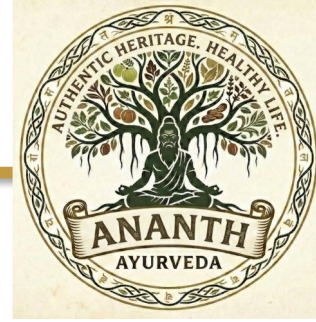
**Purity & Premium Quality Positioning:** ANANTH Honey is positioned as a carefully sourced and quality-controlled honey offering superior purity, natural taste and consumer trust.

**Daily Wellness & Functional Nutrition Appeal:** Beyond sweetening, ANANTH Honey is positioned as a daily wellness nutrition product supporting immunity, energy, throat comfort and healthy lifestyle habits.

**Better Consumer Experience:** ANANTH focuses on consistent texture, rich flavor profile and easy usability for family consumption across beverages, foods and Ayurvedic home remedies.

**Modern Natural Health Positioning:** ANANTH Honey is positioned as a natural alternative to refined sweeteners for health-conscious consumers seeking clean-label and wellness-oriented nutrition solutions.

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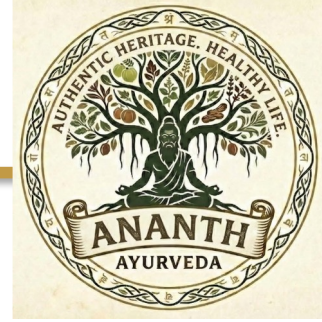


**Key Ingredient Benefits:** Enriched with Ashoka, Dhataki, Musta and supportive Ayurvedic herbs to help support women's reproductive health, menstrual comfort, hormonal balance and uterine wellness.

**Dosage Guidance:** ANANTH Ashokarishta is recommended at 15–30 ml with equal quantity of water twice daily after meals or as directed by the healthcare practitioner.

**Composition Highlights:** A classical fermented Ayurvedic formulation prepared with Ashoka bark and traditional women's wellness herbs for comprehensive gynecological health support.

**Practitioner Positioning:** ANANTH Ashokarishta is positioned as a trusted Ayurvedic women's health tonic for supportive management of menstrual irregularities, weakness, hormonal imbalance and reproductive wellness.



## Ashokarishta – Value Advantage



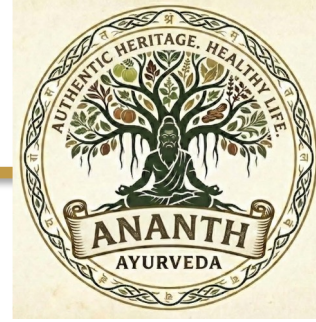
**Comprehensive Women's Wellness Positioning:** ANANTH Ashokarishta is positioned not only for menstrual health support but also for hormonal balance, energy, reproductive wellness and overall feminine wellbeing.

**Premium Ayurvedic Herbal Quality:** ANANTH emphasizes carefully selected Ashoka bark and traditional women's health herbs for enhanced purity, consistency and practitioner confidence.

**Better Taste & Compliance Experience:** Its refined fermented formulation is designed for improved palatability and easier long-term usage among women across different age groups.

**Modern Preventive Women's Health Appeal:** ANANTH Ashokarishta is positioned as a daily Ayurvedic women's wellness tonic supporting modern lifestyle-related stress, weakness, irregular cycles and vitality management.

# ANANTH AYURVEDA

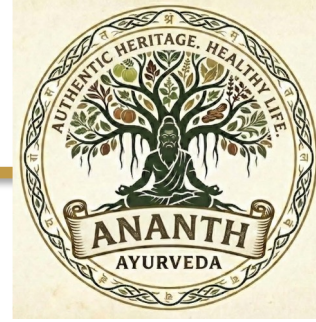


**Key Ingredient Benefits:** Enriched with Dashmool, Ashwagandha, Dhataki and restorative Ayurvedic herbs to help support postnatal recovery, improve strength, reduce weakness and promote overall women's wellness.

**Dosage Guidance:** ANANTH Dashmularishta is recommended at 15–30 ml with equal quantity of water twice daily after meals or as directed by the healthcare practitioner.

**Composition Highlights:** A classical fermented Ayurvedic formulation prepared with Dashmool and rejuvenating herbs for comprehensive recovery, vitality and musculoskeletal support.

**Practitioner Positioning:** ANANTH Dashmularishta is positioned as a trusted Ayurvedic restorative tonic for supportive management of postnatal weakness, fatigue, body pain and general debility.



## Dashmularishta – Value Advantage



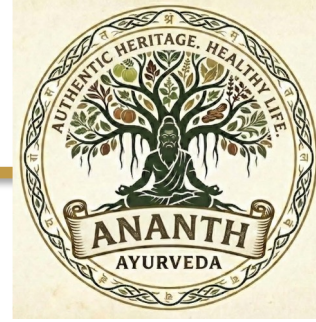
**Enhanced Women's Recovery & Wellness Positioning:** ANANTH Dashmularishta is positioned not only for postnatal recovery but also for strength restoration, energy support, musculoskeletal wellness and overall vitality management.

**Premium Dashmool-Based Ayurvedic Formula:** ANANTH emphasizes a carefully balanced blend of Dashmool and rejuvenating Ayurvedic herbs for broader restorative and wellness-support benefits.

**Improved Taste & Patient Compliance:** Its refined fermented Ayurvedic formulation is designed for better palatability and easier long-term usage among women and recovering patients.

**Modern Restorative Health Appeal:** ANANTH Dashmularishta is positioned as a daily Ayurvedic restorative tonic for lifestyle-related fatigue, weakness, stress and recovery support in modern wellness care.

# ANANTH AYURVEDA

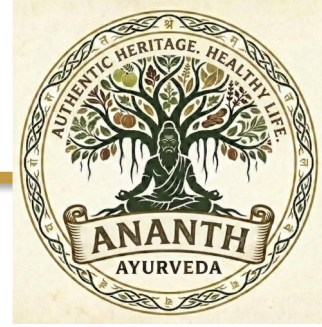


**Key Ingredient Benefits:** Enriched with Amla, Bhringraj, Brahmi and nourishing herbal oils to help reduce hair fall, support healthy hair growth, strengthen roots and promote scalp nourishment.

**Dosage Guidance:** Apply ANANTH Ayurvedic Hair Oil gently onto the scalp and hair roots with light massage 2–3 times weekly or as directed by the healthcare practitioner.

**Composition Highlights:** A deeply nourishing Ayurvedic hair care formulation combining traditional herbal extracts and nutrient-rich oils for comprehensive scalp and hair wellness support.

**Practitioner Positioning:** ANANTH Ayurvedic Hair Oil is positioned as a trusted herbal scalp and hair wellness therapy for supportive management of hair fall, dryness, weak roots and overall hair vitality.



## Ayurvedic Hair Oil – Value Advantage



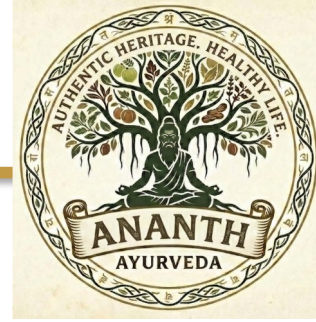
**Multi-Herbal Complete Hair Wellness Formula:** ANANTH Ayurvedic Hair Oil combines powerful Ayurvedic herbs like Amla, Bhringraj and Brahmi for comprehensive support for hair growth, scalp nourishment and root strengthening.

**Non-Sticky & Better Absorption Experience:** Its balanced lightweight oil formulation is designed for easier scalp absorption, comfortable daily use and reduced greasy feel compared to conventional heavy oils.

**Holistic Scalp & Hair Care Positioning:** ANANTH is positioned not only for hair fall control but also for scalp health, stress-related hair concerns, dryness management and natural hair vitality support.

**Premium Ayurvedic Wellness Appeal:** ANANTH Ayurvedic Hair Oil offers a modern herbal wellness image with carefully selected ingredients, creating stronger consumer trust and better long-term usage acceptance.

# ANANTH AYURVEDA

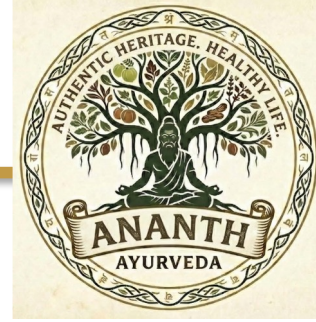


**Key Ingredient Benefits:** Enriched with Ginger, Honey and soothing herbal ingredients to help relieve throat irritation, reduce cough discomfort, provide soothing warmth and support respiratory comfort.

**Dosage Guidance:** ANANTH Ginger & Honey Lozenges are recommended as 1 lozenge to be slowly dissolved in the mouth 3–4 times daily or as directed by the healthcare practitioner.

**Composition Highlights:** A pleasant tasting herbal lozenge formulation combining the natural soothing properties of Ginger and Honey for convenient throat comfort and freshness support.

**Practitioner Positioning:** ANANTH Ginger & Honey Lozenges are positioned as a convenient Ayurvedic throat care solution for soothing throat irritation, cough discomfort, hoarseness and seasonal respiratory wellness support.



## Cough Lozenges – Value Advantage

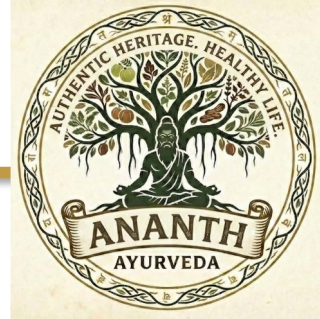


**Stronger Herbal Throat Wellness Positioning:** ANANTH Ginger & Honey Lozenges are positioned not only for throat soothing but also for cough comfort, voice care, respiratory wellness and daily throat protection support.

**Balanced Ginger & Honey Formulation:** ANANTH combines the natural warmth of Ginger with the soothing properties of Honey in a carefully balanced formula for effective yet pleasant throat relief.

**Better Taste & Mouthfeel Experience:** Its refined flavor profile is designed for smoother consumption, refreshing aftertaste and improved repeat usage across all age groups.

**Modern Daily Immunity & Lifestyle Appeal:** ANANTH Ginger & Honey Lozenges are positioned as a convenient everyday herbal wellness companion for pollution exposure, seasonal discomfort, excessive speaking and changing weather conditions.



# ANANTH AYURVEDA

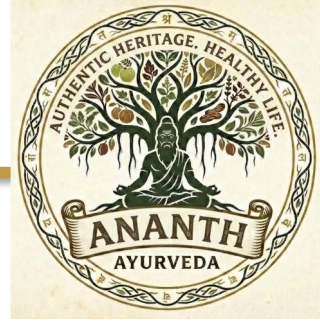


**Key Ingredient Benefits:** Enriched with Honey, Tulsi, Mulethi, Ginger and soothing Ayurvedic herbs to help relieve cough, soothe throat irritation, support respiratory comfort and promote easier breathing.

**Dosage Guidance:** ANANTH Honey-Based Cough Syrup is recommended at 1–2 teaspoonfuls 2–3 times daily or as directed by the healthcare practitioner for effective throat and cough relief.

**Composition Highlights:** A pleasant-tasting honey-based Ayurvedic cough formulation combining natural demulcents, herbal expectorants and throat-soothing ingredients for comprehensive respiratory support.

**Practitioner Positioning:** ANANTH Honey-Based Cough Syrup is positioned as a gentle Ayurvedic respiratory wellness solution for supportive management of dry cough, throat irritation, seasonal cough and upper respiratory discomfort.



# ANANTH AYURVEDA

## Honey Based Cough Syrup – Value Advantage



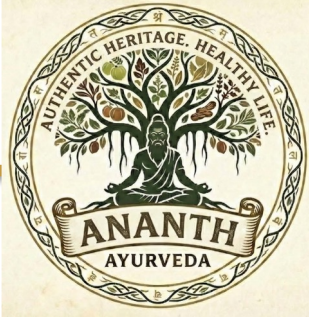
**Comprehensive Respiratory Wellness Positioning:** ANANTH Honey-Based Cough Syrup is positioned not only for cough relief but also for throat soothing, respiratory comfort, immunity support and seasonal wellness management.

**Enhanced Honey & Herbal Synergy Formula:** ANANTH combines pure honey with carefully selected Ayurvedic herbs like Tulsi, Mulethi and Ginger for broader soothing and respiratory-support benefits.

**Better Taste & Family Acceptance:** Its smooth honey-rich pleasant taste is designed for improved palatability and easier compliance among children, adults and elderly users.

**Modern Natural Cough Care Appeal:** ANANTH Honey-Based Cough Syrup is positioned as a gentle herbal alternative for lifestyle-related throat irritation, pollution exposure, seasonal discomfort and everyday respiratory care.

# ANANTH AYURVEDA

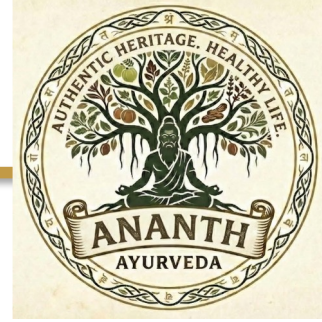


**Key Ingredient Benefits:** Enriched with Olive Oil, Almond Oil, Sesame Oil and gentle herbal ingredients to help nourish delicate baby skin, support moisturization, improve softness and promote relaxing massage comfort.

**Dosage Guidance:** Apply ANANTH Baby Oil gently over the baby's body with soft massage daily or as directed by the healthcare practitioner for skin nourishment and comfort care.

**Composition Highlights:** A mild and non-irritating baby care formulation combining nourishing oils and skin-friendly ingredients for gentle moisturization and protective skin care support.

**Practitioner Positioning:** ANANTH Baby Oil is positioned as a trusted Ayurvedic-inspired baby wellness oil for daily massage, skin nourishment, relaxation and healthy skin care support in infants and babies.



## Ayurvedic Baby Oil – Value Advantage



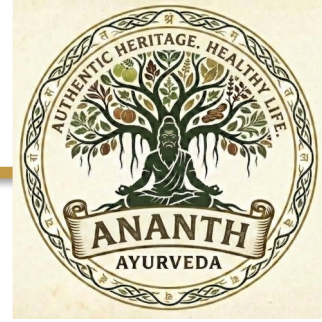
**Gentle Daily Baby Wellness Positioning:** ANANTH Baby Oil is positioned not only for massage but also for skin nourishment, relaxation, moisturization and overall baby comfort care support.

**Balanced Non-Sticky Nourishing Formula:** ANANTH combines carefully selected nourishing oils in a lightweight, easy-spread formulation designed for better absorption and comfortable daily usage.

**Skin-Friendly & Mild Care Experience:** Its gentle formulation is designed to support delicate baby skin with a soft feel, pleasant experience and reduced heavy-oil perception.

**Modern Ayurvedic Baby Care Appeal:** ANANTH Baby Oil is positioned as a premium Ayurvedic-inspired baby care solution for today's parents seeking natural, safe and wellness-oriented infant care products.

# ANANTH AYURVEDA



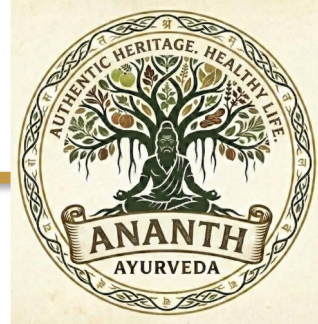
**Key Ingredient Benefits:** Enriched with Neem, Tulsi, Sandalwood and Turmeric to help cleanse the skin, support protection against impurities, maintain freshness and promote healthy glowing skin.

**Dosage Guidance:** Use ANANTH Herbal Soap daily during bathing by applying on wet skin, working into a rich lather and rinsing thoroughly with water.



**Composition Highlights:** A gentle herbal cleansing formulation combining traditional Ayurvedic skin-care herbs and nourishing ingredients for effective cleansing and daily skin wellness support.

**Practitioner Positioning:** ANANTH Herbal Soap Range is positioned as an Ayurvedic-inspired daily skin wellness solution for cleansing, freshness, skin hygiene and healthy skin maintenance for the entire family.



# ANANTH AYURVEDA

**Multi-Herbal Skin Wellness Positioning:**

ANANTH Herbal Soaps combine Neem, Tulsi, Sandalwood and Turmeric for comprehensive cleansing, freshness, skin protection and natural glow support.

**Gentle Yet Effective Daily Cleansing:**

ANANTH soaps are designed to provide effective cleansing without excessive dryness, making them suitable for regular family use across different skin types.

**Enhanced Ayurvedic Wellness Appeal:**

With a balanced herbal formulation and premium natural positioning, ANANTH offers a more holistic daily skin wellness experience beyond ordinary bathing soaps.

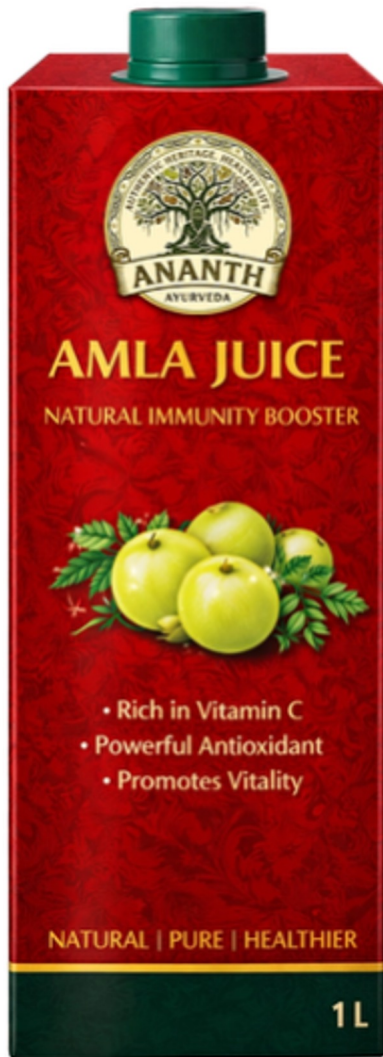
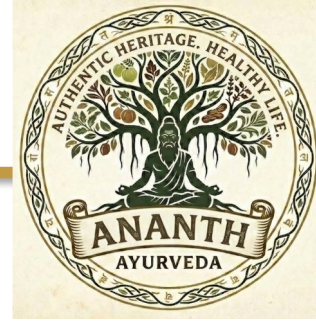
## Value Advantage



**Refreshing Fragrance & Better Consumer Experience:**

ANANTH Herbal Soaps focus on rich lather, refreshing fragrance and smoother skin feel for improved bathing satisfaction and repeat consumer preference.

# ANANTH AYURVEDA

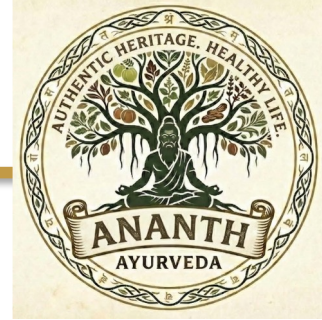


**Key Ingredient Benefits:** Rich in natural Vitamin C and antioxidants, ANANTH Amla Juice helps support immunity, improve digestion, promote skin & hair wellness and enhance overall vitality.

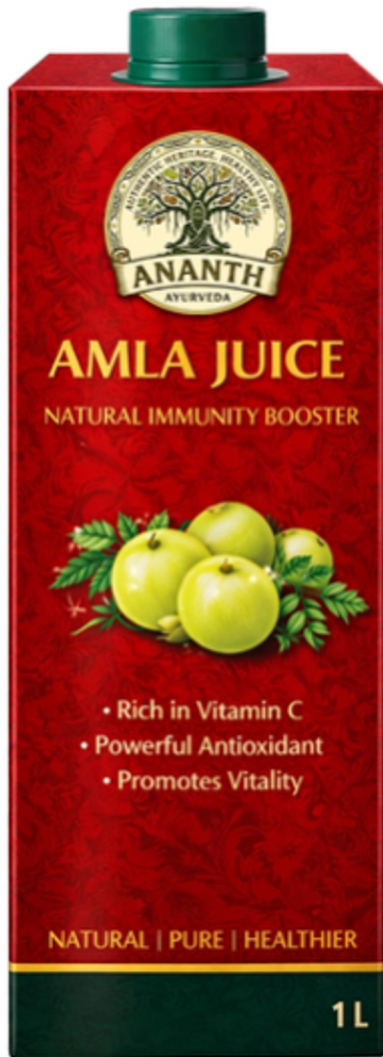
**Usage Guidance:** ANANTH Amla Juice is recommended at 15–30 ml mixed with water twice daily before meals or as directed by the healthcare practitioner.

**Composition Highlights:** A premium Ayurvedic wellness juice prepared from carefully selected fresh Amla fruits to retain natural nutrients, antioxidant properties and wellness benefits.

**Practitioner Positioning:** ANANTH Amla Juice is positioned as a daily Ayurvedic wellness tonic for immunity support, detoxification, digestive balance and overall rejuvenation management.



## Amla Juice – Value Advantage



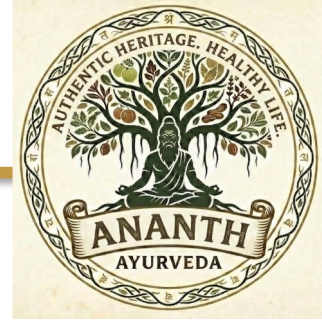
**Complete Daily Wellness Positioning:** ANANTH Amla Juice is positioned not only for immunity support but also for digestion, skin health, hair nourishment, antioxidant protection and overall vitality enhancement.

**Premium Fruit Quality & Purity Focus:** ANANTH emphasizes carefully selected high-quality Amla fruits and controlled processing to deliver better purity, consistency and natural nutritional value.

**Better Taste & Consumption Experience:** Its refined formulation is designed for smoother taste, improved palatability and easier long-term daily wellness consumption.

**Modern Preventive Health Appeal:** ANANTH Amla Juice is positioned as a natural daily wellness nutrition solution for modern lifestyle stress, low immunity, fatigue and detox support.

# ANANTH AYURVEDA

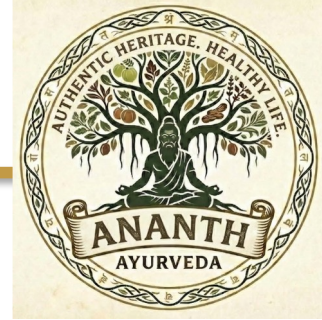


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## Amla Juice – Value Advantage



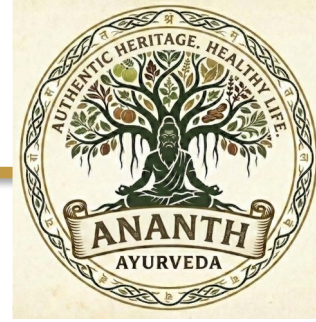
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# ANANTH AYURVEDA

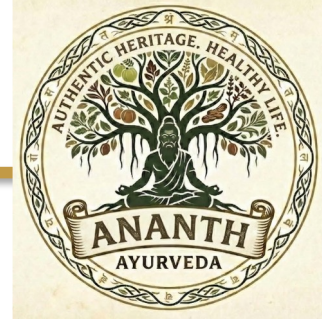


**Key Ingredient Benefits:** Enriched with Giloy and natural Ayurvedic actives to help support immunity, promote detoxification, improve metabolic balance and enhance overall wellness & vitality.

**Usage Guidance:** ANANTH Giloy Juice is recommended at 15–30 ml mixed with water twice daily before meals or as directed by the healthcare practitioner.

**Composition Highlights:** A premium Ayurvedic wellness juice prepared from carefully selected Giloy stems to deliver natural immunomodulatory, antioxidant and rejuvenating support.

**Practitioner Positioning:** ANANTH Giloy Juice is positioned as a daily Ayurvedic immunity and wellness tonic for supportive management of low immunity, fatigue, seasonal health challenges and lifestyle-related wellness concerns.



## Giloy Juice – Value Advantage

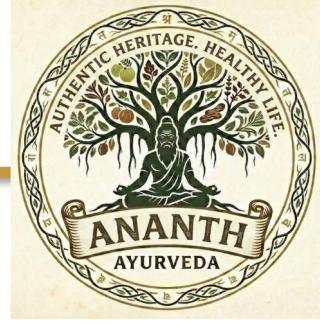


**Advanced Immunity & Wellness Positioning:** ANANTH Giloy Juice is positioned not only for immunity support but also for detoxification, metabolic wellness, energy support and daily rejuvenation management.

**Premium Giloy Sourcing & Purity Focus:** ANANTH emphasizes carefully selected high-quality Giloy stems and controlled processing for improved purity, consistency and consumer trust.

**Better Taste & Daily Consumption Experience:** Its refined formulation is designed for smoother taste and improved palatability, encouraging regular long-term wellness usage.

**Modern Preventive Healthcare Appeal:** ANANTH Giloy Juice is positioned as a natural daily wellness solution for lifestyle stress, seasonal immunity challenges, fatigue and overall health maintenance.



# ANANTH AYURVEDA

## BRAND ANANTH AYURVEDA

is designed for Ayurvedic practitioners and pharmacists seeking clinically proven, premium herbal wellness formulations.



**THANK YOU**