



# **DELIVERING INDIAN FOOD REGULATORY ADVISORY**

## **An Introduction to India Entry Services**

# Indian Nutraceutical Market Opportunity

The nutraceutical industry presents immense possibilities not only for growth, but for innovation, experimentation, and market expansion.

It is an industry full of entrepreneurial opportunities.

The market size of the global nutraceutical industry was around \$382 billion at the end of 2019, and is expected to grow at a CAGR of ~9 percent, taking the industry to \$755 billion in the next five years.

Even the Indian nutraceutical industry is expected to grow from \$4 billion at the end of 2019 to \$25 billion in the next decade.

~\$382 billion

Global Nutra market  
(end of 2019)

~\$755 billion

(in next 5 years)

~\$4 billion

Indian Nutra Market  
(end of 2019)

~\$25 billion

(by 2030)

# Common India Entry Challenges

## Market Regulatory Compliance (FSSAI)

Import of product like Nutraceuticals requires pre-import planning (product compliance as per FSSAI and Corporate setup).

A regular audit is required for high-risk food category products like Nutraceuticals.

## Logistics and Warehousing

Due to low volumes at the early stages, few distributors/ warehouses and logistics providers go for partnerships/ alliances.

Finding a reliable 3rd party warehouses with shared spaces cum logistics support is a challenge.

## Distributor Identification

Offline and Online association, legal support and market insight for negotiations are required at the early stages of business setup.

## Custom Clearance (CHAs)

The general perception of importers is that CHAs are equipped to handle FSSAI related issues but FSSAI issues require expert intervention in the matter.

CHAs are only good for import clearances.

# In-depth 360° Coverage

At Shauryam, we don't believe that one size fits all. That is why we provide rewarding solutions designed for each client's product portfolio, marketplace and unique situation.



## Product Analysis and Feasibility

We do a thorough product analysis and analyze the category for filing the product as per the regulatory framework on behalf of the client.

## Business Entity Registration

Corporate entity set up with all the necessary documentation & legal support.

## Regulatory Compliance Assistance

We help our clients throughout the process of regulatory procedures providing step-by-step hand holding support for successful submission.

## Distributor Identification

We help to identify the right distributor, retail channels (online/offline) and 3rd party warehouse providers, ensuring the best distribution and sales of the products to reach the target consumer audience.

## Import Assistance

Sensitive products like Nutraceuticals require FSSAI expertise, pre- market planning and regulatory clearance for import. We take care of each step.

## Post Marketing Requirements

We help with post market adjudication, legal representation, policy advocacy, regulatory updates and impact assessment.

# Results Delivered 1

*A global health and wellness brand from Australia*

## Challenge

India entry and set up of online & offline distribution network.

## How we helped

Formula review, formula change, license procurement, import assistance, post-marketing assistance, legal appeal.

Registration on multiple online marketplaces.

Offline retail partnership with one of the largest pharmacy chain.



## Pro tip

Suggested on default guidelines and anomalies on the website and product display.

E-commerce compliance as per:

- 1) Legal Metrology
- 2) Package Commodity Rules
- 3) Consumer Protection Act
- 4) ASCI

# Results Delivered 2

*UK's leading health and wellbeing store*

## Challenge

Import clearance due to formulation and labelling compliance.

## How we helped

Regulatory perception was corrected. Global and Indian standards are different.

Asked principal manufacturer to make products as per Indian (FSSAI) guidelines.

Advised to use a new product sticker.



## Pro tip

Suggested to make & use India-specific stickers adhering to Indian norms along with the global label in use.

100% compliance achieved without interrupting the principal model of the business.



# About Shauryam

Shauryam is a regulatory advisory and consulting company established in the year 2015 which provides end to end compliance advisory, regulatory approvals and services in the area of Food, Supplements, Nutrition, Ayurvedic, cosmetics products and its associated businesses.

Shauryam has core expertise in handling facility/ business licensing of- General Food and Food products, Functional Food Products, Nutraceuticals, Health Supplements, Ayurvedic, Cosmetics & other Dietary products: Approval of Non-specified Ingredients, Product Development, Formulation Compliance, Label Validation, Licensing, Claim Validation, Review analysis, Import Clearance/ Approval/ Registration, Product Compilation reports, food/ supplements dossiers compilation with Advisory on Legal and Adjudication process related to Food Safety matters.

2015

Shauryam started services

~1000+

Total satisfied clients served

~250+

Repeat clients served per annum

~12+

Total team members  
(8 Regulatory, 1 Legal, 4+ IT)

**Food (FSSAI)**



**Ayurveda**



**Cosmetics**



**India Entry**



# Contact Us

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