Ayurveda Inspired

Functional Chocolate
A Revolution,

Challenging pill culture for the greater good.
Our Vision

Kickstart an alternative wellness revolution by building a community that is keen on unleashing the greatest version of themselves using what we call nature’s pharma.

Our Mission

To inspire lifelong healthy habits of self care by bringing simplicity, inspiration and delight to the otherwise boring world of supplements and nutraceuticals.
India’s First Functional Chocolate

AYURVEDA INSPIRED FUNCTIONAL CHOCOLATE

ACTIVE IMMUNITY
SUPPORTS A HEALTHY IMMUNE SYSTEM

SLEEP
ENSURES A HEALTHY SLEEP CYCLE

DAILY ENERGY
ENSURES A HEALTHY SOURCE OF ENERGY

GOODBYE STRESS
ENSURES A STAY ALERT

100% NATURAL
NON-ADDICTIVE FORMULA
FSSAI CERTIFIED
Problem Identification

1. Increase in lifestyle disorders
   Sedentary lifestyles have pushed more people towards various ailments and disorders such as sleep deprivation, stress, anxiety.

2. Convenience in use
   Modern day consumers are inclined towards delivery formats that are easy to store, use and enjoy.

3. Effects of Allopathic Medication
   The opioid crisis has been the epitome of what prescription drugs do to humans and a gradual shift to alternative pharma is imminent.

4. Stigma around “Pills, Powders”
   Delivery mediums such as pills and powders are still taboo in Indian households as they generally ring alarm bells due to the perceptions attached to them.
Why Awsum?

When it comes to supplementation, people experiment for taste, but return only when a product is effective, convenient, delicious and makes a positive impact on their lives. We understand it is not just what you take, but how you take it.

Formulated with powerful ingredients that work together to deliver just the health benefit you’re after.

Awsum exists to make your daily nutrition easier, tastier and all around more enjoyable.

We use the power of plant sourced ingredients and no artificial substances or flavoring agents.
Created and Established one of India’s first Healthy snacking brands “POSHTICK”.

· Passionate about Nutrition science, researching and exploring Nutraceutical and Functional Food

· Strategic Retail Management from ISB, Hyderabad

· Product Development and Formulation from Food and Agriculture Centre of Excellence, NIFTEM Sonipat.
Growing consumer concern about physical and emotional wellbeing makes functionality a key area for innovation. Ingredients and nutritional properties are also under scrutiny as consumers put health at the forefront.
Consumer Trends

PREVENTIVE WELLNESS
- Mental Health & Anxiety Awareness
- Belief in Preventive Care
- Lifestyle Sleep Disorders
- Belief in Naturo-Pathy

MINDFUL NUTRITION
- Plant Based Proteins
- Vegan
- Organic Sourced
- Superfoods Adoption

ALTERNATIVE HEALTHCARE
- Denouncement of Pill Culture
- Mindful of Side Effects of Mainstream Pharma
- Not Restricted to Mainstream Therapies
- Non Synthetic Medicine
Data Driven Growth

A 360-degree view of consumers and pockets of growth, supported by predictive and prescriptive insights

1. Opportunity/demand identification
2. Rapid activation
3. Martech/data enablement
4. Agile operating model
5. Capability-building

The new ways of working needed for an agile, modern, marketing organization

Delivering the right message at the right time in moments that matter—and measuring the impact
“Food is one of the most important tool to create a vibrant health”

• What you put at the end of your spoon is more powerful medicine than anything you will find at the bottom of the pill bottle. Food is most powerful medicine to heal chronic illnesses and diseases.

• The Grocery stores and Vegetable stores are our pharmacies.

• Food has the capability to improve the human genes, balance hormones, reduce inflammation and optimize the gut micro biome

• Food works faster, better and cheaper than most of the pharmaceutical drugs; and the only side effects are good once-prevention, reversal and even treatment of diseases.
Thank You