Forest Essentials Marketing Management

Presented by-
Nandita Saha
Aarushi Aggarwal
Mitali Arora

FOREST ESSENTIALS

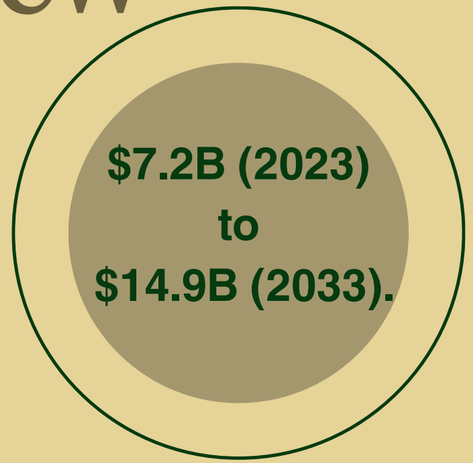
Brand & Industry Overview

Pioneering Luxury Ayurveda Since 2000

- Founded by Mira Kulkarni
- Supported by Estée Lauder
- Partnered with Hyatt Regency, New Delhi in 2002
- Initially made handmade soaps and candles
- Diverse product categories including skincare and wellness

Industry Insights

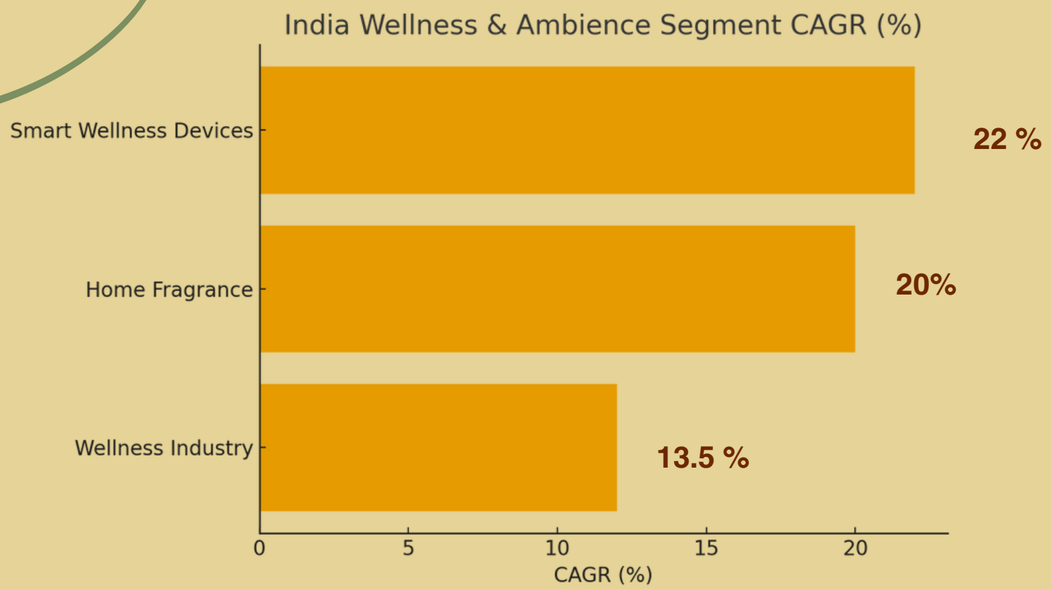
- 14% CAGR, driven by demand for natural, herbal, toxin-free solutions.
- Strong consumer trust in ancient, traditional wellness systems.
- Shows rising disposable income and premiumisation in beauty consumption.
- Consumers increasingly prioritising stress relief, mental health, and home well-being.
- Reflects rise in self-care rituals, WFH culture, and lifestyle upgrading.
- Consumers are embracing tech-enabled relaxation, ambience, and wellness solutions.
- Movement from “cosmetic use” → ritual-based well-being



Ayurvedic Cosmetic Market Growth



Indian Beauty Market Size



Strategic Analysis: SWOT & PESTLE

Assessing Forest Essentials' Market Position

Competition	MEDIUM-HIGH
Buyer's Bargaining Power	MEDIUM-HIGH
Suppliers Bargaining Power	LOW- MEDIUM
Threats of New Entrants	LOW
Substitutes Threat	HIGH- MEDIUM

STRENGTHS

- Strong connection with **Ayurvedic Heritage**
- **Strong R&D on formulations**
- **Sustainable** Practices & Zero Carbon Footprint
- Clean & ethical production processes
- **Great storytelling** and appeal, branding & customer loyalty

WEAKNESS

- **High Prices**
- Less Celeb endorsement and **media presence**
- **Regulatory** certifications needed in global expansion

THREAT

- Competitors are **offering lower prices**
- Intense **competition**
- Complex **regulatory bodies** & certifications

OPPORTUNITY

- **Rising demand for heritage and natural products**
- Global Expansion can **increase revenue and brand equity**
- **Innovation in product lines** aligned with clean beauty trends

Industry Insights

- Authenticity is its strongest moat, but increasing competition demands constant innovation.
- Global clean beauty trends create major expansion opportunities.
- High pricing and limited visibility restrict everyday adoption, gifting and ritual-based marketing can bridge the gap.
- Regulatory barriers mean global growth requires scientific rigor.
- Strong heritage + storytelling = brand equity that competitors can't replicate

Why We Chose
Forest Essentials

Luxury

first Indian brand to blend classical Ayurveda with premium luxury positioning.



Innovation

Backed by Estée Lauder Group, enabling global R&D, innovation, and quality scale.

India’s beauty market growing to	→ 45B by 2030 →	strong expansion space.
India’s beauty market growing to	→ 13.5% CAGR →	high demand for clean, herbal solutions.
Forest Essentials holds	→ 30% share in luxury Ayurveda →	high brand trust & loyalty

Current STP

Positioning in Wellness Luxury Market

S

- Demographic: SEC A/A+, premium urban consumers
- Geographic: Luxury lifestyle, wellness-focused, natural beauty users
- Behavioural: Ritual-led buyers, premium gifting, high loyalty
- Psychographic Tier-1 metros + NRIs/global luxury markets

T

- Affluent young professionals
- Wellness & clean-beauty seekers
- High-income beauty shoppers
- Luxury gifting & spa/hotel clientele

P

- Pure. Luxurious. Ayurvedic.
- Premium handcrafted Ayurveda
- Deep heritage + sensorial experience
- Strong trust, purity & authenticity

Introducing SOMA

Smart Diffuser



- A **revolutionary smart diffuser**
- **O**ffers versatile aromatherapy
- Combining Ayurveda with modern technology for enhanced wellness.

Dosha-Based Sound & Liighting



- Integrates soothing **dosha-based soundscapes** for
- Adjust lighting according to the room ambience

Fragrance pods + Oils



- Compatible with both solid fragrance pods and liquid diffuser oils
- Solid Fragrance Pods: Last up to 5 days of continuous aromatherapy.
- Diffuser Oils: Offer an intense aroma for a few hours, ideal for short, mood-based sessions.



Why “SOMA”



TECH-INTEGRATED WELLNESS

Fills the gap in **tech-integrated Ayurvedic wellness** for modern consumers.



HOME AMBIENCE

Rising demand for enhancing home ambience and aromatherapy experiences.



AYUVEDA

Uses Forest Essentials’ **authentic Ayurvedic** fragrance blends & rituals.



FRAGRANCE STRENGTHS

SOMA leverages **Forest Essentials' strengths** in fragrance and wellness rituals effectively.



HIGH MARGINS

Profit-rich category with strong repeat revenue from fragrance pods

- There is currently **no smart Ayurvedic diffuser** in the market
- Highlighting a significant gap in the tech-enabled wellness space.

Cost Breakdown

SOMA (diffuser + 1 pod) - 11,999
Fragrance pods - 1599

Fixed Component	Cost (₹)
Tooling + Mold Development	₹12,00,000
Tech + Ayurveda R&D	₹18,00,000
Campaign + Influencers + Launch Film	₹25,00,000
Retail Experience + In-store Display Setup	₹10,00,000
Packaging Development (luxury-grade)	₹8,00,000

TOTAL VARIABLE COST PER UNIT = ₹5,430

PROFIT MARGIN PER UNIT
CONTRIBUTION MARGIN = SP – VARIABLE COST
= ₹12,000 – ₹5,430 = ₹6,570

- Premium Value Based Pricing
- Psychological pricing
- Comparable to Global wellness tec (₹15k–₹25k)

Component	Cost (₹)
Advanced Smart Electronics (chipset, PCB, sensors)	₹1,650
Ultrasonic + Atomizing Diffusion Engine	₹720
High-Definition Sound Therapy Speaker	₹480
Luxury Outer Box (rigid box, gold foil, magnetic closure)	₹550
Inner Packaging (glass pod holder + velvet insert)	₹360
Premium Ayurvedic Fragrance Pod	₹350
Premium Manufacturing + Assembly + Hand Finishing	₹720
Quality Control + Testing	₹180
Premium Logistics (domestic + cushioning + import)	₹420

Total Fixed Cost = ₹73,00,000

PHYSICAL EVIDENCE

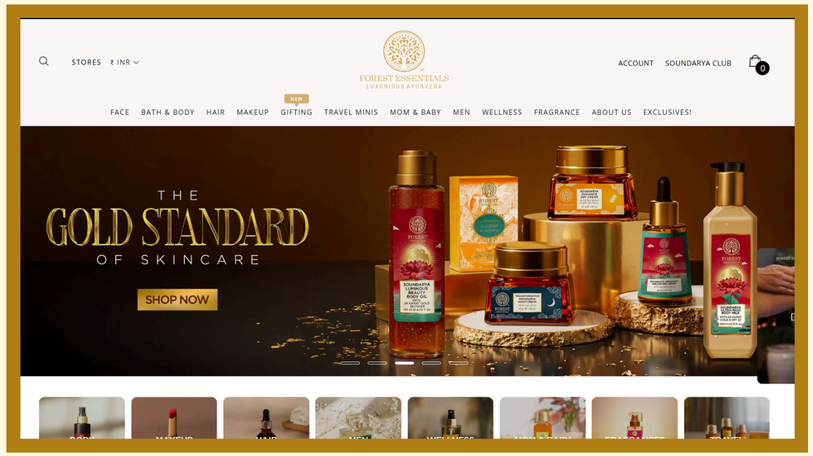






PLACE





PEOPLE



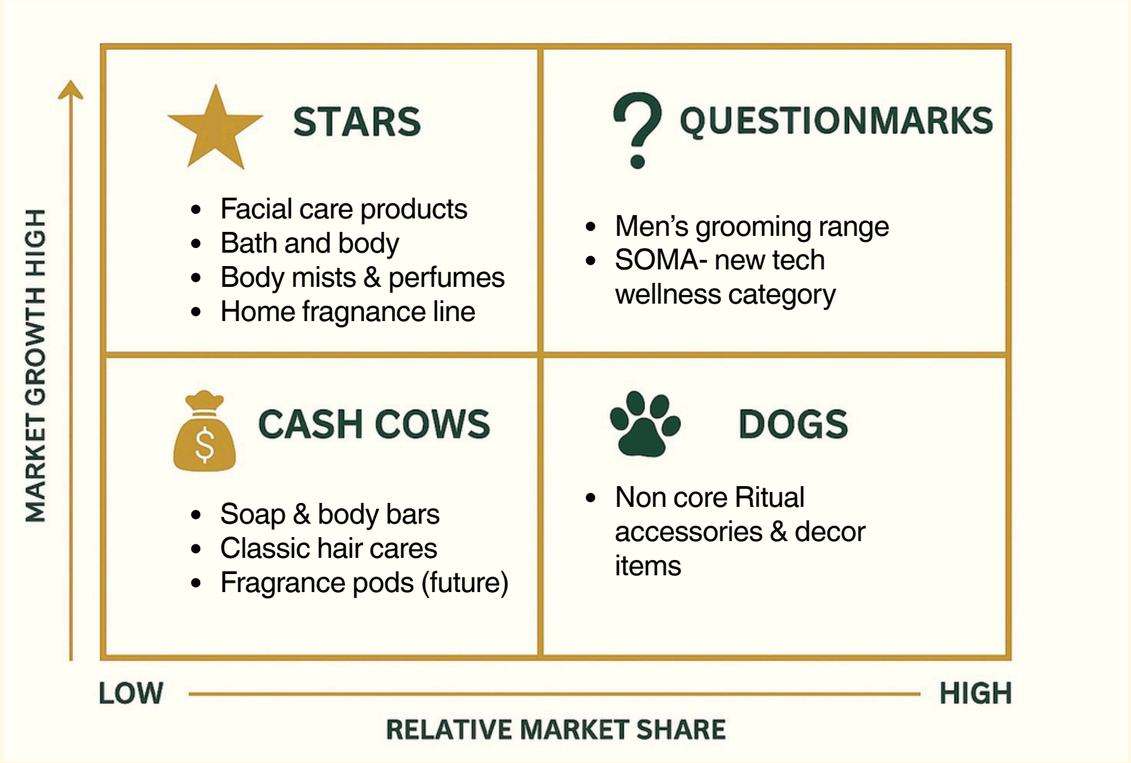


- Ayurvedic wellness consultants for rituals
- High-touch customer service with FE’s signature hospitality
- Back-end Teams
- R&D (Ayurveda experts + tech integration partners)

Growth Strategy



- Product Development: Core strategy — new tech-wellness product for existing FE customers.
- Market Development: Expand SOMA to UK/US/UAE through FE global stores + luxury retail.
- Diversification: Build a SOMA ecosystem (pods, SOMA Mini, smart ambience devices).
- Penetration: Drive early adoption via demos, gifting bundles, and loyalty offers.

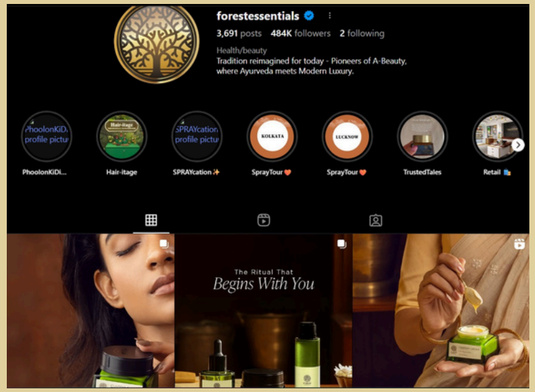


- Current Position: Question Mark → high-growth category, low share.
- Goal: Become a Star → build awareness + trial through influencers & hotels.
- Scale Through Ecosystem → repeat revenue from pods & subscriptions.
- Leverage Cash Cows → FE bodycare/haircare fund marketing push.

Promotions



Invite only wellness retreat for Launch



Social Media Campaign



In-store & Experience-led



Influencer campaigns (wellness creators, yoga practitioners, luxury lifestyle bloggers

- Live demo zones in boutiques
- Aroma zones inside Forest Essential stores
- Blogs, FE Journals, Ayurveda-based wellness education
- PR & Partnerships
- Luxury hotel in-room experience
- Home décor & interior designers endorse SOMA as ambience luxury

Process

- Pre - Purchase
- In- Store Demos
- Immersive Product Walkthrough
- Fragnance Pod Subscription Programme
- Auto- Playlist update Recommendations.
- Warranty & after-sales care

SOMA Launch Timeline

0–6 Months

Finalize product features, conduct quality control, package designs, train staff, seed influencers, initiate teaser campaigns, and execute a soft launch to gauge initial consumer response.

6–12 Months

Begin nationwide rollout in boutiques, introduce new pod variants, establish hotel partnerships, test point-of-sale trial stations, and create gifting bundles to boost customer engagement and sales.

12–18 Months

Launch the SOMA Mini, develop subscription pods, curate ritual sets, conduct workshops for hands-on experiences, and release limited edition products to create excitement and exclusivity.

18–24 Months

Expand internationally into the UK, US, and UAE markets, secure high-end retail partnerships, integrate with luxury hotel chains, and unveil the enhanced SOMA 2.0 product line.

THANK YOU