

**Holistic Wellness in India:**  
**March 2016**

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# 1. Executive Summary

**The Indian Wellness industry is expected to touch INR 1 trillion by 2015, growing at CAGR of 15-17%.** This includes various segments such as Beauty Care, Health & Wellness food and beverages, Fitness and slimming services, Rejuvenation and Alternate therapies segments.

However looking at the evolution of the term Wellness globally over the years, one finds that Physical Wellness is just the tip of the iceberg! The other dimensions of wellness ranging from intellectual, environmental, emotional, financial, social, spiritual are equally important and integral to holistic well being and happiness.

In a country like India with over 1.2 billion population of which over 900 mn reside in the Top 10 States, conservative estimates (after poverty line and per capita spend adjustments) suggest a huge untapped potential for Holistic Wellness ranging between INR 500 – 700 bn in the Top 10 States across various age brackets.

To tap this opportunity, what India needs at this juncture is a robust and sustainable Wellness ecosystem of Service Partners and Aggregator Entrepreneurs who can come together to create viable business models which shorten the response time of Wellness Delivery and are highly scalable to reach out to the hinterland as well.

Holistic Wellness Industry in India being at an inflection point, is evenly poised for the advent of global influence (thought leadership, technology, capital) to move to the next level and transform into a thriving industry.

## 2. Wellness – The Indian Context

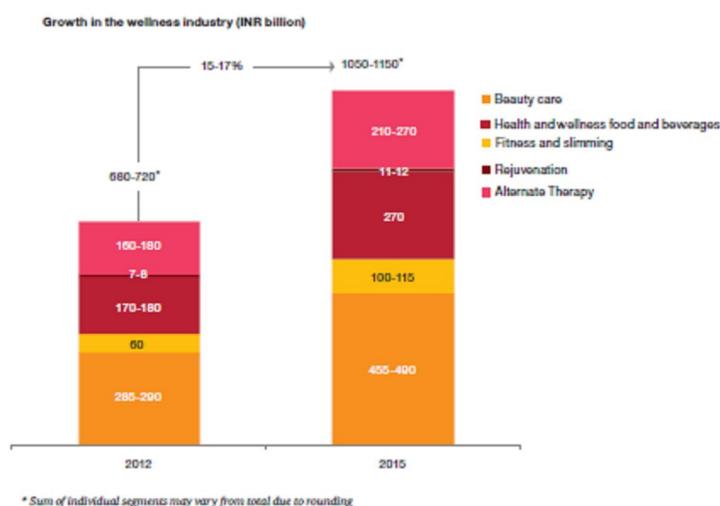
The American Heritage Medical Dictionary terms 'wellness' as a 'condition of good physical, mental and emotional health, especially when maintained by an appropriate diet, exercise and other lifestyle modifications.'<sup>1</sup>

In India, wellness is a concept which has been in vogue since ancient times. Traditional medicinal and health practices like Ayurveda and yoga have propounded the concept of mental and bodily wellness.

Most of the ancient wellness concepts have largely focused on the basic needs of an individual within the need hierarchy, namely a focus on health, nutrition and relaxation.

With the progress of time, wellness as a concept has taken up a multi-dimensional definition, encompassing the individual's desire for social acceptance, exclusivity and collective welfare. Chiefly influenced by changes in society and in the lifestyles of individuals, this change has also been accelerated by extraneous factors like globalization and a greater awareness of the need for wellness among individuals.

Wellness players, thus have responded to this change, shifting their focus from traditional offerings like curative healthcare and value oriented mass products to new generational offerings like **preventive healthcare, luxury products and personalized services.**<sup>2</sup>



**The Indian Wellness industry is expected to touch INR 1 trillion by 2015, growing at CAGR of 15-17%.<sup>3</sup>** As can be seen from the graph the Wellness Industry can be broken into Beauty Care, Health & Wellness food and beverages, Fitness and slimming services, Rejuvenation and Alternate therapies segments.

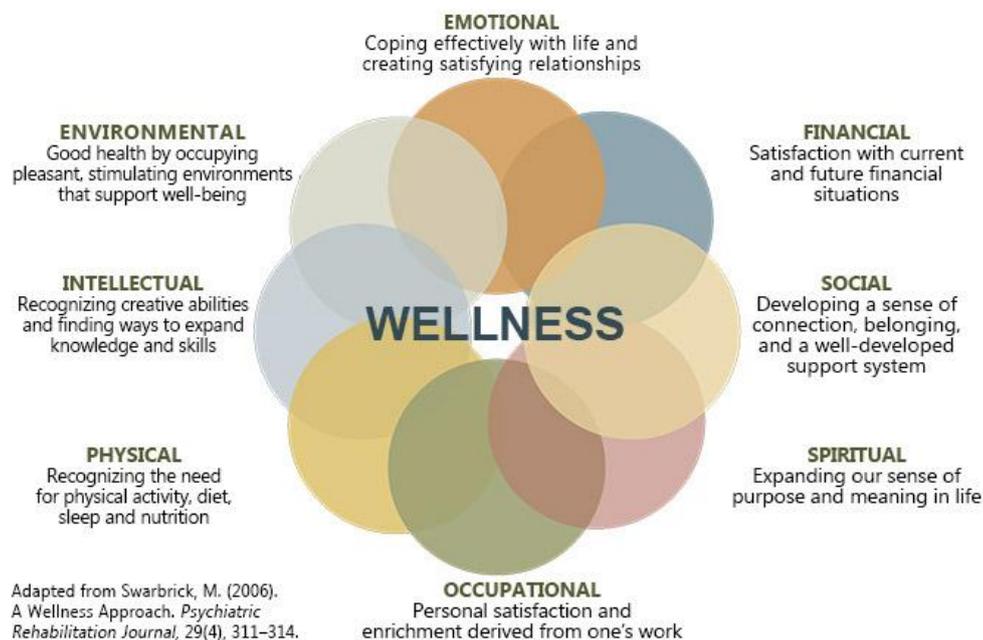
<sup>1</sup> <https://www.pwc.in/assets/pdfs/publications-2011/wellness-report-15-sept.pdf>

<sup>2</sup> [http://ficci.in/sector/83/Project\\_docs/Wellness\\_profile.pdf](http://ficci.in/sector/83/Project_docs/Wellness_profile.pdf)

<sup>3</sup> <https://www.pwc.in/assets/pdfs/publications/2013/imperatives-for-growth-the-wellness-industry.pdf>

### 3. Wellness – The Holistic Concept

Looking at the evolution of the term Wellness globally over the years, one finds that Physical Wellness is just the tip of the iceberg! The other dimensions of wellness ranging from intellectual, environmental, emotional, financial, social, spiritual are equally important and integral to holistic well being and happiness<sup>4</sup>



These can be categorized simply as below

- I. Involving interaction with **Own Self** – Physical, Financial, Intellectual, Spiritual
- II. Involving interaction with **Other Individuals** – Emotional, Social
- III. Involving interaction with **External Factors** – Occupational, Environmental

While the various dimensions of wellness are interrelated as depicted, intuitively one would guess that the focus on self wellness would more often precede and pave the way for achieving holistic wellness.

However the Indian Wellness Industry as depicted in a graphic earlier largely addresses the Physical Wellness dimension through various products and services.

<sup>4</sup> <http://www.samhsa.gov/wellness-initiative/eight-dimensions-wellness>

## 4. Holistic Wellness – The Untapped Potential

### The Indian Demographics (As per Census of India, 2011)

Demographic Segments				Age band (in yrs)	India	Top 10 States <sup>A</sup>	%
Infant / Child				0 - 5	13,88,61,008	10,68,78,221	77%
Student				6 - 9	10,08,73,896	7,82,11,300	78%
Student	Adolescent			10 - 14	13,27,09,212	10,28,91,073	78%
Student	Adolescent	Youth		15 - 19	12,05,26,449	9,29,99,755	77%
Student		Youth	Workforce	20 - 24	11,14,24,222	8,50,23,661	76%
		Middle Aged	Workforce	25 - 40	30,36,78,592	23,15,91,186	76%
		40+	Workforce	41 - 59	19,44,42,756	14,61,96,571	75%
		Retirement Age	Seniors	60 - 80	9,63,44,973	7,36,16,432	76%
		Old Age	Very Seniors	80 +	75,04,067	55,70,978	74%
<b>TOTAL</b>					<b>1,20,63,65,175</b>	<b>92,29,79,177</b>	<b>77%</b>

<sup>A</sup> Andhra Pradesh, Bihar, Gujarat, Karnataka, Madhya Pradesh, Maharashtra, Rajasthan, Tamil Nadu, Uttar Pradesh, West Bengal

### Per Capita Spend on Holistic Wellness

The per capita spend on wellness had reached INR 480 per annum in 2011.<sup>5</sup> However as mentioned earlier this does not include any spend towards the other dimensions of wellness such as intellectual, environmental, emotional, financial, social and spiritual. Considering the need for specialized services to address the above wellness dimensions (excluding physical wellness) and applying a time (inflation) factor to the 2011 data, we conservatively estimate the potential per capita spend on holistic wellness to be between INR 800 – 1000.

### The untapped Holistic Wellness Market in India

Connecting the above data, theoretically the estimated market size for holistic wellness in India could range between ~ INR 1 - 1.2 trillion. If we were to slice it further from the perspective of Top 10 States (out of the 30 states) in terms of population we are talking about a huge market size of INR 740 – 920 billion. However considering the fact that affordability would be an issue for people below the poverty line (unless government steps in for disseminating access for all) and accordingly taking a deep downward adjustment of 25%<sup>6</sup> on account of poverty, we are still talking about an addressable, accessible holistic wellness market size range of **INR 550 - 700 billion** for the Top 10 states.

<sup>5</sup> <https://www.pwc.in/assets/pdfs/industries/retail-and-consumer/rc-wellness-report-20120829.pdf>

<sup>6</sup> [https://en.wikipedia.org/wiki/Poverty\\_in\\_India](https://en.wikipedia.org/wiki/Poverty_in_India) - Refer Statewise Reserve Bank of India Estimates

## 5. Need for creating a Wellness Ecosystem

### The Wellness Continuum

Achieving Holistic Wellness can be looked at as a 3 stage continuum of:

- Regular Comprehensive Wellness Assessments across the various dimensions
- Deep, Relational Analytics to decipher the inhibitors of each Wellness Dimension across the Target Audience
- Customized solutions / remedial interventions to eliminate or the reduce the intensity of the inhibitors for the identified subjects
- And then the process gets repeated till the desired outcome is achieved.



### The Wellness Service Partners & Aggregators

For the **Assessments** as mentioned above to be comprehensive and effective, there is a pressing need for Wellness Service Partners from multiple wellness disciplines to come together for offering integrated wellness services to the potential customers. **Analytics** being the next stage necessitate the need for data capture & wide dissemination, relational analyses in the back end and then making the results available to the customer on a real time basis. The stage of delivering **solutions** / conducting remedial interventions again calls for a very high degree of collaboration between the Wellness service partners. In India startups / ventures which are focused on aggregating the above are emerging by the day and a lot of action is expected in this space. [www.planmyhealth.in](http://www.planmyhealth.in) is one such prominent aggregator in this space.

## **Scalable, Technology enabled Wellness Fulfilment models and funding**

2 Key Metrics to assess the efficacy of Wellness ecosystem in any country could be the **Response Time** between Wellness Assessment & Remedial Interventions and **Scalability**. India with its geographical enormity and demographic diversity offers great opportunities alongwith severe challenges of physical reach. This is where the technology can act as a great catalyst. Easy availability of technology savvy graduates in large numbers has triggered the emergence of numerous technology start-ups trying to create viable business models. Availability of capital to fund these ventures is also catching up.

## **Need for advent of global best practices**

Given the above in the backdrop, Holistic Wellness in India seems to be at an inflection point. It sets the stage for advent of global best practices, thought leadership, technology advances and capital (seed, growth) to take this to the next level.

## 6. About the Author

**Mr. Sid Jain, 36, Executive Director & COO, Jainam Wellness Ltd.**



At Jainam Wellness Ltd., Sid is handling a crucial role of strategy, organization building and execution along with the Promoter, Chairperson & CEO. He brings diverse and rich corporate experience through a career spanning around 15 years where he has been associated with the top / senior managements of Future Group, FEDEX (erstwhile AFL Logistics), Welspun Group, Reliance ADAG (Home Furnishings Co), CRISIL (A Standard & Poors' Co), reputed Indian Assurance & Consulting firms.

He is an alumnus of Indian Institute of Management Indore, JBIMS, Institute of Chartered Financial Analysts of India, Institute of Chartered Accountants of India, Mumbai University (Commerce Graduate).

**Views expressed in this article are the personal views of the author and do not necessarily imply the views of Jainam Wellness Ltd.**

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