



Creating Healthy Humankind!

Founded in 2017, Ayurcin Biogenics works in the health & wellness sector, developing food supplements, fortified drinks, placing healthy food options at customer's disposal.

With nearly three decades of insightful experience in Manufacturing, Marketing & Consultation in the Ayurvedic Medicines, Food & Dairy Industry, Mr. Abhijeet Panshikar started Ayurcin Biogenics.

Highly perturbed by malnutrition related deaths among the tribal population, Mr Panshikar was forced to view the issue more sensitively and come up with an apt & economic solution.

"It was back in 1997 when I started working with Sharat Pharmaceuticals as a Product Manager. I was posted in Umer Gaon, which falls in the border area of Maharashtra and Gujarat, both the bordering areas infamous for malnourished population. I personally am a witness to the deplorable health conditions of the daily wage labourers in the region.

Though the Government of India is proposing a separate budget both centrally & state wise for rooting out malnutrition yet the apathy of the system is largely visible.

And so I decided to come up with a health supplement that will tackle malnutrition," reminisces Mr. Panshikar.

To further bolster his idea, Mr. Panshikar started off with intensive research into the field studying past government & social organization initiatives in this regard. Moving away from the trend of protein powder, protein bar, jaggery based products he narrowed down to having a health drink. Harking back to his botanical background and culling out knowledge from 25 years of experience in the Ayurveda Industry Mr. Panshikar finalized on a milk based product for the people.



“Since my graduation from Mumbai University in 1993 I have worked with a number of herbal & Ayurveda based Industry as product manager and was closely involved in the production process. I was well aware of the nitty-gritty of production. Drawing from my experience I decided to start Ayurcin Biogenics.”

They started with sample production in small batches and got their samples tested by Dr. Narendra Tape, head of Shristi foundation, Mumbai.

“Our product Ayur Enzo is a 200 ml bottle which upon regular consumption over 45 days bear results. But see within a span of 14 days the consumers could feel an overall change in their bodies, they became healthier, their calcium level increased. This one incident instilled more confidence in me in pursuing this full time and that is when I left my job. Post further trial final product came out in 2016 and we established Ayurcin Biogenics in 2017.”

Startup Product Details



Ayurcin Biogenics primarily manufactures herbal formulation based milk as a treatment for people suffering from malnutrition and junk food disorders. Ayur Enzo milk can be consumed both in cool and boiled form and has a shelf life of 1 year without refrigeration. They have developed 15 variants of Ayur Enzo with some of them catering to age specific people. Pocket friendly Ayur Enzo bottles are priced at Rs. 50.

For young kids they have Brahma variant, for males they have Ashwagandha variant, for females they have Shatavari variant and for older age people they have Sugar free power milk.

“My sole focus in the initial days was to weed out malnutrition but as I did test marketing, people in the metro cities also evinced interest in our product. Given the high-pace lifestyle of working parents in metro cities, juggling work and home, taking due care of nutritional needs of children takes a backseat. Unregulated diet and eating habits is now responsible for a number of health disorder resulting from consumption of junk food on a regular basis. And that is why Ayur-enzo seemed like the perfect

nutritionally loaded product for these parents. And that is how we decided to posit our product both for treating malnutrition and Junk food disorders,” adds in Mr. Panshikar.

The startups regularly caters to 250 households in Mumbai and Pune supplying Ayur Enzo.

Process

The milk is first heated to 85 degrees and is then mixed with sucralose, keeping in mind its anti-diabetic properties and health benefits. Post this the milk is homogenized and is chilled at 4 degree, followed by sterilization and pasteurization. This is followed by packaging and labeling and the product is ready to market.

“All the manufacturing is done on a third party basis. Basically we don’t have our own manufacturing unit, we outsource our work to the already existing industries which are in need of work. That’s a win-win situation for everyone,” says Mr. Panshikar.

Farmer's Connect

With the thought of enhancing farmer's income in the foresight, all the raw material for the produce is procured directly from farmers providing them with additional revenue generation sources.

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Given my botanical background I guide farmers to plant extra crops like Brahmi, Ashwa. The plantation of these crops increases their income by at least 12-14 percent. For our base material Milk we are associated with a group of 50 farmers who provide us with pure cow milk. Farmers associated with us get 5-7 rupees more per litre compared to market rate.

- Mr. Panshikar

Marketing Strategy

Much of the initial day marketing was done through word of mouth. Mr. Panshikar drawing upon from his previous profile of a Marketing manager, tapped into his connections to provide visibility to Ayur-enzo in the market.

In the first leg of promotion, they have successfully placed their product in medical stores all over Maharashtra. They have also collaborated with doctors, who recommend their products to patients suffering from nutritional deficiency and pregnant women.

Expanding their marketing strategy they will now be moving on to social media and print media. In the local market, hoardings will be used while television and radio advertisements will be targeted for pan India promotion. A dedicated website for Ayur Enzo is in the pipeline.

Talking about product development, Mr. Panshikar says “We started marketing our products in glass bottles. But the ever persistent glass breakage problem obstructed large distance travel of our products. Now we will move forward with tetra pack.

Ayur Enzo with its versatile functionalities has got the interest of State and Central Government piqued up in large scale production and commercialization. We are now in discussion with the State Governments of Madhya Pradesh, Gujarat, Maharashtra, Rajasthan and Chhattisgarh.

We also held discussion with Mr. Rajnath Singh regarding the possibility of serving energy milk to armed forces working in Border region.”



Vision as an entrepreneur

Along with business expansion Mr. Panshikar wants Ayurcin to become a pioneer in inspiring & building more farmers entrepreneurs. They have a vision of setting up small-small youth farmer led clusters that will manufacture Ayurcin products. It will function along the line of participatory development.

In the coming five year they are aiming for a massive turnover of 250 Crore. They want Ayur Enzo to secure its position in the global market and become a world renowned Product to fight Malnutrition.

Association & Key takeaways from MANAGE

MANAGE proved the right platform for us instilling us with knowledge and confidence. The training program was wonderful in all aspect and the mentors did well in adequately filling the knowledge gap at our end. The relentless support by the entire MANAGE-CIA team is much appreciated.

I am so impressed by the quality of training program that I have decided on my own I will pass the acquired knowledge to other entrepreneurs and push them to go for MANAGE's training program.



Company Name

Ayurcin Biogenics



Date of Incorporation

01 June 2017



Age of Company

**5 Year 8 Months
10 Days**



LinkedIn

<https://www.linkedin.com/in/ayurcin/>



Whatsapp No

+91 99235 90197



e-Mail

enquiry@ayurcinbio.com

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