

Startup Profile Summary

Report Generated On : 19 September 2026, 4:07 PM

Startup Details-1			
Name	vibhu roy	Email	vibhu@ayurmatisherbs.com
DPIIT Recognition Number	DIPP205610	Upload DIPP Certificate	Yes
Registered name of startup	AYURMATI HERBS PRIVATE LIMITED	Startup Logo	Yes
Mobile No.	9935060421	Stage	Ideation
Brief on the business concept			
Ayurmati Herbs propose the development of a differentiated Ayurvedic beverage brand designed to transform preventive wellness into an everyday lifestyle choice. The concept centers on a curated range of herbal drinks, infusions, and concentrated formulations rooted in Ayurvedic principles and tailored to address common daily wellness needs. These include support for radiant skin, eye clarity, hormonal balance, sustained energy, detoxification, stress management, and assistance in reducing dependence on tea and coffee. Each formulation is designed with personalization and functional benefits in mind, allowing consumers to integrate traditional Ayurvedic wellness into modern daily routines. The brand will combine traditional Ayurvedic knowledge with contemporary product design and premium positioning. Products will be packaged in eco-luxury, aesthetically refined, and gift-friendly containers that elevate the perception of Ayurveda from a niche health remedy to a sophisticated lifestyle product. By aligning wellness with design, convenience, and everyday consumption, the brand aims to make Ayurvedic beverages both aspirational and accessible. Market indicators strongly support this opportunity. The global herbal beverages market is estimated at approximately USD 8.8 billion in 2024 and is projected to reach around USD 12.7 billion by 2033, reflecting sustained consumer interest in plant-based and natural health solutions. Additionally, the global Ayurvedic products market is forecast to grow from approximately USD 17.1 billion in 2025 to nearly USD 51.9 billion by 2034, representing a compound annual growth rate of roughly 13.1%. Despite this growth trajectory, Ayurveda-based products currently represent only about 1% of the Indian FMCG market, highlighting substantial untapped potential for innovative and premium offerings within this category. The brand will differentiate itself through several strategic pillars. First, it will focus on daily-use functional blends, designed for habitual consumption rather than occasional detox use, thereby encouraging high repeat purchase and long-term customer retention. Second, the brand intends to establish franchiseable experiential cafés, where consumers can sample beverages, learn about Ayurvedic benefits, and engage with the brand in an immersive environment. This experiential element will strengthen brand loyalty while creating scalable retail opportunities. The business model will adopt an omnichannel approach, including direct-to-consumer e-commerce, premium retail distribution, and B2B partnerships with wellness resorts, hospitality groups, corporate wellness programs, and healthcare-oriented institutions. Additional growth avenues may include public wellness procurement initiatives and international distribution through premium wellness networks. To ensure long-term defensibility, the venture will prioritize intellectual property development, standardized formulations, documented efficacy, and regulatory compliance. Proprietary herbal blends and scientifically validated benefits will form the foundation of a scalable, premium wellness brand. With rising global demand for natural health solutions, strong market expansion in Ayurvedic products, and a large untapped FMCG opportunity, this venture is positioned to pioneer a premium Ayurvedic beverage category with high repeat usage, strong margins, and global scalability.			
Innovation Model		Process Innovation	
Explain Innovation Model			
We propose a premium innovation model centered on Ayurvedic herbal beverages designed to integrate seamlessly into daily modern lifestyles. These products combine ancient wellness wisdom with contemporary consumer demands for convenience, style, and preventive health. Unlike traditional supplements or generic herbal teas, our model creates luxury functional drinks that address day-to-day issues—skin health, eye care, fatigue management, hormone balance, and even support for tea/coffee addiction. Each product is designed not just as a drink, but as an experience, merging authenticity, science, and premium branding. The most Important part to captured the uncapture herbal market which has a exponential growth potential and its very less competitive all we need to focus on quality quantity feasibility and yes of course the inventions from AyurmatiHerbs			
Funding/Grants received for your business	Bootstrapped	Website Url	n/a
Upload Pitch Deck			Uploaded
Startup Details -2			

Industry Group	Healthcare & Life-Sciences	Sector	Health Information Technology
Sub Sector	Others	Specify Other Sector	Herbal and ayurvedic infusion blends in tea and other dosage forms and Nutraceuticals its manufacturing marketing Franchisee Herbal Cafe
Udyog Aadhaar No.	NA	Upload Udyog Aadhaar	Yes
Nature of Entity	Private Limited Company		
Attach Articles of Association (AoA) copy	Yes	Attach Memorandum of Association(Moa) copy	Yes
Brand Name	AYURMATI AYURMATI HERBS		
Has your startup applied for any IPR (Intellectual Property Right)			Yes
Please provide the patent status and details	NO PATENT APPLIED ONLY TRADEMARK		
Applied For **	Registered/Granted	Application No	Certificate
Patent	☐	NA	NA
Trademark	☒	7085958	Yes
Copyright	☐	7085958	
Company Registration Details			
Company Incorporation / Registration Number	U21003UP2025PTC222546	Company Incorporation / Registration Date	29-04-2025
Company Incorporation / Registration Certificate	Yes	Registered Address	(557/45a)new No-557/245, Om Nagar, Alambagh, Lucknow, Uttar Pradesh, India, Lucknow, Lucknow, Uttar Pradesh
State	Uttar Pradesh	City/District	Lucknow
Tehsil	Lucknow	Pincode	226010
PAN No. of the Entity	ABCCA7885P	Copy of PAN of the Entity	Yes
GST No. of the Entity	09ABCCA7885P1ZQ	Copy of GST of the Entity	Yes
TAN No. of the Entity		Copy of TAN of the Entity	Yes
Founder Details			
Person : 1			
Co-founder	Vibhu roy	Gender	Male
Mobile No.	9956170621	Email Id	vibhu@ayurmatisherbs.com
Pan No.	CSIPR8609G	Pan Card	Uploaded
Aadhaar no	461211479065	Aadhaar Card	Uploaded
Designation/ Role	Founder	Address	Kiara residency ansal api sushanmt golf city lucknow
Equity%	53.00	Share Certificate	uploaded
Person : 2			

Co-founder	MADHU ROY	Gender	Female
Mobile No.	9452520226	Email Id	madhuroy2022@gmail.com
Pan No.	BOEPR1835M	Pan Card	Uploaded
Aadhaar no	405239579778	Aadhaar Card	Uploaded
Designation/ Role	Founder	Address	Kiara residency ansal api sushanmt golf city lucknow
Equity%	24.00	Share Certificate	uploaded
Person : 3			
Co-founder	SURESH CHANDRA ROY	Gender	Male
Mobile No.	7388729175	Email Id	roysuresh22@gmail.com
Pan No.	BIZPR4840P	Pan Card	Uploaded
Aadhaar no	523334181282	Aadhaar Card	Uploaded
Designation/ Role	Founder	Address	Kiara residency ansal api sushanmt golf city lucknow
Equity%	23.00	Share Certificate	uploaded