



Ayurvedic Herbal Churnas

*Inspired by Classical Herbal Wisdom ·
Crafted for Modern Consumers.*

Premium stone-ground traditional herbal churnas for global private label & contract manufacturing — trusted by visionary wellness brands across 20+ countries.



THE POWER OF PURE AYURVEDA

A WORD BEFORE YOU BEGIN

What Survives the Test of Time

Today's market is full of convenient formats — capsules, effervescent tablets, gummies, ready-mix drinks, and wellness shots. They arrive quickly, and they fade just as quickly. Formats are fashions; they come and go with the season.



What survives the test of time is something older and deeper: authenticity in original, traditional formulations. In genuine Ayurveda, a churna is not merely blended — it is made. Our powders are built on the classical Churna tradition, where sun-dried herbs are slow-ground to a fine particle so their true potency is released, not lost. The whole herb is honoured.



LEAF · PATRA



ROOT · MOOLA



FRUIT · PHALA

*The classical elements are brought together with patience – and
there is one ingredient no machine can supply:
human intention, attention, and energy.*

NO COMPROMISES · TRADITIONAL METHODS · HONOURED EVERY STEP

ABOUT US

ASLI AYURVEDA is a manufacturer of premium churna-based Ayurvedic herbal powders, blending classical herbal wisdom with modern, export-grade quality systems. We partner with brands across India and the world to bring authentic Ayurveda to today's conscious consumer.

For other brochures, product combinations, and formats – contact us.



THE MARKET OPPORTUNITY

Why This Category. Why Now.

The global herbal supplement and powder-nutrition market is expanding rapidly as consumers shift toward preventive health, clean-label products, and plant-based daily rituals. For a conscious, purpose-led brand, this is the moment to own a share of it under your own label — backed by a partner who honours the tradition behind the product.

I

Daily Wellness Rituals

Churnas are repeat-use, broad-appeal SKUs — the foundation of subscription and re-purchase economics.

II

Functional Demand

Digestion, immunity, stress & sleep, women's, metabolic and joint wellness lead consumer interest worldwide.

III

Clean-Label Premium

Whole-herb, single-origin powders command higher margins and stronger loyalty than commodity supplements.

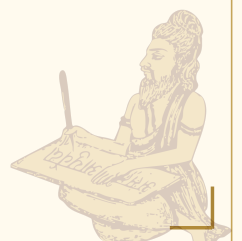
IV

Clear Differentiation

The classical churna heritage and sacred craft give your brand a story no synthetic capsule can replicate.

*Demand is concentrated in repeat-use categories with
broad age appeal and strong margins.*

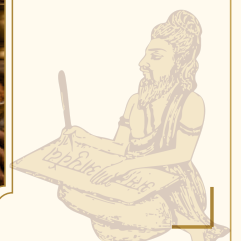
FASTER LAUNCHES · SAFER CLAIMS · LONGER SHELF LIFE
· RELIABLE CAPACITY



Signature Wellness Churnas

Targeted classical & functional formulations – each a complete brand proposition.

#	PRODUCT	KEY HERBS	PRIMARY WELLNESS FOCUS
1	Triphala Churna	Amla, Haritaki, Bibhitaki	Digestion, gentle detox, daily balance
2	Ashwagandha Churna	Pure Ashwagandha root	Stress, vitality, rejuvenation
3	Sitopaladi Churna	Mishri, Vanshlochan, Pippali, Ela, Dalchini	Respiratory & seasonal wellness
4	Hingvastak Churna	Hing, Sonth, Pippali, Ajwain, Jeera	Digestion, appetite, bloating comfort
5	Avipattikar Churna	Trikatu, Amla, Mustak, Vidanga, Lavang	Acidity, gut comfort, balance
6	Brahmi Churna	Brahmi, Mandukparni	Clarity, calm, focus
7	Shatavari Churna	Pure Shatavari root	Women's wellness, vitality, balance
8	Karela-Jamun Churna	Karela, Jamun seed, Gudmar, Methi	Healthy sugar metabolism
9	Punarnava Churna	Pure Punarnava	Kidney, urinary & fluid balance
10	Manjistha Churna	Pure Manjistha	Skin radiance, blood purification
11	Mulethi Churna	Pure Yashtimadhu (Licorice)	Throat, digestion, soothing wellness
12	Gokshura Churna	Pure Gokshura	Men's vitality, urinary wellness
13	Trikatu Churna	Sonth, Pippali, Marich	Metabolism, digestion, warmth



Everyday **Bestsellers**

The fastest-moving, lowest-education-barrier SKUs – ideal entry products and reliable repeat-order drivers.

#	PRODUCT	COMPOSITION	PRIMARY WELLNESS FOCUS
14	Pure Amla Churna	Sun-dried Amla, finely ground	Immunity, vitality, skin & hair
15	Moringa Churna	Pure Moringa leaf	Greens nutrition, daily vitality
16	Giloy Churna	Pure Giloy stem	Immunity support, seasonal wellness
17	Neem Churna	Pure Neem leaf	Skin, purification, daily cleansing
18	Turmeric (Haldi) Churna	High-curcumin Haldi	Antioxidant, joint & metabolic support
19	Wheatgrass Churna	Pure Wheatgrass	Detox pathways, greens nutrition
20	Tulsi Churna	Pure Holy Basil	Immunity, respiratory, daily calm

Custom single-herb powders, classical multi-herb churnas, and proprietary blends developed on request.



SHOWN IN ASLI HOUSE LIVERY – EVERY JAR PRODUCED TO YOUR BRAND, YOUR FORMULA, IN AMBER GLASS & GOLD

FORMATS & PACKAGING

200 g Jars

The dominant daily-use retail format.

5 g Single-Dose Sachets

High-margin, low-logistics, ideal for D2C.

Combo & Subscription Packs

Engineered for repeat-purchase economics.

100 g Jars

Retail and trial-friendly sizing.

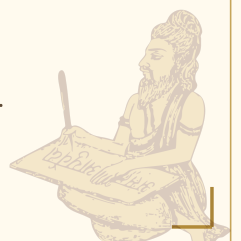
Bulk Institutional Packs

For clinics, practitioners & re-packers.

Bespoke Premium Formats

Custom finishes for luxury positioning.

For the full range of jar sizes, finishes, and packaging options – contact our sales team.



Manufactured With Care. *Inspired by Ayurveda.*

Every formulation is developed within ASLI AYURVEDA's advanced production ecosystem, where modern quality systems support traditional herbal wisdom. Our ZED Gold-certified facility combines sophisticated grinding and sieving infrastructure, HVAC-controlled production areas, stringent hygiene standards, and export-oriented quality practices — within a spiritually charged ambience, courtesy Vedic chants on all the time. The churna grinding process is followed with patience, reflecting our respect for the herbs that have served humanity for generations.

The Asli DIFFERENCE



ZED GOLD
CERTIFIED



EXPORT-ORIENTED
PRODUCTION



PRIVATE LABEL
EXPERTISE



HVAC-CONTROLLED
PRODUCTION



TRADITIONAL KWATH
PREPARATION



ENVIRONMENT INSPIRED BY
VEDIC TRADITIONS

Custom Product Development	Build a unique formula from scratch with our R&D team.
Private Label Manufacturing	Launch under your own brand, fully market-ready.
Particle & Sensory Optimisation	Fineness control and taste balancing — without diluting authenticity.
Second-Source & Overflow	Reliable backup production to prevent stock-outs.
Compliant Claim Support	Label-ready, wellness-support language for your market.
Global Regulatory & Export	Documentation and quality built for AYUSH, FSSAI, MoCRA & global shipping.

- ✓ State-of-the-art infrastructure
- ✓ HVAC-controlled manufacturing
- ✓ Export-oriented production
- ✓ Modern quality systems
- ✓ One of Bharat's most advanced Ayurvedic manufacturing ecosystems

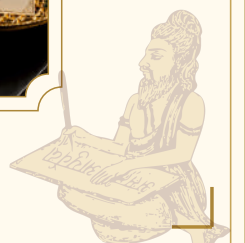


A PERSONAL NOTE

Ayurveda was never meant to be rushed. My years on the yoga mat taught me what the herbs themselves teach — that true wellness is a discipline of breath, patience, and intention. These are the same values we pour into every jar we make. As a practitioner of yoga and a student of India's ancient wisdom, I believe a product carries the spirit in which it is created. When you partner with ASLI AYURVEDA, you inherit that spirit.

With warmth and respect,

Mohit Sardana





Create the Next Generation of *Ayurvedic Herbal Powders*

The future of wellness is functional, plant-based, and rooted in authenticity. Whether you are a wellness startup, an established nutraceutical brand, or a global distributor, ASLI AYURVEDA is your manufacturing partner from concept to shelf — built on the timeless Kwath tradition.

TO ASSESS PRODUCT SPECIFICATIONS, USPS, MOQS,
PACKAGING OPTIONS & PRICING
CONTACT OUR SALES TEAM.

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Rooted in Rituals · Built with Precision · Trusted Worldwide

