



INDIA WELLNESS CONCLAVE



Nurturing the
Wellness Industry for a

Healthier and Happier India



July 24, 2019

FICCI, Federation House, New Delhi

KNOWLEDGE PARTNER





THE WELLNESS INDUSTRY IN INDIA

The wellness industry in India has evolved rapidly from its nascent unstructured beginning in the early 90s to a comprehensive ecosystem today including consumers, providers, adjacent industries, facilitators and Government.

- Consumers mainly comprise a young population with rising income levels. Increasing need to look good and feel good has led these young consumers to seek wellness solutions to meet lifestyle challenges
- Providers offer wellness services and products to meet the hygiene, curative and enhancement needs of the consumer
- Adjacent industries such as healthcare, media, retail, gaming, hospitality and education are capitalizing on the growth of the wellness sector to generate additional revenue streams, leverage existing competencies and offer a wider array of services/products to the customers
- Facilitators include employers, insurance companies and schools, who are likely to play a key role in encouraging and inculcating pro-wellness habits among consumers going forward
- The Government wears multiple hats in its roles as a provider, facilitator, enabler and regulator in the industry

INDIA WELLNESS CONCLAVE 2019



The 6th edition of annual wellness conclave will focus on the theme of **Nurturing the Wellness Industry for a Healthier and Happier India**. India's wellness industry has evolved over the years, from being focused on traditional medicine and preventive practices such as Ayurveda, Naturopathy and Siddha to a more multi-dimensional concept of physical, mental and emotional well-being. The overall wellness industry including beauty care, nutritional care, fitness centers, alternate therapy and rejuvenation (spa) is forecasted to reach US\$24bn by FY20, up from US\$13bn in FY15, according to a report prepared by FICCI and Ernst & Young titled- Wellness and beauty: An ecosystem in the making, which will be released during the conclave. The upward momentum is expected to continue with regulatory modulation, higher investment, robust demand and the entry of newer and bigger players propelling this highly unorganized industry towards formalization.

The conclave aims to deliberate on roles of government and private sector in nurturing the wellness industry to realize its maximum potential and will broadly cover issues related to

- | | |
|--|----------------------|
| o Regulatory Environment | o Skilling |
| o Ease of Doing Business | o Role of Technology |
| o Domestic and Foreign Direct Investment | o Role of Quality |
| o Employment Opportunities | |

CONFERENCE SESSIONS:

| INAUGURAL SESSION | |
|---------------------------|---|
| Plenary Session 1: | Nurturing the Wellness Industry for a Healthier and Happier India |
| Plenary Session 2: | Wellness Economy - Impact of Transformation of the Informal into Formal |
| Plenary Session 3: | Business of Wellness: The Growth Imperative |
| Plenary Session 4: | Sports and Fitness for sustainable economic growth |



CONCLAVE HIGHLIGHT

- Focused Sessions and Deliberation on the Wellness Industry
- FICCI – EY report on Wellness and beauty: An ecosystem in the making will be released during the conclave
- More than 200 CXOs / business owners are expected to participate
- Champions of Wellness will be recognized
- Buyer Seller Meet

Who should attend:

CXOs/Business owners from across Wellness, Fitness & Beauty Industry can participate in the conclave, which includes

| | |
|--|--|
| • Salons and beauty center | • Health and wellness food beverages |
| • Fitness Centre & Clubs | • Dieticians & Nutrition service providers |
| • Hotels & Resorts | • Hospitals |
| • Spa Companies | • Training Institutes |
| • Treatment centers for Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy | • Health, Organic & Specialist food stores |
| • Cosmetic products (Skincare, Haircare, Colour Cosmetics and Fragrances) | • Tourism & Hospitality |
| • Fitness equipment | • Govt. Departments from Health, Ayush, Food & Tourism sector |
| • Slimming Equipment | • Academia |
| | • Fitness start up/tech companies, supplement manufacturers, skilling bodies |

Delegate Fee:

| | |
|-----------------------|--|
| FICCI Members: | By Invitation |
| Non-Members: | ₹ 2,500 per delegate plus applicable taxes |

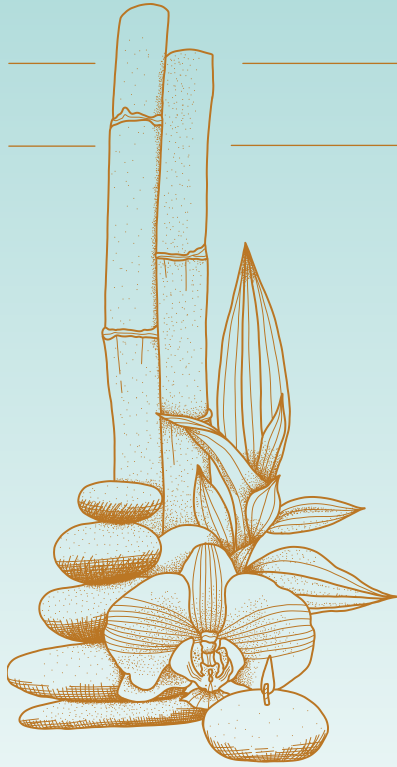
Group Discounts on Delegate Fee is available for 4 or more delegate registrations.

Partnership Options:

| | |
|-----------------------------|-----------------------------------|
| Platinum Partnership | ₹ 10,00,000 plus applicable taxes |
| Gold Partnership | ₹ 5,00,000 plus applicable taxes |
| Silver Partnership | ₹ 3,00,000 plus applicable taxes |

Display Option:

| | |
|---|-----------------------------|
| 2X2 Display space with chair, table and lights | ₹ 50,000 + applicable taxes |
|---|-----------------------------|



ABOUT FICCI

Established in 1927, **FICCI** is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, **FICCI** is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, **FICCI** articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.



For more information on Sponsorship, Speaking Opportunity and Partnership, Contact:

Deepak Mukhi, Head

FICCI Maharashtra State Council

33-B, Krishnamai, Sir Pochkhanwala Road, Worli, Mumbai- 400 030.

Tel: +91-22-24968000 | **Fax:** +91-22-24966631 / 32 | **Email:** deepak.mukhi@ficci.com

www.ficci.com
