

Scenario of Moringa Industry

TechSci Research Analysts in
Conversation with:

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(Founder of Moringa Promise
Wellness)



Can you share your journey in the field of natural products, specifically Moringa, and how you became involved in this industry?

Moringa gained prominence in the industry, and I became passionate about health sustainability and herbal medicine. I enhanced my knowledge through studies in botany, nutrition, and agriculture, alongside research on vitamin and mineral profiles, cultivation methods, harvesting techniques, product development, and community engagement. I worked with educational institutions to spread awareness about Moringa and its nutritional benefits.

How did you get into opening a company and how do you operate your company?

Initially, the company was registered as 'AVKR Moringa Promise Wellness (OPC) Private Limited'. I am the only one in my family with Moringa, everyone else was doing business of grapes, coconut, I am the first-generation entrepreneur. With all the struggle, my journey of 3+ years with Moringa is going well. My focus on Moringa is because of its nutritional profile and versatility.

How do you view the broader role of trees and plants in promoting health and wellness?

Trees and plants play a vital role in promoting health and wellness of human being and livestock. Trees and plants increase the air quality by removing the pollutants and releasing oxygen. Greenery also releases stress and reduce depression. Also, when we go to the park, we encourage outdoor activities and biodiversity. So, trees and plants support the ecosystem, contributing to the food security of our environment and community connection. Nature has its own therapeutic effects.

In your opinion, what sets Moringa apart from other medicinal or health-benefiting trees and plants?

Moringa is a super food with a dense of nutritional profile. It can pre-



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vent 300 disease and even cancer as well. So Moringa is a miracle tree and all parts of Moringa including leaves, seed, trunk, root everything has its own nutritional vitamins and antioxidants. Additionally, Moringa is incorporated with anti-inflammatory, anti-bacterial and antioxidant properties which is used in the traditional medicines for various ailments.

What are the key health benefits of Moringa that you've observed in your research or from consumer feedback?

Moringa is a superfood and miracle tree. Moringa is rich in vitamins and minerals. Vitamin A which is found beneficial for vision and to develop the immunity system, vitamin C which is an antioxidants which is good for skin health and immune support. Moringa is also rich in calcium for bone development. Moringa is rich in iron which helps in increasing red blood cells and the oxygen transport in the respiratory organ. Moringa is rich in potash which is good for controlling high blood pressure. Moringa dried leaves contain 25% of protein and are rich in antioxidants. They also contain healthy fats, which the body processes to help reduce cholesterol levels. Moringa is rich in fibres especially the dietary fibres, for digestive health and regulatory. It has its own quality like nutrition dense, and helps in blood sugar regulation, and has anti-microbial effects.

What is your approach to developing new products using Moringa? Can you share some insights into your product line (e.g., dietary supplements, herbal teas, skincare)?

We are in the development of chewing gum and skincare products made with Moringa, as well as Moringa-based animal and fish feed.





These are your commercialised products or are they underdeveloped?

We are already into herbal tea, and dietary supplements like capsules, protein powder, hair oils, shampoo, soap and all. We are now focusing on edibles such as energy bars and smoothie mixes, and we are currently conducting research and development on these products.

If we want to buy any of these Moringa-based products offered by your company, where is it available?

We have our own website, “moringapromisewellness.store”, an ecommerce website. The customer can see nutritional benefits of each product and can purchase the product online.

So, are the products only available on your website or any other ecommerce platform like Amazon, Flipkart, it's also available?

No, we are selling it through various white-label partnerships, and our product is available in Switzerland, London, and Malaysia. We are now looking to expand into the United States and Germany to sell our products.

Have you obtained regulatory approval for the products you are selling in these countries?

We follow good agricultural and manufacturing practices and hold International Organization for Standardization (ISO) certification. We are licensed by both the Food Safety and Standards Authority of India (FSSAI) and the U.S.

Food and Drug Administration (FDA). Additionally, we are in the process of obtaining organic certification for the European Union (EU). All certifications are in compliance with the regulations of each country, and every procedure is properly audited and recorded.



How do you ensure that your Moringa products retain their potency and nutrients density during processing?

We harvest fresh leaves in 50-60 days' time, so they are nutrition rich. So, we should harvest the leaves at the right time. We have to harvest young and tender leaves which is having the highest nutritional content. Over matured leaves have less nutritional value. After harvesting we do leaves stripping, and we wash the leaves in clean water and then we do yark blanching and then we take it into a solar dryer. We dry the leaves at 45 degrees Celsius to prevent nutritional loss. We don't do any sun drying because sun drying has pollution from yark. So, we do minimal processing.

After drying the leaves, we take the leaves and process to very low temperature to prevent nutritional loss. And we apply grinding techniques. When we harvest the leaves, the moisture content is only 85%. After drying we bring the moisture content of leaf below 10% for the nutritional profile and to avoid microbial growth. After powdering we store it in a stand-up pouch in moisture-controlled environment. After that, we conduct potency tests for every batch, along with tests for heavy metals, microbial contamination, and pesticide residues.

What are the primary challenges you face in maintaining the quality of Moringa-based products, from sourcing to packaging?

When we are sourcing, climate will not be same in all the environment. The packaging will not be maintained. Farmers will not be able to follow good agriculture practices. While harvesting they should wear gloves, masks, cover the hair. These things are quite challenging. And from sourcing we have to bring to our processing unit. So, when it is taking time, leaves will lose its nutritional contents.

The company faces several challenges, with pesticide residues and heavy metal residues being the primary concerns when sourcing from external farmers.

What role do local communities play in your Moringa cultivation and harvesting processes?

Local community people play crucial role in harvesting such as planting, harvesting the crafts, and picking the Moringa leaves. We are educating them about European and US standards regarding how to grow, harvest, dry, process, and package their products.

How do you balance commercial production with environmental and social responsibility. Especially in ensuring that Moringa cultivation doesn't deplete local ecosystems?

We are balancing the commercial production through sustainable agriculture practices and community driven initiatives. Sustainable agricultural practices, such as agroforestry, involve growing Moringa alongside other plants like neem and sandalwood.

We practice organic farming using natural pest control methods based on the principles of Subhash Palekar and the top organic practices from Europests, with the support of Subhash Palekar. We also focus on water conservation by recycling water. We prioritize soil health and disease management by not applying any chemical herbicides.

Instead, we use mulch made from barmooda grass and refrain from spraying herbicides. We also practice composting and mulching while engaging with the local community. Our farm supports biodiversity and ecosystem conservation, as it is situated in a buffer zone, allowing us to employ natural farming methods.

What consumer trends have you noticed in the demand for Moringa products, particularly with the growing interest in natural and organic health solutions?

The demand for Moringa is projected to reach USD 8 Billion by 2025. Since the COVID pandemic, consumer mindsets have shifted, leading to a heightened interest in superfoods. There is a strong demand for organic and clean-label products, as well as a rise in plant-based functional foods, beverages, and beauty and personal care items. This



trend reflects the latest consumer preferences, with many showing interest in white labelling and customization.

If we talk about the scenario of India, where we have got Ayurveda, Unani, so where do you evaluate Moringa based product or where do you think Moringa based product fall over there. And how can they compete with such an old established system, as now AYUSH ministry is also there which is promoting Ayurveda. So, in this scenario, where do you find Moringa and Moringa-based product?

We have categorized our offerings into two parts: Hebbal, which falls under Ayurvedic medicine, and Moringa, which is recognized as a traditional nutritional supplement.

Which is the most popular Moringa product offered by your company?

Initially, when we launched Moringa powder, sales were minimal. However, after we introduced Moringa powder in capsule form, it began to sell rapidly. Products like hair oil, shampoo, soap, and soup powder have also become popular. Currently, there is a strong preference for capsules among consumers.

Moringa is gaining traction in beauty and skincare. Can you explain the benefits of Moringa for skin health and how it compares to other natural ingredients?

Moringa is rich in vitamins, minerals, proteins, and antioxidants. When applied to the skin, it exhibits anti-inflammatory and antioxidant properties. Additionally, it promotes healthy blood flow when used topically, helping to maintain overall skin health.





What are the biggest challenges you face as a leading manufacturer of Moringa products (e.g., supply chain, competition, regulatory)?

International regulatory policies are changing, so we need to understand these regulations and how products are audited. We also have to consider the emergence of competition, product loyalty, export regulations, and the varying standards. To overcome these challenges, our company is documenting everything and educating consumers about Moringa and its benefits.

Who are your biggest competitors in India for Moringa and Moringa based products?

There are various competitors across India and globally, such as 'Organic India' and 'Two Brothers Organic Farms', which compete primarily based on price and brand loyalty. However, in terms of quality, environmental practices, and our operational setup, we stand apart from the competition.

Larger companies may process and sell their products without conducting thorough tests. In contrast, we prioritize quality over quantity. Whether we are selling 5 kg or 1 ton, we ensure timely delivery while adhering to international regulatory standards.

Where do you see the greatest opportunities for growth in the Moringa market, both in terms of new products and geographic expansion?

In terms of new product development, we are focusing on snacks, protein bars, smoothies, and ready-to-eat meals, all of which have significant market potential, especially when combined with superfood blends.

For example, we are comparing Moringa with other superfoods such as spirulina, chia, and turmeric. Additionally, we see opportunities for geographic expansion in regions like North America, Europe, the Middle East, and Asia-Pacific, with a strong emphasis on sustainability and social impact.



Moringa is often linked to holistic well-being. How do you see Moringa supporting not just physical health but also mental and emotional well-being?

Moringa provides a range of nutritional benefits, including antioxidants and amino acids. While the human body synthesizes 19 amino acids, Moringa contains 18 of them, along with vitamins C, E, and A. Its adaptogenic properties support the body in managing stress, energy levels, and vitality. Additionally, Moringa is rich in iron and magnesium, which enhance energy production and help combat fatigue. This superfood contributes to reducing excessive stress and improving sleep quality, while also promoting emotional balance through hormone regulation. Moringa is linked to mind-body connections and carries spiritual and cultural significance, supporting both vitality and spiritual awareness.

As you mentioned about your different product that you are selling like shampoos, dietary supplements, protein powder etc. Are there any other new product you are developing or about to develop or commercialize or any new innovation that you want to talk about.

The company has signed MoU with Tamil Nadu Agriculture University for developing anti-cancer prevention medicine. Also, we have signed MoU with Kavita Engineering College, Chennai and Karpagam University, Coimbatore for developing new products which are into ready to it, ready to drink. We are in the final stage of R&D. By 2026, we will be having 30+ college and we will be doing co-branding with other companies also.

Do you conduct clinical trails and how do you do it?

Yes, we conduct testing and clinical trials. We collaborate with various companies to carry out these trials. We also provide samples for testing purposes. Based on the results, our team, which includes medical doctors, Ayurvedic specialists, food technologists, and biotechnolo-

gists, aligns our products according to the findings from the clinical trials.

How do you envision Moringa-based products evolving in the next 5-10 years?

Moringa has significant potential over the next 5 to 10 years, with increasing popularity and demand for products such as powder, capsules, and supplements. Additionally, innovations are emerging in products like Moringa oil extracts, processing methods, bio-availability, and sustainable sourcing. I am actively promoting environmentally friendly farming practices.

There is also a focus on functional foods and nutraceuticals, emphasizing customized nutrition for specific needs, such as tailored diets for individuals with diabetes or malnutrition in children. Moringa has collaborated with health and wellness brands, and extensive research and scientific validation is going on across the globe.

How important is consumer education in promoting Moringa-based products, and what strategies have you found effective in increasing awareness about its health benefits?

Consumer education plays a crucial role in promoting Moringa-based products. We focus on informing consumers about the nutritional health benefits of Moringa, including its high vitamin content and antioxidant properties. By addressing scepticism and raising awareness about health issues, we provide accredited information that helps build trust and encourages consumers to try Moringa-based products.

Our efforts empower individuals to take charge of their health, leading to increased customer loyalty. We implement effective strategies such as workshops, online training content, partnerships with influencers, sampling programs, customer testimonials, case studies, educational packages, webinars, and Q&A sessions.



What misconceptions do you think consumers have about Moringa, and how do you address these in your marketing and outreach efforts?

There are several misconceptions surrounding Moringa, such as the belief that pregnant women should avoid it due to fears of miscarriage. However, that is not true; individuals I know have consumed Moringa during pregnancy and have given birth to healthy children without any issues. Moringa comprises 23 species, all of which possess nutritional value and contribute to various health benefits. Some people claim that Moringa has an unpleasant taste, but often, a less palatable product can provide significant nutritional benefits. It is important for consumers to overcome these misconceptions.

Anything that you feel that we have missed out or we have not discussed, and you would like to highlight it to the audience, you can feel free to share it with us.

According to current scenario, Moringa is gaining popularity. Moringa is a crop that originates from the Himalayas and thrives in tropical regions. Over recent years, it has spread to states such as Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Gujarat, Maharashtra, West Bengal, and Madhya Pradesh. It is essential for everyone to consume Moringa and to spread awareness about its benefits. Educating the public about the origins of high-quality products is crucial. Moringa can be consumed in powder or capsule form, and global awareness of its benefits needs to be widespread.





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