

A Hand To Hold: Challenges Of Bringing PCOD Care To Women

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ABSTRACT

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Executive Summary

This case study is on the Kimalaya Naturals Company, an emerging wellness start up which was established on 28th September 2021 as a private Company in Almora, Uttarakhand, India. Dr Kavita Negi, the founder and CEO of iAura, which is Also Known as Kimalaya Naturals Private Limited, has completed her PhD in Botany from Pantnagar University and has a dedicated research experience with medical plants from the Ministry of Ayush, Unani medicine, and has also been awarded as a Young Scientist Awardee. With strong founder credibility, research background and impact on farmers, the company has made a strong presence in the market in organic formulations.

The Company used all-natural Himalayan herbs to develop a healthcare product for women. The iAura company launched a product, which is a natural tea made from different natural herbs, and this tea is helpful for women with PCOD and PCOS who have hormonal problems in their bodies. The tea is 100% natural and based on scientific research, so it is safer and less harmful than the chemical products sold in the market for women.

Although the product is good, market penetration is relatively low. Also, company has strong competition in the market.

Introduction And Company Profile

Kimalaya Naturals Private Limited was established on 28th September 2021 as a private company in Almora, Uttarakhand, India, a state known for its rich Himalayan plants and natural resources, such as herbs, which are beneficial for the body.

Kimalaya Naturals is a health and wellness company was started in 2021 by Dr. Kavita Negi, the founder and

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CEO of iAura, which is Also Known as Kimalaya Naturals Private Limited. She completed her PhD in Botany from Patna Nagar University and has dedicated research experience with medical plants from the Ministry of Ayush, Unani medicine, and has also been awarded the Young Scientist Award.

Dr Kavita Negi is a highly educated scientist, and during her academic journey, she mainly focused on medicinal plants, learning about their healing properties. She spent many years studying and researching natural herbs, mostly found in the Himalayan region, which are very useful for treating various health problems. After completing her higher education, she continued her research work and gained more knowledge about herbal medicine to know its benefits and solutions for each health problem.

At the time when Dr Kavita Negi is doing their work and research, she finds out that so many women are suffering from PCOD, which commonly happens due to hormonal imbalance or hormonal problems. She also noticed that in the market mostly medicine or treatment are available, but they are not natural as they all are chemical based which can create a bad side effect if women used for long period in their lifecycle. At the same movement when she is doing her research, she finds out that there are so many natural herbs which have the ability to balance the hormones of the women's and also improve the women's health safety.

The gap between the market product, which includes chemical substances and the natural knowledge she gains from their research, gave her the idea to start her own company without using any chemicals in their product. Her main aim is to create a product that is natural, safe, and scientifically proven. This led to the foundation of the Kimalaya Naturals Company in 2021.

The main product of the company is iAura, which is a natural herbal drink or a supplement which is made from different medicinal plants, specially designed for women who are suffering from PCOD and PCOS or hormonal imbalance. This tea is made up of selected Himalayan herbs which help in hormone balance, improve the menstrual cycle, reduce stress, and support overall wellness in women. Unlike chemical medicines sold in the market, which can cause side effects in women, iAura mainly focuses on providing long-term benefits and reducing side effects in women.

The main goal of the company is to provide safe and natural healthcare products, especially for women. The main purpose of the company is to provide the power of natural Himalayan herbs and combine it with scientific research to create a product which is safe, natural, effective, and free from harmful chemicals without any side effects. The vision of the company is to become a trusted and well-known brand in the natural healthcare product market, especially made for women. The company's motive is to promote the use of natural herbs and scientific solutions instead of promoting harmful chemical treatments. Its main mission is to provide natural, safe, effective, and affordable products to people, spread awareness about women's healthcare products that support their health, and inform people about the benefits of herbal medicine.

However, we know that the company has a strong scientific base, uses natural resources, and has a meaningful purpose, but it is still in its early stages as it tries to grow in this competitive market. The company is working to build their brand, reaching more customers, raising awareness of their product to larger audiences and making their product available in the market.

All the information of the case study is based on the real-world understanding, market observation, and all the information regarding the company, its industry and their product.

The Market and the Product

If we see in today's world, many women are facing the issue of the hormonal imbalance and the one of the most common problems is PCOD (Polycystic ovarian Disease) and PCOS. Both issues, PCOD and PCOS, are conditions where women face hormonal imbalance in the body, which can cause many further problems, including irregular periods, weight gain, acne, stress, and other health problems. If we see in the population of India, there are so many young women, especially from the urban areas are facing this problem due to their lifestyle changes, stress, eating unhealthy food and not proper schedule for taking their full-time meal properly. Because of all these problems, the demand for the treatment of PCOD is increasing day by day. There are so many medicines and solution available in the market for PCOD but mostly medicine is chemical based, which give a quick and fast result to the body of the women, but it is not good for the health of the women as it causes side effect to the body if used for the long duration. So, it is important that women be careful about what they are consuming and create awareness about natural products so that they are looking for safer and natural options rather than taking chemical medicine.

At that point, companies like Kimalaya Naturals enter the market with their natural, safer products. If we see today's growing trend, people are more focused on and prefer ayurvedic, herbal, and natural products rather than using chemical-based medicine. Nowadays, customers mainly trust products made from natural ingredients and that have been properly researched to earn customer trust. And at that point, Kimalaya Natural Companies get a great opportunity to grow in the wellness market.

The main product of the company, iAura, is designed to meet the needs of the market. The Kimalaya Natural Company meets the need by making natural tea or supplements, which are made from the Himalayan herbs that are mainly known for their healing properties. The main goal of this product is to help those women who are suffering from PCOD in a safe and natural way by balancing the hormones and improving the overall health of women who are suffering from the problem.

iAura company is different from the other companies as it has different products from the other companies' market products. iAura focuses on using natural herbs rather than including chemical products, and it mainly focuses on long-term benefits rather than providing quick results. iAura mainly focuses on providing good-quality products. The tea is safe, natural, chemical-free, easy to use, and suitable for regular consumption, as this tea is not just like normal tea, as it does not contain caffeine or harmful chemicals. This tea includes good ingredients like Tulsi, ginger, ashwagandha and other herbs which help to balance hormones, reduce stress, help to control blood sugar and all the health things. This product is also fit very well with the current market trend as now the people are becoming more health conscious and prefer a more natural solution rather than focusing on the chemical products.

Overall, natural women's health products are rapidly growing in the market, and there is also a strong demand for a safer, natural, and effective solution. Kimalaya Naturals Company, with its research-based product, has a great opportunity to succeed in the market, but the company has not succeeded that much because the company do not have a good marketing strategy and does not have the awareness to reach more customers.

The Kimalaya natural product that is iAura also supports sustainability as it includes all the natural Himalayan herbs, which are eco-friendly for the environment, and it is also safe for the environment as it does not include any chemicals that harm humans or the environment, so it is a sustainable product. iAura product is also help the women for their PCOD problem which happens to any women easily because of the hormonal imbalance as the company is also a part of the social well-being as it takes the responsibility of the society. in this way kimalaya natural company is contributed to sustainable development by taking the care of good health, nature, and it is also responsible for the consumption of the product.

The Core Problems

As we all know, Kimalaya Natural Company has a strong and research-based product, as it is natural and safer compared to other companies, but still the company product is slowly growing. The main problem

is not the product quality, as the main problem is that how the company marketed their product, sold, available to the customer, and creating the awareness of their product so that people know about the product.

There are some challenges that the company are facing in growing are:

- **Awareness of PCOD among people:** Most of the people don't know about the conditions of PCOD
- **Competition with allopathic brands:** As we all know that there are so many allopathic brands are presented in the market ,a herbal combination faces tough competition
- **Customer Trust:** Being relatively newer in the market so people have hesitate to try the new product of the company. The company does not talk about the scientific background of the company to the customer, so how does the customer know about the company's product whether it is trustworthy or not.
- **Limited Distribution:** Kimalaya Company products are not easily available in the local shops, local markets, medical stores, and supermarkets as the company has limited availability of their product in the market which reduce the sales of the company and even if the customer wants to purchase the product of the company they can't even purchase it because of the limited availability of the product in the market.

SWOT Analysis

Let's break down the SWOT as S stand for strength, W stands for weakness, O stands for opportunities, and T stands for Threats. The SWOT analysis helps the company to know their strength, weakness, opportunities, and threats so according to this company improve themselves so that in future companies do not make the same mistake in the future.

Let's first discuss about the strength of the kimalaya natural company:

- The company has a strong Scientific background of Dr Kavita Negi.
- The company also done strong research on natural Himalayan herbs.
- Companies use natural Himalayan herbs in their products, especially in the products for PCOD for women.
- The product a company is serving is a research-based product, as before the product goes on the market, the product is properly researched, and then it goes to the market.
- Kimalaya natural products are natural, safe, and chemical-free based products. Now discuss the weakness of the company:
- The company has customers who have less awareness of PCOD.
- The company product is not easily available in the market as resources are less available in the market.
- The company has tough competition from allopathic counterparts Let's talk about the opportunities of the Kimalaya Natural Company that is:
- The company has a good opportunity, as now in today's growing world, people are demanding

natural and ayurvedic products.

- The company has an opportunity to increase awareness about women's health products.
 - The company can expand their product on online platforms like Amazon and Flipkart so that people buy the product and raise awareness about the product.
 - The company can collaborate with high-profile doctors and clinics to tell the patient that it is good for health and can also be used as it is natural and safe.
- Now, talk about the threats of the Kimalaya Natural Company that is:

- The main problem is that there are so many strong competitors from the big brands, so there is a high chance of competition between the companies.
- The customer is loyal or trusts the old brand rather than the new brands, as the customer's trust is more towards the established brands, as the customer hesitates to trust the new brands.
- It can create a rising cost for the raw materials, which can create a problem for the company.
- In today's market, a similar product is available in the market. If customers do not find the product of a particular company, they shift to other brands that offer the same product.

In short, Kimalaya Natural Company has strong capabilities in scientific research and natural products, but it also faces weaknesses such as limited awareness of the company and its products, in the market. There are also good opportunities in the growing wellness market, but the company is facing competition with big brands that is a major threat.

Financial And Sale Analysis

Kimalaya Natural is an emerging wellness startup. Even though the product is a good, natural, safe, and chemical-free product, the product is growing at slow pace compared to other product lines of this company. The main reason for this problem is that people are not aware of the product or brand, which is why sales are not increasing as the company expects.

The company is also spending the money on the marketing and promotion of the product for trying to create the awareness about the product. In simple words, the company has a good product, but the company needs to focus on funding to spend on marketing or other areas to increase its sales of this product in the market. So, the company need to improve their marketing strategy and also increase their customer base by creating awareness on social media.

Proposed Solution

The company needs to focus on improving the marketing strategy, building trust, and increasing the availability of the product in the market.

There are the following solution which can help the company to improve its sales and growth of the company and it also support the sustainable development and also responsible for the business growth that is:

- **Education Campaigns:** Kimalaya Natural Company needs to start an education campaign to educate women about PCOD and create awareness about the product,

and inform them of the benefits of the natural product, which can help them with PCOD. These all things create demand for the company product and by increasing the awareness of the product the sale is also increasing.

● **Customer Trust:** the company needs to gain the trust of the customer, and the company can build the trust by showing Dr. Kavita Negi's past year research and knowledge of their research on the natural herbs. The company can gain trust by sharing their real stories, real life results, and before-after stories, and these all things increase the customer's confidence and trust to buy the product.

● **Increase Online Reach:** Kimalaya natural companies need to expand their product in the market as the company needs to sell their product on the big platforms like Amazons, Flipkart, etc. Online platforms to reach more customer across the India.

● **Packaging And Branding:** the company needs to change their packaging and make it in a better way as it converts the products packaging into a more premium or attractive way, so the customer attracts the product and buys the product without any hesitation. The company also needs to write the clear instruction about the benefit of the product, natural, no side effect, chemical free, and scientist made product as this all things should be highlighted on the label, so the customer is aware about the product.

By using all these strategies, Kimalaya natural companies can grow in the market as it increases their sales, improves their market position, and builds strong trust with customers.

Conclusion And Future Outlook

Kimalaya Naturals is a company which has a strong base in scientific research, and the company also uses natural products in their healthcare product, which are natural, safe, chemical-free, and without any side effects. The company has a good product for women that is iAura as it is high quality and best solution for women who are suffering from PCOD and PCOS, as this solution has the potential to help so many women who are suffering from the problem PCOD and without any side effect and give a long-term benefit with no side effect.

As right now the company is facing problems like low awareness about the product and company, strong competition and limited availability of the product in the market. And all these problems stop the company from growing in the market, building their trust in the market even if the company product is good and effective.

This case study shows that the main problem in the company is not a product. The main problem is how the product is promoted and sold in the market. If the company wants to increase its sales or awareness, it needs to follow a better strategy, such as using digital marketing, improving branding, changing packaging, and building trust. Through this, all the company's problems can be overcome.

If we look at today's world, we see that Kimalaya Natural Company has a great opportunity to grow, as people are now demanding natural and herbal products. Nowadays, people are more demanding of natural products rather than chemical products. If the company

focuses on building trust, improving product availability in the market, and increasing awareness, it can become a well-known, trusted brand in the women's health care sector. In conclusion, Kimalaya natural companies have a strong base and have a meaningful vision and mission for future people who want natural products that are safe for them. If the company takes the right steps at the right time and uses a better marketing strategy, it can achieve long-term success, help women, and improve their health with its natural product.

Teaching Notes

Overview:

This case study explains the whole journey of the kimalaya natural company and its products which are natural, safe, and chemical-free. This case study main focus on the problem faced by the company, marketing strategy, and its sale and financial performance. The case study also highlights the solution that companies need to follow to increase their company sales and also identify the market needs of the company.

Education Context:

This case study is best suitable for the business student who are doing BBA, MBA, B.COM and it is also suitable for those students who are doing studying marketing, Entrepreneurship and marketing strategy or business strategy.

Student Profile:

This case study is designed for the postgraduate and undergraduate management and business students.

Learning Objectives:

after studying the whole case study, student will learn about:

- Students understand the real-world problem faced by the company.
- How to apply the SWOT analysis in real life situations.
- Understand that how the new company identify the opportunities and how to grip this opportunity.
- Understand how the company needs to be involved in the market strategy or creating awareness about their product and their company.

Learning Outcomes:

After studying the whole case study, student can learn about:

- Understand the challenges faced by the new company
- Find out the sales problem faced by the company and analyze the market.
- Advice for the practical business solution.
- Understand sustainability in the business like how company gain profit without harming the environment.

Discussion Questions and Suggested Answer:

Question 1. What is the main problem faced by the company?

Answer 1. The main problem faced by the company is the low awareness of the company and its brand, and the limited availability of the product in the market, and

limited access to the proper solution.

Question 2. What are the strengths and weaknesses of the company?

Answer 2. The strengths of the company are:

- The company has done a strong Scientific background of Dr. Kavita Negi.
- The company also done strong research on natural Himalayan herbs.
- Companies use natural Himalayan herbs in their products, especially in the products for PCOD for women.
- The product a company is serving is the research-based product as before the product is going in the market; the product is properly researched, and then it goes to the market.
- Kimalaya natural products are natural, safe, and chemical-free based products. The weaknesses of the company are:
 - The company has low brand awareness.
 - The company has funding distribution issues
 - The company product is not easily available in the market as resources are less available in the market.
 - The company has less customer trust because companies do not have high brand awareness in the market.

Question 3. How did the company identify the market opportunity?

Answer 3. The company identify the market opportunity through the market research and customer problems.

Question 4. What solution does a company need to solve their problem in their company growth?

Answer 4. the company should focus on marketing, expansion, customer awareness, trust, availability of the product in the market, education campaign, and social media awareness to solve their problem in their company growth.

Teaching Plan:

- Introduction and case Background (10 mins)
- Market and Problem discussion (30-40 mins)
- Solution and Strategy Discussion (20 mins)
- Conclusion and key learnings (10 mins)

Conclusion:

This case study shows that understanding a customer problem is very important for the company success as when company find out the problem of the customer then the company make a solution for the customer so that customer do not face any problem and grow easily. A company can grow if a company offers the right product to the right customer at the right time. The company needs a proper marketing strategy and financial planning for the long-term future growth.