

On a cold winter morning, in December 2014, Mr. Gulshan, Mr. Ashraf, Mr. Mohan, the 3 dynamic Directors of Wellness Forever approached SAMSIKA® to build their brand and make their business grow. From January 2015 onwards SAMSIKA® devised the following strategy for the Wellness Forever brand over the next few years.



**4 million**  
customers

**1,00,000**  
sq. ft warehouse

**70,000**  
products

**600**  
Pharmacists

SAMSIKA® recommended the Brand Positioning Statement of the offline Wellness Forever stores - "Come to Wellness Forever, the Chemist open day and Night, Come to Wellness Forever and be alright"

We deliver from our own stores, which is backed by a wonderful, state of the art, 1Lakh sq. ft Warehousing and Logistics facility at Bhiwandi - Zed C.

**Brand Building Strategy:** SAMSIKA® created the jingle personally authored by Jagdeep Kapoor.

Wellness Forever Jingle  
Come to Wellness Forever  
the Chemist open day  
and night,  
Come to Wellness Forever  
and be alright.  
Daily one Lakh Customers  
we serve right,  
Your illness  
we help to fight...

SAMSIKA® helped in identifying, briefing and extracting the best creative out of the audio producer, in a cost effective strategy. The radio jingle, helped increase the image, brand equity and sales substantially.

**Communication Strategy:** SAMSIKA® devised the entire media strategy for radio in an extremely cost effective manner using Jagdeep Kapoor's Brand Mantra "Kum Kharcha, Jyada Charcha".

**Sales and Distribution Strategy** Wellness Forever is expanding rapidly by opening Wellness Partners. SAMSIKA® recommended having all Wellness Forever stores 24/7 so that customers could benefit. SAMSIKA® trained the sales and store managers, to squeeze the full potential of the market. Wellness Forever has grown to 175 stores including outlets of their own. Today Wellness Forever has their outlets all over Mumbai, Pune, Nasik, Kolhapur, Kalyan, Thane, Navi Mumbai, Karad, Bangalore and more cities are growing. Their mission is "To create India's most respected chain of Pharmacies & Wellness Stores". Wellness Forever has grown to a turnover of Rs.670 crores, as of March 2018-19 and is aiming for Rs. 1000 crores.

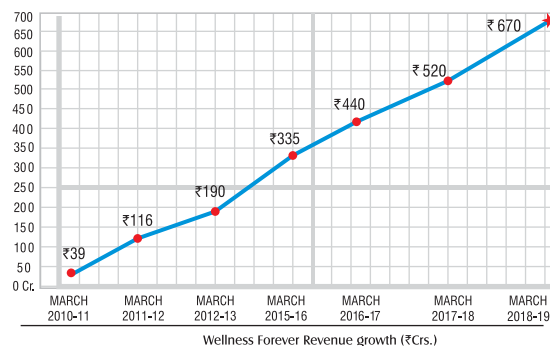


**175+**  
stores



"SAMSIKA® Marketing Consultants is a partner in progress. You have helped so many people and brands grow. Our good wishes that you grow 20 times more. It's been a great relationship with this company. What we learnt here most importantly is how important a brand is, what do we mean by brand creation, what do we mean by naamkaran. So Mr. Jagdeep Kapoor really sets his standard, a benchmark for this when it comes into making that the most important priority in your company. Whenever we come for a meeting one thing we personally appreciate is Mr. Kapoor's personal involvement. Whenever we get to talk to him there is so much experience He knows micro knowledge of every geography. Every time we come we shed our own apprehensions about the brand, willing to experiment. Mr. Kapoor gives us a wonderful opportunity to mentor our brand, to come sit and seriously think over our brand, whatever priorities we have for our brand we get to discuss right in front of him. It's an enjoyable and learning experience with him. Sometimes we go back home thinking about what he said and what is in it for us and how useful that word was. And he has got his signature style of behaving. One line of Mr. Kapoor which is very close to my heart is 'Sambandh,nahi toh sab bandh'. He builds that sambandh which connects with everybody, the entire community and business and people. Thanks a lot.

Mr. Gulshan Bakhtiani, Mr. Ashraf Biran and Mr. Mohan Chavan – Directors, Wellness Forever..



For a list of other great brands built by SAMSIKA® turn the page →