



PURSHVEDA
Transforming Men's Health



Franchise Proposal

India's 1st Ayurvedic Clinic

Chain for Men & Fertility Care

20 Years + Ayurvedic Expertise

About Purshveda

PurshVeda is a specialized Ayurvedic clinic chain dedicated to Men's Health and Fertility Care, delivering root-cause based treatments through authentic Ayurveda. We blend traditional wisdom with modern clinical protocols to offer safe, natural, and result-driven healthcare solutions.



Our Mission

To provide **authentic, effective, and personalized Ayurvedic care** focused on long-term wellness.

Our Vision




To become **India's most trusted and globally recognized Ayurvedic clinic chain** for Men's Health and Fertility.

PurshVeda 4-Step Treatment Protocol

-  **Step: 1 Ayurvedic Consultation**
-  **Step: 2 Diet & Lifestyle Modifications**
-  **Step: 3 Psychological Counseling**
-  **Step: 4 Medical Astrology**

Main Focus Treatments

Male Health

-  **Sexual Health Disorders**
 - Erectile Dysfunction (ED)
 - Premature Ejaculation (PE)
 - Delayed Ejaculation
 - Nightfall (Swapnadosh)
 - Low Libido
-  **Fertility Disorders**
 - Low Sperm Count (Oligospermia)
 - Poor Sperm Motility
 - Abnormal Sperm Morphology
 - Azoospermia
 - Male Infertility
-  **Prostate & Structural Conditions**
 - Prostate Enlargement (BPH)
 - Prostatitis
 - Varicocele
 - Hydrocele
-  **Lifestyle & Psychological Issues**
 - Stress & Performance Anxiety
 - Chronic Fatigue
-  **Hormonal Issues**
 - Low Testosterone
 - Hormonal Imbalance
 - Andropause
- Low Stamina & Energy
 - Sleep Disorders

Female Health

- PCOS / PCOD
- Irregular Periods
- Hormonal Imbalance
- Female Infertility
- Low AMH
- Endometriosis
- Thyroid Disorders
- Recurrent Miscarriage

Our Expertise

- 20+ Years of Clinical Excellence in Ayurveda
- Experienced Team of Doctors & Healthcare Experts
- In-house Manufacturing Facility
- AYUSH & GMP Certified Unit
- 400+ Ayurvedic Medicines & Personal Care Products
- 10+ Lakh Satisfied Customers Worldwide
- Presence Across 10+ Countries

Experience PurshVeda

- Advanced Ayurvedic Clinics
- Expert Consultations
- Authentic Therapies
- Premium Quality Products
- Holistic Healing Environment

Why Choose PurshVeda

- Root Cause Treatment Approach
- Personalized & Holistic Care
- 100% Natural & Ayurvedic Treatment
- High Success Rate with Proven Results
- Integrated Healing (Body + Mind + Lifestyle)
- Standardized Treatment Protocols
- Online & Offline Consultation
- Trusted Brand with Global Reach

Problem Statement

- Men's health is often neglected & stigmatized
- 85%+ men ignore preventive health checkups
- Rising stress, infertility & lifestyle disorders
- Lack of male-focused Ayurvedic care
- Dependence on chemical & quick-fix solutions
- No integrated system (Ayurveda + Mind + Nutrition + Astrology)



Neglected Reality of Men's Health

Men's health in India is overlooked — 65%+ avoid care, leaving key health issues untreated.



The Missing Voice in Men's Wellness

India lacks a credible, holistic men's health brand — creating a gap in trusted, men-centric care.

PurshVeda Franchise Process & Investment Plan

Space Requirement



Renovated Space min. 700 to 1000sq feet with Prime Location.

Investment (Franchise)

Minimum 25-30 Lacs*

Further Depends on City & Location

Break-Up of Investment:

- **5 Lacs**-License & Setup Fee One Time Only
- **7.5 Lacs***-For Stock Inventory Initially
- **10-15 Lacs**- For Basic Furniture & Clinic Branding and Basic OPD Equipment
- **2.5 Lacs**- Pre-Launch Publicity Expenses



Monthly Income of Franchise

The Franchise will earn payouts based on monthly net sales (pre-tax)

- Up to ₹7,50,000 – **5%** Or Minimum Fix 12% per year of total Investment whichever is high.
- ₹7,50,001 to ₹10,00,000: **7%**
- ₹10,00,001 to ₹15,00,000: **8%**
- ₹15,00,001 & Above: **10%**



Company Responsibilities

- Doctor & Other Staff (Paid by Company)
- Property Rent & Ongoing charges
- All Operational Expenses
- Online /Offline Marketing & publicity
- Treatment protocols & Medicines Supply.



Franchise Responsibilities

- The Franchise will oversee the daily clinic operations
- Support in local marketing activities.
- The Franchise Owner will arrange space aligned with the specified requirements.



Application Process

- **Application** – Submit required documents
- **Location Approval** – Finalize clinic location
- **Agreement** – Sign franchise agreement
- **Setup & Training** – Clinic setup with complete team training
- **Launch** – Marketing support with grand opening
- **Ongoing Support** – Continuous operational & business assistance

Payment Plan

- Franchise Fee – **₹5.00 Lakhs** (payable at application stage)
- Clinic Setup Cost – **₹10–15 Lakhs** (at agreement signing)
- Stock & Pre-Launch Investment – **₹10 Lakhs** (30 Days before clinic opening)

PurshVeda Product Range





Restoring Health • Reviving Confidence • Rebuilding Lives.

For Business Enquiries

Call us: +91 70870 38072

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Registered & Corporate Office

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