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VLCC survey reveals conscious efforts by majority Indians to build immunity

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82% have added dietary supplements to aid preventive measures

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Sharing the findings of the survey at a webinar, the company said that the comprehensive survey covered more than 5,000 respondents in the age group 22 to 65, through 220 VLCC Wellness & Beauty Clinics across 135 cities in India.

The survey reveals that the last eight months of pandemic has induced a radical shift in behaviour towards proactive health management, across age, in the country. The underlying message from COVID-19 was loud and clear, if your immune system is weak or if you are suffering from any lifestyle disease then you are amongst the most vulnerable set. This concern perhaps is the reason for 78% of the respondents to consciously start making an effort to build their immunity in the last 12 months, said the company. 35% have brought changes in their diet while another 34% trust in augmenting immunity with a regular indulgence in fitness or yoga sessions.

Surprisingly, 82% of people would prefer to seek professional guidance for wellness needs rather than self-experimenting, at least until they get the vaccine. Another key insight that has emerged from the data is that 51% of Indians would also like professional guidance for their wellness and weight-management needs.

However, 95% of the respondents are not willing to seek professional guidance until they are sure of the highest standards of safety and hygiene at the wellness centres and 60% of the respondents are willing to pay 15 to 40% premium for ensuring high standards of safety and hygiene.

The theme for this year's Anti-Obesity campaign is "TRANSFiRM" which seeks to transform people's lives by motivating them to take the first step to transform their lives with active

management of body and mind.

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