INTERVIEWS | INTERVIEW

Herbal Horizons 2030

-Gaurav Soni, Co-founder, Botanic Healthcare

By **Mansi Jamsudkar** | September 4, 2025



> WordPress post #37219

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In the eighth feature of NUFFOODS Spectrum’s 12th Anniversary Special interview series, *Herbal Horizons 2030*, we spotlight Gaurav Soni, Co-founder of Botanic Healthcare. Soni shares the company’s Vision 2030 to become the world’s go-to destination for science-backed, sustainable botanical innovation. With aggressive global expansion plans, a strong pipeline of clinically validated branded extracts, and next-gen delivery systems, Botanic aims to set new standards in purity, potency, and sustainability — positioning India as a global hub for natural health solutions. Edited excerpts;

What are Botanic Healthcare’s strategic priorities for 2030 in terms of global market presence, product portfolio expansion, and brand positioning?

By 2030, Botanic Healthcare's strategic priorities are cantered on international expansion, portfolio growth through innovation, and strong brand positioning. The capital investment will power our aggressive expansion plan, with the company aiming for a 400 per cent growth in the next three years.

We are focused on expanding our presence in Europe, North America, and Asia-Pacific by growing distribution channels, establishing localised operations, and forming long-term strategic alliances with global nutraceutical, pharmaceutical, and food & beverage industry leaders.

Our emphasis lies in growing our product portfolio through clinically supported nutraceuticals, innovative delivery systems like liposomal beadlets, and greener, differentiated ingredient solutions. With collaborations and joint ventures, we are expanding our R&D and clinical research intensity, with a solid pipeline of branded extracts targeted to nascent health and wellness trends.

We will remain positioned as a natural health partner of choice through the synthesis of science, quality, and sustainability. Sourcing responsibly, operating sustainably, and clinically supported innovation will be at the center of our brand. By 2030, we want to be the world's go-to destination for natural health innovation, raising new standards in purity, potency, and

sustainability.

Can you share upcoming botanical or plant-based ingredient innovations that will define your competitive edge in the coming decade?

At our company, innovation thrives at the intersection of traditional wisdom and modern science. Over the next decade, we aim to lead with next-generation delivery systems such as liposomal beadlets, microencapsulation, and sustained-release technologies to enhance bioactive absorption and stability. Our clinically backed health solutions will target metabolic, cognitive, cardiovascular, skin, and healthy aging needs, supported by sustainable botanicals from regenerative sourcing and upcycling, including Cornfit and regenerative-grown actives. Proprietary branded extracts like BerBix and BERMAX exemplify our commitment to evidence-based, differentiated solutions, setting new benchmarks for purity, potency, and sustainability in the global nutraceutical sector.

What is your export growth target by 2030, and which key international markets are you focusing on?

By 2030, we are set to achieve more than 5x growth in exports through a mix of market growth, innovation, and partnership. Our thrust is to expand presence in Europe and North America, the biggest nutraceutical markets, and accelerate growth in high-growth regions like Asia-Pacific, the Middle East, and Latin America.

We are giving highest priority to Germany, the USA, Canada, Japan, South Korea, and Australia as the prime hubs for expansion with localised alliances and regulatory synchronisations. Simultaneously, we are accessing emerging growth markets such as Brazil, UAE, and Southeast Asia where demand for plant-based nutraceuticals is growing exponentially.

By employing this strategy, Botanic Healthcare will establish a genuinely global presence, such that our clinically backed, sustainable, and branded botanical solutions find their way to consumers from various geographies.

How is the company investing in research, sustainable sourcing, and technology to maintain high quality and meet evolving global regulatory standards?

We believe long-term leadership relies on research, sustainability, and technology. We invest in R&D and clinical validation with global partners, ensuring evidence-backed, compliant nutraceuticals like BerBix, BERMAX, and Lutenic. Through responsible sourcing and upcycling (e.g., Cornfit), we reduce waste and support regenerative farming. Advanced technologies—liposomal delivery, beadlets, microencapsulation—and stringent global certifications ensure purity, bioavailability, and quality, future-proofing our ability to deliver safe, effective, and sustainable health solutions worldwide.

What revenue milestones are you targeting for 2030, and what strategies will help achieve them?

By 2030, we aim for multi-fold revenue growth, with a short-term objective of 400 per cent growth. This shall be realised through global market expansion, innovation in branded botanical extracts and innovative delivery systems, strategic collaborations, and sustainable sourcing efforts. Combined, these initiatives shall make us a worldwide leader in natural health innovation.

What initiatives are you taking to ensure responsible sourcing, biodiversity preservation, and reduced environmental footprint by 2030?

Sustainability drives our operations, innovations, and community initiatives. We advance green operations via solar power, biomass fuels, and a path to carbon neutrality; upcycle waste into wellness with Cornfit; and ethically source botanicals from 10,000+ farmers. Community programmes provide clean water, promote girl child education, and enhance biodiversity through tree planting. Future plans include scaling Neem Forest adoption, organic cultivation, and ethnomedico forestry, reinforcing our people-first, planet-positive approach to natural health innovation.

How do you see the global botanical and herbal ingredient industry evolving by 2030 in terms of demand, innovation, and consumer trust?

By 2030, the global botanical and herbal ingredient industry will be driven by surging demand, science-led innovation, and radical transparency. Growth will center on healthy aging, metabolic health, cognitive performance, gut health, women’s wellness, and “beauty-from-within,” with

consumers seeking clean-label, plant-based, sustainably sourced actives backed by science. Clinically validated extracts, advanced delivery systems, upcycled inputs, and low-carbon processing will define innovation. Trust will hinge on full traceability, digital quality control, and third-party certifications, as stricter regulations demand transparency. Ethical sourcing, fair farmer compensation, biodiversity protection, ESG disclosures, and open clinical data will become industry norms, shaping a sustainable, science-backed future.

How can Indian herbal and nutraceutical ingredient manufacturers strengthen their credibility and competitiveness in global markets over the next decade?

Indian herbal and nutraceutical ingredient manufacturers can improve their global competitiveness by focusing on quality, compliance, and innovation. First, adopting global standards (USP, Ph. Eur., NSF, FSSC 22000) and ensuring traceability from farm to finished product will build trust. Second, investing in R&D, clinical validation, and better delivery systems will shift the industry from commodity supply to science-driven solutions. Third, embracing sustainable sourcing, preserving biodiversity, and supporting fair-trade models will meet changing ESG expectations. Finally, stronger branding and partnerships with global nutraceutical and pharma leaders will help Indian players move up the value chain. This will position India as not just the “herbal capital of the world,” but also as a global innovation hub for natural health solutions.

Which emerging trends—such as plant-based nutrition, functional foods, immunity boosters, and adaptogens—do you expect to dominate consumer demand by 2030?

Indian herbal and nutraceutical ingredient manufacturers can boost their global competitiveness by focusing on quality, compliance, and innovation. First, adopting global standards such as USP, NSF, and FSSC 22000 will help build trust. Second, investing in R&D, clinical validation, and improved delivery systems will shift the industry from a commodity focus to science-driven solutions. Third, embracing sustainable sourcing, preserving biodiversity, and fair-trade models will meet changing ESG expectations. Finally, stronger branding, storytelling, and partnerships with global nutraceutical and pharma leaders will help Indian companies move up the value chain. This positions India not only as the “herbal capital of the world” but also as a global innovation hub for natural health solutions.

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