



CHENGAVI

TRANSFORMATIVE AYURVEDA

Chengavi stands as a distinguished luxury Ayurvedic brand, seamlessly integrating the enduring principles of Ayurveda with contemporary lifestyles. Founded by Jagathi Reddy, Chengavi was born from a pursuit of genuine wellness, inspired by generational wisdom passed down from her mother and grandmother. Ms. Reddy's vision was to elevate Ayurvedic home remedies into a refined self-care ritual, grounded in heritage, integrity, and a commitment to lasting wellbeing.

Dr. Vishnu Prasanth, a renowned biotechnologist with a deep-rooted Ayurvedic heritage spanning over 250 years, recognized the value and potential of this vision. By merging scientific rigor with ancestral Ayurvedic knowledge, Dr. Prasanth has helped position Chengavi as a global leader in Ayurveda-inspired luxury wellness, ensuring that the ancient science remains relevant and accessible to contemporary audiences worldwide.

After four years of meticulous research and development, Chengavi has established itself as a bridge between the profound wisdom of Ayurveda and the dynamic rhythms of modern living, bringing holistic solutions to skincare and wellness.

Central to Chengavi's product development is Dravyaguna, the Ayurvedic science dedicated to understanding the properties and therapeutic benefits of herbs. The brand's formulations are crafted with precision, adhering to the principles of Samyoga, Samyuktha, and Samamana—ensuring the optimal selection, combination, and proportion of ingredients to promote harmony across skin, mind, and senses.

Chengavi's brand philosophy centers on minimalism, mindfulness, and purposeful skincare. Each product is meticulously formulated, free from over 700



banned ingredients, and features botanicals selected for their efficacy and safety. Products are developed in-house through Chengavi's dedicated research and manufacturing facilities, upholding the highest standards of purity, quality, and environmental responsibility at every step.

While deeply rooted in tradition, Chengavi is equally committed to innovation. The brand addresses industry challenges such as sourcing consistency and the stability of natural ingredients, enabling it to set new benchmarks in the Ayurvedic beauty sector and distinguish itself within a competitive market.

Chengavi is tailored for urban millennials, Gen Z consumers, global Indians, and wellness connoisseurs who value authenticity, sophistication, and holistic wellbeing. More than just a beauty label, Chengavi represents a transformative philosophy—where heritage meets innovation, and luxury is defined by authenticity, transparency, and a reverence for tradition.

From heritage to modern aisles, Chengavi has retail presence in over 27 Beute&Nutrie stores across Hyderabad, Bangalore, Chennai, Calicut, and Thiruvananthapuram, reflecting its growing resonance in the conscious luxury space.

Digital Footprints:

Website: <https://chengavi.com/>

Instagram: <https://www.instagram.com/chengaviindia/>

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