



Only a handful of brands can claim to have built successful, trustworthy relationships with their customers. Even fewer have consistently dominated in their category. VLCC, over the course of its inspiring 25-year journey, has emerged as one such brand. What started out as a standalone beauty and slimming services centre in New Delhi in 1989 has now evolved into a multinational organisation with millions of satisfied clients spread over 301 outlets, 134 cities and operations in 11 countries. VLCC is present in India, Sri Lanka, Bangladesh, Nepal, Malaysia, the UAE, Oman, Bahrain, Qatar, Kuwait and Kenya. Today, VLCC is a household name, synonymous with weight management and therapeutic beauty services and products. VLCC's appetite for change, cutting-edge technology and continued innovation sets the brand apart.

Market

The race between fashion and wellness for share of mind has usually been won by the former. But as people increasingly accept the wisdom of the old Hindi axiom *jaan hai toh jahaan hai* (There is a world only if you are alive) they are turning to wellness to meet the challenges modern life is throwing at them. This is resulting in an inside out approach – where overall well-being is taking precedence over just external beauty.

One would expect that for an industry so close to, literally, people's lives, there would be dozens of companies competing for a piece of the action. But, perhaps, for that reason itself these several dozens have fallen short of public scrutiny, leaving the stage for India's most charismatic wellness brand: VLCC.

VLCC, a pioneer in this complex business, has exceeded consumer expectations. By redefining wellness, VLCC has revolutionised the wellness industry

to be the most widely recognised brand across South Asia and the Middle East. In addition to running, what is India's largest network of vocational education academies in beauty and nutrition, with 65 campuses in 49 cities in India and Nepal and operating one of Asia's largest network of centres offering slimming and beauty solutions with 236 outlets, VLCC also manufactures a comprehensive range of skin, hair and body care products.

Few brands have been able to inspire confidence the way VLCC has. Millions of men and women have been able to reclaim their self-confidence thanks to the company's head-to-toe wellness solutions.

Having served millions of satisfied customers in its 25-year journey and over 5 million in the last decade alone,



hairstylists, therapeutic masseurs, beauty therapists and the like.

Achievements

Accolades are won when reputations are built. VLCC, over the course of its evolution as the definitive wellness brand, has been recognised and felicitated by the industry on multiple occasions.

VLCC emerged as India's Most Trusted Wellness Brand in 2015 in TRA Research's annual Brand Trust Survey and was awarded the Woman Led Emerging Company of the Year by Business Today Magazine in 2014.

At the Indian Salon & Wellness Congress 2015, one of India's biggest events

for the wellness industry, VLCC Institute of Beauty & Nutrition was recognised as the Best Creative Resource Supplier of the Year while VLCC Health Care Limited was awarded for its Outstanding Contribution to the Aesthetics Industry. VLCC was also awarded the Best Day Spa Leadership Award at the Stars of The Industry, Spa & Wellness awards 2015.

Maintaining its position as the primary leader in the market, the VLCC Day Spa has been awarded the Best Spalon title at the GeoSpa AsiaSpa India Awards for three consecutive years, starting 2012 and has been recognised as the Best Salon Chain (East) at the L'Oreal Professional Indian Hairdressing Awards, 2014/15.

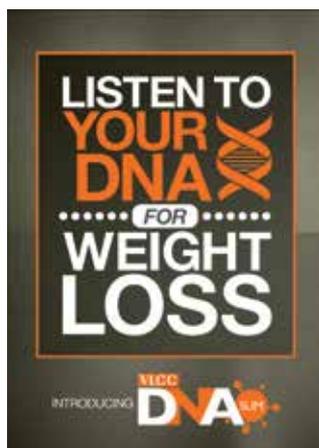
The company has been accorded the title of Product of the Year in 2012 for its daily protect Anti-Pollution Lotion SPF 15 and in 2013 for VLCC VTRON CTS™, VLCC's latest weight-management service innovation, and VLCC Shape-Up™ Slimming Oil. VLCC Acne 3 Day on Spot Corrector was recognised as the Best Product in the Acne Treatment category at the prestigious Femina Beauty Awards 2015. VLCC Personal Care has been featured in the 2015 Inc. Magazine India 500 list – the most comprehensive ranking of India's fastest-growing mid-sized companies and awarded the Certificate of Excellence in Recognition of Smart Innovation.

But reputations and honours don't just happen. They are built brick by brick by enlightened leadership. For VLCC it has been the company's founder, Vandana Luthra herself at the helm of affairs.

For her tireless work in the wellness industry, she has been listed as Fortune Magazine's 50 most powerful women in India, four years running 2011 onward and has been awarded the Enterprise Asia Women Entrepreneur of the Year award in 2010. For her contribution to trade and industry she was awarded the *Padma Shri* by the President of India in 2013.

Pushing the envelope further, VLCC has been awarded quality certifications including ISO 9001:2008 for its manufacturing facility as well as its in-house R&D facility for personal care products, the ISO:14001 certification for its





manufacturing facility, certificate of accreditation by National Accreditation Board for Hospitals & Healthcare Providers (NABH) for its wellness centres and the Good Manufacturing Practices (GMP) certificate for its manufacturing

plants in Haridwar in India and Singapore.

History

From a fledging transformation centre in New Delhi in 1989, to an industry in itself, the story of VLCCs history is laced with cutting-edge solutions and innovative practices.

VLCC launched its first transformation centre at a time when the concept of combining fitness and beauty as an approach to holistic wellness was a completely new paradigm. The company helped create an industry where none existed. Setting the bar for quality and services a notch higher, VLCC transformed the beauty and wellness industry in India on par with those abroad. By benchmarking services and employing top-of-the-line technology, VLCC has come to be widely recognised for its holistic, scientific and natural weight-management practices and therapeutic beauty solutions.

Product

The beauty and fitness industry in India is pegged at over ₹70,000 crore. In the ensuing fray, VLCC has evolved as one of the single-largest products and services players. The company's vision is to improve the quality of life for everyone who is touched by the brand.

A harmonious blend of the latest scientific technologies along with nutritional and lifestyle counselling helps VLCC to uphold its position as India's leading slimming, beauty and fitness brand. Today, the company can also boast an array of services and products that span the entire spectrum of the health and beauty segment.

VLCC aspires to offer the best and most innovative slimming and beauty services to its clients. Each therapy, whether acquired or developed in-house, undergoes rigorous testing by the company's research and development wing. The company's belief that personalised lifestyle and behaviour recommendations based on an individual's DNA profile can vary significantly from the conventional dietary recommendations and skincare regimen for people of the same age and gender, thus indicating a paradigm shift. The addition of DNA analysis to its weight-management and skincare programmes aims at bringing the best of modern science to help

its clients achieve their goals. DNA Slim™ is a body-shaping programme tailored to the genetic make-up of individual customers, while the recently launched DNA Skin™ represents the next frontier in skincare, wherein information from an individual's genetic profile is analysed to personalise a skincare regime as well as a recommended diet plan. VLCC also offers advanced technologies and solutions in beauty, including minimally invasive beauty treatments like fillers and Gold Threadlift – a form of thread lift procedure using strands of gold to firm up sagging facial skin and Cellular Matrix™, a platelet-rich plasma-based anti-ageing treatment.

Several of VLCCs over 169 skincare, body care and hair care products, marketed under the

VLCC Natural Sciences™, Bellewave™, Skin MTX™ and Enavose™ brands umbrella, as also its range of fortified and functional foods have been a first-of-their-kind, making them natural leaders in their respective categories. Some of the company's top personal care products include Shape Up™ anti-cellulite range of oils and gels, home facial kits and the VLCC Slimmers™ range of functional foods.

An amalgamation of the East and the West, VLCC also offers a unique physical rehabilitation service and complementary products, branded YaP™. Combining the eastern philosophy of Yoga with the western technology of physiotherapy, this treatment accelerates the



recovery of damaged tissue at the cellular level providing pain relief and overall wellness.

Recent Developments

In 2012, VLCC took its first significant step into the South Asian market by acquiring the leading Malaysian-owned slimming and beauty company, Wyann International. It subsequently acquired a majority controlling stake in Singapore-based Global Vantage Innovative Group (GVIG), which owns and operates three companies that manufacture and retail a complete range of reputed skincare and wellness products.

In 2014, VLCC made a strategic entry into the African market with a wellness centre in Nairobi, Kenya and plans to further establish its presence in the country along with Uganda and Tanzania, over the next two years. VLCC is also launching a

range of personal care products in Kenya shortly. In 2015, the company opened its first wellness centre in Kuwait.

Promotion

The strength of VLCCs communication does not lie in advertising alone. The brand focuses on real-life success stories, customer feedback and social engagements to draw the trust of millions.

VLCC has been the pioneer in the testimonial-based before-after print advertising space, with other weight loss centres often attempting to replicate this mode of communication. These

advertisements demonstrate how its weight-management solutions have helped transform customers into fitter versions of themselves.

It is not just VLCCs advertisements that have garnered visibility; the company's public awareness

campaign Anti-Obesity Day, which is observed on 26th November, reiterates its position as a thought-leader in the health care industry.

In 2014, VLCC launched the Orange Pledge initiative, asking people to

hit the orange button on the www.orangepledge.com site in a symbolic affirmation to fight obesity and live a healthier life.



Brand Values

Dominating the wellness domain in India and abroad, VLCCs vision is to ensure a better quality of life for everyone, by adopting and pursuing ethically and socially responsible business practices, aimed at shaping people's confidence.

Eager to give back to the community, the company also aligns itself with many social practices and initiatives.

Things you didn't know about VLCC

- ▶ Over 5 million customers – including repeat customers – have been served in the last ten years alone
- ▶ 20% of VLCCs customers for beauty treatment are men
- ▶ At VLCC, a client once lost 83 kilos in weight. This achievement found place in the Limca Book of Records
- ▶ Anti-Obesity Day celebrated on the 26th November each year, is a VLCC initiative
- ▶ VLCC is amongst the largest single-employers of medical doctors, nutritionists and physiotherapists in India
- ▶ The over 4000-strong VLCC employee base has over 70% women

