



R.K. ENTERPRISES



®

KSHUPA

परंपरा से प्रेरित, विज्ञान से संवर्धित

COMPANY PROFILE &
PRODUCT BROCHURE

2025



ABOUT US

Kshupa is a premium herbal personal care brand dedicated to harnessing the healing power of nature through time-tested Indian wisdom. We specialise in crafting **safe, effective**, and **harsh chemical-free** solutions for holistic hair and skin care, formulated with authentic herbs and ethically sourced natural ingredients.

Our story began with a personal challenge: finding a real, reliable remedy for hair loss in a market flooded with synthetic products. What started as a homegrown solution has evolved into a brand **trusted by thousands**, built on real **results** and **word-of-mouth** trust.

Every Kshupa product reflects our unwavering commitment to **purity, transparency**, and **wellness**. Whether it's our nourishing hair oils, sulphate-free shampoos, revitalising rosemary water, herbal face packs, or gentle body cleansers, each formulation is carefully developed to deliver **noticeable results** while staying rooted in nature.

At Kshupa, we believe that self-care should be **simple, honest**, and **naturally effective**. We don't just offer herbal products; we offer a way of life that prioritises authenticity, sustainability, and long-term well-being.

Driven by purpose, backed by tradition, and guided by nature.
Kshupa is where real care begins...



THE MAN BEHIND KSHUPA

Hello, I'm **Rajesh Kachhadiya**, a diamond merchant by profession and a nature enthusiast at heart.

My journey with Kshupa began with a **personal struggle**: hair loss. Driven by curiosity and my lifelong passion for **Ayurveda**, I embarked on a quest to create a natural solution. After rigorous research, I developed a unique herbal formulation and crafted the first bottle of **Kshupa** Hair Oil, which exceeded my expectations. Encouraged by the results, my family members also started using the oil, and they too experienced **remarkable benefits**.



Rajesh Kachhadiya
Founder of KSHUPA

As the news of its **effectiveness** spread, I shared my story on **Facebook**, inspiring friends to try it out and achieve similar success. Soon, I was inundated with requests to **make the oil available to others**. What started as a personal solution blossomed into a movement.

Today, I'm proud to say that Kshupa Hair Oil has positively impacted over **10,000** individuals, solely through **word of mouth**, trust, and **proven results**.

My mission is to empower everyone struggling with **hair problems** to find a safe, effective, and **herbal solution**. I envision a world where Kshupa Hair Oil is a trusted symbol of **natural hair wellness**, transcending borders and transforming lives.

At Kshupa, we're not just selling products; we're sharing a piece of healing **tradition**, born from **real experience**, nurtured by trust, and **proven by results**.

WHAT'S THE MEANING & SIGNIFICANCE OF THE NAME “KSHUPA”?



“Kshupa” is a classical Sanskrit term used in Ayurveda and ancient Indian botany to describe medium-sized medicinal shrubs, plants larger than herbs but smaller than trees (e.g., hibiscus, adalsa, rose, and curry neem). In traditional classification, it is one of five plant types:

1. Truna – Grasses
2. Lata – Climbers
3. Chhoda – Small herbs / shrubs
4. **Kshupa** – Semi-woody shrubs
5. Vriksha – Large trees

Most herbs used in Kshupa’s hair and skincare products fall into this Kshupa category, which inspired the brand’s name.

The logo reflects this essence; the plant depicted represents this middle-ground vegetation. The green color signifies purity, trust, and nature. The letters “up” within the name are stylized as an upward-growing shoot, symbolizing growth, elevation, and progress.

Culturally, the name has roots in ancient Indian tradition. It refers to:

A King Kshupa, ancestor of the solar dynasty (Suryavansha), before King Ikshvaku

A son of Krishna and Satyabhama in lesser-known traditions

Though rare, such references evoke heritage, strength, and timeless values.

In short, Kshupa embodies Ayurvedic wisdom, cultural richness, natural purity, and a brand spirit that always aims upward.

“Kshupa – rooted in nature, grown through wisdom.”



OUR BEGINNING

From a Remedy to a Trusted Ritual

Healing began at home. What started there is now trusted by thousands.



A Personal Need Sparked a Herbal Journey

Kshupa wasn't born in a lab.

It began in a kitchen with a **deep need** for something real.

Founder Rajesh Kachhadiya, struggling with **hair fall**, turned to Ayurveda. With herbs like hibiscus, amla, jatamansi, mulethi, and over 30 healing botanicals, he hand-prepared the **first batch of oil at home**.

The **results** were **remarkable**.

Family and friends saw visible benefits. Word spread naturally.

That personal remedy became a shared solution. And soon, it became Kshupa.



MORE THAN A FORMULA: A PHILOSOPHY

At Kshupa, formulation is not just a recipe; it's a ritual.



Every herb is carefully selected for its purpose, purity, and potency.

Each product is prepared through traditional methods – slow-cooked, hand-stirred, and naturally filtered – to retain its therapeutic essence.

No sulphates. No parabens. No artificial fragrance.

Just authentic Ayurvedic care delivered with honesty and intention.



Today, Scaled with Soul

To meet growing demand without compromising quality, Kshupa now partners with **GMP-certified manufacturing** units that uphold our **original ethos**. The same small-batch, handcrafted approach continues just on a broader scale. While the reach has expanded, the soul remains unchanged. Kshupa continues to be a brand where **nature, trust, and tradition** unite.

“Kshupa isn't just made; it's nurtured, trusted, and experienced.”





OUR VISION

To become a globally trusted **herbal** brand that bridges ancient botanical healing with modern self-care, empowering people to **return to nature** for their **everyday wellness**.



OUR MISSION

To craft **safe**, **effective**, and **herbal** personal care solutions using nature's wisdom and **traditional Indian knowledge**, enabling individuals to experience the benefits of **pure**, chemical-free wellness.



OUR GOAL

Promote chemical-free, **plant-based** products that are safe for **hair**, **skin**, and the environment. Make Kshupa's **herbal care** accessible across India and beyond.



OUR CORE VALUES

1. Purity First

We believe in offering products that are **free from harmful chemicals** and synthetic ingredients, pure, plant-based, and safe.



2. Herbal Integrity

Each formulation is rooted in traditional herbal knowledge, using **authentic ingredients** with proven benefits, nothing superficial, nothing misleading.



3. Transparency & Trust

From ingredients to process, we stay **honest with our customers**. What we claim is what we deliver.



4. Sustainability

We care for nature as much as we care for **wellness**. Our products are crafted with environmentally **responsible methods** and minimal waste.



5. Real Results, Not Trends

We don't follow trends; we follow **results**. Every product is tested for real-life effectiveness and **long-term benefits**.



6. Built by People, Grown with Trust

Kshupa was born from real people, real needs, and real experiences. We grow with the **trust of our users**. Not with marketing gimmicks.



REAL RESULTS. VISIBLE CHANGE.

Before & After: The Kshupa Difference



At Kshupa, we believe that true care reflects in real transformation.

Our handcrafted herbal formulations have brought relief, confidence, and smiles to thousands without harsh chemicals or false claims. These before-and-after images are **not models**. They are **No filters. No exaggeration**.

Achieved with the power of **Ayurveda**, **consistency**, and **trust**.

Transformation That Speaks for Itself

From hair fall and thinning to visible regrowth and stronger strands Kshupa has been the silent healer behind countless journeys.

"They tried everything. Then they tried Kshupa."

Over 10,000 satisfied users and growing...



OUR CERTIFICATIONS

"Authenticity You Can Trust. Transparency You Can See."



GST REGISTRATION
CERTIFICATE



UDYAM
CERTIFICATE



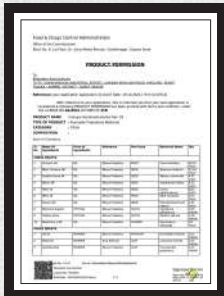
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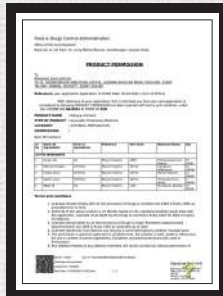
WHO—GMP
UQ-2024022412



TRADEMARK
NO:6294051



Product Permission
Of 'Hair Oil'
Ayush Approved



Product Permission
of 'Liquid Balm'
Ayush Approved



Product Permission
of 'Face Pack'
FDCA Approved



Product Permission
of 'Body Wash'
FDCA Approved



Product Permission
of 'Hair Pack'
FDCA Approved



Lab Report Of
Hair Oil



Lab Report Of
Hair Oil



Product Permission
of 'Rosemary Shampoo'
FDCA Approved



Product Permission
of 'Rosemary Water'
FDCA Approved



Product Permission
of 'Power of 5 Oil'
FDCA Approved



KSHUPA®
(CLASS-3)



KSHUPA®
(CLASS-5)

"Trust isn't claimed—it's earned, **certified**, and delivered—every single time."



OUR PRODUCT RANGE





200 ml

KSHUPA HAND-MADE HERBAL HAIR OIL

Herbal luxury for your hair,
with 8 oils and 32 herbs,
hand-blended for powerful
care.

MRP: ₹1100

(Also 50 & 100 ml available).



Experience the Essence of Herbal Wisdom.
Pure, handmade solutions that restore your hair's
natural vitality—the Kshupa way.



HAIR CARE



200 ml

KSHUPA POWER OF 5 HAIR OIL

Simplified essentials: 5
herbs and 2 oils for visible
hair health.

MRP: ₹490





200 ml

KSHUPA ROSEMARY HERBAL SHAMPOO

Botanical purity in every wash. Rosemary-powered formula that leaves your hair soft, clean & energised.

MRP: ₹599



Coming Soon...
Now with a new and
improved herbal formulation!



HAIR CARE



200 ml

KSHUPA ROSEMARY WATER

Spray. Soothe. Shine.
Herbal hydration for
scalp health and
stress-free hair days.

MRP: ₹480



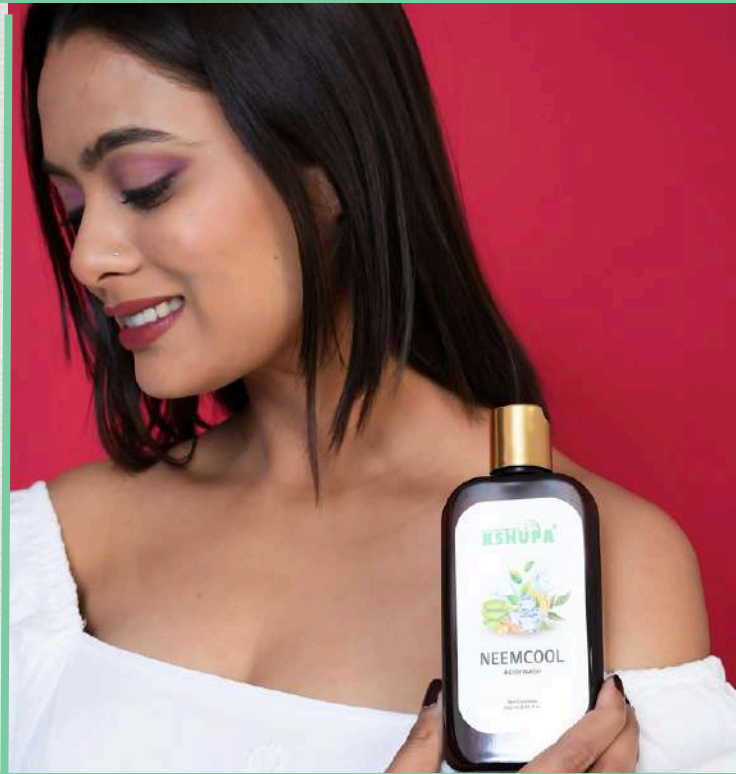


KSHUPA NEEM COOL BODY WASH

A Refreshing Herbal Shield
Neem, mint & aloe vera blend
to cleanse, cool, and protect
your skin — naturally.

MRP: ₹499

250 ml



coming soon...



SKIN CARE



KSHUPA LIQUID BALM

Pocket-friendly herbal
comfort Soothe pain, clear
congestion, and refresh
anytime, anywhere.

MRP: ₹120

10 ml





1 L

KSHUPA COLD-PRESSED BLACK SESAME SEED OIL

Deep care, guided by ancient wisdom
Cold-pressed from premium black
sesame seeds, rich in antioxidants,
naturally warming and revitalising.
Perfect for daily use and gentle
enough for baby massage.

MRP: ₹940
(500 ml also available).



15 gm

KSHUPA FACE PACK

A pure herbal face pack enriched
with Kashmiri saffron, sandalwood,
almond, and avocado — formulated
to revive dull skin and restore natural
balance, the Herbal way.

MRP: ₹290



SKIN CARE



1 L

KSHUPA COLD-PRESSED COCONUT OIL

Naturally pure. Nutrient-rich.
Cold-pressed from fresh coconuts
to nourish skin, strengthen hair,
and soothe the body — gentle
enough for baby massage.

MRP: ₹690
(500 ml also available).



WHY CHOOSE KSHUPA?



1. Rooted in Nature

Our formulations are inspired by time-honored Indian herbal knowledge, using **herbs and plants extracts** trusted for generations.



2. 100% Herbal

No sulphates. No parabens. No synthetic fragrances. Just **pure, effective care**, directly from **nature**.



3. Born from Real Experience

Kshupa wasn't created in a lab; it started with a real struggle and a **genuine solution** that worked. Trusted by over **10,000** happy users.



4. Visible Results, Not Just Claims

Each product is designed to deliver actual improvement. whether it's reduced **hair fall**, **clearer skin**, or a **healthier scalp**.



5. Handcrafted in India with Love

Locally made with **ethically sourced herbs** and crafted in small batches to ensure **purity** in every drop



6. One Brand, Complete Care

From hair oil and shampoo to face packs, herbal water, and body wash, Kshupa offers a **full range** of holistic, herbal **personal care**.



WHAT OUR CUSTOMERS SAY

JOIN THOUSANDS WHO TRUST KSHUPA FOR THEIR DAILY CARE.
PURE. EFFECTIVE. HONEST.

Real Stories. Real Results. Real Ayurveda.

Dimple Dalavari

Bhaskar Talaviya

Rutvaraj Rathod

Ashok Karangiya

Mayurdhvasingh Rana

Mitali Chotaliya

Bhaskar Talaviya

Yatin Patel

Sanjay Patel

Girish Vekariya

Rajendra Soni

Niketa Vyasa

Ketan Tejani

Viren Sorathiya

Divyang Vegda

Manthan

Amisha Patel

Subhash Rajgor

Dhaval Hadiyah

Poorvi Patel

Rimpal Panchani

Zarna Patel

Bhumi Kambariya

Soham Vora

Prashant Chauhan

Amit Savaliya

Rakesh Patel

Nitin Navadiya

Khushboo Thacker

Ajay Tilwani

Harshad Patel

Mahesh B.

Bela Desai

Mansi Mehta

Parul Mahadik

Piyush Patel

Parash Thummar

Pritesh Patel

Karishma Patel

Bansi Modha

Hitendra Dudhaiya

Manisha Pradhan

Pankaj Dhameliya

Sachin Bhingradiya

10,000+ Happy
Customers & Counting...

Trusted by Thousands Who Believe in Pure, Honest Care.
Your Skin, Your Hair, Our Promise — Proven by 10,000+ Smiles.



परंपरा से प्रेरित, विज्ञान से संवर्धित

HAIR & SKIN CARE PRODUCTS

Thank you for exploring the world of Kshupa. We are honored to be part of your self-care journey through the power of nature and tradition.



We welcome bulk orders, distributor enquiries, and collaborations.
Reach out to us — let's grow together.

GET IN TOUCH



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