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Awshad Unveils Calmagummies Gold Amid Rising Demand for Lifestyle-Led Cannabis Wellness in India

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Awshadâ• , the pioneering medical cannabis wellness startup, has launched its latest premium offering, Calmagummies Goldâ• , at a time when Indiaâ??s wellness market is witnessing a sharp rise in demand for convenient, lifestyle-oriented nutraceutical products. Positioned around stress relief, relaxation and sleep recovery, the CBD+THC infused gummies are aimed at urban consumers in the age group of 25+ navigating high-stress lifestyles, irregular sleep cycles and growing interest in plant-based wellness solutions.

The launch comes amid rising conversations around burnout, sleep deprivation and mental wellness among Indiaâ??s working professionals, especially in metro cities where consumers are increasingly spending on preventive and experience-led wellness categories instead of traditional supplements. According to a recent Grand View Research report, Indiaâ??s gummy market is projected to grow at a CAGR of 17.4 per cent between 2024 and 2030, while CBD and cannabinoid-infused gummies are expected to witness even faster adoption among younger consumers seeking relaxation and mental wellness support. Indiaâ??s nutraceutical market, currently estimated at nearly $39 billion, is also projected to more than double over the next decade, signalling a strong shift towards functional wellness products and alternative recovery formats.

Building on the strong consumer response to its existing Calmagummies range, Awshad has introduced Calmagummies Gold to cater to the increasing demand for accessible wellness formats.

Awshad Calmagummies Gold combines CBD and THC extracts with citrus botanicals and antioxidant ingredients including orange rind, lemon rind and goji berries in a chewable gummy format designed to support mood elevation, deep relaxation and restorative sleep. The formulation has been developed to offer a smoother, more controlled and approachable wellness experience for both regular users and cannabis-curious consumers. Each pack contains 10 gummies and has been positioned as a premium wellness indulgence category rather than a conventional supplement product.