

How Awshad Is Bringing Cannabinoid Wellness into Everyday Routines

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Richa Jaggi, CMO & Co-Founder, Awshad,

As consumer interest in preventive health and functional wellness continues to grow in India, the nutraceutical landscape is increasingly shifting towards solutions that address everyday concerns such as stress, sleep, mental fatigue and recovery. Within this evolving market, cannabinoid-based wellness products are emerging as a category of interest, supported by growing consumer awareness and demand for convenient, lifestyle-oriented formats.

Awshad is expanding its presence in this space with Calmagummies Gold, a premium gummy formulation combining cannabinoids with botanical ingredients. The product reflects the company's focus on making cannabis-based wellness more approachable through convenient formats while emphasising formulation, quality and consumer education.

In this interview with NUFFOODS Spectrum Asia, Richa Jaggi, CMO & Co-Founder, Awshad, discusses the consumer trends driving demand for cannabinoid-infused wellness products, the formulation approach behind Calmagummies Gold and the growing popularity of gummies as a nutraceutical delivery format. She also shares her perspectives on consumer education, regulatory considerations and the opportunities and challenges shaping the future of cannabis wellness in India.

What consumer trends and market insights led Awshad to launch Calmagummies Gold, and how does the product address evolving wellness needs related to stress, sleep, and recovery?

Over the last few years, we've seen a significant shift in how Indians approach wellness. Consumers are moving away from reactive healthcare and towards proactive, lifestyle-led solutions that support everyday wellbeing. Stress, poor sleep quality, mental fatigue and inadequate recovery have become some of the most common concerns among working professionals, entrepreneurs, frequent travellers and even fitness enthusiasts. At Awshad, we continuously engage with our customers and healthcare practitioners, and one insight stood out consistently: people wanted an effective cannabis-based solution that was not only scientifically formulated but also enjoyable and convenient to consume. Calmagummies

Gold was created to meet that need. It combines carefully balanced cannabinoids with botanical extracts in a familiar gummy format that integrates seamlessly into modern lifestyles. Rather than being positioned as a medicine for occasional use, it is designed as a premium wellness companion that supports relaxation, restful sleep and recovery as part of a daily self-care routine. It's our highest quality gummy offering yet with double filtration and 7 per cent extract. Our vision has always been to make evidence-informed cannabis wellness more approachable without compromising on quality, safety or efficacy.

The Indian nutraceutical and functional wellness markets are expanding rapidly. How do you see cannabinoid-infused products fitting into the broader landscape of preventive health and lifestyle wellness in India?

India's nutraceutical industry is evolving from supplementation towards holistic wellbeing. Consumers today are looking for products that support multiple aspects of health, including stress management, sleep quality, emotional wellbeing and recovery. Cannabinoids have an important role to play within this broader preventive wellness ecosystem. Globally, CBD has already become a recognised wellness ingredient, while regulated cannabinoid formulations are increasingly being explored for supporting quality of life under appropriate medical guidance. In India, we believe the future lies in responsible, science-backed cannabis wellness that combines traditional Ayurvedic knowledge with modern research. Rather than replacing existing wellness practices, cannabinoid-based products can complement healthy habits such as good nutrition, exercise and mindfulness. As regulatory awareness continues to evolve and consumer education improves, we believe cannabinoids will become an increasingly accepted category within premium functional wellness.

Calmagummies Gold combines CBD and THC with botanical ingredients such as citrus extracts and goji berries. What was the rationale behind this formulation, and how do these ingredients complement each other in delivering the intended wellness benefits?

Every ingredient in Calmagummies Gold was selected with purpose. The balanced cannabinoid profile was developed to work harmoniously with the body's endocannabinoid system, which plays a role in regulating functions such as sleep, mood and stress response. We complemented the cannabinoids with carefully selected botanical ingredients. Citrus extracts contribute naturally occurring flavonoids and antioxidants, while goji berries are traditionally valued for their antioxidant content and nutritional profile. Together, these ingredients support a more holistic wellness formulation rather than relying on cannabinoids alone. At Awshad, formulation is never about adding trendy ingredients. It is about creating thoughtful combinations where every component contributes to the overall wellness experience while maintaining premium quality standards.

Consumer awareness around medical cannabis has grown significantly in recent years. What misconceptions still exist about CBD and THC-based wellness products, and how is Awshad working to educate consumers?

The biggest misconception is that all cannabis products are intoxicating or recreational. In reality, cannabinoid-based wellness products are highly specialised, carefully formulated and intended for very different purposes. There is also confusion between hemp-derived CBD, regulated medical cannabis formulations and recreational cannabis. These are distinct categories with different legal, scientific and therapeutic contexts. Education has always been central to Awshad's mission. We invest heavily in creating science-based educational content, collaborate with healthcare professionals, encourage informed consultations and maintain complete transparency regarding our ingredients, manufacturing standards and product quality. We believe consumer trust is built through education rather than marketing claims. As awareness improves, we are seeing consumers ask more informed questions and make decisions based on evidence rather than misconceptions.

Gummies are emerging as one of the fastest-growing delivery formats in the nutraceutical sector. What advantages do gummies offer compared to traditional formats such as capsules, tablets, or oils, particularly for younger consumers?

Consumers increasingly expect wellness products to fit effortlessly into their daily routines. Gummies are one of the most consumer-friendly delivery formats because they are familiar, portable, and enjoyable to consume. Many people find oils inconvenient or dislike their taste, while capsules can sometimes feel clinical. Gummies remove many of these barriers and improve the overall consumer experience. For younger consumers especially, convenience, consistency and product experience are becoming just as important as efficacy. Gummies encourage better adherence because they are easy to incorporate into everyday life, whether at home or while travelling. At Awshad, however, convenience never comes at the expense of formulation quality. We have invested significantly in ensuring that Calmagummies Gold delivers a premium cannabinoid experience while maintaining taste, consistency and quality standards.

Looking ahead, what opportunities and challenges do you foresee for the cannabis wellness category in India, and how does Awshad plan to expand its product portfolio to meet changing consumer preferences?

We believe India is still in the early stages of its cannabis wellness journey, which presents tremendous opportunities. Growing consumer awareness, increasing interest in preventive wellness and greater acceptance of plant-based health solutions are creating strong momentum for the category. However, challenges remain. Consumer education, regulatory clarity and consistent quality standards across the industry will all be essential for sustainable growth. Responsible brands have an important role to play in building credibility and maintaining high scientific and manufacturing standards. For Awshad, our focus remains on innovation rooted in science and consumer needs. We will continue expanding our portfolio across key wellness areas such as stress management, sleep, recovery and everyday health, while maintaining the premium quality and evidence-led approach that defines our brand. Our long-term vision is to establish Awshad as India's most trusted cannabis wellness company by making high-quality cannabinoid-based products accessible, credible and integrated into modern lifestyles.