

WELLNESS connect

The Business Of Wellness

Where the people who built
India's wellness industry
meet the businesses shaping
what comes next.

22nd - 23rd NOVEMBER, 2026
La Grande Maison | Sofitel Mumbai



FROM THE HOUSE OF
PROFESSIONAL BEAUTY INDIA





THE BUSINESS OF WELLNESS

India has always
lived wellness.

NOW IT IS BUILDING THE BUSINESS OF IT.

Ayurveda. Yoga. Nature cure. Movement. Food. Ritual. Retreat.

Today, India's wellness landscape is expanding into longevity, recovery, sleep, functional nutrition, social wellness, fitness, technology and wellness-led living. Wellness Connect is built in support of World Wellness Weekend, a global movement aligned with the spirit of United Nations Sustainable Development Goal 3 – Good Health & Well-being. World Wellness Weekend expresses wellbeing through five interconnected pillars:

Sleep & Creativity

Nutrition & Immunity

Movement & Vitality

Mindfulness & Serenity

Purpose & Solidarity

Wellness Connect brings these pillars into the **business of wellness** - through the products, spaces, technologies, experiences and people shaping the Indian wellness economy.

**Five pillars. One ecosystem.
The Business of Wellness.**

THE PEOPLE BEHIND WELLNESS CONNECT



professionalbeauty.in



"Professional Beauty India has spent more than a decade building one of India's most established professional trade communities.

Wellness Connect extends that strength into the wider wellness economy, creating a focused B2B platform for discovery, partnerships and growth."

Vikas Vij

Managing Director,
Professional Beauty India / IDEX



gaiia.co.in



"Wellness Connect is shaped through a strategic curation of people, brands, conversations and experiences across the evolving wellness landscape.

The focus is to bring together what is relevant, credible and commercially meaningful, creating the right conditions for discovery, collaboration and growth."

Reena Sheth

Founder & CEO, Gaiia
Strategic Advisor & Curator,
Wellness Connect India
World Wellness Weekend Ambassador
for India & APAC

WHO NEEDS TO BE IN THE ROOM?

The people building, operating, curating and investing in the future of wellness.

- Architects & Interior Designers specialising in wellness projects
- Ayurveda, Nature Cure & Yoga Retreats
- Elite Gyms & Fitness Clubs
- Integrative Senior Living
- Luxury Property & Wellness Developers
- Premium Clubs & Gymkhanas
- Premium Hotels & Resorts
- Private Clubs, Co-working & Social Wellness Spaces
- Spa & Wellness Operators
- Urban Wellness Sanctuaries
- Wellness Consultants, Curators & Experience Creators
- Wellness Retreats & Destinations

If you build it, operate it, specify it or curate it — this is your room.



WHY BE THERE?

Because the next big idea for your wellness business may be in this room

Discover products, technologies, equipment and experiences that can transform your next **hotel, retreat, club, gym, spa, residence or wellness project.**

Experience concepts you can **adapt, customise and bring to life** in your own business.

Find collaborators for **signature experiences, pop-ups, residencies, shop-in-shop concepts and new revenue opportunities.**

Be part of the conversations influencing how India will **experience, build and invest in wellness.**

**Come to discover what's next.
Leave knowing what you want to build.**



THE BUSINESS OF WELLNESS ON STAGE

The conversations you will want to say you were in the room for.

Hear from pioneers, operators, innovators and decision-makers influencing the business of wellness.

- The Club Beyond Fitness
- Destination Wellness
- The Future of Wellness Hospitality in India
- Human, Machine & Wellbeing
- Living Better, Longer
- The Missing Piece in Modern Wellbeing
- The Modern Health Paradox
- Sleep, Recovery & Outcomes
- Strength, Mobility & Longevity
- Wellness 2035
- Wellness by Design
- The Wellness Consumer Has Changed. Have We?
- The Wellness Third Place

**Big questions. Strong opinions.
Conversations you should not be
hearing about later.**

WELLNESS IN ACTION

The future of wellness is not meant to be watched.
It is meant to be experienced.

Alongside the conversations, Wellness Connect brings selected wellness formats to life, giving you a first-class work in your own business.

- **HAMMOCK SOUND EXPERIENCE**
Suspended sound, stillness and deep relaxation.
- **IMMERSIVE BREATHWORK**
A powerful group reset through breath and sensory immersion.
- **MOLECULAR HYDROGEN EXPERIENCE**
An emerging wellness technology, experienced up close.
- **THE MATCHA CLUB**
Functional wellness meets contemporary culture.
- **THE SOCIAL SPIN**
Movement. Music. Community.

LIMITED BOOKABLE EXPERIENCES
BRAINTAP RESET
PEMF EXPERIENCE

See it. Experience it. Imagine what it could become
in your world.



WHO SHOULD PARTICIPATE?

- **AYURVEDA & PROFESSIONAL WELLNESS PRODUCTS**
Ayurveda houses • Amenities • Consumables • Professional spa and wellness products
- **DIGITAL WELLNESS & AGGREGATION**
Concierge platforms • Wellness marketplaces • Digital wellness services
• Experience aggregators
- **FUNCTIONAL NUTRITION & WELLNESS F&B**
Supplements • Nutraceuticals • Nootropics • Adaptogens
• Matcha • Cacao • Kombucha • Functional beverages
• Protein and low-sugar foods
- **LONGEVITY, RECOVERY & DIAGNOSTICS**
Devices • Diagnostics • Sleep technology • Recovery tools
• Cognitive and emotional wellness technology
- **WELLNESS EQUIPMENT & INFRASTRUCTURE**
Global equipment curators • Indian manufacturers • Ayurvedic equipment
• Fitness & recovery systems
- **WELLNESS SERVICES & EXPERIENCES**
Experience creators • Shop-in-shop concepts • Pop-ups • Residencies
• Specialist collaborators

Participation is curated to bring together the brands, technologies, products and experiences with the potential to shape what wellness looks like next.



WHY PARTICIPATE?

Put your business in front of the people shaping the next wave of wellness.

- **CREATE COLLABORATIONS**
Connect with complementary businesses to create integrated solutions, pop-ups, residencies and new experiences.
- **GET DISCOVERED**
By hotels, retreats, clubs, gyms, developers, architects, wellness operators and curators.
- **OPEN NEW BUSINESS CONVERSATIONS**
Meet potential buyers, specifiers, collaborators and partners in one highly relevant environment.
- **SHOW WHAT MAKES YOU DIFFERENT**
Bring your product, technology, service or experience to life, beyond a brochure or sales pitch.

Be seen. Be experienced. Be part of where new wellness opportunities are being created.



THE REACH BEHIND WELLNESS CONNECT

A new wellness platform.

Built on an established professional B2B network.

Wellness Connect is powered by the industry infrastructure and reach of Professional Beauty India, which interacts with over 3 lakh members of the professional beauty and hair community each year.

Wellness Connect builds on this established reach while curating a focused audience across hospitality, wellness, fitness, clubs, recovery, longevity, development and design.

PROFESSIONAL BEAUTY INDIA — PLATFORM REACH

88,733
E-MAIL

55,873
FACEBOOK

55,846
INSTAGRAM

2,68,199
SMS

1,38,783
YOUTUBE

52,891
WEBSITE

2,23,671
WHATSAPP

THE PROFESSIONAL BEAUTY GROUP

3
CONTINENTS

8
COUNTRIES

150,000
PROFESSIONALS
ANNUALLY

20
TRADE SHOWS

The Wellness Connect audience is curated. The engine behind reaching it is already built.

PARTNER WITH WELLNESS CONNECT

Own a meaningful place in the conversation shaping India's wellness economy.

TITLE PARTNER

The highest level of association with Wellness Connect India with dominant visibility across the platform, communication, onsite experience and key event touchpoints.

FIVE PILLAR CATEGORY SPONSORS

- **MINDFULNESS & SERENITY PARTNER**
Own the space around mental, emotional and restorative wellness.
- **MOVEMENT & VITALITY PARTNER**
Align with fitness, strength, mobility and performance.
- **NUTRITION & IMMUNITY PARTNER**
Lead the space around functional nutrition, nourishment and wellbeing.
- **PURPOSE & SOLIDARITY PARTNER**
Associate with community, connection and the emerging social-wellness economy.
- **SLEEP & CREATIVITY PARTNER**
Own the conversation around sleep, recovery and restoration.



PARTNER DELIVERABLES

TITLE PARTNER

Rs. 40,00,000 + GST

Brand Positioning

- Named as Title Partner across key event communication.
- Logo lock-up on event page, registration page and main sponsor panels.
- Priority logo placement on selected onsite branding.

Digital Marketing Visibility

- Four dedicated social media posts.
- Four personalised emailers.
- Four SMS / WhatsApp promotional rounds.

Onsite Ownership

- Priority demo or experience slot.
- Prominent entrance and registration area branding.
- Demo-stage logo presence and selected screen visibility.
- 24 sqm Space included

Onsite Branding

- 2 Hoardings (10ft x 8ft)
- 3 Roll up Standees

Business Engagement

- Option to host a curated networking moment.
- Priority mention in event highlights.
- Post-event sponsor acknowledgment.
- Access to captured leads from own booth or activation.
- 6 Complementary passes for the show.

CATEGORY PARTNER

- Sleep & Creativity Partner
- Nutrition & Immunity Partner
- Movement & Vitality Partner
- Mindfulness & Serenity Partner
- Purpose & Solidarity Partner

Rs. 20,00,000 + GST

Brand Positioning

- Named as Category Partner across key event communication.
- Logo lock-up on event page, registration page and main sponsor panels.
- Logo placement on selected onsite branding.

Digital Marketing Visibility

- Two dedicated social media posts.
- Two personalised emailers.
- Two SMS / WhatsApp promotional rounds.

Onsite Ownership

- Two demo or experience slots, subject to programming flow.
- Selected entrance and registration branding.
- Logo presence on demo-stage sponsor panel.
- 12 sqm Space included

Onsite Branding

- 1 Hoardings (10ft x 8ft)
- 1 Roll up Standees

Business Engagement

- Selected networking visibility.
- Post-event sponsor acknowledgment.
- Access to captured leads from own booth or activation.
- 3 Complementary passes for the show.

EXHIBITION OPTIONS

Choose the space that lets your proposition come alive.

Stall option	Size	Format	Investment
Standard Booth (Shell)	9 sqm (3m x 3m)	Product showcases & brand presence	Rs. 2,00,000 + GST
Premium Experience Space	24 sqm	Equipment, demos & live experiences	Rs. 5,00,000 + GST
Bare Space	Minimum 15 sqm	Custom-built brand environments	Rs. 22,000 per sqm + GST

From a focused showcase to a full-scale experience, choose the format that best tells your wellness story.



WELLNESS connect

The Business Of Wellness

Some will come to discover what's next.
Some will come to find the right partner.
Some will come to launch what's new.
Some will come to shape what happens next.

WHATEVER BRINGS YOU HERE...

**THIS IS WHERE WELLNESS
MOVES FORWARD.**

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