



A CHAT WITH
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EXECUTIVE CHAIRMAN OF GLOBAL WELLNESS HOLDING
(PART OF THE BILLION-DOLLAR MAYAR GROUP)

What is the nature of business for Global Wellness Holding?

Global Wellness Holding (GWH) owns and manages 6 established health, beauty, wellness and spa brands in Singapore. The brands include Body Contour, Passage New York, Uber-Aesthetic Clinic, PhysioMed, Hair Inc. New York and Sole Relax.

GWH is part of the billion-dollar Mayar Group, one of India's biggest multi-national and widely diversified conglomerates, with business interests in resorts, timber, paper, sugar mills, international trading, hospitality, biotech, shipping and infrastructure; spread over Asia & Europe.

GWH is the leader in the industry, almost unparalleled in terms of sales revenue and capacity. With 11 locations in Singapore, its retail space sprawls over 50,000 square feet, with over a quarter million members across its 6 brands. It boasts a retail turnover of \$50 million per annum, and projecting a double-digit growth year-on-year.

What is your vision for Global Wellness Holding?

GWH will strengthen its leadership position in Singapore and targets for continuous growth with its aggressive merger and acquisition strategy. Within 5 years, I seek to attain at least 20% market share.

I am also looking at regional expansion, and bringing my brands beyond Singapore.

Emulating our parent company, Mayar Group, that has control over the entire value chain, with businesses spanning from manufacturing to the end consumers through its retail channels, GWH would adopt both vertical and horizontal integration so that we can serve our clients in a more holistic manner with better quality control.

**“WITHIN 5 YEARS,
I SEEK TO ATTAIN AT LEAST 20% MARKET SHARE.”**



Body Contour @ Royal Brothers Building

What are your reasons for choosing to do business in this particular industry?

The Spa, beauty and wellness industry is booming. In Singapore alone, it is estimated to be worth more than \$600 million. Judging by the 19,000 industry operators registered in Singapore, it is evident that this lucrative trade attracts many business owners who are competing for a share of this pie.

The industry is one of the few businesses that demonstrate resilience during economic crisis. It is set to grow as people are more affluent and willing to spend on their well-being. Coupled with the aging population trend in developed countries, consumer investment in health and wellness is on the rise.

I see the opportunity to establish GWH as the market leader in Singapore as the industry is going through a transformation. The spa closures have raised public awareness and consumers are now more discerning with their selection of providers. The government has also tightened its control with more measures specific to the trade. These measures are self-alignment mechanisms, and surely, the weaker ones will be eliminated, and the strongest will emerge.

What are some of the challenges you faced when you first went into business?

The competitive trade makes pricing the most challenging P (in 4Ps) to manage. Low pricing with high operating cost simply drives many owners out of the market. So pricing it right in this saturated market to attain a balance of demand and supply is an art.

A lot of marketing effort is also needed to build consumers' confidence as the spa and wellness industry do not enjoy pristine reputation.



HOW DID YOU OVERCOME CHALLENGES?

A strong branding is required to overcome consumers' price sensitivity. The company also invests in quality products and treatments to justify its premium pricing.

Our strong financial position and credibility under a global billion-dollar Mayar Group gives a definite boost to consumer's confidence. In fact, GWH has enjoyed good growth since the parent company acquired the business.

How do you differentiate your businesses from your competitors?

GWH is always in the forefront of technology. The company sources globally for the best equipment and most effective products synergized with fine treatment protocols. Hence, our treatments and products deliver significant results. We are proud to attain multiple awards across our businesses.

Due to our sheer size, we are able to produce very quality products at competitive pricing due to the economies of scale we enjoyed. We also engaged professional trainers to consistently upgrade the skills of our therapists to serve our clients to their delight and satisfaction.

GWH is also committed in delivering outstanding services to our clients. Singapore Service Class is a national recognition for organizations that have management systems and processes in place to achieve service excellence.

Body Contour has successfully attained certification for the Singapore Service Class in 2012, a testament to the excellent service delivery which we are committed to our customers. Furthermore, Body Contour is CaseTrust certified, indicating our trustworthiness and responsibility towards our customers.

Therefore, we have managed to secure the loyalty of our customers. We are proud to have thousands of clients who stayed with our brands for over a decade.

Last but not least, we invested in POS and CRM systems to constantly engage with our valued clients. We believe communication is the key to building a long term relationship with our client. Listening to their needs and delivering them their wants is our motto.



What are some of your proudest business achievements to date?

And why are they so important and meaningful to you?

I am proud of the successful acquisition of several reputable brands, and the seamless transition despite the change of management.

In a short time, I have also built a strong management team who embrace changes and share the common vision & goals of the group.

Turning around the business and achieving sales growth quickly is another achievement and affirmation that my business model is sound. I have grown the business from \$16 million pa to \$50 million pa in less than 4 years.

MILESTONES

- 1997**
 - Opened 1st Body Contour outlet at Katong Mall
- 2003**
 - Outlet expansion at Hill Street.
- 2005**
 - Outlet expansion at Raffles Town Club and Royal Brothers Capital
 - Opened Uber Aesthetics Clinic
- 2009**
 - Spirit of Enterprise Award
 - Awarded "Best Goodbye! No Gym Slimming Treatment" by Parents World Singapore
 - Spearheaded rescue plan on the closure of Wellness Village & Simply Spa that affected more than 500 customers
- 2010**
 - Formed the Spa, Beauty and Wellness Alliance (SBWA) to bail out more than 400 customers from Wax in the City
 - Awarded "Best Pre-Party Perk-Me-Up Facial" by Singapore Women's Weekly
- 2011**
 - Awarded Singapore 1000, SME 1000 and Singapore International 1000
 - Awarded "Best Dull Skin Reviver Facial" by Singapore Women's Weekly
 - Opened Physiomed Chiropractic Centre at Royal Brothers Building
- 2012**
 - Awarded the Singapore Service in recognition of commendable performance in service excellence.
 - "Best Anti-Oxidising Facial" in Harper's Bazaar Spa Awards
- 2013**
 - 100% acquisition by Mayar Group
 - Opened Sole Relax Foot Reflexology
 - Acquisition of Hair Sciences
- 2014**
 - Singapore's Outstanding Enterprise – SME 150/2014
 - Establish Global Wellness Holding to manage and run various premium wellness & healthcare businesses across Singapore
 - Acquisition of Passage New York Spa
 - Launch of Alluera Skincare
 - Awarded "Best Meridian Point Massage" in Harper's Bazaar Spa Awards

Case Trust Certified
CaseTrust is an accreditation arm of the Consumers Association of Singapore (CASE). Companies who are awarded this label are seen to demonstrate their commitment to fair trading and transparency to consumers. Body Contour is CaseTrust certified, indicating our trustworthiness and responsibility towards our customers. It also affirms our professional standards and good business practices in the industry. With this accreditation, customers can therefore be fully reassured when making a purchase with Body Contour.

