

The logo consists of the letters 'IF' in a white, serif font with a dot above the 'I'. Below it, the word 'experience' is written in a smaller, lowercase, sans-serif font. The entire logo is set against a red square background.

IF
experience

An Initiative of
Antara Infomedia

A large, irregular green watercolor splash is centered on the page. It is decorated with various golden floral and geometric patterns, including stylized flowers, leaves, and circular motifs. The background of the entire page is a repeating pattern of white, ornate, diamond-shaped motifs on a yellow background.

FIRST
**ONLINE
DETOX
METER**

ayurved **Sutrā**

The Indian wellness industry was estimated at close to

Rs 85,000 crore

in financial year 2014-15 and is expected to grow at a compounded annual growth rate (CAGR) of nearly

12%

for the next 5 years.

The industry can achieve about

Rs 1.5 trillion

by FY2020, according to a recent report by Ficci and EY. India's population today is relatively young (due to the high birth rates) with about **47% of the population expected to enter the elderly phase down the line.**



Health characteristics, which include the burden of diseases, productive years lost, and cost of health care—among others—are key drivers of economic growth for emerging markets like India.



While the wellness and preventive health care sector as a whole is expected to nearly double by 2020,

some sub-segments will outperform others. While beauty care and nutritional care would retain their share, fitness and rejuvenation would significantly increase their market share.

FIRST ONLINE DETOX METER

The window to holistic life with a **360° review mechanism**

ayurved Sutrā

The journal **dedicated to science of life** brings you the window to holistic life with a 360° review mechanism.



The dynamic and pulsating bridge between **the seekers and providers**

- First online detox meter
- Full of relevant facts and figures, analysis, necessary references and information about the services, places, products, individuals and communities.
- Users and Experts to share, rate, review and put scores on Liifii Detox Meter.

LISTING

A property/service/product/individual/community will be listed, where they can get 'Sutra Super Premium', Sutra Premium, Premium and General category.

Here a holistic destination or property or service or product gets 'R-6 record'. It means promoting holistic destination or property or service or product through Report-Rating-Review-Response-Research- Reservation by Liifii.

GET - RATE - GO

If you are

a seeker, blogger, avid traveler, explorer or barefoot nature lover.

If you are

running a wellness center, Spa, Eco Park, Resort, Spiritual hub, Ayurveda clinic, Naturopathy clinic, Yoga and Meditation Center or Vaidyashala.

If you are

a wellness products manufacturer, supplier, service provider, NGO or organic living promoter.

If you are

an Acharya, Researcher, Vaidya, Yoga Master, New Age Wellness Expert, Entrepreneur, Creative professional, Journalist, Reviewer, Positive life Activist, Blogger or Publisher.



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