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INDIA'S LEADING
**WELLNESS
BRANDS
2026**

SoulWise

THE EVOLUTION
OF SPIRITUAL
WELLNESS

Sachin Bansal
Founder - SoulWise



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The Evolution of Spiritual Wellness

AS INDIA'S SPIRITUAL WELLNESS INDUSTRY CONTINUES TO EVOLVE, SOULWISE IS COMBINING DECADES OF TRADITIONAL KNOWLEDGE WITH MODERN ACCESSIBILITY TO HELP PEOPLE PURSUE HEALTHIER, MORE BALANCED LIVES.

Shweta Singh | The CEO Magazine

The definition of wellness is changing. While physical fitness and nutrition are important, increasing numbers of people are recognising that good health also depends on emotional resilience, mental clarity, and a sense of balance. Long working hours, digital overload, and fast-paced lifestyles have encouraged many to explore meditation, mindfulness, and holistic wellness as part of their everyday lives. This shift has contributed to the steady growth of India's spiritual wellness industry. Traditional practices such as meditation, crystal healing, Vastu, and energy management are finding renewed relevance among individuals looking for practical ways to manage stress and improve their overall well-being. At the same time, the growing popularity of these practices has created a crowded marketplace where authenticity often becomes the deciding factor.

Sachin
Bansal
Founder
SoulWise





For organisations operating in this space, success depends on more than offering products or services. It requires earning trust through genuine knowledge, consistent guidance, and a commitment to quality. The philosophy behind SoulWise stems from nearly three decades of learning and experience. Founded by Sachin Bansal, the organisation was created with the vision of bringing authentic spiritual and wellness products to people seeking meaningful transformation and positive living. Through self-healing programmes, meditation courses, consultations, and authentic spiritual wellness products, SoulWise aims to bridge the gap between traditional spiritual wisdom and modern lifestyles while helping individuals achieve greater balance and well-being.

"Our goal is not merely to sell products but to educate, guide, and support customers on their personal wellness journeys." That belief continues to define both the organisation's purpose and its long-term vision.

The Journey Behind SoulWise

Every entrepreneur has a story that shapes the purpose behind the business. For Sachin Bansal, that story began during childhood.

His father had entered the field of self-healing and energy management, and watching him practise while witnessing the positive impact it had on people's lives sparked an early curiosity in Sachin. What initially began as an interest in understanding his father's work gradually became a deeply personal journey when Sachin himself struggled with severe asthma and recurring health issues.

Despite trying different medical treatments, lasting relief remained elusive. Guided by his father, he began practising self-healing and energy management techniques while he was still very young. One of the earliest changes he experienced was a noticeable increase in his self-confidence. As his emotional outlook improved, his health also began to change. Over time, the asthma that had affected him for years gradually disappeared.

The experience convinced him that the knowledge he was learning had the potential to help others as well. By the time he was in the tenth standard, Sachin was already working alongside his father, learning self-healing, meditation, energy management, and other aspects of spiritual wellness through continuous practice and observation. Those formative years laid the foundation for nearly three decades of learning and experience.

Today, as a Grandmaster, Life Coach, Spiritual Healer, Consultant, and Astro-Neurologist, he continues to share that knowledge through healing sessions, meditation programmes, consultations, and educational initiatives.

His mission now is twofold: to carry forward the legacy of his father and to make authentic Vedic and spiritual knowledge easier for today's generation to understand and apply in their everyday lives.

“MY MISSION IS TO CREATE AWARENESS ABOUT OUR VEDIC AND SPIRITUAL TECHNIQUES AND BRING THEM TO TODAY'S YOUTH AND PEOPLE IN A WAY THAT THEY CAN EASILY ADOPT AND APPLY IN THEIR DAILY LIVES.”

For Sachin, SoulWise became an opportunity to combine business with purpose. Guided by years of learning and experience, the organisation continues to share authentic spiritual knowledge while helping people lead healthier, happier, and more balanced lives.

Building a Knowledge-Driven Wellness Platform

As interest in holistic well-being continues to grow, consumer expectations are evolving as well. People are no longer looking only for products or quick solutions; they want reliable guidance that helps them make informed choices. This shift has encouraged organisations in the wellness sector to move beyond transactions and focus on building lasting relationships. SoulWise has built its approach around this changing expectation.



Drawing on nearly three decades of learning and experience, SoulWise has built its offerings around a simple philosophy: spiritual wellness should be understood before it is practised. Alongside self-healing and meditation courses, the organisation offers crystal healing sessions, consultations in astrology, aura reading, numerology, and Vastu correction services, complemented by authentic crystals, Rudraksha, Karungali products, meditation tools, spiritual décor, and other wellness products. Together, these offerings are designed to help individuals integrate spiritual practices into their daily lives with greater awareness and authenticity.

"Our focus has always been on educating people, providing authentic guidance, and helping them understand how spiritual tools and practices can be effectively integrated into their daily lives," says Sachin.

Today, SoulWise serves a diverse community that includes spiritual seekers, wellness enthusiasts, business owners, working professionals, meditation practitioners, corporate gifting clients, and individuals across different age groups, reflecting the growing appeal of holistic wellness among varied audiences. For Sachin, the organisation's purpose is closely

aligned with its vision of creating a happier and less stressed society. Business growth, therefore, is measured not only by expansion but also by the positive impact the organisation is able to create through authentic knowledge and meaningful customer engagement.

“THE VISION IS TO CREATE A COMMUNITY WITH LESS STRESS AND MORE HAPPY PEOPLE AROUND US.”

Trust as a Competitive Advantage

Few industries depend on trust as much as spiritual wellness. People often turn to these practices during periods of uncertainty, making credibility and authenticity essential to every interaction. As the industry continues to grow, organisations are increasingly expected to provide not only products but also reliable guidance that helps people make informed choices.

For SoulWise, trust begins with knowledge. According to Sachin Bansal, the organisation is “not just a product-selling company” but a knowledge-driven spiritual wellness platform focused on educating people, providing authentic guidance, and helping them understand how spiritual tools and practices can be effectively integrated into their daily lives.

Drawing upon nearly three decades of learning and experience in self-healing, energy management, meditation, crystals, Rudraksha, Vastu, and spiritual wellness, Sachin believes every recommendation should be backed by practical knowledge and real-life experience rather than simply following market trends. Whether it is crystals, Rudraksha, Karungali products, Vastu remedies, or healing tools, SoulWise focuses on providing genuine, high-quality, and carefully selected products because, as he believes, trust remains the foundation of this industry.

“The foundation of this industry is trust,” he says. “People are always willing to learn and benefit from genuine knowledge and expertise.”



The same philosophy extends to the organisation's culture. SoulWise focuses on hiring people who share its values of honesty, authenticity, and customer service. Continuous learning, open communication, and a positive work environment help build a committed team while ensuring that customer well-being remains at the centre of everything the organisation does.

"The fundamental values that have remained constant at SoulWise over the years are honesty, authenticity, clarity, integrity, and providing genuine solutions." By placing integrity at the centre of its operations, SoulWise aims to build relationships that extend beyond individual products or services. The organisation views trust not simply as a business advantage but as the foundation upon which long-term customer relationships are created.

Balancing Tradition with Digital Transformation

Like many businesses built on personal relationships, SoulWise faced one of its biggest challenges during the COVID-19 pandemic. Until then, the organisation had grown largely through word-of-mouth referrals and recommendations. As physical interactions came to a halt and customer engagement shifted online, that long-established model was suddenly disrupted. The experience highlighted an important reality: digital presence had become essential.

"We had been working successfully through referrals for many years, but when COVID happened, everything changed. People wanted everything online, and social media became extremely important," recalls Sachin. The shift prompted SoulWise to strengthen its digital presence and embrace social media as a way of reaching people more effectively. For Sachin, however, the transition was never simply about moving online. His priority was to ensure that the essence of meditation, healing, and spiritual guidance remained unchanged even as the organisation adapted to changing customer expectations.

"I did not want the process of meditation and healing to lose its innocence, authenticity, and quality. Even today, I am trying to find the right balance between traditional practices and digital transformation."

Today, SoulWise continues to build its digital presence while working towards the balance Sachin believes is essential, making authentic spiritual knowledge more accessible without compromising the quality and authenticity of the practices it promotes.

Leading with Conviction

Every entrepreneurial journey comes with its own set of challenges. For Sachin, one of the earliest was convincing people that age should not determine credibility.

At around eighteen, he began meeting corporates and individuals, explaining how meditation, self-healing, and energy management techniques could positively influence people's lives. Despite years of learning and practice, many found it difficult to believe that someone so young could guide them on such subjects. Instead of allowing those perceptions to discourage him, he chose to let his work speak for itself.

Over time, his persistence began to change perceptions. One of the defining moments in his journey came when a 55-year-old CEO of a listed company placed his trust in Sachin's guidance and made decisions based on the energy systems and solutions he recommended. For Sachin, it was more than professional recognition; it was confirmation that genuine knowledge and expertise can earn trust regardless of age.

The experience also strengthened his confidence as a leader. It reinforced his belief that everyone has something valuable to offer and that people are always willing to learn and benefit from genuine knowledge and expertise. Those lessons continue to shape his approach to leadership and the way he leads SoulWise today.

Looking Ahead

As conversations around mental well-being and holistic living continue to gain momentum, Sachin believes the future of the spiritual wellness industry remains promising as people increasingly look for hope, faith, and balance in their lives. *"The future of the industry is very bright because hope and faith are becoming increasingly important needs for highly stressed and disturbed people in every sphere of life."*

With this outlook, Sachin is focused on growing SoulWise into a larger and more impactful platform for spiritual wellness. Together with his team, he aims to reach more people by spreading authentic spiritual knowledge and providing high-quality products and services that can positively transform lives.

Along the way, the organisation's work has been recognised through the Global Business Leader Award for Most Promising and High Benchmark Role in True Wellness (Mind, Body & Spirit) and Industry Leadership of the Year 2026. SoulWise is also an



ISO 9001:2015 Certified organisation, while Sachin considers receiving a doctorate in his field and a Medal of Honour among the significant milestones in his professional journey.

Despite these milestones, Sachin believes success is not defined by awards or recognition but by the impact an organisation creates over time. *"The day I feel my company has become successful, I will not have to define my success. Everybody will know it on their own."*

PURPOSE BEYOND BUSINESS

For Sachin Bansal, SoulWise has always been more than a business venture. It represents the continuation of a journey that began in childhood and gradually evolved into a lifelong mission of sharing authentic spiritual knowledge while helping people lead healthier, happier, and more balanced lives.

That purpose continues to guide both his personal journey and the organisation's future. For those starting their own entrepreneurial journey, his advice remains simple:

"Whatever you do, do it with honesty, integrity, and your best efforts. Do it without greed and with the genuine intention of helping the people around you. If your focus is on creating value and making a positive difference in others' lives, success will follow naturally."

For Sachin, creating value has always come before measuring success. It is a philosophy that continues to shape both his leadership and SoulWise's journey.