

#05
June 2025

CXOWORDS

Magazine

**RAI - REVIVING
WELLNESS
THROUGH SACRED
GRACE AND
ANCIENT WISDOM**

by Savitha
Prabhumurthy
Founder, RAI

**BUILDING ELECTRIC
BICYCLE AND
ELECTRIC UTILITY
BIKES FOR LAST MILE
DELIVERIES**

by Prajwal Habib
Founder
Ravtor Mobility

SAVITHA PRABHUMURTHY
Founder, RAI

BLELLO white

Grow Beyond Beauty

www.sgserenityessence.com

THE HOLISTIC SKINCARE



Eco-Friendly



Cruelty free

Vegan



FDA approved



Lab tested

Toxin-free



For Men and Women



www.sgserenityessence.com



CONTENTS

Editor's Note

by Arati Singh

02

RAI - Reviving Wellness Through Sacred Grace and Ancient Wisdom

by Savitha Prabhumurthy
Founder, RAI

03

Building Electric Bicycle and Electric Utility Bikes for Last Mile Deliveries

By Ishank Kohli
Founder, Steal Deals

07



Arati Singh

Editor-in-Chief

In the ever-evolving corporate landscape, where leadership, innovation, and strategic vision shape the future, CXOwords stands as a platform that amplifies the voices of industry leaders. Our mission is to bring insightful narratives, transformative business strategies, and inspiring leadership journeys to the forefront, creating a knowledge-driven ecosystem for professionals across industries.

In this edition, we delve into the stories of visionaries who are redefining business excellence, embracing digital transformation, and leading with resilience in an increasingly complex world. From thought leadership articles to expert opinions and case studies, CXOwords curates content that empowers, educates, and inspires the next generation of corporate leaders



RAI – REVIVING WELLNESS THROUGH SACRED GRACE AND ANCIENT WISDOM

Savitha Prabhumurthy
Founder, RAI

Forget about following fleeting beauty trends— Research Reinventions as Alternative Innovations (RAI) is all about something deeper. In a world where skincare often focuses on looks alone, RAI brings a refreshing approach that centers on holistic well-being. Inspired by the ancient wisdom of India and paired with modern scientific advancements, RAI offers a transformative experience. Through their flagship product line, Sacred Grace (SG) – Serenity Essence, RAI offers both a beauty routine and delivers a transformative experience grounded in profound spiritual wisdom and modern scientific innovation.

At the helm of RAI is its founder, Savitha Prabhumurthy, whose personal and professional journey has been shaped by a confluence of scientific

expertise, yogic principles, and the ancient healing wisdom of India. Her vision for RAI is as much about revolutionizing skincare as it is about infusing every product with the sacred energies of Bharat – the spiritual heart of India.

RAI's core mission is to reinvent wellness by harmonizing the elemental forces of nature with advanced technology. This synthesis results in products that are effective and spiritually nourishing. Their commitment to all-inclusive health is encapsulated in their Serenity Essence line, which blends modern dermatological research with timeless principles of Ayurveda, Siddha, and yoga. Through an extensive R&D process, each



Savitha PrabhuMurthy
MSC,PGDACR, MBA ,DCS
Founder, CEO-MD ,
Chairperson



Ritayadav- BA -BOD



ShriHari PK -BE- BOD

product is carefully crafted to enhance the skin's health and also its energetic vibrancy, drawing upon the subtle energies of prana (life force) to bring balance to the body, mind, and spirit.

Ethical, Sustainable, and Cruelty-Free Practices

RAI's ethical and sustainable practices are foundational to their approach. Their ingredients are sourced directly from Himachal farmers, ensuring a fresh supply of plant-based ingredients imbued with the region's positive prana. The products are free from harmful chemicals, parabens, sulphates, silicones, and GMOs, which are often found in conventional skincare. Their formulations are made to promote

skin resilience without compromising the planet's well-being.

In line with these eco-conscious principles, RAI proudly upholds cruelty-free standards, with all products being 100% plant-based and never tested on animals. The incorporation of positive pranic energy into each product is a witness to RAI's approach, recognizing the power of energy healing and spiritual wellness as integral components of physical health. The process of creating their products is imbued with the highest levels of ethical and sustainable practice, reinforcing RAI's role as a forerunner in the mindful beauty movement.

Reinventing Traditional Skincare with Scientific Precision

RAI products are developed with the highest standards of modern dermatological science, following Good Laboratory Practices (GLP) and Good Manufacturing Practices (GMP) to ensure quality and efficacy. These products undergo thorough testing, including microbiome, dermal patch, and cytotoxicity testing, to ensure that they are safe and highly effective.

RAI's GROW BEYOND BEAUTY

Science, Sustainability & Spiritual Essence in Every Drop

In an era where cosmetics are often limited to superficial beauty, RAI's BLELLO WHITE product line, including Eye Gel, Foot Gel, Lip Balm, Face Cleanser, Moisturizer, Serum, and Sunscreen (for Men & Women) redefines skincare through scientific precision, sustainability, and spiritual vibrance.

Scientifically Proven Safety & Efficacy

- FDA-Approved & Laboratory-Tested – BLELLO WHITE products undergo rigorous MTT assays, ensuring zero toxicity on human dermal cells.
- Antioxidant Powerhouse – DPPH, ABTS, and FRAP assays confirm that the formulations effectively neutralize free radicals, protecting the skin from oxidative stress.

- Collagen-Boosting & Anti-Aging – Hydroxyproline assays demonstrate enhanced skin elasticity by stimulating collagen synthesis in a dose-dependent manner.
- Microbial Safety Assured – Formulations are proven free from harmful bacteria and fungi, including E. coli, Staphylococcus aureus, Pseudomonas aeruginosa, and Candida albicans.
- Dermatology-Tested & Approved – All BLELLO WHITE products for men and women have undergone rigorous dermatological testing, ensuring optimal skin compatibility, safety, and performance.

Beyond Conventional Skincare – Setting New Standards

- The first brand to introduce laboratory-backed safety data in cosmetics.
- The first to infuse pure, natural, vegan, and spiritual ingredients with positive prana energy.
- The first to pioneer bioplastic & renewable packaging for a sustainable future.
- The first to uphold conscious beauty – cruelty-free, paraben-free, and free from harsh chemicals.
- The first to champion gender-inclusive skincare, redefining skin health beyond beauty.

A Spiritual Approach to Beauty – Beyond the Physical

The vision of RAI transcends the notion of beauty as mere surface-level enhancement.



Beauty, as Savitha Prabhumurthy and her team see it, is an expression of balance and harmony within the body, mind, and spirit. This approach draws heavily on the principles of Sanatana Dharma, Ayurvedic healing, and Buddhist philosophy, all of which view the body as a sacred temple that deserves reverence and care. Infused with sacred ingredients like neem, sandalwood, and tulsi, RAI products also promote spiritual and emotional harmony. The inclusion of positive pranic ingredients ensures that each product serves as a conduit for cosmic energy, creating a deeper, more holistic form of self-care that goes beyond the physical realm.

RAI's philosophy is inspired by the teachings of spiritual luminaries like Sadhguru Jaggi Vasudeva and the profound wisdom of Tibetan Buddhist practices. The brand embraces the concept of spiritual energy as an integral part of health and beauty, recognizing that true wellness comes from within. As Savitha Prabhumurthy aptly puts it, "When skin health thrives, you thrive."

Products That Speak to the Soul

RAI's Sacred Grace (SG) – Serenity Essence line is a manifestation of this philosophy. The brand's bestsellers, such as the Women's Lip Balm, Men's Sunscreen, and the Women's Foot Gel, combine modern skincare technology with ingredients derived from India's rich botanical heritage. These products are an invitation to a deeper connection with nature and oneself. If it's through the rejuvenating effects of Blue Butterfly Pea, the antioxidant power of Kakadu Plum, or the purifying benefits of Pink Himalayan Salt, RAI's products offer a transformative journey that aligns both skin health and spiritual vitality.

The skincare philosophy of RAI merges nature, tradition, and science, creating a unique space in the beauty industry. Committed to wellness, sustainability, and ethics, RAI's products go beyond skincare to nourish the spirit. Each product adopts a connection to nature and ancient wisdom, redefining beauty with a focus on Sacred Grace.

BE MORE
VISIBLE
with
CXOWords MAGAZINE



TIME TO SHINE!

Contribute individual or company professional journey to get publish at CXOWords magazine.

For any clarification, please connect:

Email: **info@cxowords.com**

Mobile: **7088-122-133**

Why CXOs Relies on Us

- *Deep Engagement with the Startup Ecosystem*
- *Championing the Entrepreneurial Narrative*
- *Credibility and Influence*



Building electric bicycle and electric utility bikes for last mile deliveries

At ravtor mobility we are building electric bicycle and electric utility bikes for last mile deliveries, local businesses, street vendors mainly for the people who can't afford the vehicles and we have designed multiple attachment for the different type of buisness where it can add and remove in 2 minutes our bikes provides a range of 40km to 140km in single charge. Our mission is to provide affordable, reliable, and sustainable mobility solutions that empower small businesses and individuals with cost-effective transportation.



Prajwal Habib
Founder - Ravtor Mobility

Since childhood, I have been passionate about electronics projects. When I was in 6th grade, I dreamed of building an electric bicycle because my school was 6 km away, and we don't had any vehicles at our home My father sells egg rice on the footpath, and use to do all his work using bicycles for daily work like carrying water and vegetables. Due to a lack of funds, I couldn't build my e-bike at that time and had to walk daily.

After the lockdown, my father's stall shut down, and my mother, who was a tailor, struggled financially. To support my family,

I designed and sold masks online, selling 15,000 masks and generating a ₹30,000 profit. With that money, I managed my family's expenses, paid my college fees, and decided to execute my dream project—an electric bicycle. At 16 years old, I built my first prototype and later founded Ravtor Mobility. We started with the MTB model, and after collecting feedback and understanding the challenges of local businesses and middle-class people, we designed and built our Cargo Utility Bike.


And we are the finalist of shark tank india season 3.

Our prototypes are ready, and we are currently testing them. we got investment commitments, we got pre bookings Soon, we will begin production, and launching our bikes to bring affordable mobility solutions to the people who need.



We would love
to hear from
you!

*If you have any feedback or suggestions
on any aspect of our services, please send
us an email at info@cxowords.com*



 info@cxowords.com

 7088-122-133



www.cxowords.com