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AYURYOG EXPO INTERNATIONAL TRADE SHOW

Date : 21 - 25 September, 2023
Venue : India Expo Centre & Mart, Greater Noida



EXHIBITION & CONFERENCE

ON

A

Ayurveda

Y

Yoga

U

Unani

S

Sowa-Rigpa

H

Homeopathy

Organising Associations



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AYURYOG EXPO

AyurYog Expo is the India's sole business event that focuses on Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homeopathy, Herbal, Agro, Natural, fitness and wellness products and services. The platform has been connecting suppliers with buyers. The expo is pioneer in gathering AYUSH, organic, natural & wellness trades in the region.

AyurYog Expo 2023 will be the Focus UP biggest platform for AYUSH fraternity & Wellness Tourism sector. It is aimed at laying a concrete foundation and setting up goals to globally increase the market share and customer profitability in these sectors.

This event will connect the best of natural health and wellness experts, academic institutions and thought-leaders from across the globe. In addition to the businesses and academicians in the space, this is a golden opportunity for budding scholars, researchers, end users and trading bodies to gain a better and deeper understanding of the traditional system of medicine.





Lord Dhanmantri being presented by Shri Rakesh Kumar (Chairman, IEML) & Shri Nitin Agarwal (President, Ayuryog Expo) to Shri Yogi Adityanath Hon'ble Chief Minister, Uttar Pradesh



Shri ShriPad Yesso Naik Ji
Minister of Tourism Govt of India



Padmashri Vaidya Rajesh Kotecha
Secretary, Ministry of AYUSH



Dr. Daya Shankar Mishra 'Dayalu'
Hon'ble Ayush Minister, Uttar Pradesh



Dr. Nitin Agarwal
President, Organising Committee
AYURYOG EXPO Vice President,
Vishwa Ayurved Parishad Chairman
Bliss Ayurveda Health Village



Padamshri Guru Ji Dr. H.R. Nagendra
Chairman, Advisory Committee

Glimpses Of Ayuryog Expo

Ayuryog Feb - 2023

Fourth Addition

130+
Exhibitors

4500+
Delegates

20+
Scientific
Sessions

35,000+
Visitors

Ayuryog 2021

Third Addition

100+
Exhibitors

3000+
Delegates

25+
Scientific
Sessions

30,000+
Visitors

Ayuryog 2020 - Online

Second Addition

30+
Exhibitors

2716+
Products
Enquires
Generated

20+
Scientific
Sessions

91,691+
Visitors

Ayuryog 2019

First Addition

60+
Exhibitors

3000+
Delegates

15+
Scientific
Sessions

70,000+
Visitors

Overview

The Indian wellness industry—estimated at Rs. 49,000 crore (US\$ 6.70 billion)—is gaining momentum on the back of government focus on building a healthy and fit India. Ayurveda is an alternative medicine system with historical roots in India. The Indian wellness and ayurveda industries go hand in hand. Ayurveda is globally acclaimed for its preventive healthcare properties and treatment of many chronic lifestyle disorders. The Indian ayurveda industry has several large players, with the micro, small and medium enterprises (MSMEs) capturing 80% market share. Ayurveda is witnessing a resurgence in India because people have accepted this as a way of life as opposed to the earlier notion of ayurveda as an alternative area of medicine.

Ayush

The government set up the Ministry of AYUSH (Ayurveda, Yoga, Unani, Siddha and Homoeopathy) in November 2014 to promote the country's indigenous alternative medicines including education and research. The objectives of AYUSH include the following:

- ◆ Upgrading educational standards of the Indian Systems of Medicines & Homoeopathy colleges
- ◆ Strengthening existing research institutions and facilitating time-bound research programmes
- ◆ Outlining schemes for promotion, cultivation and regeneration of medicinal plants
- ◆ Evolving Pharmacopoeial standards for the Indian Systems of Medicine & Homoeopathy drugs

- ◆ A budget of ~Rs. 3,400 crore (US\$ 464.68 million) is set aside for the next five years—towards Ayush Wellness Centres under the National Ayush Mission. The centre has contributed towards the wellness sector by revamping the existing 1.5 lakh health centres across the country.

Global Wellness Economy



Key Developments & Trends

◆ Initiatives by the National Medical & Wellness Tourism Board

The Services Export Promotion Council, the Ministry of Commerce, estimates the global medical tourism market to be worth US\$ 46.6 billion in 2021, with Asia-Pacific accounting for the largest share (40%). In a bid to position India as the global wellness and ayurveda hub, the tourism ministry is planning to register all wellness centres in the country after the pandemic.

◆ Travel & Hospitality — Enablers of the Wellness and Ayurveda Sector

Travel firms reveal that travellers are now increasingly looking at destinations offering wellness experiences— Goa, Kerala, Gujarat, Uttar Pradesh, Meghalaya, Karnataka, etc. Most travel firms now offer wellness packages to their customers.

◆ WHO's Launch of Ayurveda Research Institutions

In November 2020, the World Health Organisation (WHO) selected India to set up a traditional medicine centre to strengthen research, training and awareness of ayurveda. After the announcement, Prime Minister Mr. Narendra Modi inaugurated two ayurveda institutions—The Institute of Teaching and Research in Ayurveda (ITRA), Jamnagar (Gujarat), and the National Institute of Ayurveda (NIA), Jaipur (Rajasthan). Mr. Modi also emphasised on the need to come up with a new international standard curriculum in ayurveda.

The Road Ahead

A report by 'Research and Markets' covered a government survey, revealing 45% Indians born between 1982 and 2000 aspire a healthy lifestyle, use fitness apps on their phones and are willing to pay a premium for good health. Millennials prioritising a healthy life is expected to drive sales in the Indian ayurveda market to ~US\$ 10 billion by 2024, from US\$ 4 billion in 2018. Besides fatigue caused by the lockdown, straining work-from-home models and constant fear of infection have boosted the demand for ayurvedic products and wellness packages from domestic and international consumers. India has the potential to become a health and wellness hub, attracting investments and creating additional jobs. The government has set a target of increasing spending on healthcare from the current 1.3% to 3% of its GDP by 2022. With continuous support from the government and various industries shifting towards a healthy ayurveda-based approach, the Indian wellness & ayurveda market is on its way to touch the lives of millions of people at domestic and global levels.

**\$66.2
BILLION**

The predicted
global yoga market
size by 2027.



Product Portfolio



Ayush food / Ayurveda Aahar

Agro foods, Dairy foods, Natural and Organic foods, Herbal foods, Super foods, Honeybee division, Coconut division, Banana division, Tea board division, Spice division, OTC products, protein, and vitamin supplements

Aoushadi / Medicine

Ayurvedic Medicines, Unani Medicines, Siddha Medicines, Homeopathy Medicines, OTC products, Herbal Medicines, food Supplements division, Herbal Extracts, Ingredients and Rawdi vision, Medicinal Plants growers, suppliers, exporters and direct sellers, Bhasma Suppliers (Swarna, Rajat & Iron bhasma)



Yog - Nirog & Meditation

Yoga Apparels, Props, Clothes, Mats, Yoga Accessories, Sandbag, Yoga Balance Balls and Blocks, Yog Paramparas, Yoga studios, Chakra Pendant

Equipment / Machinery / Packaging

Ayurvedic/ Herbal Medicine Manufacturing Machines, Tablet Granulation, Syrup Machines, Physiotherapy Machines and Equipment. Ayurvedic/ Herbal Medicine Packaging Division. Lab Testing Equipment, Massage Equipment, Panchakarma Products and Equipment, Wrapping material, Labelling Machinery, Physiotherapy Equipment



Ayurvastaram

Khadi Clothes, Herbal and Organic Apparels, Jute and Bamboo clothes, Coir Division, Moonj Division, Seed Fibres, Leaf Fibres, Bast fibres, fruit fibres and stalk fibres.

Fitness

Fitness Equipment, Fitness Apps, Gadgets and Accessories, Fitness Trackers, Waistband, Foam Roller, Roller Wheel etc, Fitness Studios, Gym Centre,



Hygiene / Sanitisation

Natural Hand Sanitizers and Soaps, Hand Gel & Rub, and floor Cleaners, Natural Air Purifiers, Water Purifiers, Sound Purifiers and therapies, Oral Hygiene Products, Vaginal Hygiene, Skin Hygiene.

Product Portfolio

Institutions

Educational Institutions (Colleges and Universities), Professional Institutions, NGO, Insurance Boards, Certification Agencies, Online Meditation and Yoga Providers, Consultancy Firms, Research Outsourcing Centers, Laboratories



Handicrafts

Copper Bottles, Brass Bottles, Aroma Products, Incense Sticks, Dhoop, Fragrances and flavours, Essential Oils and Aroma Oils.

Medical / Wellness Tourism

Ayurvedic Resorts & Hospitals, Naturopathy Resorts & Hospitals, Healing Centres, Nature Cure Centres, Spiritual Tourism, Tour and Travel Agents and Operators



Nutraceuticals

Mineral supplements, Probiotics, Prebiotics, Digestive Enzymes, Fibers, Natural Antioxidants, Phytochemicals, Fatty Acids, Phenolics, Isoprenoids, lipids, soya proteins

Personal Care / Body Care

Beauty Services & Products, Spas, Saloon, Make up Products, Face Emulsion Cream, Refreshing Mist, Facial Care, Products and Services for Hair, Eye Care, Anti Ageing Products, Detox and Slimming, Combs and Brushes, lifestyle Products



Miscellaneous

Acupressure, Acupuncture, Reiki, Sowa-Rigpa, Art-spiritual and Therapeutic, Astrological Counselling and Jewellery, Crystals & Crystal Therapy, EMF Protection, Household Products, Light Therapy, Magnet Therapy, Reflexology, Salt Lamps, Traditional Chinese Medicines,

Natural & Organic Products

Organic & Natural food products and ingredients, Organic spices and extracts, Organic colours, Organic clothes, Organic certification agencies, organic beauty products, etc.



Eco-friendly & Plant based products

Vegan Products, phytochemical Products, Plant powered products, etc.

Spiritual Wellness Products

Crystals, Tarot Cards, Candles, Smudge Kit, Palo Santo, Healing Services and Products, Mother Earth Goddess Statue, Healing Tree Bonsai, Zen Garden Kit, Anxiety Neckless, Healing Blanket, etc



Non-Bovine Milk & Products

Sheep and Goat Milk, Buffalo Milk, Camel Milk, Equine Milk, Yak Milk & Products, Semi-skimmed milk, cottage cheese, yoghurt

Industry
Institutional
Interface

Art &
Painting
Show

Cultural
Show

Yoga
Demonstration

G2B, B2B &
B2C Meetings

Exhibits
By Start-ups
& Incubators

Symposium

Angles
Investors
Meet

Patrons for Ayuryog Expo



**Gurudev Sri
Sri Ravi Shankar Ji**
Founder, Art of Living



**Pujya Swami Ramdev Ji
Maharaj**
Founder, Patanjali



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*Dharmadhikari,
Shri Kshetra Dharmasthala*



Shri Shiv Prakash Ji
*National Joint
General Secretary, BJP*



Shri Sarbananda Sonowal
*Hon'ble Ayush Minister,
Govt. of India*



Dr. Mahendrabhai Munjpara
*Hon'ble Minister of State,
Ministry of Ayush, Govt. of India*



**Dr. Daya Shankar Mishra
'Dayalu'**
*Hon'ble Ayush Minister,
Uttar Pradesh*



Shri Rakesh Kumar
*Chairman,
India Exposition Mart Ltd*



Dr. H. R. Nagendra
*Chairman,
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LAYOUT PLAN





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8000+
SQM SPACE



2.5 Lakh +
VISITORS



35 +
SESSIONS

For More Information

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