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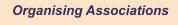


Date : 21 - 25 September, 2023 Venue : India Expo Centre & Mart, Greater Noida



### **EXHIBITION & CONFERENCE**







An Event By





**Focus - UP** 

# AYURYOG 8

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.

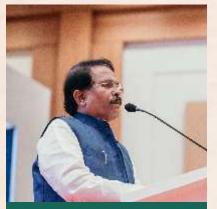
AyurYog Expo 2023 will be the Focus UP biggest platform for AYUSH fraternity & Wellness Tourism sector. It is aimed at laying a concrete foundation and setting up goals to globally increase the market share and customer profitability in these sectors.

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.

AYURYOG EXPO 2023 | 02



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, UttarPradesh

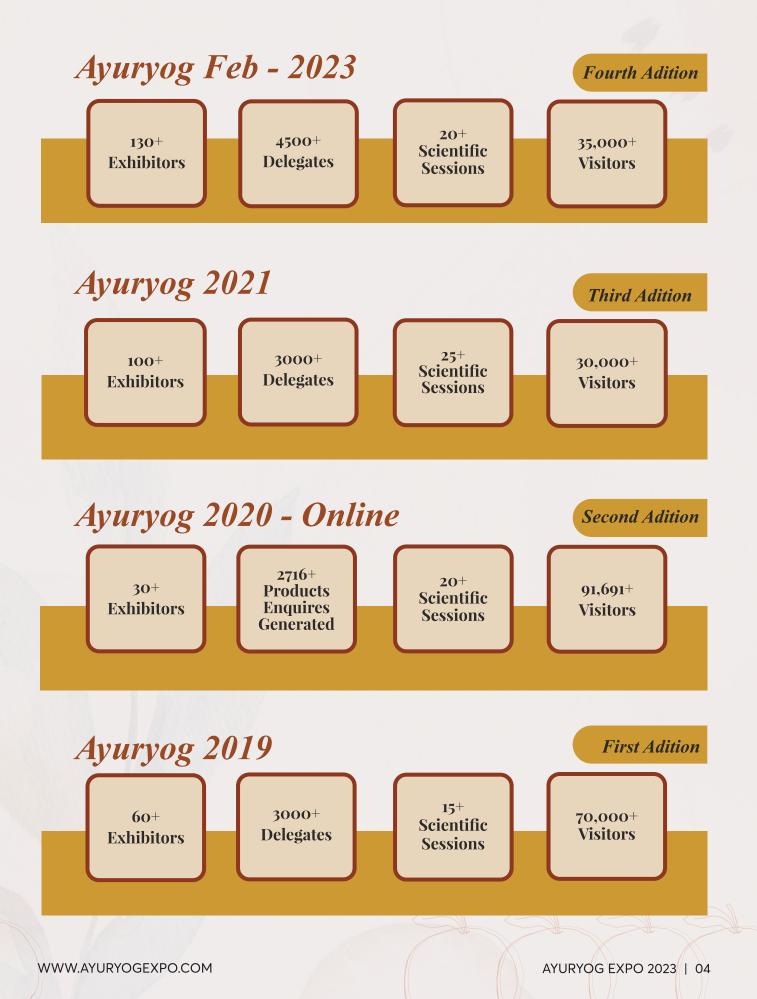


**Dr. Nitin Agarwal** President, Organising Committee AYURYOG EXPO Vice President, Vishwa Ayurved Parishad Chairman Bliss Ayurveda Health Village



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

# Glimpses Of Ayuryog Expo



### 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.







The market is **FRAGMENTED** with several players occupying the market

### 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 ayurved a 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 ayurvedabased approach, the Indian wellness & avurveda market is on its way to touch the lives of millions of people at domestic and global levels.



### **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 directsellers, 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

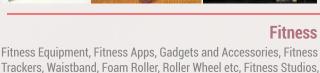
Ayurvedic/ Herbal Medicine Manufacturing Machines, Tablet Granulation, Syrup Machines, Physiotherapy Machines and Equipment. Ayurvedic/ Herbal Medicine Packaging Division. Lab Testing Equipment, Massage Equipment, Panchakarma Products and Equipment, Wrapping material, Labelling Machinery, Physiotherapy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







### 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.

Gym Centre,

### **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 Mill Sheep and Goat Milk, I Yak Milk & Products, S yoghurt

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



# Patrons for Ayuryog Expo



Gurudev Sri Sri Ravi Shankar Ji Founder, Art of Living



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**Dr. Veerendra Heggade** 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

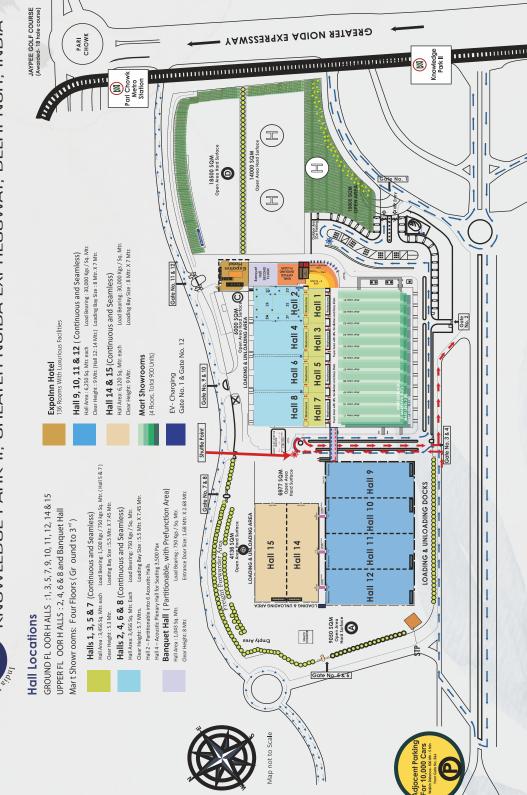


Dr. H. R. Nagendra Chairman, Advisory Committee





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LAYOUT PLAN

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35 + SESSIONS

### For More Information



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