

NOTICE

Invitation for AYUSH UTSAV 2025

The AYUSHEXCIL- Ayush Export Promotion Council with the support of the Ministry of Commerce & Industry, Ministry of Ayush, Government of India is organizing "AYUSH UTSAV 2025- Legacy of Wellness on the Global Stage" from **September 4-6, 2025**, at **Hall 2, FF Bharat Mandapam, Pragati Maidan, New Delhi**.

AYUSH UTSAV 2025 aims to position India as a global hub for traditional healthcare and wellness, bringing together key stakeholders including international buyers, policymakers, regulators, and industry leaders. The event will spotlight India's expertise in **Ayurveda, Yoga & Naturopathy, Unani, Siddha, Homoeopathy, and herbal products**.

Key Highlights of AYUSH UTSAV 2025:

- Three-day international exhibition
- Conference on AYUSH policy, research, and trade
- Curated B2B and B2G meetings with Indian stakeholders

For details on event please click on https://ayushexcil.in/Ayush_Utsav_2025/brochure.pdf

AYUSHEXCIL would be pleased to extend the following support to the nominated delegates:

- Reimbursement of economy-class airfare of USD 500 from Middle East
- Accommodation & Local hospitality for three days in Business Hotel
- Prefixed B2B meetings with Indian exporters (on 4th - **6th Sept 2025**)
- Access to specialised sessions on export procedures, registration, and compliance

Please note (): Reimbursement will be done on 6th September, i.e last day of the Ayush Utsav on meeting the eligibility criteria and approval. For details refer buyer nomination*
Google form:

<https://docs.google.com/spreadsheets/d/1o1xFsgB17s9yB2LAufGynQ6SfHr9wN4MS1ABctF2xts/edit?gid=0#gid=0>
