AYUSH



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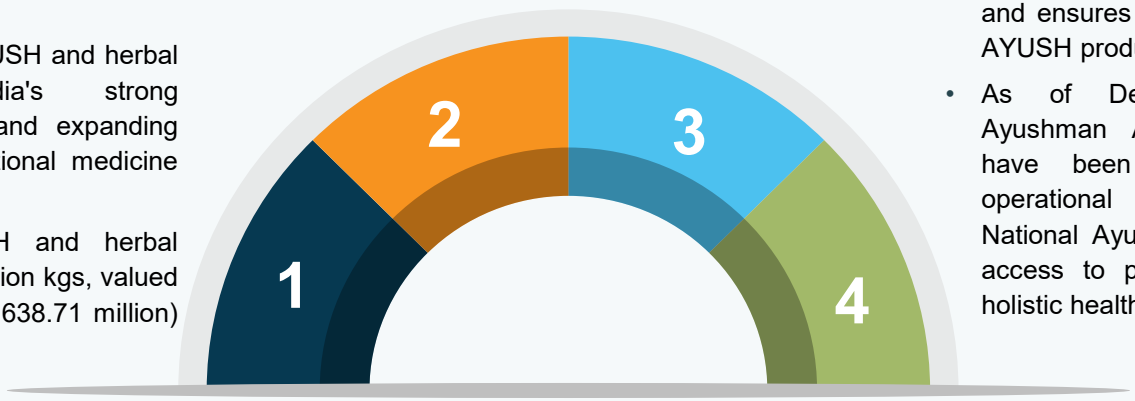
Executive summary

2. EXPONENTIAL GROWTH & MARKET EXPANSION

- The India AYUSH market was valued at Rs. 2.33 lakh crore (US$ 26.53 billion) in 2026 and is projected to reach Rs. 3.37 lakh crore (US$ 36.62 billion) by 2031, expanding at a CAGR of 6.66% during 2026–2031. The growth is expected to be driven by rising demand for preventive healthcare and herbal wellness products.
- India reported a 15-fold rise in the Ayush sector over ten years (2015-2025), alongside supplying medicines to over 200 countries, meeting 60% of global vaccine demand, providing health cover to over 600 million people, and supporting over 1,600 Global Capability Centres driving pharma innovation.

1. DEEP-ROOTED TRADITION & GROWING DEMAND

- India boasts a long history of traditional medicine practices like Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy.
- The continued export of AYUSH and herbal products reflects India's strong manufacturing capabilities and expanding global footprint in the traditional medicine and wellness sector.
- India's exports of AYUSH and herbal products stood at 126.27 million kgs, valued at Rs. 5,644.62 crore (US$ 638.71 million) in FY26.



3. STRONG GOVERNMENT SUPPORT

- During FY26, the Delhi government operationalized 370 Ayushman Arogya Mandirs under centrally sponsored healthcare schemes to strengthen primary healthcare infrastructure and improve access to preventive and wellness services.
- The Ministry of AYUSH's Union Budget allocation for FY27 has increased to Rs. 4,408.93 crore (US$ 501.0 million), marking a 20.1% rise from the FY26 budget estimate of Rs. 3,671.82 crore (US$ 417.3 million).

4. STANDARDIZATION

- The Ministry prioritizes quality control through stricter regulations and standardization initiatives like AOGUSY and AYUSH suraksha pharmacovigilance programs. This international collaboration with the WHO strengthens global acceptance and ensures the safety and efficacy of AYUSH products.
- As of December 2025, 12,500 Ayushman Arogya Mandirs (Ayush) have been approved and made operational across India under the National Ayush Mission, strengthening access to preventive, promotive and holistic healthcare services.

Source: *RIS, Ministry of AYUSH, DGCI Portal, Mordor Intelligence, News Articles*

Advantage India



Advantage India

2. GROWING DEMAND & EMPLOYMENT OPPORTUNITIES

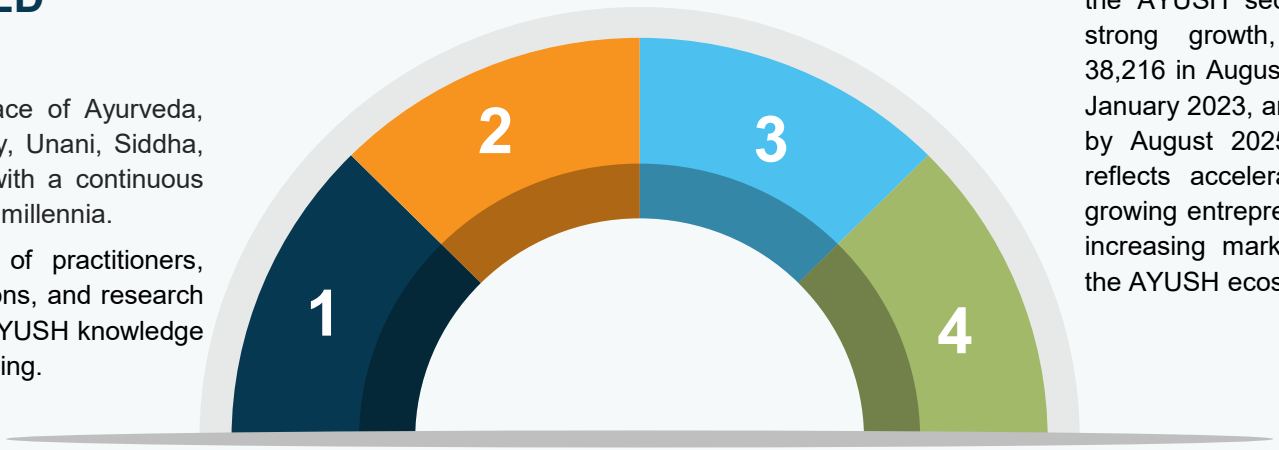
- As of March 2026, 203 Integrated Ayush Hospitals and 383 Ayush dispensaries have been approved across states and union territories, while Rs. 424.24 crore (US$ 48.01 million) has been released during FY26 to support the implementation of approved activities under State Annual Action Plans.
- Government initiatives promoting AYUSH education and training aim to foster a skilled workforce, meeting industry demands. The AYUSH sector is likely to generate nearly 3 million job opportunities in the near future.
- Uttar Pradesh is expanding AYUSH services with 100-bed wellness centres in every district, six new AYUSH colleges, and subsidies of 30-75% for key medicinal crops, aiming to boost rural incomes, create jobs, and strengthen health tourism.

3. FAVOURABLE REGULATORY ENVIRONMENT

- The Ministry of AYUSH drives research, education, and product standardization, fostering a conducive regulatory landscape for Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy (AYUSH) sectors.
- Public health surveillance in India will further strengthen the health systems.

1. UNMATCHED LEGACY

- India is the birthplace of Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy, with a continuous practice tradition for millennia.
- A vibrant network of practitioners, educational institutions, and research centers keeps the AYUSH knowledge base alive and evolving.



4. INCREASING INTEREST

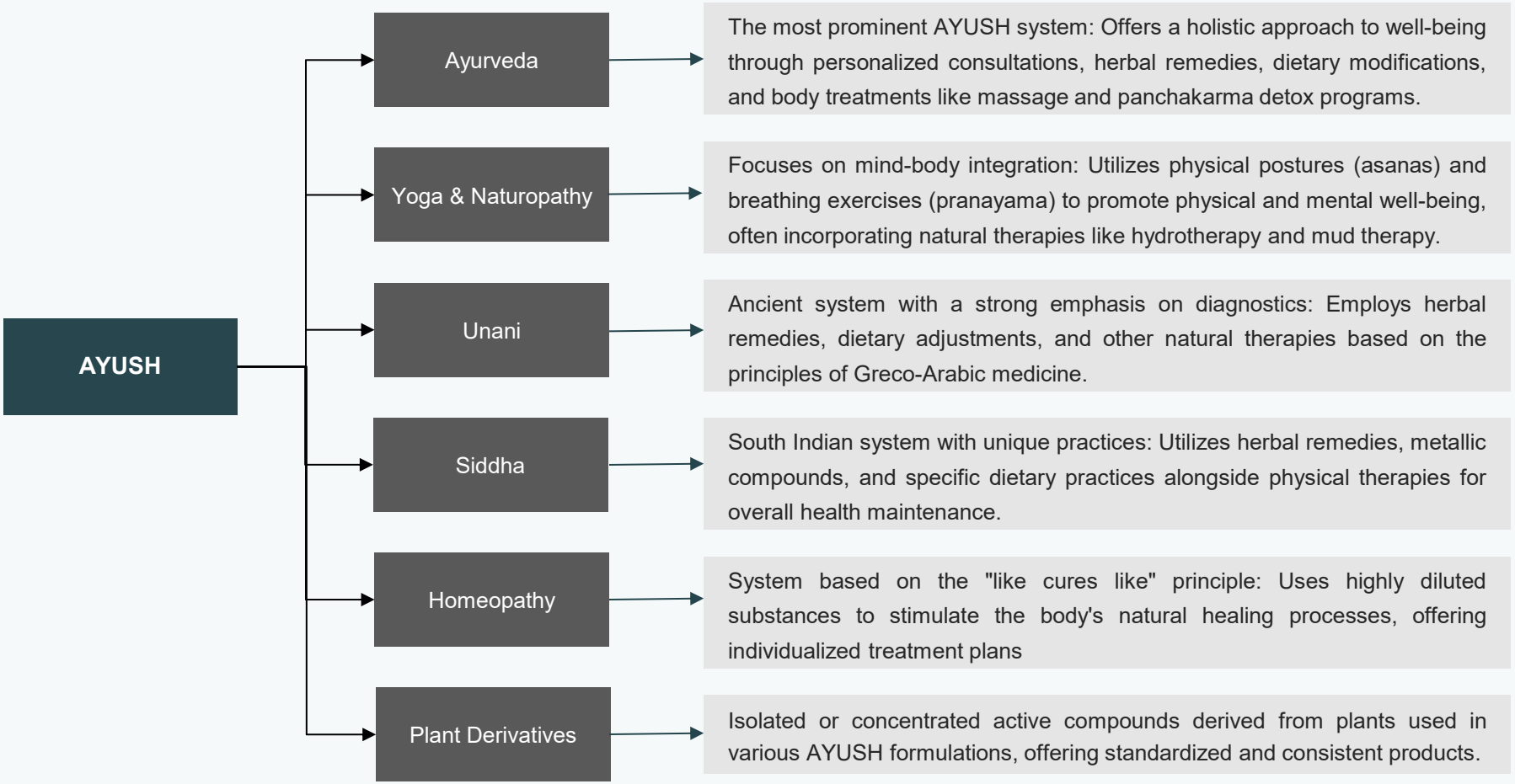
- The number of MSMEs operating in the AYUSH sector has witnessed strong growth, increasing from 38,216 in August 2021 to 53,023 in January 2023, and further to 92,653 by August 2025. This sharp rise reflects accelerating formalisation, growing entrepreneurial activity and increasing market demand across the AYUSH ecosystem.

Source: *Ministry of AYUSH, News Articles*

MARKET OVERVIEW AND TRENDS



The AYUSH market functions through six segments

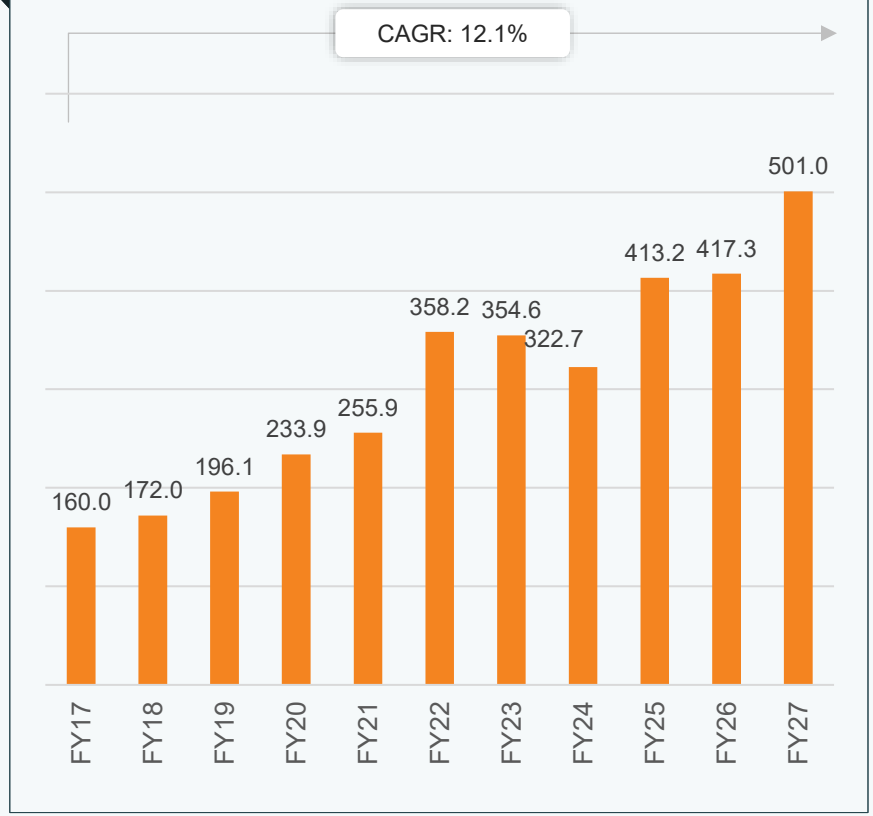


Source: *Hospital Market – Secondary Research.*

Strong growth in AYUSH budget allocation over the years

- The Ministry of AYUSH's total budget allocation increased to Rs. 4,408.93 crore (US$ 501.0 million) in FY27, reflecting a 10.4% year-on-year increase. Of this, autonomous bodies accounted for Rs. 2,312.14 crore (US$ 262.7 million), led by allocations towards research councils, the All India Institute of Ayurveda, and other institutional bodies supporting education, research and healthcare delivery. Among the major autonomous institutions, the Central Council for Research in Ayurvedic Sciences received Rs. 524.05 crore (US$ 59.6 million), while other autonomous bodies were allocated Rs. 990.15 crore (US$ 112.5 million) in FY27, highlighting continued focus on strengthening research infrastructure and institutional capacity across the AYUSH ecosystem.
- The United States remained the largest export destination for India's AYUSH and herbal products, accounting for 22.9 million kgs valued at Rs. 1,233.8 crore (US$ 140.2 million), representing 24.14% of total exports. Other key markets included Germany (10.47%), Italy (5.84%), the UAE (5.45%), and France (3.64%), reflecting strong global demand across major developed and wellness-focused markets.
- The AYUSH industry in India is undergoing remarkable growth, fuelled by escalating consumer interest in traditional medicine, bolstered governmental support, and a burgeoning export market, heralding its significance in shaping India's healthcare and wellness domain.
- The AYUSH sector has experienced significant growth and is on track to achieve a valuation of US$ 70 billion for the AYUSH-based healthcare and wellness sector by the year 2025.

Budgetary allocation for AYUSH (US$ Million)

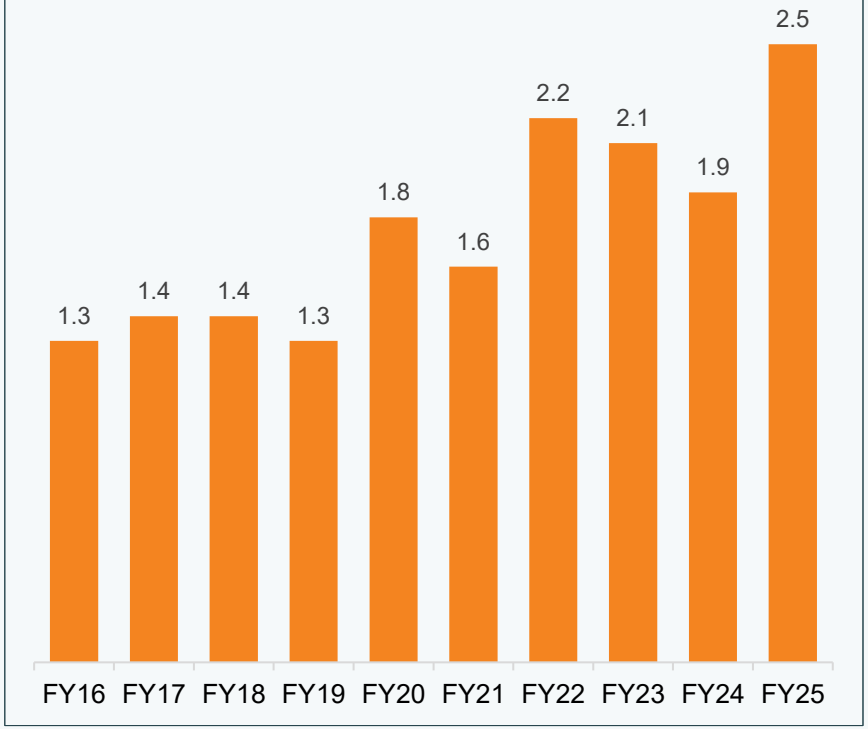


Source: *Economic Times, Ministry of AYUSH, IMARC.*

Per capita healthcare expenditure has risen at a fast pace

- Elevated income levels, enhanced healthcare accessibility, and heightened awareness of personal health and hygiene are driving the demand surge for AYUSH products and services.
- The expansion of health insurance coverage and amplified healthcare expenditure, notably within the AYUSH domain, spurred by economic prosperity, is poised to persist in the forthcoming decade.
- Economic prosperity is fostering the affordability of generic drugs, thus favorably impacting the AYUSH sector and improving access to traditional healthcare remedies.
- Both federal and state governments have augmented budget allocations for the health sector, including AYUSH, with expenditure reaching 1.9% of GDP in FY24 and projected growth to 2.5% by 2025, signifying a substantial upsurge in public health investment.

Government Healthcare Expenditure as a % of GDP



Source: *World Bank, Press Information Bureau*

Recent Trends and Strategies



The Rapid Rise of AYUSH Infrastructure in India

- To strengthen quality and regulatory infrastructure in the AYUSH sector, the government supported the establishment of 5 State Drug Testing Laboratories, 8 pharmacies, and Pharmacovigilance Centres under the AOGUSY scheme in FY25. A total allocation of Rs. 11.46 crore (US$ 1.3 million) was approved to enhance drug quality assurance, standardisation and safety monitoring across the AYUSH ecosystem.
- APEDA's BHARATI initiative aims to boost India's agri-food exports to Rs. 4,40,150 crore (US$ 50 billion) by 2030 while supporting 100 startups, including those innovating in AYUSH-based food and wellness products.
- In November 2025, Madhya Pradesh cabinet approved 373 regular posts and 806 on-call positions for AYUSH hospitals across 13 districts, including new 50-bed and 30-bed facilities.
- In November 2024, Prime Minister Mr. Narendra Modi inaugurated and laid the foundation stone for multiple development projects in Darbhanga, Bihar, with a total investment of approximately Rs. 12,100 crore (US$ 1.43 billion). A prominent highlight is the establishment of the All-India Institute of Medical Sciences (AIIMS) in Darbhanga, which aims to deliver advanced healthcare services to Bihar and neighbouring regions, including parts of West Bengal and Nepal.
- On September 27, 2024, the Indian government announced plans to include 170 AYUSH treatment packages in the Ayushman Bharat health insurance scheme (AB-PMJAY) and establish special medical stores at the tehsil level for easier access to traditional medicines.
- Pioneering establishments like the All India Institute of Ayurveda (AIIA) and National Institutes of Ayurveda (NIA) have emerged as trailblazers in the realms of AYUSH education and research, contributing significantly to the elevation of academic standards in this field.

AYUSH Network	
Registered Practioners	7,51,768
Total UG Colleges	886
Total PG Colleges	251
Annual Intake in Degree Courses	59,643
Annual Intake in PG Courses	7,450
Total AYUSH Hospitals	3,844
Total AYUSH Dispensaries	36,848
Hospital in Government Sector	3,403
Dispensaries in Government Sector	27,118
Drug Manufacturing Units	8,648

Note: *APEDA- Agricultural and Processed Food Products Export Development Authority*
Source: *Ministry of AYUSH, News Articles*

Notable trends in the AYUSH Sector… (1/3)

1

Rising Demand for Preventive and Holistic Wellness

- Growing awareness of preventive healthcare is fueling the use of AYUSH practices for stress management, immunity boosting, and overall well-being.
- Consumers are increasingly seeking natural and holistic solutions, creating a demand for personalized AYUSH treatment plans.

2

Integration with Modern Medicine

- On March 20, 2026, the Ministry of Ayush highlighted its initiatives to integrate AYUSH systems with modern medicine through the co-location of AYUSH facilities at Primary Health Centres, Community Health Centres and District Hospitals under the National Ayush Mission (NAM).
- AYUSH therapies are being explored as complementary or supportive treatments for various conditions, fostering a bridge between traditional and modern medicine.

3

Focus on Research and Development

- The Government is strengthening research and innovation in the AYUSH sector through targeted schemes and institutional support, with 16 Ayurveda-based R&D projects funded under the Ayurgyan scheme during FY23–FY25. The Central Council for Research in Ayurvedic Sciences (CCRAS), through its network of 30 institutes, has completed 189 projects over the last three years, with 53 projects completed in FY26 (till January 2026) and 232 ongoing projects across areas such as drug standardisation, clinical research and medicinal plants.
- On March 17, 2026, the Ministry of Ayush highlighted the progress of the Ayurgyan Scheme, under which 16 Ayurveda research and development projects were supported during FY23-FY25 to strengthen evidence-based research and innovation.

Source: *Ministry of AYUSH*

Notable trends in the Indian healthcare sector … (2/3)

4

Digital Transformation and Accessibility

- Under digital transformation initiatives, the upgraded e-Charak Portal is enhancing transparency, traceability and stakeholder integration across the medicinal plant supply chain. Aligned with the broader Ayush Grid framework, such platforms are improving accessibility, streamlining backend operations and strengthening coordination across the AYUSH ecosystem.

5

Growing Global Appeal

- The Ministry of AYUSH is globalising traditional medicine through the International Cooperation Scheme and WHO projects like the Global Traditional Medicine Centre (GTMC) and the International Classification of Health Interventions (ICHI) module.
- India has signed 25 country-level MoUs, 52 institute-level agreements, set up 15 Academic Chairs, and established 43 AYUSH Information Cells in 39 countries, strengthening research, education, and international outreach.
- Growing global interest in alternative medicine fuels increased AYUSH exports, while international collaborations deepen understanding and appreciation of AYUSH practices on a worldwide scale.

6

Emphasis on Sustainability and Standardization

- The focus on using organic and locally sourced herbs ensures the sustainability of the AYUSH industry and its environmental impact.
- Standardization of manufacturing practices, quality control measures, and product labeling are crucial for maintaining consumer trust and market growth.
- Promoting ethical sourcing practices that respect biodiversity, and fair-trade principles can further strengthen the AYUSH industry's social sustainability and positive global impact. This could involve collaborating with local farmers to cultivate indigenous medicinal plants and ensuring fair compensation throughout the supply chain.
- Alongside the focus on organic ingredients and sustainable packaging, the AYUSH industry is witnessing a surge in investments in renewable energy sources to power its manufacturing facilities. This shift towards solar, wind, or other clean energy options minimizes the industry's carbon footprint and fosters a more environmentally responsible production process. This aligns with the growing global movement towards renewable energy and positions the AYUSH industry as a leader in sustainable practices.

Source: *News Articles, Ministry of AYUSH*

Notable trends in the Indian healthcare sector … (3/3)

7

Rise of Wellness Tourism and AYUSH Resorts

- India is strengthening its position as a global hub for wellness and medical value tourism through the proposed establishment of five Regional Medical Hubs integrating AYUSH centres, diagnostics and rehabilitation services. The Union Budget further announced the setting up of three new All India Institutes of Ayurveda to expand education, clinical care and research capacity. In addition, the WHO Global Traditional Medicine Centre, Jamnagar is being upgraded to enhance global research and training in traditional medicine.
- Tourists are increasingly seeking travel experiences that focus on holistic wellness and rejuvenation. This trend is leading to the development of AYUSH resorts and spas, offering personalized treatments and retreats based on traditional Indian medicine principles.
- India's wellness tourism, valued at Rs. 1,64,164 crore (US$ 19.43 billion) in 2024 and projected to reach Rs. 2,57,237 crore (US$ 29.88 billion) by 2031, is growing rapidly due to affordable Ayurvedic and yoga experiences and initiatives like the Ayush visa.
- Uttar Pradesh is offering a 30% capital investment subsidy for setting up wellness centres and resorts that provide AYUSH-based therapies like Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homoeopathy.

8

Growing Entrepreneurial Spirit and Startups

- The AYUSH sector is witnessing a surge in young entrepreneurs developing innovative products and services.
- The Startup ecosystem has also gained momentum in the AYUSH sector. There are 900 DPIIT-recognized startups in this rapidly growing sector.
- The number of MSMEs (Micro, Small, and Medium Enterprises) in the AYUSH industry has seen a significant rise. From just 38,216 in August 2021, the number has grown to 53,023 by January 2023. This represents a jump of nearly 40% in just over a year, indicating the increasing interest and potential within the AYUSH sector.

Source: *News Articles, Ministry of AYUSH*

AYUSH Industry's Contribution to COVID-19 Relief Efforts

Preventive Measures and Public Awareness

- The Ministry of AYUSH proactively addressed public health concerns during the pandemic by issuing guidelines promoting evidence-based AYUSH practices. This included Yoga, Pranayama (breathing exercises), and specific herbal remedies known to support immune function.
- A significant portion of the Indian population adopted at least one recommended AYUSH practice to boost immunity and manage stress during Covid-19.



Supportive Care and Symptom Management

- Certain AYUSH formulations, based on well-researched traditional knowledge, were demonstrably effective in managing mild COVID-19 symptoms. A study published in the Journal of Ayurveda and Integrated Medicine reported that AYUSH 64, a polyherbal formulation, reduced cough severity and duration by an average of 2 days compared to a placebo group.
- AYUSH therapies like respiratory cleansing techniques (Jal Neti) and simple breathing exercises (Pranayama) also played a significant role. A survey conducted by the Ministry of AYUSH revealed that over 70% of recovered COVID-19 patients in India reported using these practices to manage symptoms and improve respiratory function

Integration with Public Health Initiatives

- In a strategic move to bolster the healthcare workforce during the COVID-19 pandemic, the Ministry of AYUSH collaborated with healthcare departments across India. This collaboration led to the training of a significant number of AYUSH professionals for COVID-19 screening and basic patient care duties. According to the Ministry of AYUSH, over 1.06 lakh AYUSH professionals received training on COVID-19 protocols. This trained workforce was then deployed in quarantine centers and COVID care facilities, playing a crucial role in supporting overburdened medical staff.
- These AYUSH practitioners provided much-needed supportive care, which included practices like herbal therapies and dietary recommendations aimed at symptom relief and improving overall well-being.

Source: *News Articles, NITI AAYOG.*

Strategies adopted

2. HARNESSING TECHNOLOGY FOR GROWTH

- On May 14, 2026, the Ministry of Ayush signed an MoU with the Digital India BHASHINI Division to integrate AI-powered multilingual capabilities across the Ayush Grid ecosystem.
- A notable growth of over 300% in tele-consultations offered by AYUSH practitioners since 2020, as revealed by a 2023 Ministry study, signifies a commendable effort to leverage technology to expand the reach of AYUSH consultations, particularly in geographically remote areas.

3. PROMOTING STANDARDIZATION AND QUALITY CONTROL

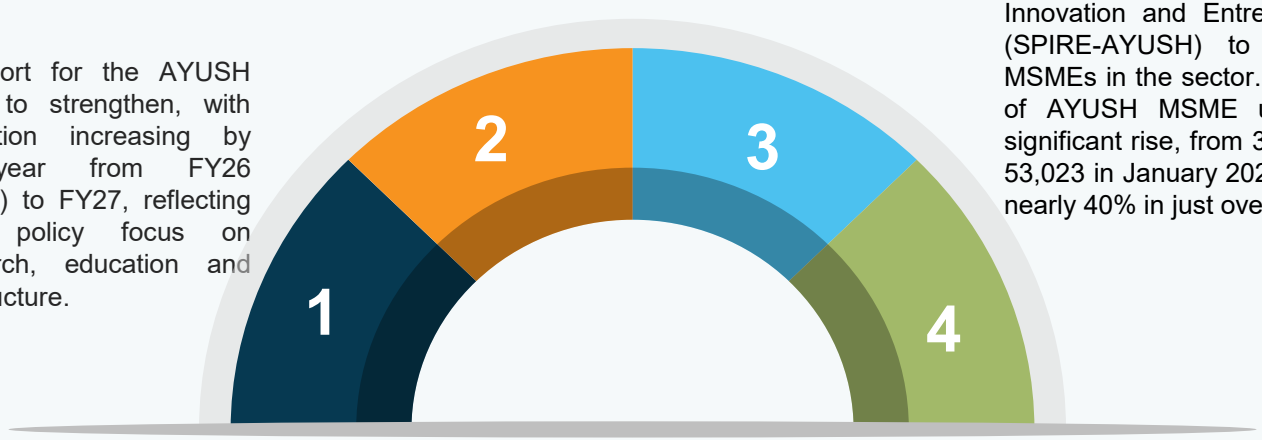
- The Ministry has established the National Medicinal Plants Board (NMPB) to ensure the availability of authentic and high-quality medicinal plant material crucial for AYUSH products.
- The National Medicinal Plants Board (NMPB) continues to support the development of the medicinal plants sector, with an allocation of Rs. 18.16 crore (US$ 2.1 million) in FY27, reflecting sustained focus on cultivation, conservation and supply chain strengthening.

4. BOOSTING SKILL DEVELOPMENT AND ENTREPRENEURSHIP

- Launched the National Skill Development Corporation (NSDC) AYUSH Mission to enhance the employability of AYUSH graduates. This mission has trained over 4.5 lakh AYUSH professionals since its inception.
- Established the Scheme for Promotion of Innovation and Entrepreneurship in AYUSH (SPIRE-AYUSH) to nurture startups and MSMEs in the sector. As a result, the number of AYUSH MSME units has witnessed a significant rise, from 38,216 in August 2021 to 53,023 in January 2023, reflecting a growth of nearly 40% in just over a year.

1. INCREASED BUDGETARY ALLOCATION

- Government support for the AYUSH sector continues to strengthen, with budgetary allocation increasing by 20.1% year-on-year from FY26 (Revised Estimate) to FY27, reflecting an accelerated policy focus on expanding research, education and healthcare infrastructure.



Source: *Ministry of AYUSH*

Growth Drivers



AYUSH sector is poised to grow

2. GROWING DEMAND

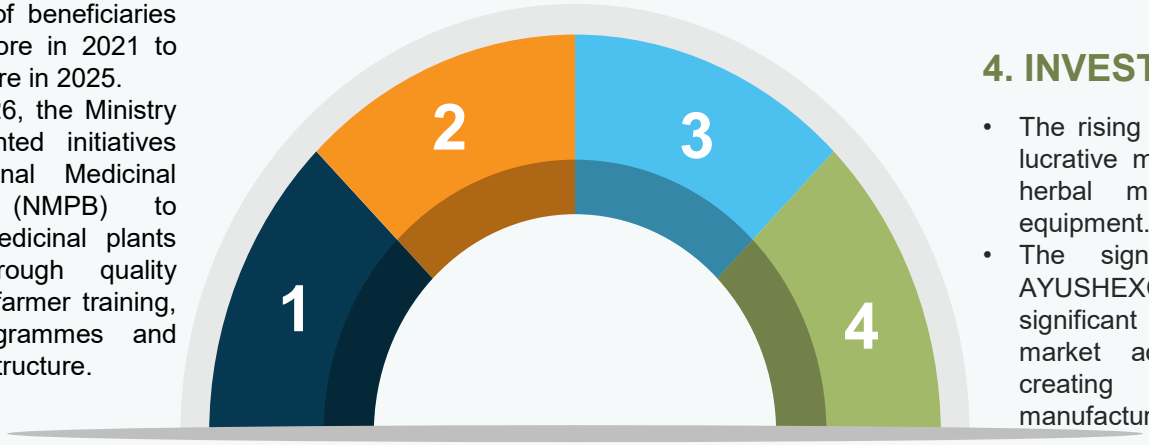
- People are increasingly focusing on preventative measures to stay healthy and avoid chronic diseases. AYUSH practices like yoga and meditation are seen as effective ways to manage stress and improve overall well-being.
- The Indian Ayush market is projected to grow from US$ 43.3 billion in 2024 to US$ 200 billion by 2030, reflecting an exponential growth during the period.

1. POLICY SUPPORT

- 100% FDI in AYUSH Sector is permitted through an automatic route.
- The initiative of establishment of 12,500 Ayushman Arogya Mandir (Ayush) has significantly enhanced healthcare availability, with the number of beneficiaries rising from 1.5 crore in 2021 to more than 11.5 crore in 2025.
- On March 20, 2026, the Ministry of Ayush highlighted initiatives under the National Medicinal Plants Board (NMPB) to strengthen the medicinal plants value chain through quality planting material, farmer training, conservation programmes and supply chain infrastructure.

3. GROWING GLOBAL INTEREST

- On December 20–21, 2025, the World Health Organization (WHO), in collaboration with the Ministry of Ayush, held a key technical meeting in New Delhi to develop a dedicated Traditional Medicine module under the International Classification of Health Interventions (ICHI).
- In November 2025, India and Germany deepened collaboration in traditional and integrative healthcare at the third Joint Working Group Meeting in Berlin, advancing joint research, regulatory alignment, and public-health integration of evidence-based traditional medicine.
- In September 2025, India and Mauritius expanded Ayush collaboration through the first overseas Jan Aushadhi Kendra and an AYUSH Centre of Excellence, strengthening healthcare and traditional medicine ties.



4. INVESTMENT OPPORTUNITIES

- The rising popularity of AYUSH creates a lucrative market for AYUSH products like herbal medicines, nutraceuticals, and equipment. Use of modern technology.
- The signing of an MoU between AYUSHEXCIL and Zepto marks a significant step towards expanding digital market access for AYUSH products, creating new growth avenues for manufacturers, particularly MSMEs.

Note: *FDI – Foreign Direct Investment, MoU- Memorandum of Understanding, WHO- World Health Organisation*
Source: *Ministry of AYUSH*

Increasing awareness, ageing population to drive demand

- In February 2025, a significant initiative was taken to enhance the well-being of senior citizens and tackle the rising issue of substance abuse, the Ministry of Ayush and the Department of Social Justice and Empowerment (DoSJE) have formalized a Memorandum of Understanding (MoU). This strategic collaboration aims to implement Ayush-based interventions that promote geriatric healthcare and address substance abuse concerns. Rising income means a steady growth in the ability to access healthcare and related services.
- Moreover, changing demographics will also contribute to greater healthcare spending. This is likely to continue as the size of the elderly population is set to rise from 98.9 million in 2024 to about 168 million by 2026.
- The Information Education & Communication (IEC) Scheme has introduced an additional initiative called 'Ayurveda Parv' with the overarching objective of promoting, propagating, and developing Ayurveda across every state and union territory (UT) of India, targeting both the general populace and specific demographics.
- Within the AYUSH Mission framework, notable progress has been achieved in expanding the Ayurveda Parv initiative.
- Specifically, the number of Ayurveda Parv events has increased from three in FY22 to 17 in FY24.
- This expansion highlights a concerted effort to extend the reach and influence of Ayurveda, in line with the broader mission of integrating traditional healthcare practices into mainstream public awareness and understanding.
- Mental health awareness is growing globally, and AYUSH therapies like yoga and meditation are recognized for their potential to manage anxiety, depression, and promote emotional well-being.
- The integration of AYUSH treatments with conventional medicine is gaining traction. This combined approach allows healthcare professionals to leverage the strengths of both systems, offering patients a wider range of treatment options.
- Individuals are increasingly seeking preventive healthcare solutions and personalized treatment plans. AYUSH practices often emphasize preventive measures and cater to individual needs through customized treatment approaches.

Source: *Ministry of AYUSH, News articles.*

AYUSH: A Pathway to Holistic Wellbeing for Global Travelers

- On June 5, 2025, Ujjain hosted the Spiritual & Wellness Summit, with Madhya Pradesh advancing its vision to become a global centre for holistic health, spiritual tourism, and sustainable wellness living.
- On January 25, 2025, India's Prime Minister, Mr. Narendra Modi, and Indonesia's President, Mr. Prabowo Subianto, witnessed the exchange of a Memorandum of Understanding (MoU) between the Ministry of Ayush, Government of India, and the Indonesian Food and Drug Authority. The MoU focuses on Traditional Medicine Quality Assurance, marking a significant step in enhancing global standards for traditional medicine.
- Booming Wellness Destinations: India boasts a diverse range of tourist destinations catering specifically to AYUSH experiences. Popular locations like Kerala, Rishikesh, Goa, and Ananda in the Himalayas offer serene natural settings, luxurious wellness resorts, and a thriving network of AYUSH practitioners. This variety caters to various preferences, from tranquil beach retreats to yoga havens nestled in the foothills.
- Surge in AYUSH-Centric Infrastructure: The AYUSH tourism industry is witnessing significant growth in infrastructure. News articles suggest a rise in the number of AYUSH-specific resorts, spas, and wellness centers across India. These facilities provide a holistic travel experience, often featuring luxurious accommodations, personalized treatment plans based on Ayurvedic principles, and a range of traditional therapies like yoga, meditation, and Panchakarma cleanses.
- Government Initiatives & Industry Events: Recognizing the potential of AYUSH tourism, the Indian government has taken several steps to promote the sector. The establishment of the National Medical & Wellness Tourism Board in July 2021 aims to create a unified framework for promoting all forms of medical and wellness tourism, including AYUSH. Additionally, the Ministry of Tourism's draft National Strategy and Roadmap for Medical and Wellness Tourism promises to provide a comprehensive framework for developing and governing the sector, potentially paving the way for further infrastructure development and streamlined tourism experiences. Events like the Global AYUSH Investment and Innovation Summit (GAIIS) 2022 further underscore the government's commitment to attracting investment and fostering innovation in the AYUSH sector, ultimately benefiting tourism infrastructure and service offerings.
- The AYUSH Visa Advantage: The introduction of the AYUSH Visa streamlines the visa application process for foreign travelers seeking AYUSH treatments in India. This initiative simplifies travel logistics and encourages international participation in AYUSH experiences, boosting tourist arrivals and contributing to the sector's growth.

Source: *Ministry of AYUSH, News articles.*

Policy support and government initiatives… (1/4)

1

National AYUSH Mission (NAM)

Launched in 2014, NAM is a centrally funded program to bolster AYUSH services across India.

- Under the National Ayush Mission (NAM), the government is supporting the expansion of AYUSH healthcare infrastructure through financial assistance to States/UTs for establishing 10, 30 and 50-bedded Integrated AYUSH Hospitals (IAHs). These facilities are equipped with essential diagnostic services and aim to strengthen access to integrated and holistic healthcare across regions.

2

Established Centre of Excellence

- On April 4, 2025, Prime Minister Mr. Narendra Modi announced the establishment of a Centre of Excellence to promote research, training, and global dissemination of Traditional Medicine during the Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation (BIMSTEC) Summit in Bangkok, strengthening India-Thailand collaboration in Ayurveda and traditional healing systems.
- On March 3, 2024, Union Minister of AYUSH and Ports, Shipping & Waterways, Mr. Sarbananda Sonowal, and Union Minister of Health & Family Welfare and Chemicals & Fertilizers, Dr. Mansukh Mandaviya, launched the AYUSH–Indian Council of Medical Research (ICMR) Advanced Centre for Integrative Health Research at select All India Institutes of Medical Sciences (AIIMS), alongside a multicentre anaemia trial, highlighting Yoga's therapeutic benefits for migraines and recurrent vasovagal syncope.

3

Ayurgyan Scheme

- On March 17, 2026, the Ministry of Ayush highlighted the progress of the Ayurgyan Scheme, under which 16 Ayurveda research and development projects were supported during FY23-FY25. The scheme is strengthening evidence-based research, innovation and capacity building in AYUSH through dedicated support for research, continuing medical education and Ayurveda Biology Integrated Health Research (ABIHR).

Source: *Ministry of AYUSH, News articles.*

Policy support and government initiatives… (2/4)

4

Ayurswasthya Scheme (Public Health - PHI Component)

This scheme recognizes the potential of AYUSH for public health applications. Research funded under this component might focus on areas like:

- Integration of AYUSH services into primary healthcare: This could involve studies on developing effective models for delivering preventive and promotive AYUSH interventions within the existing public health infrastructure.
- Community-based AYUSH interventions: Research could explore the effectiveness of AYUSH therapies for addressing common public health concerns in a community setting, such as promoting mental well-being or managing chronic diseases.
- Over 10 million OPD registrations have occurred under the Ayushman Bharat Digital Mission (ABDM), with Uttar Pradesh and Karnataka leading in registrations.

5

Tribal Healthcare Research Programs (TSP)

- Under the Tribal Health Care Research Programme, AYUSH research councils have expanded outreach in underserved regions, with 83,882 beneficiaries surveyed and 1,40,787 patients provided medical aid. The Central Council for Research in Ayurvedic Sciences (CCRAS) also documented 66 local health traditions, supporting the preservation of indigenous knowledge while strengthening community-based healthcare delivery.

6

Mobile Healthcare Research Programs

- Scheduled Castes Sub Plan (SCSP): This program focused on mobile healthcare research.
- Women and Child Healthcare Program (WCH): This program surveyed a population of 323,700 and provided medical aid to 195,104 patients.
- Population surveyed under both programs: 831,349.
- Medical aid provided under both programs: 482,944 patients.

Source: *Ministry of AYUSH, News articles.*

Policy support and government initiatives… (3/4)

7

Other Public Health Initiatives

- Swasthya Rakshan Programme: Provided medical aid to 149,940 patients across 21 CCRAS institutes in 19 states.
- Integration of AYUSH with NCDCs: This pilot program integrated AYUSH services with Non-Communicable Disease Control Programs (NCDCs) in three districts: Surendra Nagar (Gujarat), Bhilwara (Rajasthan), and Gaya (Bihar).
- Ayurvedic Health Centres under North East Plan: Established 19 centres across four North Eastern states, enrolling 11,182 patients.
- Total Beneficiaries: Over the five years, these CCRAS initiatives benefitted a total of 514,395 individuals.

8

The NCISM & NCH Acts (2020)

- Modernized Framework: The NCISM & NCH Acts (2020) replace outdated legislation, bringing AYUSH education under a contemporary regulatory framework aligned with NEP 2020.
- Improved Efficiency: These acts aim to enhance transparency and efficiency within the AYUSH education system.
- Standardization and Quality: The NCISM and NCH Acts represent a significant step towards large-scale standardization and improved quality of AYUSH education.

9

AYUSH Skill Development Program under HSSC

- The Healthcare Sector Skill Council (HSSC) offers an AYUSH Skill Development Program established in 2018 through a sub-council under the directives of MoAYUSH (Ministry of AYUSH) and MSDE (Ministry of Skill Development and Entrepreneurship).
- Sub-Council on AYUSH: This dedicated council focuses on developing and implementing skill development initiatives specifically for the AYUSH sector.
- AYUSH Qualifications: The program offers a range of skill development qualifications for various AYUSH professions. While specific program details aren't mentioned in the excerpt, these qualifications likely equip individuals with the necessary skills and knowledge to excel in their chosen AYUSH field.

Source: *Ministry of AYUSH, News articles.*

Policy support and government initiatives… (4/4)

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AYUSHman Arogya Mandir

- India had operationalized 186,326 Ayushman Arogya Mandirs, comprising 134,247 Sub-Health Centres (SHCs), 24,505 Primary Health Centres (PHCs), 5,470 Urban Primary Health Centres (UPHCs), 9,847 Urban Health and Wellness Centres (UHWCs) and 12,257 AYUSH Ayushman Arogya Mandirs.
- The AYUSHman Arogya Mandir (AYUSH) initiative, approved by the Union Cabinet in March 2020, aims to establish 12,500 holistic wellness centers under AYUSHman Bharat. This initiative seeks to reduce the disease burden, minimize out-of-pocket expenditure, and empower individuals with informed healthcare choices.

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AYUSH Educational Institutions

- UG Colleges: The number of colleges offering UG ASU&H programs has grown considerably, from 541 in 2013-14 to 886 in 2023-24. This represents a 64% increase.
- PG Colleges: There has also been an increase in PG ASU&H colleges, with the number rising from 96 in 2013-14 to 251 in 2023-24. This translates to a 161% increase.
- PG Seats: Postgraduate (PG) seats in ASU&H programs have also seen significant growth, rising from 2,241 in 2013-14 to 7,450 in 2023-24 . This reflects a more than threefold increase.

Source: *Ministry of AYUSH, News articles.*

Opportunities



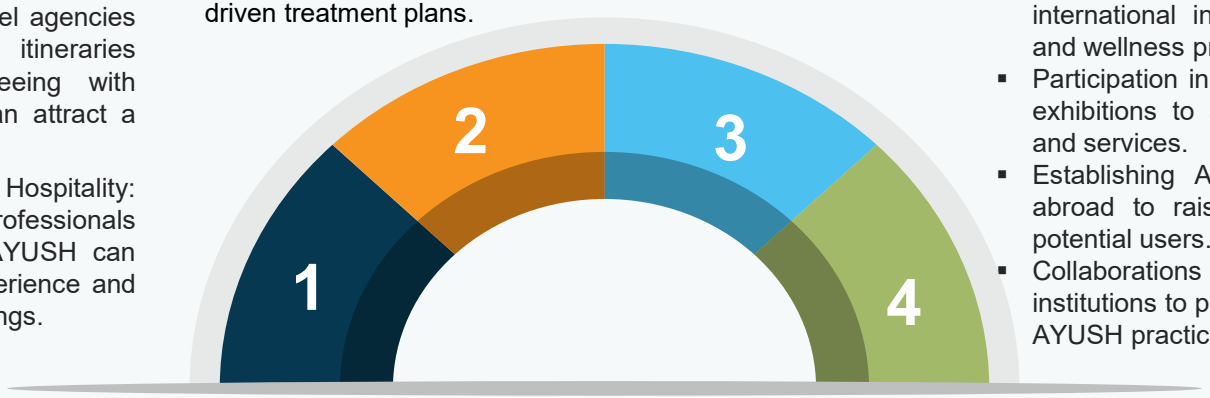
Opportunities in AYUSH

1. FLOURISHING WELLNESS TOURISM

- The India Wellness Tourism Market size is valued at Rs. 1,64,164 crore (US$ 19.43 billion) in 2024 and projected to reach Rs. 2,57,237 crore (US$ 29.88 billion) by 2031.
- AYUSH Retreats and Spas: Establishments offering personalized AYUSH wellness programs can cater to a growing global audience seeking holistic experiences.
- Integration with Travel Packages: Collaboration with travel agencies to create customized itineraries that combine sightseeing with AYUSH treatments can attract a wider tourist base.
- AYUSH Expertise in Hospitality: Training hospitality professionals in the principles of AYUSH can elevate the guest experience and differentiate your offerings.

2. INNOVATION AND TECHNOLOGY REVOLUTION

- The WHO recognised India's pioneering AI-driven innovations in Ayush, including platforms like the SAHI, NAMASTE, and Ayush Research Portals, Ayurgenomics, and predictive diagnostics, highlighting the country's leadership in integrating traditional medicine with digital health and evidence-based global healthcare.
- Tele-AYUSH: Developing telemedicine platforms for remote consultations with qualified AYUSH practitioners can significantly increase accessibility of AYUSH services.
- In July 2024, the Ministry of Ayush and the Department of Science and Technology signed a Memorandum of Understanding (MoU) to collaborate on research and development for evidence-based scientific interventions in the Ayush sector, aiming to integrate traditional practices into the public healthcare system.
- Integrating AYUSH principles with wearable technology can allow for personalized health monitoring and data-driven treatment plans.



3. RESEARCH AND STANDARDIZATION

- On May 25, 2026, AYUSHEXCIL and the Spices Board of India signed an MoU to strengthen research, scientific validation and standardization of AYUSH products and medicinal spices.
- Product Standardization and Quality Control: Implementing stringent quality control measures and standardized manufacturing practices for AYUSH products will bolster consumer confidence and international acceptance.

4. GLOBALIZATION

- Growing Global Interest: There's a rising international interest in AYUSH therapies and wellness practices.
- Participation in international trade fairs and exhibitions to showcase AYUSH products and services.
- Establishing AYUSH Information Centers abroad to raise awareness and educate potential users.
- Collaborations with international research institutions to promote scientific validation of AYUSH practices.

Source: *Ministry of AYUSH, News articles.*

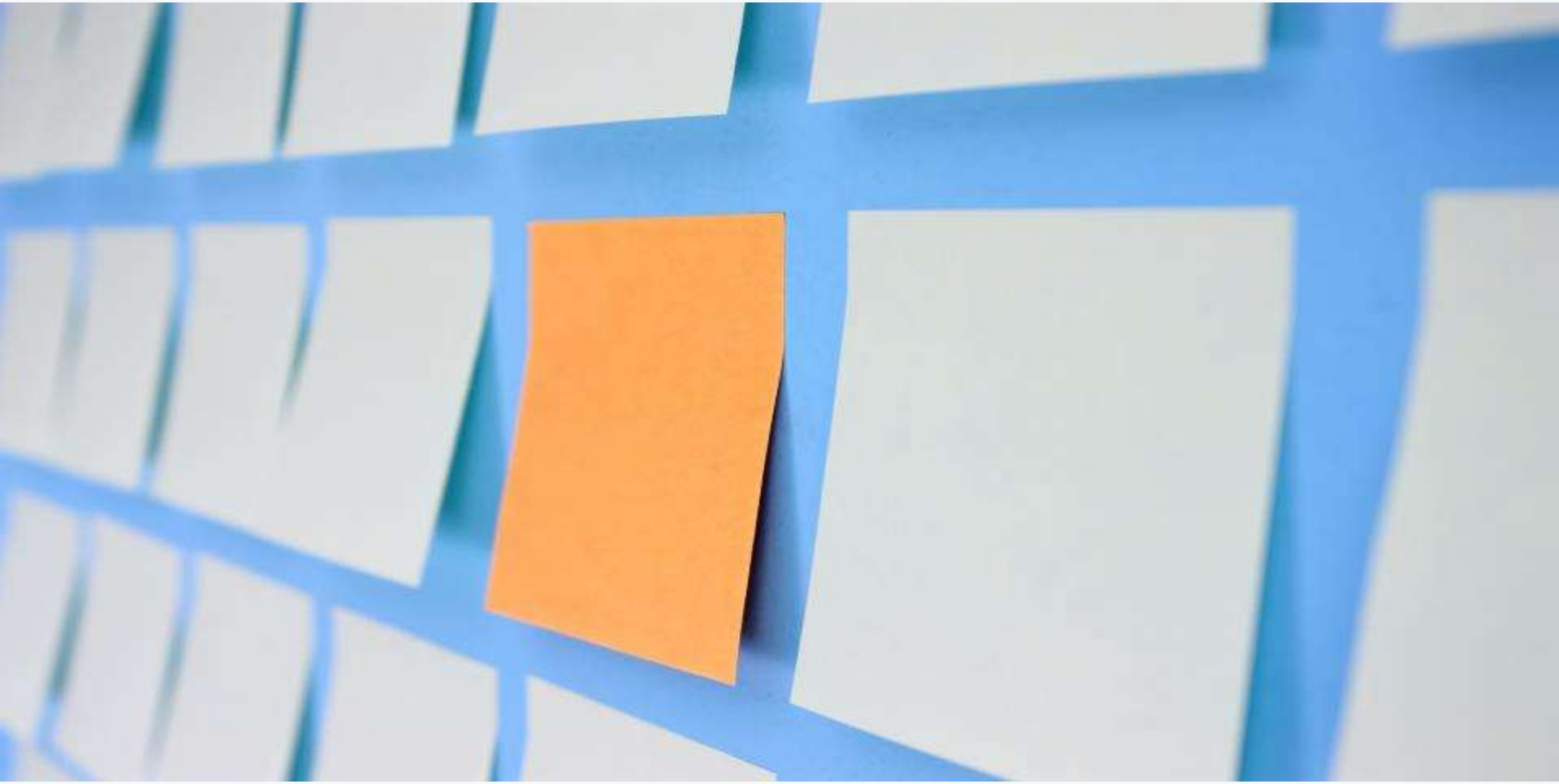
Key Industry Contacts



Key industry contacts

Ministry		Contact Information
सत्यमेव जयते Ministry of Ayush Government of India	Ministry of AYUSH	Ministry of AYUSH, AYUSH Bhawan, B-Block, GPO Complex, INA, New Delhi-110023 Telephone: 011-24651939/54 Website: https://www.AYUSH.gov.in/ E-mail: AYUSH@gov.in
आयुष ayush	Central Council for Research in Ayurvedic Sciences	Ministry of AYUSH, Government of India, New Delhi – 110058 Website: http://www.ccras.nic.in E-mail: dg-ccras@nic.in

Appendix



Glossary

- CAGR: Compound Annual Growth Rate
- EPA: Externally Aided Projects
- FDI: Foreign Direct Investment
- FY: Indian Financial Year (April to March)
- GOI: Government of India
- ICT: Information and Communications Technology
- IMF: International Monetary Fund
- Rs.: Indian Rupee
- M and A: Mergers and Acquisitions
- NHRM: National Rural Health Mission
- PPP: Public Private Partnerships
- R and D: Research and Development
- US$: US dollar
- WHO: World Health Statistics
- Where applicable, numbers have been rounded off to the nearest whole number

Exchange rates

Exchange Rates (Fiscal Year)

Year	Rs. Equivalent of one US$
2004-05	44.95
2005-06	44.28
2006-07	45.29
2007-08	40.24
2008-09	45.91
2009-10	47.42
2010-11	45.58
2011-12	47.95
2012-13	54.45
2013-14	60.50
2014-15	61.15
2015-16	65.46
2016-17	67.09
2017-18	64.45
2018-19	69.89
2019-20	70.49
2020-21	73.20
2021-22	74.42
2022-23	78.60
2023-24	82.80
2024-25	86.47
2025-26	88.37
2026-27*	94.38

Exchange Rates (Calendar Year)

Year	Rs. Equivalent of one US$
2006	45.33
2007	41.29
2008	43.42
2009	48.35
2010	45.74
2011	46.67
2012	53.49
2013	58.63
2014	61.03
2015	64.15
2016	67.21
2017	65.12
2018	68.36
2019	69.89
2020	74.18
2021	73.93
2022	79.82
2023	82.61
2024	84.49
2025	87.16
2026*	92.66

Note: **- Until May 2026*

Source: *Foreign Exchange Dealers' Association of India*

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