



AYUSHEXCIL and Zepto to sign MoU for promoting online access to authentic Ayush products tomorrow in New Delhi

Union Minister of Ayush, Shri Prataprao Jadhav to preside over the MoU signing ceremony

Collaboration to boost digital visibility, quality compliance, and consumer confidence

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The Ministry of AYUSH will facilitate the signing of a Memorandum of Understanding (MoU) between the Ayush Export Promotion Council (AYUSHEXCIL) and Zepto Limited on 28 January 2026 in New Delhi. The partnership aims to build a structured digital framework for promoting authentic AYUSH medicines and wellness products through verified online channels.

The MoU signing ceremony will be presided over by Union Minister of AYUSH, Shri Prataprao Jadhav in presence of Secretary Vaidya Rajesh Kotecha. The agreement will be signed by Shri Anurag Sharma, Chairman, AYUSHEXCIL, and Shri Kaivalya Vohra, Co-Founder, Zepto.

This collaboration marks a significant step toward integrating traditional Indian healthcare systems with modern quick commerce ecosystems, thereby strengthening the AYUSH sector's digital reach, consumer trust, and market access.

Key Features of the MoU:

Creation of a dedicated AYUSH store front on Zepto, enabling consumers to access verified AYUSH products easily.

Promotion of AYUSH Quality Mark (AQM) compliance to ensure adherence to certified standards and authenticity.

Identification of eligible AYUSH manufacturers by AYUSHEXCIL, especially among MSMEs, for digital onboarding.

Joint consumer awareness initiatives focusing on authentic information and responsible usage of AYUSH products.

Collaboration on credible educational content about AYUSH systems, validated by AYUSHEXCIL and hosted on Zepto's platform.

The initiative will empower AYUSH entrepreneurs to tap into India's rapidly growing digital marketplace while ensuring nationwide consumer access to trustworthy and quality-assured products. The MoU supports the Ministry's broader vision of positioning AYUSH as a global health and wellness system and

aligns with the government's focus on Digital India, Ease of Doing Business, and Make in India initiatives.



SR/GS

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