



AYUSHEXCIL and Zepto Sign MoU to strengthen digital access and quality assurance of Ayush products

Trusted digital platforms can transform access to authentic Ayush products nationwide: Union Minister Shri Prataprao Jadhav

This MoU creates a structured digital pathway for AYUSH MSMEs to reach wider markets: Ayushexcil Chairman Shri Anurag Sharma

Quality, compliance and public trust are central to sustainable growth of the Ayush sector: Secretary Vaidya Rajesh Kotecha

Dedicated Ayush storefront will enable consumers to discover verified products with confidence: Shri Kaivalya Vohra

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The Ministry of Ayush today signed a Memorandum of Understanding (MoU) between the Ayush Export Promotion Council (AYUSHEXCIL) and Zepto Limited to facilitate structured online access to Ayush medicines and wellness products across the country. The MoU aims to strengthen digital discovery while ensuring quality compliance and consumer trust in traditional healthcare products.





Addressing the occasion through a video message, Union Ayush Minister, Shri Prataprao Jadhav, stated that innovation-driven Indian startups are playing a critical role in improving last-mile access to trusted wellness products. He emphasised that partnerships with credible digital platforms such as Zepto demonstrate how technology can be responsibly leveraged at scale to connect India's rich AYUSH heritage with modern, transparent, and convenient distribution channels nationwide.



The Minister further noted that the collaboration aligns with the vision of the Prime Minister Shri Narendra Modi to integrate India's traditional knowledge systems with modern digital infrastructure. He highlighted that such initiatives empower consumers with informed choices while opening new market opportunities for AYUSH manufacturers, without compromising on quality, safety, or regulatory standards.

The MoU was signed in the presence of Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, and executed by Shri Anurag Sharma, Chairman, AYUSHEXCIL, and Shri Kaivalya Vohra, Co-Founder and CEO, Zepto.

Shri Anurag Sharma, Chairman, AYUSHEXCIL, said that the partnership creates a structured pathway for AYUSH manufacturers, particularly MSMEs, to reach digital consumers. He noted that AYUSHEXCIL will facilitate this by identifying eligible manufacturers that meet prescribed quality and regulatory standards, thereby enabling wider market access without compromising authenticity.



Speaking on the occasion, Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, stated that ensuring product quality, regulatory compliance, and public trust remains a key priority of the Ministry. He added that the collaboration is structured to strengthen quality assurance mechanisms, including the promotion of the AYUSH Quality Mark, while enabling responsible dissemination of accurate and science-backed information on AYUSH practices.



Shri Kaivalya Vohra, Co-Founder and CEO, Zepto, stated that under the collaboration, Zepto will host a dedicated AYUSH storefront to help consumers discover verified AYUSH products with greater clarity and confidence. He added that the platform will focus on transparent sourcing, compliance, and a seamless digital experience.

Under the MoU, AYUSHEXCIL will recommend eligible AYUSH manufacturers and review educational content for regulatory compliance, while Zepto will support product discovery through a dedicated AYUSH storefront on its platform. The collaboration also includes joint consumer awareness initiatives and encourages adoption of recognised quality standards, including the AYUSH Quality Mark.

Key Features of the MoU:

- Creation of a dedicated AYUSH storefront on Zepto, enabling consumers to easily access verified AYUSH medicines and wellness products.
- Promotion of compliance with the AYUSH Quality Mark (AQM) to ensure adherence to certified standards, quality, and authenticity.
- Identification and recommendation of eligible AYUSH manufacturers by AYUSHEXCIL, with a special focus on MSMEs, for digital onboarding.
- Joint consumer awareness initiatives aimed at promoting authentic information and responsible usage of AYUSH products.
- Collaboration on the development and hosting of credible educational content on AYUSH systems, validated by AYUSHEXCIL and disseminated through Zepto's platform.

The initiative is expected to empower AYUSH entrepreneurs to tap into India's rapidly expanding digital marketplace while ensuring nationwide consumer access to trustworthy and quality-assured products. The MoU supports the Ministry of Ayush'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.

Background

(Ayush Export Promotion Council), newly formed Export Promotion Council [set up by Ministry of Ayush and supported by Ministry of Commerce, GOI], Launched at Global Ayush Investment and Innovation Summit held in Gandhinagar, Gujarat on April 20, 2022. Prime Minister Sh. Narendra Modi had officially launched the Ayush Export Promotion Council (AYUSHEXCIL). It is aimed to oversee exports of products of Ayurveda, Homoeopathy, Siddha, Sowa / Rigpa and Unani systems and address trade issues pertaining to these sectors.





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