



Union Minister Shri Prataprao Jadhav Inaugurates Dedicated AYUSH Store on Zepto Platform

Launch aimed at expanding digital visibility and consumer access to AYUSH products

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Hon'ble Union Minister, Shri Prataprao Jadhav, along with AYUSH Secretary Vaidya Rajesh Kotecha, today inaugurated a dedicated AYUSH Store on the quick-commerce platform Zepto. The initiative is part of the ongoing collaboration between the AYUSH Export Promotion Council (AYUSHEXCIL) and Zepto to expand the digital presence and consumer accessibility of traditional Indian wellness products.

The dedicated storefront brings together a curated range of authentic AYUSH products—making them easily discoverable for consumers through Zepto's digital platform and delivery network.

Speaking on the occasion, Shri Prataprao Jadhav said, “This joint endeavor aligns perfectly with the Hon'ble Prime Minister Shri Narendra Modi ji's vision of promoting 'Vocal for Local' and establishing India as a global hub for wellness and traditional medicine. Expanding the digital reach of AYUSH products will help connect manufacturers and practitioners with modern consumers while supporting the broader vision of strengthening India's indigenous wellness sector. Furthermore, Union Minister thanks Zepto, a young Indian startup, for conceptualizing this idea for the promotion of the AYUSH sector by leveraging their technology to support this high priority national initiative and drive economic growth.”

AYUSH Secretary Vaidya Rajesh Kotecha said that the launch represents an important step in integrating traditional wellness systems with contemporary digital commerce platforms, enabling greater visibility and convenience for consumers seeking holistic health solutions.

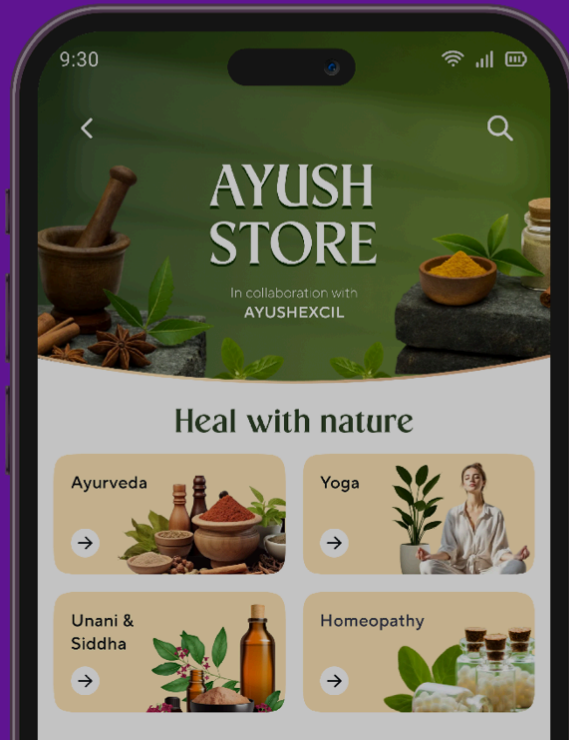
Commenting on the partnership, Shri Rachit Ranjan, Chief Policy Officer, Zepto, said, "As a young Indian startup, our core commitment is to leverage our technology and logistics network to transform accessibility for the entire AYUSH category. Over the past few months, we've seen a steady rise in consumer searches and orders for everyday wellness products. Building a dedicated AYUSH storefront was a natural next step to make these products easier to discover and access. We are glad to work with the Ministry of AYUSH to bring trusted Indian wellness traditions onto a modern digital platform and support the broader effort to digitise and scale the sector. The AYUSH Storefront is a significant leap forward for holistic health, delivered within minutes.”

The newly cemented partnership foresees Zepto undertaking several activities to further popularize the AYUSH sector among its customer base. Further, the initiative is expected to help AYUSH manufacturers expand their digital presence while enabling consumers to access traditional wellness products conveniently.



The Ayush Store is now live on Zepto

Power of traditional wellness, delivered in minutes*



*See app





SR/SV

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