Industries Commissionerate,
Government of Gujarat
GoG-AMA Centre for International Trade

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AHMEDABAD MANAGEMENT ASSOCIATION®

HOW TO EXPORT AYURVEDIC PRODUCTS IN INTERNATIONAL MARKET

SUMMARY

Global consumers are actively shifting from synthetic products to plant-based, clean-label, and organic alternatives. Exporting allows Indian businesses to capture a share of the multi-billion-dollar global holistic health market. Ayurvedic formulations, organic skincare, and herbal supplements command significantly higher retail prices in the International market compared to the highly competitive domestic Indian market. When exporting Ayurvedic products, your business strategy should be driven by clear regulatory, commercial, and operational objectives to ensure long-term success and compliance in the global market.

CONTENTS

- History of Ayurveda
- Classification of Ayurvedic/Herbal Products
- Why are Indian Ayurvedic Products in demand?
- Highly Recommended Product Segments
- Most Favourable Countries
- Importance of Quality & Standards
- Essential Documents
- License and Regulations
- Crucial Prerequisites
- Infrastructure Requirements
- Step-by-Step Legal Application Process
- Mandatory Certificates for exporters
- Country Specific Registrations
- Importance of Packaging & Labeling
- Critical Rules for Exporters
- Government Schemes

FOR WHOM

Existing and aspiring Exporters, Importers, Consultants, MSME Owners & Staff, Entrepreneurs, Export Managers & Executives, Consultants, Agents & Brokers, Management Students & Faculties.

DATE & TIME : **Friday, November 27, 2026 | 2.00 PM to 5.00 PM**

PROGRAMME FEE : **Rs. 500/- (including 18% GST)**

FACULTY : **Mr. Rajan Trivedi** holds a Bachelor's degree in Commerce and Law, Diploma in Labour Law and Practice from Gujarat University, as well as Master diploma in E-Commerce from Chennai. He also holds accomplished Certificates in Export-Import from leading institutions. Mr. Rajan has 25+ years of rich experience as Exporter and also professional experience in Sales & Marketing and Training. He is a Proprietor of Dagdusheth Impex - an Import and Export firm at Gandhinagar. He is also managing an entrepreneurship firm named Connect Coherence working in the field of training & development. His core vision is to develop and uplift individuals' personal & professional expertise.

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