



AYUSH Export Promotion Council

AXL/Conf/06/2026

Date: 24th April 2026

CIRCULAR

AYUSHEXCIL invites Indian companies to participate in **the 20th edition of Naturaltech Expo Brazil**, scheduled from **10th to 13th June 2026 at Anhembi District in São Paulo, Brazil**, one of the leading international exhibitions in the natural, organic, and wellness sector, offering a strong platform for Indian AYUSH products to expand their presence in the Latin American market.

Event Objective & Market Potential:

The objective of participation in the event is to promote AYUSH products in the Latin American region by providing a strong international platform for Indian companies. The event will facilitate meaningful B2B meetings and global networking opportunities, enabling participants to connect with potential buyers, distributors, and stakeholders. Additionally, the event offers access to a rapidly growing health and wellness sector, helping Indian AYUSH companies explore new business avenues and expand their international presence.

- **Target Region:** Latin America, with primary focus on Brazil with growing demand for AYUSH and wellness products.
- **Expected Scale:** A large-scale international exhibition and conference featuring global exhibitors, B2B meetings, industry conferences, and networking platforms across the healthcare and wellness sector.
- **Anticipated Footfall:** Over 60,000 international visitors from 40+ countries.
- **Strategic Access:** Direct entry into the fast-growing Latin American health & wellness market with strong B2B networking opportunities.

Participation Charges:

The subsidized cost for various stall categories is outlined below:

S. No	Category	Rate
1	Standard Built-up Booth (Min. 9 sqm)	Rs522500 + 18% GST

AYUSH EXPORT PROMOTION COUNCIL (AYUSHEXCIL)

Federation House, Tansen Marg, New Delhi-110001

Email: ys@ayushexcil.in, account@ayushexcil.in

CIN: U85300DL2022NPL392000



AYUSH Export Promotion Council

Benefits of Participation

- Showcase products to global buyers
- Explore new export markets
- Build strategic partnerships
- Strengthen global presence of AYUSH sector

Financial Assistance:

AYUSHEXCIL is currently processing the proposal for financial support under the International Cooperation (IC) Scheme of the Ministry of AYUSH. Eligibility for financial assistance/reimbursement shall be subject to final approval by the Ministry and adherence to Government of India norms.

Application Process:

Interested member-exporters are requested to submit their applications via the NGO Portal under the International Cooperation Scheme [Scheme 3 (b) (a)] at: <https://anudan.ayush.gov.in>

Point of Contact:

For further information or clarifications, please contact the following coordinating officers:

- Mr. Alok Mehra (Executive Officer - Operations), Ph: +91-8285384353 | Email: operation@ayushexcil.in
- Mr. Pawan Vora (Executive Officer – Accounts), Ph: +91-7053853239 | Email: account@ayushexcil.in

We encourage members to utilize this opportunity to explore and expand their footprint in LAC region.

With Regards,



Youdhvir Singh
Deputy Director

AYUSH EXPORT PROMOTION COUNCIL (AYUSHEXCIL)

Federation House, Tansen Marg, New Delhi-110001

Email: ys@ayushexcil.in, account@ayushexcil.in

CIN: U85300DL2022NPL392000