



AYUSH Export Promotion Council

AXL/Conf/03/2026

Date: 30th March 2026

CIRCULAR

The AYUSH Export Promotion Council (AYUSH EXCIL), in association with Vipex Associates, is pleased to announce the Traditional Medicines & Wellness Expo 2026. The event is scheduled to be held from 25th to 26th September 2026 at the Danilovsky Event Hall, Moscow, Russia.

Event Objective & Market Potential:

The Expo serves as a strategic platform for Indian AYUSH manufacturers and exporters to showcase premium products and services to international buyers, distributors, and stakeholders.

- **Target Region: Russia and the Commonwealth of Independent States (CIS).**
- **Expected Scale: Over 75 domestic and international exhibitors.**
- **Anticipated Footfall: 2,000+ trade visitors.**
- **Strategic Access: Opportunities for expansion into the Eurasian Economic Union (EAEU) markets and exposure to regional regulatory frameworks.**

Participation Charges:

The subsidized cost for various stall categories is outlined below:

S. No	Category	Rate (per Sqm)
1	Standard Built-up Booth (Min. 9 sqm)	USD 375
2	Corner Booth (2 sides open)	USD 400
3	Raw Space	USD 350

Note: The Shell Scheme includes basic stall structure (panels), carpeting, furniture (table & chairs), lighting, power point, general security, fire safety, and event publicity.

AYUSH EXPORT PROMOTION COUNCIL (AYUSH EXCIL)

Federation House, Tansen Marg, New Delhi-110001

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

CIN: U85300DL2022NPL392000



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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://ngo.ayush.gov.in/>

Terms of Payment & Cancellation:

- To confirm participation, companies are required to deposit 50% of the total stall booking amount as an advance.
- In the event the proposal is not approved under the relevant Government scheme, the 50% advance amount shall be fully refunded to the participating company.

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 the CIS region.

With Regards,



Dr. Tripta Dixit
Senior Assistant Director

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