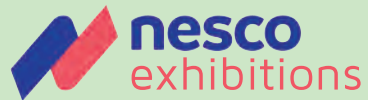


Organisers



AROGYA FEST 2020

A comprehensive fair on AYUSH, Organic and Wellness



31st January - 2nd February 2020

Bombay Exhibition Center, Mumbai, India



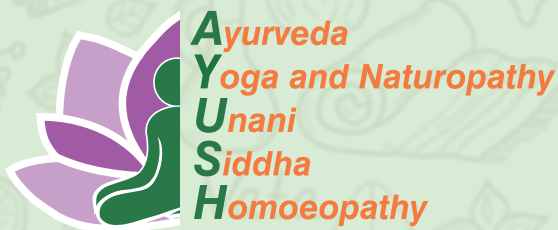
www.arogyafest.in

TOWARDS A HEALTHY TOMORROW WITH AYURVEDA, YOGA & NATUROPATHY, UNANI, SIDDHA & HOMEOPATHY

AROGYA FEST 2020 will be a large scale business-to-business and business-to-consumer platform for the alternate medication and healing .i.e. the AYUSH sector of India. The concept of AYUSH is now being integrated with traditional medical sciences for better rehabilitation, therapeutic development and post trauma care.

The exhibition with co-located conferences, workshops and interaction meetings is an initiative of NESCO Exhibitions. The objective of this grand fest is to present the latest trends, research and techniques which have evolved in the sector of AYUSH.

AYUSH in INDIA



The Ministry of AYUSH was formed on 9th November 2014 to ensure the optimal development and propagation of AYUSH systems of health care. It is the Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy (AYUSH), with focused attention for development of Education and Research in Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy. (Source: <http://ayush.gov.in/>)

The AYUSH industry is expected to grow in double digits and provide direct employment to 1 million people and indirect jobs to 25 million persons by 2020. Government has allowed 100% FDI in AYUSH. The industry has the potential to boost tourism in India as many foreign tourist visits India for the purpose of wellness.

India has around 500 AYUSH undergraduate colleges and 150 postgraduate colleges. There are 8896 licensed drug manufacturing units.

The increasing demand for AYUSH both in preventive and curative wellness as well as its integration in modern medicine (the healthcare system) demands for a platform of promotion, interaction and presentation of the AYUSH products and practitioners in India.

AROGYA FEST 2020

Along with the Ministry of AYUSH and the Government of Maharashtra aims at providing a platform which will:

- Showcase the practitioners of AYUSH from across India
- Educate the end users about the various products and practices of AYUSH and their benefits
- Promote curative and preventive healthcare using AYUSH
- Provide chikitsa clinics and live health check workshops with necessary AYUSH counselling to the end users
- Present manufacturers of AYUSH products to the retailers, traders, distributors, etc.
- Present workshops and interaction sessions to demonstrate the applications and benefits of AYUSH



EXHIBITOR PROFILE

Arogya Fest 2020 will showcase a wide range of AYUSH sector products, services and equipment for the rapidly expanding alternate healing, medication, sports, medical tourism industry. Some of the categories of exhibitors at the Expo would include:

- AYUSH Industry Manufacturers- Ayurveda, Siddha, Homeopathy, Unani and Aromatherapy
- AYUSH Manufacturing & Packaging
- AYUSH Contract Manufacturing
- Traders & Distributors
- Hospitals & Clinics
- Consultancy Firms
- Research Outsourcing Centers
- Production Outsourcing Companies
- Product Development & Educational Institutions
- National & International Universities
- Laboratories & Testing Equipment
- Herbal, Organic Products
- Resorts & Spa
- Knowledge Bank Services
- Ayurvedic Practitioners & Hospitals
- Cosmetics & Personal Care Traders and Manufacturers
- Nutraceuticals and Food Supplements
- Equipments - Steam, Sauna, Alternate Medicine, Spa, Personal Care, etc.
- Book Publishers
- Medical Plant Nursery / Cultivator Herbarium
- Certification Agencies

WHY PARTICIPATE IN Arogya Fest 2020

NESCO Exhibitions presents Arogya Fest 2020 for the benefit of the AYUSH Industry in India. The State of Maharashtra is one of the largest markets of production and consumption of AYUSH in India and hence Arogya Fest 2020 provides a world of opportunities to its participants for their business penetration and revenue growth.

Arogya Fest 2020 would provide the manufacturers, suppliers, practitioners of the AYUSH, the perfect platform for:

- Interaction and knowledge sharing with peers
- Showcasing their products, services and expertise
- Creating awareness of their services among the target audience of business buyers and end users
- Generating new business leads
- Getting the latest updates on research, development and trends in the Industry
- Interaction with Government decision makers and policy makers due to the involvement of the Ministry of AYUSH

VISITOR PROFILE

Arogya Fest 2020 with its varied portfolio of exhibitors would cater to a large target audience of business buyers and end users.

Some of the key visitors expected at the Fest are:

- Ayurveda Drug Manufacturers
- Ayurveda Hospitals, Resorts and Retailers
- Sports, Fitness, Wellness And Retail Industry
- Developers & Builders
- Fitness Consultants / Enthusiasts
- Gyms, Aerobics & Yoga Centers Owners
- Health & Wellness Therapists
- Medical Tourism Facilitators
- Naturopathy Centre Owners
- Nutritionist & Dieticians
- Physicians
- Panchakarma Centre Owners
- Spa & Medi Spa Owners
- Spa Therapists
- Students
- University / Medical Schools Management (PG & UG)
- Upmarket Crowd
- Wellness Centres
- End Users and Consumers of AYUSH services and products

WHY VISIT Arogya Fest 2020

- Unique experience for the AYUSH enthusiasts and end users
- Meet and source from over 150 AYUSH manufacturers, suppliers and practitioners
- Attend Chikitsa Clinics and get a check on your wellbeing quotient
- Attend Live Yoga Workshops
- Explore the alternate medicine for curative and preventive wellness
- Explore the means of a better lifestyle using Ayurveda, Yoga and Naturopathy
- Understand the applications of Siddha and Unani for a side-effect free cure to ailments
- Explore alternative career options in the practices of AYUSH
- Walk-in and learn to maintain and use medicinal plants for a better home and life
- Shop for a wide range of AYUSH products- beauty, hygiene, health, fitness, medicinal, home improvement and maintenance, worship, and much more





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PARTNERSHIP OPPORTUNITIES

Arogya Fest 2020 would present interesting partnership
and participation opportunities



Registration Branding



Onsite Venue Branding



Merchandise Branding



Media Branding

MEDIA AND PROMOTIONS



Online Promotions

Website, Social Media,
Search Engine Marketing,
Email Marketing,
Targeted Marketing,
Affiliate Website and Promotions



Outdoor Promotions

Print Advertisements,
Magazines, Newspapers,
Hoardings, Bus Backs,
Mobile Outdoor Media,
Theatres



Direct Promotions

Door to Door Promotions,
Direct Mails/Invites,
Association Based Tie-Ups
and Invitations, Telecalling,
VIP Programme

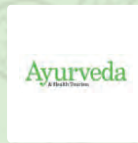
Supporting Associations



Digital Partner



Media Partners



SALES TARIFF *18 % GST APPLICABLE

STAND TYPE	INDIAN EXHIBITOR	INTERNATIONAL EXHIBITOR
Bare Space	INR 9000/- sqm	USD 150 sqm
Shell Scheme	INR 9500/- sqm	USD 160 sqm
For SSI/MSME/SME	INR 7200/- sqm	NA

NESCO EXHIBITIONS:

NESCO Ltd, organizes unique events and exhibitions on emerging industry subjects. We aim to leverage our three decades of exhibition industry experience to create meaningful platforms for sellers and buyers to network and grow.

FOR DETAILS ON PARTICIPATION, PLEASE CONTACT

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