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Problems and Prospects of Marketing Ayurvedic Medicines in India

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Abstract

This article abstract for "Problems and Prospects of Marketing Ayurvedic Medicines in India" examines the growing market for Ayurveda, driven by consumer demand for natural and alternative treatments, while also analyzing the challenges such as the need for scientific validation, standardization, and the adoption of modern technology. It highlights opportunities in the burgeoning domestic and international market but also the persisting issues in marketing and production that need to be addressed for industry growth and consumer trust. Lack of scientific endorsement and Standardization and regulation are some of the problems. Prospects include Growing market demand, Government support, international recognition etc.

Keywords: Scientific Validation, Standardization, Technological Adoption, Manufacturers, Practitioners, Policymakers, Herbal Based

Introduction

Ayurveda is the traditional healing system of India and is gaining popularity internationally. The Ayurvedic system acknowledges individual differences and disease-predisposing factors, and employs health-promoting approaches and treatments that emphasize prevention, health, wellness, fitness, and wholesome living. Despite Ayurveda being one of the most ancient systems of health care, the products marketed as Ayurvedic in India have not gained the popularity expected. The problem still compels the industry to focus on marketing of Ayurvedic medicines [1]. Ayurvedic medicines marketed in India fall into various categories: proprietary and classical formulations, including single medicines and those in the form of powders, pastes, liquids, granules, tablets, and dosage forms, often with no regulatory approvals. Marketing Ayurvedic medicines is still a significant challenge as various products are not attracting the desired market share.

Overview of Ayurvedic Medicines

Ayurvedic medicines are based on the ancient Indian system of medicine called Ayurveda. India is the birthplace of Ayurveda and hence the home of many Ayurvedic practitioners and manufacturers. Ayurveda focuses on the maintenance of health and prevention of diseases rather than simply treating ailments after they occur [1]. Ayurvedic practitioners analyse an individual's well-being based on bodily constitution or 'prakriti'. Products are categorised as per their use so as to make it simple for consumers to get the Ayurvedic remedies they need. To understand better, Ayurvedic products are classified as:

Medicina

These are medicines prescribed by Ayurvedic practitioners for cure or adverse conditions. Some common examples are 'chavanprash' for increasing immunity, 'methi powder' for increasing insulin production and controlling blood sugar levels, 'bramhi' for improving memorising power.

Supplements

These combine the goodness of herbs that have good nutritional benefits for the body and can be taken by any one without a prescription. They have no side effects and are relatively safe. Some commonly available are 'amla', 'methi' and 'shatavari'.

Cosmetics

These are herbal based personal care products for skin, hair, and body. They can be grouped into hair oils, gels, serums, lotions, etc. Many brands have come up with a number of products that are purely herbal and address issues such as baldness, dandruff, skin care, etc.

Ayurveda aims to promote good health, prevent disease and cure disorders by maintaining biological rhythms. It also promotes its therapeutic uses for diseases and disorders. It emerged in India more than 3000 years ago and was itself codified in the Vedic literature of 1500–500BC. The progress, which took place in the 13th century ad under various rulers led to the compilation of numerous classical texts and attestation of large-scale usage. Several pre-independent and post-independent scholars improved the primal teachings and enthused the subject through enlightening books. An array of works describing the principles, the objects, the pathologies, the remedial systems, and the treatments related to Ayurveda was outlined.

Market Landscape in India

The Indian market for Ayurvedic medicines is now estimated at 30,000 crores, with expected growth at 15-20 per cent. It is serviced by about 700 manufacturers, most of them small or medium-sized. The market consists of three main segments: proprietary medicines, classical medicines, and raw materials, with proprietary medicines providing the largest share. The Ayurvedic market is still at the lower end in terms of growth compared to other alternative and herbal systems. The number of companies and product portfolio have also grown tremendously along with established Integrated Ayurvedic business models including sectors such as hospital and health care centers, spa, FMCG products, etc. The growing demand for Ayurvedic medicines in India is due to various factors such as wider reach & availability; increase in acceptance by the masses; growing demand for preventive healthcare and safety of products; and side effect issues with allopathic medicines [2].

Problems in Marketing Ayurvedic Medicines

Ayurvedic medicines face several marketing difficulties in India. The country has a well-defined regulatory framework for these products; however, meeting all the requirements becomes a challenge. In the manufacturing sector, absence of quality testing, standardization, and both batch and supply chain traceability add to the marketing issues. To date, the Ayurvedic sector has also failed to gain the consumer trust enjoyed by Modern medicines. Misunderstandings about Ayurveda, such as its claim of being a complete science, limit its market reach. Notably, vast competition comes from Allopathy due to price, availability, and concern about side effects, especially for chronic ailments.

Regulatory Challenges Ayurvedic medicines market requires following statutory requirements defined under "Drug and Cosmetics Act 1940" and "Ayurvedic and Siddha Act of 1973" [2]. Licensing procedures conform to "DRUG AND COSMETIC RULES 1945". The product needs sufficient number of samples followed by a retrospective study and Stability studies. Common hurdles in Ayurvedic manufacturing include lack of knowledge regarding available guidelines, analytical methods and instrumentation; hence firms procure the desired information from external source leading to high cost and delay.

Quality and Safety Concerns Ayurvedic medicines if produced through unscientific methods may impose serious threat to consumer health. Availability and safety of laboratory for carrying out pharmacopoeial test for Ayurvedic materials are very rare. The drawbacks in supply of quality and chemical or microbial contaminated raw materials supposedly offer serious risk when used by consumers.

Standardization and Traceability Till date there are no standards set for an Ayurvedic medicines by Govt. Several times there were legal actions against certain products for non conformity of quality standards [3]. For General Ayurvedic materials there is no traceability from source to supply. Awareness of "Traceability system" concept is less among practitioners which lead to very poor compliance. Latest Technologies such as electronic tagging systems could be opted for major banks. There are no proper standards to ensure collection of authentic raw materials. At present commercial companies claim there is no proper procedural guidelines to ensure proper authentication of raw materials.

Regulatory Challenges

Ayurvedic medicines fall under the purview of multiple regulations at the central and state levels [3]. At the centre, the main legislators are the Drugs and Cosmetics Act, 1940, and the Indian Medicine Central Council Act, 1970, along with various rules that detail the regulations for manufacturing, marketing, and quality control. The primary regulations for Ayurvedic medicines are the Drugs and Cosmetics Rules, 1945 and the D & C (Amendment) Rules, 1993, which govern the biopiracy and patent rights of Ayurvedic medicines [4]. The related product approvals applicable to Ayurveda medicines include the following: traditional Indian medicines under schedule T of the D & C Act that are in the market since 1992; classical Ayurvedic medicines that have been marketed for more than 30 years; and proprietary Ayurvedic

medicines whose claim is based on material published in classical Ayurvedic texts [5]. The market is slow to recover from Covid-19 since restrictions, shortage of raw materials, and reduced revenues still persist.

Quality and Safety Concerns

Hygiene or Toxicity. Safety of Ayurvedic products is a major concern since the limited knowledge and information has led to the unfettered growth of unapproved or unregulated products, making the market dangerous for the general population [4]. Different people have different metabolic capabilities for the same drug and sometimes there is a mixture of drugs which on surface may seem harmless but together either reduce efficacy or increase toxic effect of the active ingredients because of interaction. Quality assurance when coming to the testing of Ayurvedic drugs is another strong need of the hour. Current practitioners of Ayurvedic medicine due to the presence of limited resources or personal budget do not indulge in quality testing procedure before the medicines reaches the final consumer.

Specific quality testing by a well reputed third party is almost non-existent while organisations like WHO and other similarly positioned agencies postulate a requirement of a well-defined Quality Management System (QMS) and Good Manufacturing Practices (GMP) in place to ensure a branded quality material which is seen assuring clientele before any product gain a sizable market share.

Standardization and Traceability

The major challenge in providing standard Ayurvedic medicines is the absence of batches and their traceability. The lack of standardization of formulations is the biggest concern of modern times. Without batch tracking, it is difficult to investigate product quality issues arising after sale. No standardized system is available to ascertain the quality of the herbarium. Compliance with Good Manufacturing Practice (GMP) remains uncertain. Four decades of variation still prevail in the prescription compositions of a classic Ayurvedic formulation, Kitajaryashta.

The standard of single drugs is imperative. Very few clinical trials approve Ayurvedic formulations as standalone patentable drugs, though the Ayurvedic Pharmacopoeia Specifications are recognized. Conventional techniques—Thin Layer Chromatography (TLC)—help assure standardization and authentication against prescribed pharmacopeia drugs. Indicators of quality inspection during routine pilgrimage known as Ashtabhaishajya in the outcome of clinical practices support standard-setting efforts coupled with a working life of herbal Ayurvedic medicines [6].

Consumer Awareness and Trust

Consumer awareness of Ayurveda is crucial for the marketing of Ayurvedic medicines. Ayurveda is often considered a natural, safe, and effective practice that does not have any side effects. Nevertheless, many consumers are not familiar with Ayurveda, and there exist misleading concepts regarding it. Such attitudes impede the marketing of Ayurvedic medicines and make consumers skeptical about their efficacy. Consumer awareness is continuously being built through various initiatives by different organizations. Additionally, to bolster confidence among consumers in purchasing health products, proactive actions in promoting Ayurveda help to build confidence among consumers.

Most consumers have little understanding of Ayurveda. It is considered a natural, safe, and effective system of treatment that does not produce side effects. Many consumers believe that Ayurvedic products can be widely used as they do not experience any side effects. Such an attitude is most prevalent in India compared to other countries. This misleading concept stops consumers from believing that Ayurvedic products are not associated with risk factors and that quality-check certification is unnecessary. The second myth concerns the Ayurvedic system by which consultation and prescription are done before purchase. Although widely practiced, this aspect is not essential, as consumers feel it must be adhered to. Ayurvedic producers must inform and educate the general public to eliminate such misleading views and promote consumer safety [7]. Online seminars with physicians, frequent advertisements on social media, and debates with other producers are a few initiatives taken to educate the general public. Initiatives also increase knowledge and awareness about Ayurveda itself, thus enhancing the promotion of Ayurveda and Ayurvedic products. Moreover, ensuring and tagging the registration number from the Ministry of Ayush on Ayurvedic products enhances consumer confidence, establishing a connection with the government.

Supply Chain Issues

Almost all of the Ayurvedic raw materials are sourced from the forest. The process is long and tedious. After obtaining raw material, it needs to be dried and stored properly before use. Twenty per cent of raw material is wasted during the process. Sourcing, transportation of raw material, and raw material storage are the major problems in Ayurvedic and herbal medicine supply chains. At every stage, proper planning is required, as lapse in any need can lead to the scrap of the whole batch. The supply chain in established industries is well planned, allowing them to maintain the quality of the product, whereas ayurvedic medicines often lack proper planning [1]. Even if an organization overcomes many hurdles, the supply chain remains unorganized. The raw material is not delivered on time because too many middlemen are involved who keep enormous margins. At times, the raw material itself is of low quality or adulterated. Quality assurance of raw material plays an important role in maintaining the quality of the finished product [8]. The upcoming trend of supply chain management is RFID and bar coding. It helps in maintaining the batch number and ensures traceability. If any batch of a product fails the quality test, it becomes easy to trace the raw material. Tracing helps in maintaining the credibility of the product, as well as the organization.

Competition from Modern Medicines

Ayurvedic medicines have been competing with modern or allopathic medicines since ancient times due to the wide acceptance of allopathy and other modern medicine systems. Allopathy is the most used medical system across the globe, comprising over 80% of medications. Ayurveda's share is negligible, and amongst system of medicines Ayurveda is least preferred. Allopathic medicines have a higher acceptance and more accessible due to the presence of three-dimensional space, i.e., physical, chemical and physiological, while Ayurveda system is based on plant only and capable of curing all the diseases. People feel that Ayurveda does not provide an alternative to big ailments. Ayurvedic products are at constant threat from modern medicine. Competition from modern medicines with Ayurveda is almost one-sided, and Ayurvedic medicines are unable to get a start to fight competition on a one-to-one basis. Both have different or varied approaches towards the treatment of the same ailment, one towards the removal of root cause or main symptom/audible defence on the other hand Ayurveda remove the pacification on the churned dosha vitiation. Fairly considerable has gone into the consideration of making south aith aids for the speedy curing of scalp mice and loss and drying spit. No importance has been provide to Ayurvedic medicine though selection cure has been taken place and more and more clinical cases has been successfully treated with ref. no treatment provided with and clear proof sences has been accomplished. Ayurveda don't have any proper way of vast availability of Ayurvedic or so called modern systems had enjoyed such consideration. Ayurvedic medicine work supremely better than modern medicine. Competition is very unfair from modern medicine as modern medicine still obtain large scope on a wide area whole road ahead was marked at a time when few valuable observations were collected before marked. Safety and quality of Anaesthetics, e.g. Sodium Phosphates being used in arrival at clinical establishment which has been used since decades, no such facilities still exist with related standard due to limited availability of backward products since utmost same long very little scope preserved [3].

Prospects and Opportunities

Ayurveda has recently received government recognition and support as a viable medical system, alongside Allopathy and Homeopathy, by designating it as a separate system under the Ministry of Health and Family Welfare. An initiative to promote traditional systems and herbal products is also being figured under the Ministry of Science and Technology. A number of schemes to promote ayurvedic medicines and their marketing have been implemented by various Departments of Government of India, Rajya Sabha for All India Ayurvedic Congress [2]. Rich in herbal composition and low side effects, ayurvedic products are gaining popularity. Growing concern for optimal health through preventive and alternative care is driving interest in the ayurvedic market. High demand for alternative brands is observed, not only in the Indian market but also abroad. With such a wide range of opportunities available in ayurvedic medicines, money making and career development are feasible. New approaches based on ayurveda are being adopted, with Formulations backed by scientific research and clinical trials being accepted readily in the modern market.

Although Ayurveda has existed since ancient times, the Ayurvedic industrial market remains immature. Apart from the absence of an organized system, various hindrances prevent the establishment of a robust Ayurvedic industrial market [3].

Government Support and Policy

Ayurvedic medicines have occupied a considerable market share in the Indian market [3]. The demand for Ayurvedic products is growing owing to the increasing health consciousness in the consumer segment and strong government support policies in recent times.

The Indian government is committed to preventing the extinction of the indigenous system of medicine, including Ayurveda, Unani, Sidha, and yoga, by enhancing the marketing techniques and opening new market, globally. The government provides marketing assistance through the marketing development assistance scheme. The Medicinal and Aromatic Plants (MAP) is being developed as a niche industry sector in the country to support the herbal and Ayurvedic industry.

Growing Health Awareness

The rising health awareness among the people of India is increasing the popularity of holistic systems like Ayurveda. Awareness of the therapeutic value of Ayurvedic medicines is gaining popularity due to the low cost and better availability of the products. This is encouraging more people to use Ayurvedic medicines, which helps to reduce the incidence or severity of various diseases. The popularity of natural products and preventive care is expected to continue growing. Traditional Indian systems of medicine, particularly Ayurveda, will play a significant role in catering to the growing demand for natural remedies [2].

Digital Marketing and E-commerce

Digital marketing campaigns employ many platforms and strategies to increase visibility, conversations, and conversions [9]. Indian consumers are increasingly attracted to e-commerce [10]. Ayurvedic firms need tailored digital marketing campaigns for effective reach.

Digital marketing fosters real-time engagement with current and potential customers. Various tools such as social media, email, search engines, blogs, and online advertising facilitate engagement. The e-commerce boom in India

and rising digital literacy are fuelling Ayurvedic medicine marketing through social media. Social media channels help identify target customer groups and design focused advertisements. Regulated and compliant Ayurvedic medicines can be advertised more freely than allopathic medicines.

Export Potential

Ayurvedic medicines have significant market potential outside India, particularly in Canada, the United States, the United Kingdom, and Switzerland. However, many barriers remain. Although no specific license is required from the Drug and Cosmetic Act for export, other regulatory and certification requirements exist to ensure product safety and quality. Important quality certifications such as the Food Safety and Standards Authority of India (FSSAI) and the Hazard Analysis Critical Control Point (HACCP) are therefore necessary. Health Canada and the United States Food and Drug Administration (USFDA) provide regulatory guidance on the classification of Ayurvedic medicines before export. These guidelines must be clear and route-efficient, as they often differ significantly from export requirements for allopathic formulations.

Regulatory requirements are usually outlined in various government departments' brochures; basic approvals such as those from the FSSAI and USFDA (for North America) must still be obtained. Target certification on the basis of the intended market must be conveyed to the R&D department early enough in product development to avoid delays. Mechanisms should also be developed to keep track of regulatory changes on new formulations and combinations in target export markets after product launch.

Innovation in Formulations

The Ayurvedic system recognizes a variety of herbal combinations, alone or in synergy with minerals, metals, and animal sources [11]. New blends form a potential area for innovation. Existing and contemporary Ayurvedic formulations lend themselves to contemporary products whose safety, efficacy, stability, and compatibility are experimentally validated [3]. Multiple products for modern delivery systems are possible. The Indian pharmacopeia defines Ayurvedic forms but does not include many options used in practice.

Strategies for Succeeding in the Market

The key to succeed in marketing ayurvedic medicines lies in realising quality inputs at every stage. Marketers must monitor the product from sourcing of raw material to finalisation of the package design and transportation to the end retail point. Standard Quality Management and Good Manufacturing Practices (GMP) should be strictly followed [12].

Consumer beliefs, information, and myth about ayurvedic medicines influence demand. Care must be taken to educate the consumer in a simple language. Transparent labelling and other modes of communication should be adhered to pass the message and attract consumer trust in marketed products. Marketer must also realise that ayurvedic medicines are always expected by the prime eaters of the treated sector in herbal contents. Data supporting the claim of safety and efficacy should be undertaken during product development phase and incorporated in the catalogue or tag to attract attention of would be users prior to its trial [1].

Distribution of ayurvedic medicines should be well mapped, well partitioned, and coordinated with properly equipped outlets. Employment of sales executive with adequate knowledge on the product before moving in order to avoid highly dispersed and haphazard target. Proper tie-up and associates with the ayurvedic manufactures in the central location or near surroundings having common goals and launch a broad-length to wall-delivered in remote areas or closely packed attachments where consumer can easily avail the product. Considering ayurvedic medicines often has different dosage forms on the basis of consumer's taste preference — marketing through own brand of cosmetics and facilities should also be run simultaneously.

Ensuring Quality and Compliance

Lack of compliance with the provisions of the Drugs and Cosmetics Act of 1940 has greatly given rise to marketing of substandard ayurvedic drugs. Almost every state in the country has such complaints. Many Ayurveda Colleges have reported that more than 90% of the medicines marketed by unauthorized manufacturers were of substandard quality. Quality assurances are grossly deficient at both production, supply and during storage at several supply depots, including Government Units. Adequate awareness through training of personnel is one of the possible ways out. Many of the Ayurvedic medicines are often standardized only upto simple tests for particular active ingredients due to prohibitive costs of heavy metal testing and the cumbersome search for simple, direct but specific tests for herbal ingredients. Herbal /herbal combinations continuously marketed without updated or documentation of safety and efficacy. Many are marketed or intended for a particular diseases despite lack of safety or efficacy documentation. A survey conducted during 2010 highlighted deficiencies regarding the compliance of labeling information as specified in the Drugs and Cosmetic Act of 1940 to reflect prohibition or restriction for either import or marketing of certain ayurvedic generic and proprietary medicines [4].

Building Consumer Trust

Building consumer trust involves ensuring product quality and safety, educating customers, and encouraging third-party regulatory approval. Consumers tend to trust herbal medicines more when they possess NAFDAC registration

[7]. Improvements to product packaging can further enhance credibility. Perceptions of herbal product safety are also linked to the cleanliness of the environment and the existence of formal regulatory approval. In building trust, Ayurvedic brands can therefore emphasise quality-control measures and promote product registration with the Central Drugs Standard Control Organisation. Packaging should communicate the product's adherence to safety and quality standards and the trustworthiness of the supplier.

Ayurvedic medicines pose risks to consumer health, partly due to potentially harmful ingredients such as heavy metals, undeclared synthetic additives, and plant materials contaminated with pesticides or other toxic substances. Nonetheless, many products do not undergo toxicological or microbiological testing. Other risks include the transmission of disease via contaminated herbal products, unproven claims, unfavourable effects on patients with specific medical conditions, and formulations that interact adversely with modern drugs.

Effective Distribution

Ayurvedic medicines lag behind their competitors in availability [13]. Sizing and increasing the distribution network is essential. Mapping major distribution channels, identifying suitable partners, and defining regional distribution strategies can address this issue. The main channels for distributing Ayurvedic medicines are wholesale, retailers, distributors, modern trade, and e-commerce [12]. Collaborating with packing manufacturers, wholesalers, stockists, and franchise distributors is recommended. New market entrants often require large distribution and stocking partners. Accessing rural delivery networks or exploring franchisee channels may help reach underserved areas.

Ayurvedic medicines' local availability needs improvement. Establishing alliances with well-established Ayurvedic medicine distributors fosters growth and outreach. Targeting regions with limited local access offers further expansion opportunities. Joining forces with existing players in the industry streamlines the distribution process through established retail networks.

Clear Labeling and Education

The labels on Ayurvedic drug containers must comply with the Drugs and Cosmetics Act, 1940, displaying specific information such as net weight, manufacturer details, license number, batch number, manufacturing date, ingredient list, drug quantity, caution warnings, and references from standard texts for classical formulations [4]. Proper labeling is essential because patients rely on these labels for accurate information. A survey conducted to assess the compliance of labeling information on Ayurvedic drugs marketed in India found inconsistencies and gaps that need to be addressed to promote safety and trust.

Clear and informative labels help consumers easily identify products and their benefits and guarantee confidence in purchasing Ayurvedic medicines [14]. Labels should indicate the exact product name, the ayurvedic properties of the formulation, indications, dosage, expected benefits, and possible contraindications. They must also provide clear directions for usage and precautions to take during intake. Adding a caution box for general guidance enhances visibility. Advising consumers to seek professional advice when in doubt reinforces responsible usage. Providing detailed information on the effects of a medicine accompanies the benefits communicated in advertisements and offers a balanced view. Warnings against concurrent use of other medicines or advised dietary restrictions contribute to the safe use of Ayurvedic products. Claims that medicines do not cause side effects can mislead and should be avoided if adverse effects are possible.

Sustainable Sourcing

Success in marketing Ayurvedic medicines depends on the origin of raw materials. Consumers want to ensure that natural ingredients have been responsibly sourced. Sourcing products ethically motivates Ayurvedic companies and inspires confidence and goodwill among buyers. Ethical sourcing encompasses a commitment to sustainable production standards. To meet these standards, companies can trace ingredients back to the farm and conduct audits of their suppliers. To further assure buyers, brands can express their sourcing goals on websites and product labels while reporting on their progress over time. Also, the preparation of effective Ayurvedic formulations relies on specific knowledge. Many companies lack this knowledge and need the assistance of established experts when developing products.

Sourcing Ayurvedic raw materials demands attention, as many companies face challenges in finding adequate supplies. When harvesting wild plants, suppliers sometimes destroy the surrounding ecology. Because a single species of plant can depend on a particular ecosystem of flora and fauna, ecologists warn that plant-based Ayurvedic formulations can disrupt an entire area's harmony through overharvesting. Furthermore, specific Ayurvedic plants are becoming endangered due to aggressive harvesting patterns. Well-organized companies widen their search for additional sources by investing in extensive market research on existing nearby and further locales. Such research can uncover existing populations of highly sought-after plants, animal derivatives, or minerals that could broaden the company's formulation options. The collection and building of outdoor cultivated farms allow companies to undertake preventive measures to protect growing Ayurvedic plants.

Case Studies

Ayurveda still remains a necessity for many people, for various purposes—health care, treatment of diseases, therapy,

personal or home care, etc.—and continues to be a popular choice for practitioners and their customers. To understand the challenges faced in marketing Ayurvedic products, three companies were selected for study on the basis of their experience. The first company, the largest in the country, leads the market in sales turnover and other aspects. The second company is relatively as old in age and established as the first, but its sales turnover is lower than the first company. The third company, operating through direct marketing, is comparatively new. By examining these three companies, and their case histories, it becomes possible to appreciate the challenges faced in marketing Ayurvedic products.

Company A started its marketing operation on a very small scale, and still does not have rich experience in the Ayurvedic segment. Nevertheless, this company and its products enjoy an envious reputation among consumers, and the company as a whole is progressing well. A marketing case study of Company A can thus provide some useful lessons for small and new companies planning to enter the Ayurvedic market, or for those planning to introduce new Ayurvedic products. Company B has been marketing Ayurvedic medicines for much longer, yet the volume of Ayurvedic sales is also limited. Even the well-established player has much to learn regarding marketing Ayurvedic products, and its experience, followed by Company C, can yield helpful insights for others [15].

Company C operates under the direct marketing model, and has been successful in forming a network of a large number of distributors. Each distributor earns a reasonable income that is quite attractive in times of economic difficulty. An examination of Company C's activities may draw attention to some marketing aspects, since direct marketing occupies a relatively uncharted territory within the Ayurveda market [2].

Conclusion

Ayurvedic medicines represent a timeless, accessible, and efficient mode of treatment. An effort to safeguard Ayurvedic medicine and to garner the respect accorded to allopathic medicines, Government of India enacts policies, grants incentives, and eases the approval processes [2]. Interest in natural lifestyles and preventive healthcare burgeons. Now, Ayurvedic medicines are employed for various disorders, with a reassuring decline in adverse effects. Promotion of Ayurvedic products through e-commerce, online pharmacies, word-of-mouth recommendations, and social networks reaches wider audience [3]. Research leads to the development of new formulations and isolates for better delivery systems and effective therapeutic targets. Necessary certifications and approvals for exports complicate the process, yet Ayurvedic medicines are exported to numerous countries and regions.

Ayurvedic medicines have problems to surmount. Obtaining approvals for clinical studies, preclinical toxicological studies, bioavailability or bioequivalence studies, and product registrations relating to new chemical entity garners ample time and resource. Adverse effects commence due to contaminants, mislabeled ingredients, and poor constituent quality. Ayurvedic medicines frequently accompany no batch number, compliance documents, or quality certificate. Selection of raw materials for toxicity is required, yet hazard analysis insufficiently heeded. Sunlight, moisture, and bacteria compromise efficacy; durability assessment is rare. Available methods permit tracing from dosage forms to ingredients, yet implementation remains sparse. Ayurveda encounters vigorous competition from modern medicine and the pharmaceutical industry. The public's medical choices hinge on multifaceted factors: service charges, efficacy, dosage frequency, possibility of adverse events, and ongoing inquiries about illness.

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