



PHARMACEUTICALS EXPORT PROMOTION COUNCIL

(Set up by Ministry of Commerce & Industry, Govt. of India)

INDO-AFRICA PHARMA BUSINESS MEET

AYUSH Exports & Potentials



by:
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Overall Exports from ASU&H Industry

Economic region wise Export Analysis for AYUSH Products [Rs Lacs]

Economic region	Mar.2006	Mar.2007	Mar.2008	Percentage	CAGR
Developed region	10906.73	11232.81	16331.28	50.09	22.37
Developing Country	9718.99	10899.12	12581.43	38.59	13.78
Least Developed Countries	3011.04	4167.82	3691.12	11.32	10.72
Grand Total	23636.76	26299.75	32603.83	100	17.45



ASU&H Exports

Category / Economic region	Mar.2006	Mar.2007	Mar.2008	Percentage	CAGR
Ayurvedic	23306.69	25953.91	32143.87	100	17.44
Developed region	10763.36	11158.37	16197.62	50.39	22.67
Developing Country	9611.24	10651.72	12346.21	38.41	13.34
Least Developed Countries	2932.09	4143.82	3600.04	11.2	10.81
Homeopathy	187.46	273.73	305.19	100	27.59
Developed region	101.84	11.17	96.72	31.69	-2.55
Developing Country	54.57	245.48	131.87	43.21	55.45
Least Developed Countries	31.05	17.08	76.6	25.1	57.07
Siddha	29.78	2.07	41.52	100	18.08
Developed region	3.78	0.79	16.78	40.41	110.69
Developing Country	26	1.28	24.68	59.44	-2.57
Least Developed Countries			0.06	0.14	#DIV/0!
Unani	112.83	70.04	113.25	100	0.19
Developed region	37.75	62.48	20.16	17.8	-26.92
Developing Country	27.18	0.64	78.67	69.47	70.13
Least Developed Countries	47.9	6.92	14.42	12.73	-45.13
Grand Total	23636.76	26299.75	32603.83		17.45



Region wise Exports

Regional Export Analysis for AYUSH Products. [Rs Lacs]

Geo Region	Mar.2006	Mar.2007	Mar.2008	CAGR [2006-2008]	% Share 2008
Africa	2629.57	3512.77	1959.78	-13.67	6.01
ASEAN	1257.95	1511.23	2669.18	45.67	8.19
CIS	6046.83	6035.5	11736.63	39.32	36
European Union	2536.85	2304.86	3089.69	10.36	9.48
Latin America	516.36	418.46	393.93	-12.66	1.21
Middle East	3597.83	4568.91	4779.2	15.25	14.66
NE Asia[excluding middle east]	663.26	595.82	791.56	9.24	2.43
North America	1964.5	2886.16	1792.97	-4.47	5.5
Oceania	1018.29	502.79	846.52	-8.82	2.6
Other European countries	73.1	206.59	471.8	154.05	1.45
SAARC	3139.49	3644.83	3892.92	11.35	11.94
Others	192.73	111.83	179.65	-3.45	0.55
Grand Total	23636.76	26299.75	32603.83	17.45	100



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Category – Region wise Exports

Category wise Breakup of different Regions [Rs lacs]

Row Labels	Mar.2006	Mar.2007	Mar.2008	CAGR [2006-08]	% Share 2008
Ayurveda	23306.69	25953.91	32143.87	17.44	100
Africa	2617.47	3497.75	1937.41	-13.97	6.03
ASEAN	1245.36	1402.47	2642.9	45.68	8.22
CIS	6007.84	5940.14	11692.99	39.51	36.38
European Union	2479.16	2301.66	3023.68	10.44	9.41
Latin America	515.78	414.02	331.97	-19.77	1.03
Middle East	3540.74	4566.04	4769.79	16.07	14.84
NE Asia[excluding middle east]	663.26	595.82	761.73	7.17	2.37
North America	1880	2831	1781.4	-2.66	5.54
Oceania	1017.21	486.72	844.6	-8.88	2.63
Other European countries	73	206.58	427.15	141.9	1.33
Others	191.23	110.9	174.81	-4.39	0.54
SAARC	3075.64	3600.81	3755.44	10.5	11.68



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Category – Region wise Exports

Category wise Breakup of different Regions [Rs lacs]

Row Labels	Mar.2006	Mar.2007	Mar.2008	CAGR [2006-08]	% Share 2008
Homeopathy	187.46	273.73	305.19	27.59	100
Africa	5.81	9.26	1.17	-55.12	0.38
ASEAN	10.23	108.76	6.67	-19.25	2.19
CIS	29.69	95.13	34.13	7.22	11.18
European Union	49.68	1.95	45.37	-4.44	14.87
Latin America		4.44	19.73	#DIV/0!	6.46
Middle East	19.52	2.23	6.29	-43.23	2.06
NE Asia[excluding middle east]			27.77	#DIV/0!	9.1
North America	51.87	8.28	4.78	-69.64	1.57
Oceania	0.19	0.93	1.92	217.89	0.63
Other European countries	0.1	0.01	44.65	2013.05	14.63
Others	0.71	0.93	1.02	19.86	0.33
SAARC	19.66	41.81	111.69	138.35	36.6



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Category – Region wise Exports

Category wise Breakup of different Regions [Rs lacs]

Row Labels	Mar.2006	Mar.2007	Mar.2008	CAGR [2006-08]	% Share 2008
Siddha	29.78	2.07	41.52	18.08	100
Africa	0.49		6.29	258.28	15.15
ASEAN			18.39	#DIV/0!	44.29
CIS		0.23		#DIV/0!	0
European Union	3.78	0.79	16.78	110.69	40.41
Latin America	0.17			-100	0
Middle East	24.97			-100	0
NE Asia[excluding middle east]				#DIV/0!	0
North America				#DIV/0!	0
SAARC	0.37	1.05	0.06	-59.73	0.14



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Category – Region wise Exports

Category wise Breakup of different Regions [Rs lacs]

Row Labels	Mar.2006	Mar.2007	Mar.2008	CAGR [2006-08]	% Share 2008
Unani	112.83	70.04	113.25	0.19	100
Africa	5.8	5.76	14.91	60.33	13.17
ASEAN	2.36		1.22	-28.1	1.08
CIS	9.3		9.51	1.12	8.4
European Union	4.23	0.46	3.86	-4.47	3.41
Latin America	0.41		42.23	914.89	37.29
Middle East	12.6	0.64	3.12	-50.24	2.75
NE Asia[excluding middle east]			2.06	#DIV/0!	1.82
North America	32.63	46.88	6.79	-54.38	6
Oceania	0.89	15.14		-100	0
Other European countries				#DIV/0!	0
Others	0.79		3.82	119.9	3.37
SAARC	43.82	1.16	25.73	-23.37	22.72
Grand Total	23636.76	26299.75	32603.83	17.45	



Top 50 Country Exports

Top Importing countries for AYUSH Products from India [Rs Lacs]

Row Labels	Mar.2006	Mar.2007	Mar.2008	CAGR [2006-08]	% Share 2008
Russia	3821.53	3931.62	7636.55	41.36	23.42
UAE	2202.17	2991.52	3361.02	23.54	10.31
Nepal	2021.81	2537.82	2627.1	13.99	8.06
Ukraine	1079.11	996.32	2076.28	38.71	6.37
USA	1796.11	2820.76	1680.39	-3.28	5.15
Sri Lanka	988.26	943.02	1045.78	2.87	3.21
Australia	985.36	457.18	780.47	-11	2.39
Kazakhstan	459.94	392.71	744.62	27.24	2.28
Viet Nam	170.14	486.59	649.88	95.44	1.99
Malaysia	499.8	523.71	647.34	13.81	1.99
Philippines	43.28	55	588.36	268.7	1.8
Kenya	404.28	853.26	536.21	15.17	1.64
Netherlands	362.82	370.1	519.5	19.66	1.59
Romania	390.18	240.71	519	15.33	1.59
Singapore	273.46	231.11	485.45	33.24	1.49
UK	617.98	484.74	473.24	-12.49	1.45



Top 50 Country Exports

Top Importing countries for AYUSH Products from India [Rs Lacs]

Row Labels	Mar.2006	Mar.2007	Mar.2008	CAGR [2006-08]	% Share 2008
Switzerland	44.26	193.08	430.52	211.88	1.32
Uzbekistan	221.32	90.48	386.97	32.23	1.19
Taiwan (Taipei)	18.25	297.28	352.48	339.48	1.08
France	66.31	160.17	293.46	110.37	0.9
Latvia	52.74	104.36	274.51	128.14	0.84
Saudi Arabia	124.36	269.62	274.36	48.53	0.84
Nigeria	435.08	209.29	260.45	-22.63	0.8
Oman	131.22	203.65	255.04	39.41	0.78
Germany	395.08	349.25	217.48	-25.81	0.67
Italy	259.21	93.25	216.66	-8.58	0.66
Mauritius	192.3	127.94	211.25	4.81	0.65
Azerbaijan	51.34	69.87	207.85	101.21	0.64
Yemen	115	78.45	202.97	32.85	0.62
Tajikistan	116.6	120.32	186.25	26.39	0.57
Bahrain	97.92	142.62	163.53	29.23	0.5
Moldova	92.85	195.29	160.81	31.6	0.49
Poland	34.03	117.11	158.65	115.92	0.49



Top 50 Country Exports

Top Importing countries for AYUSH Products from India [Rs Lacs]

Row Labels	Mar.2006	Mar.2007	Mar.2008	CAGR [2006-08]	% Share 2008
Uganda	58.08	78.37	154.03	62.85	0.47
Indonesia	61.12	125.18	151.96	57.68	0.47
Japan	229.3	123.95	143.83	-20.8	0.44
Bulgaria	101.49	140.59	127.65	12.15	0.39
Maldives	42.56	78.06	120.29	68.12	0.37
Iraq	3.63	68.81	119.72	474.29	0.37
South Africa	328.37	323.22	118.21	-40	0.36
Belarus	91.2	88.32	116.63	13.09	0.36
Korea Republic (South)	87.5	48.63	115.6	14.94	0.35
Canada	168.39	65.4	112.58	-18.23	0.35
Tanzania	62.23	111.71	111.87	34.08	0.34
Syria	302.09	187.92	108.5	-40.07	0.33
Congo, D.R.	4.83	14.35	91.95	336.32	0.28
Venezuela	100.82	119.44	91.65	-4.66	0.28
Hong Kong	59.19	16.66	90.43	23.6	0.28
Trinidad and Tobago	128.52	19.72	88.47	-17.03	0.27
Thailand	59.86	24.66	79.83	15.48	0.24
TOP 50 Total	20453.28	22773.19	30567.63	22.25	93.75



Country wise Top 25 – ASU&H Industry

Country wise Break up of AYUSH Products [Top 25 country] Rs Lacs

Country's Breakup.	Mar.2006	Mar.2007	Mar.2008
Russia	3821.53	3931.62	7636.55
Ayurvedic	3821.53	3931.62	7636.55
Homeopathy			
Siddha			
Unani			
UAE	2202.17	2991.52	3361.02
Ayurvedic	2188.38	2990.88	3358.44
Homeopathy	1.41		
Siddha	0.87		
Unani	11.51	0.64	2.58
Nepal	2021.81	2537.82	2627.1
Ayurvedic	1980.97	2522.3	2549.68
Homeopathy	12.18	14.36	76.6
Unani	28.66	1.16	0.82



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Country wise Top 25 – ASU&H Industry

Country wise Break up of AYUSH Products [Top 25 country] Rs Lacs

Country's Breakup.	Mar.2006	Mar.2007	Mar.2008
Ukraine	1079.11	996.32	2076.28
Ayurvedic	1079.11	996.32	2068.12
Siddha			
Unani			8.16
USA	1796.11	2820.76	1680.39
Ayurvedic	1711.89	2766.11	1669.64
Homeopathy	51.59	7.77	3.96
Siddha			
Unani	32.63	46.88	6.79
Sri Lanka	988.26	943.02	1045.78
Ayurvedic	986.15	934.76	1017.61
Homeopathy	1	7.21	3.26
Siddha	0.37	1.05	
Unani	0.74		24.91
Australia	985.36	457.18	780.47
Ayurvedic	984.28	442.04	780.27
Homeopathy	0.19		0.2
Unani	0.89	15.14	



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Country wise Top 25 – ASU&H Industry

Country wise Break up of AYUSH Products [Top 25 country] Rs Lacs

Country's Breakup.	Mar.2006	Mar.2007	Mar.2008
Kazakhstan	459.94	392.71	744.62
Ayurvedic	459.94	392.71	744.62
Unani			
Viet Nam	170.14	486.59	649.88
Ayurvedic	170.14	383.92	649.17
Homeopathy		102.67	0.54
Siddha			0.17
Unani			
Malaysia	499.8	523.71	647.34
Ayurvedic	492.04	523.27	645.96
Homeopathy	7.76	0.44	1.38
Siddha			
Unani			
Philippines	43.28	55	588.36
Ayurvedic	43.12	55	581.35
Siddha			5.79
Unani	0.16		1.22



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Country wise Top 25 – ASU&H Industry

Country wise Break up of AYUSH Products [Top 25 country] Rs Lacs

Country's Breakup.	Mar.2006	Mar.2007	Mar.2008
Kenya	404.28	853.26	536.21
Ayurvedic	404.28	853.26	535.75
Homeopathy			0.46
Unani			
Netherlands	362.82	370.1	519.5
Ayurvedic	362.8	370.1	510.27
Homeopathy	0.02		0.04
Siddha			9.19
Romania	390.18	240.71	519
Ayurvedic	390.18	240.71	519
Singapore	273.46	231.11	485.45
Ayurvedic	268.79	225.46	480.54
Homeopathy	2.47	5.65	4.75
Siddha			0.16
Unani	2.2		



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Country wise Top 25 – ASU&H Industry

Country wise Break up of AYUSH Products [Top 25 country] Rs Lacs

Country's Breakup.	Mar.2006	Mar.2007	Mar.2008
UK	617.98	484.74	473.24
Ayurvedic	589.94	483.16	464.94
Homeopathy	28.04	0.33	4.58
Siddha		0.79	
Unani		0.46	3.72
Switzerland	44.26	193.08	430.52
Ayurvedic	44.16	193.07	385.87
Homeopathy	0.1	0.01	44.65
Uzbekistan	221.32	90.48	386.97
Ayurvedic	221.32	90.25	386.97
Siddha		0.23	
Taiwan (Taipei)	18.25	297.28	352.48
Ayurvedic	18.25	297.28	352.48
Homeopathy			
France	66.31	160.17	293.46
Ayurvedic	66.31	160.17	293.46
Homeopathy			



Country wise Top 25 – ASU&H Industry

Country wise Break up of AYUSH Products [Top 25 country] Rs Lacs

Country's Breakup.	Mar.2006	Mar.2007	Mar.2008
Latvia	52.74	104.36	274.51
Ayurvedic	52.74	104.36	274.51
Unani			
Saudi Arabia	124.36	269.62	274.36
Ayurvedic	123.27	269.62	274.36
Homeopathy			
Unani	1.09		
Nigeria	435.08	209.29	260.45
Ayurvedic	435.08	208.59	253.83
Homeopathy		0.7	0.33
Siddha			6.29
Unani			
Oman	131.22	203.65	255.04
Ayurvedic	131.22	203.65	252.37
Homeopathy			2.67
Germany	395.08	349.25	217.48
Ayurvedic	390.56	347.63	187.19
Homeopathy	0.29	1.62	22.7
Siddha			7.59
Unani	4.23		



Observations

- **Africa presents 6% of ASU&H exports**
- **Big potential remain in low hanging fruits →**
 - **CIS (mainly Russia and Ukraine)**
 - **SAARC**
 - **Middle East**
 - **ASEAN**
- **Total ASU&H exports are only 326 Crs**
- **Growth rate is a meager 17% CAGR**



ASU&H Exports

- Data represents ASU&H exports for value added formulations put up for retail sales or in bulk exports
- Data does not represent the potential and exports from the herbal extracts sector – almost a 1000 Crs
- Data does not represent the performance of crude herbs – almost 800 Crs
- Exports development curve :
CRUDE HERBS → EXTRACTS → PRODUCTS



What is exported :

- Dietary Supplements – single herb tablets, massage oils, poly herbal simple OTC formulations
- Ayurvedic branded medicines – Rx and OTCx formulations
- Ayurvedic classical products – only SAARC
- Ayurvedic personal care products – toothpaste, hair oil, creams, etc...
- Heavy reliance on Ayurvedic books and www presence for generation of interest
- Interest due to mass informal education



Untapped potential

- **Formal approval of ASU&H formulations in LDC regions → bi-lateral MoU's required**
- **National DMF / Dossiers need approval with an AYUSH Std Mark for export allowance**
- **Establishment of scientific standardisation for products needs better PR / peer review**
- **We need to popularise and leverage the popularity of the crude herbs and extracts into value added formulations for retail sales**



CONCLUSION -

Untapped potential - \$ billion Plan

- **Products for acceptance of Practitioners and Products :**
 - **Homoeopathic products – allowed in almost all countries ; traditionally from Germany**
 - **Unani products – common heritage to GCC countries**
 - **Ayurveda – Ethnic rights to use their system of medicine**
 - **Siddha – ASEAN potential has immense value**

Thank you



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