

Host State



सत्यमेव जयते  
गुजरात सरकार

Govt of Gujarat

Supported by



सत्यमेव जयते

MINISTRY OF AYUSH  
GOVERNMENT OF INDIA

Organizer



WORLD  
AYURVEDA  
FOUNDATION

AN INITIATIVE OF VIJNANA BHARATI

# INTERNATIONAL AROGYA EXPO 2018

14th to 17th December 2018

Gujarat University Convention and Exhibition Centre (GUCEC)

Ahmedabad, India



A COMPREHENSIVE FAIR ON AYURVEDA  
YOGA, UNANI, SIDDHA AND HOMEOPATHY



Prime Sponsor



Partner





Re-aligning the Focus on Health

## INTERNATIONAL AROGYA EXPO 2018

Gujarat University Convention and Exhibition Centre (GUCEC), where the **AROGYA Expo** is scheduled is well known for holding exhibitions successfully is being brought up with world-class exhibition facilities. Ample parking space near the venue increase the possibility of enhanced footfalls. World-class Expo arrangements and stalls are expected to attract more than 3 lakh visitors. Pavilions by Ministry of AYUSH, Govt. of India, National Medicinal Plants Board, various state governments and PHARMEXCIL make the event more significant.

### HIGHLIGHTS OF AROGYA EXPO 2018

This AROGYA is expected to be a comprehensive health fair on the entire AYUSH systems with the following major highlights:

- ▶ Largest fair in complementary and alternative healthcare in the world since 2002
- ▶ Unique standing in terms of scale, exhibit variety, buyer attendance, buyer distribution, business turnover and credit standing
- ▶ Actively supported by the Ministry of AYUSH, Government of India and various state governments  
PHARMEXCIL Buyer – Seller Meet (BSM) to bring in 50+ foreign buyers and regulators
- ▶ Business opportunities for manufacturers and suppliers of medicines, herbal products, cosmetics, medicinal plants and raw materials, herbal extracts, equipment, instruments, allied utilities, publications etc.
- ▶ Home pavilion and pavilions by Ministry of AYUSH, Govt. of India, National Medicinal Plants Board, various state governments and PHARMEXCIL  
Mass publicity by the Ministry of AYUSH, Govt. of India and WAC
- ▶ Business opportunities for service providers such as hospitals, clinics, consultancy firms, research outsourcing centres, production outsourcing companies, product development institutions, national and international universities and educational institutions, laboratories, resorts and spas, trade houses and knowledge bank services

- ▶ Diverse visitor profile including medical practitioners, students, marketing strategists, professionals and consultants, policy makers, diplomats, scholars, representatives of foreign business corporations, industry associations and trade delegations from India and abroad, businessmen, manufacturers, retailers and the general public
- ▶ The visitors benefit from an array of exhibits by AYUSH pharma segment, practitioners and hospitals of all AYUSH systems, AYUSH-based service institutes and centres, research institutes and departments, laboratory equipment and machinery manufacturers, makers of hospital and surgical equipment, insurance companies, health tourism industry, herbal traders and medicinal plant cultivators
- ▶ Involves all trade and business associations of national and international importance in this sector, and major government and private organizations
- ▶ Backed by the involvement and support of these major associates, this year's Expo is expected to bring in half a million visitors
- ▶ Free health check-ups, lectures and Counselling by specialists of Ayurveda, Unani, Homeopathy, Siddha, Yoga and Naturopathy, Prakriti Pariksha and Nadi Pariksha (pulse diagnosis)

## 8th WORLD AYURVEDA CONGRESS & AROGYA EXPO 2018

The 8th WAC & AROGYA Expo will be organised from 14 -17th Dec 2018 at the Gujarat University Convention and Exhibition Centre (GUCEC) Ahmedabad, India by World Ayurveda Foundation. The event supported by the Ministry of AYUSH, Govt. of India.

### Highlights of 8th WAC

- 5000 plus delegates
- 4 Plenary, 30 parallel sessions and poster sessions together covering nearly 400 papers
- 150 Invited and Key Note Speakers
- 40 Countries' participation
- 20 Internationally acclaimed Speakers
- International Delegates Assembly
- International Conclave on Ethno Medicine and Traditional Health Practices with over 200 healers to demonstrate the traditional wisdom
- Exclusively designed 20 Associated Events\*

\*For details please refer to the main 8th WAC brochure or visit [www.ayurworld.org](http://www.ayurworld.org)

## WHAT DOES THE EXPO AIM TO ACHIEVE?

- Provide a much-needed showcase for the AYUSH sector in India
- Showcase the achievements of the AYUSH Councils
- Enable the Ayurvedic industry, allied products and services to interact directly with the consumers
- Facilitate interaction between the industry and potential buyers
- Register Ayurveda in the minds of consumers
- Motivate students

## WHO CAN PARTICIPATE?

- AYUSH Industry Manufacturers
- Traders
- Hospitals
- Clinics
- Consultancy Firms
- Research Outsourcing Centres
- Production Outsourcing Companies
- Product Development Institutions
- National & International Universities
- National & International Educational Institutions
- Laboratories
- Resorts and Spas
- Trade Houses
- Knowledge Bank Services
- Ayurvedic Practitioners
- Ayurvedic Hospitals
- Cosmetics ~ Manufacturers / Traders
- Private Educational Institution
- Govt. Educational Institution
- Foreign Educational Institution
- Foreign University
- Nutraceuticals / Manufacturer / Traders
- NGOs
- Equipments / Manufacturers / Traders
- R & D Institutions
- Book Publishers
- Medical Plant Nursery / Cultivator Herbarium
- Certifying Agency

With all its components, this edition of AROGYA is expected to attract larger participation from leading AYUSH drug manufacturers, healthcare products' manufacturers, health food producers, herbal cosmetic products, medical practitioners, hospitals, clinics, research institutes, naturopathy centres, lab equipment & machinery manufacturers, State & Central Government Departments, Councils and the general public.

The AROGYA Expo will also have

### FREE AYUSH Clinics for the General Public with focus on:

- ▶ Diabetes
- ▶ Women Health
- ▶ Child Health
- ▶ Health of Aged
- ▶ Preventive Cardiology
- ▶ Neurology
- ▶ Oncology etc.

Exhibitors are entitled to claim applicable subsidy from Ministry of AYUSH as applicable for National AROGYA exhibitors.

Details available at:

[www.ayush.gov.in](http://www.ayush.gov.in)

Available to all AYUSH sector stakeholders

#### REACH US AT...

Stall Booking	<a href="mailto:aogy@ayurworld.org">aogy@ayurworld.org</a>
General Enquiry	<a href="mailto:info@ayurworld.org">info@ayurworld.org</a>
Phone	+91 97653 83735 080 23467439, 42140442

#### EXPO TIMINGS

Business Visitors	General Visitors		
14-16th Dec 2018 10am - 6pm	14th Dec 2018 2pm - 8pm	15th & 16th Dec 2018, 10am - 8pm	17th Dec 2018 10am - 6pm

## GENERAL INFORMATION AND RULES FOR 8th WAC AROGYA EXPO, 2018

**VENUE:** Gujarat University Convention and Exhibition Centre (GUCEC), Ahmedabad, India  
**DATE & DURATION :** 14-17th December 2018

### PARTICIPATION CHARGES

- Standard Stall space - 3x3 sqm = 9 sqm – @9000/- per sqm.
- Sponsor pavilions – Only for sponsors (please refer to sponsorship opportunities)

**LAST DATE FOR BOOKING OF STALLS:** 15th October 2018

**SPOT BOOKINGS:** No spot bookings are entertained

**BULK BOOKINGS:** Bulk booking of stalls will be entitled for discounts

### FACILITIES:

Facility for stalls shall include structural construction, 3 sides PVC laminated panels, synthetic carpets, fascia in English (maximum 20 characters), 1 spotlight, 1 modular system table, 2 system foldable chairs, 5 amp. Plug point and other basic facilities.

Basic facilities available for all exhibitors: General Decoration, Security & Fire Fighting Services in Exhibition Hall, General Publicity for Visitor Promotion, General illumination inside, in the aisles and in the Exhibition Hall.

Additional facilities available on Payment Basis: Electricity for additional lighting and for demonstration of the equipment, additional furniture, spot lights, plug points and other electrical fittings, fixtures, wiring etc. Services of official stand, presentation agency for design, decoration work, display aids /stands, attendant/ interpreter / guides. Business / media centre facilities such as fax, e-mail, photography, computer services etc. Services of official freight forwarding, handling and clearing agency.

### HANDLING & CLEARANCE OF GOODS:

All clearing and handling of the exhibits shall be the responsibility of the exhibitors. However, they can take the help of the official clearing and forwarding agency.

Exhibitors are required to comply with instructions issued by the Organisers regarding the schedule for setting up and dismantling the stall. Failure to comply with the instructions will attract penalty. A circular / e-mail would be issued in this regard to all confirmed stall holders.

### GENERAL CODE OF CONDUCT:

- Exhibitors are not allowed to litter the surroundings
- Garbage bins have to be kept inside the stalls only
- Any equipments / material / goods if found on the aisles / gangways during visiting hours of the Expo will be removed by the organisers without notice

### EXHIBITORS' PASS & GATE PASS:

Exhibitors' passes shall be distributed to authorised persons at respective booths. Exhibitors are NOT allowed to vacate their stalls without a valid gate pass.

### SUB-LETTING:

Subletting of stalls is absolutely prohibited.

### GENERAL GUIDELINES:

The Exhibitors are liable for payment of compensation for any bodily harm to person, staff, agent, organisers and other exhibitors and / or damage caused to the property of the organisers and /or other exhibitors, caused by himself or his agents during transportation, installation, expo duration and dismantling period.



#### RIGHTS OF THE ORGANISERS:

- To reject any application for space without assigning reason
- To amend the Terms & Conditions for Participation and issue additional rules & regulations for the Exhibitors from time to time which shall be binding on the Exhibitors
- To recover from the Exhibitors, the compensation for losses or damages cause to the property or reasonable penalty for any willful contravention of the terms and the participation
- To postpone, curtail, extend or abandon the exhibition or close some or all sections of it temporarily or permanently in unforeseen circumstances
- To photograph or video film of the interior of any stall and to use the same for promotional work
- To refuse permission to any exhibitor to clear his stall if he has not paid all dues to the organizers or to retain the exhibits or other goods as collateral security till dues are paid
- To cancel any booking confirmed or otherwise, with or without payment affected in full or otherwise, without assigning any reason and without any notice or intimation

**INSURANCE:** Organisers shall not be held responsible for any loss whatsoever incurred by Exhibitors and they should obtain comprehensive insurance coverage for their exhibits against all risks for the period covering theft, floods, rain, transportation, preparation, installation for fair duration and dismantling including transit and any other loss as such.

**COUNTER SALES:** Counter sales are permitted at the exhibition. Exhibitors can sell their exhibits or equipment, provided they possess the necessary licenses, documents & permissions to sell their products / services within Gujarat State limit. In the case of sale, the payment of GST as applicable to the authorities concerned will be the direct responsibility of the Exhibitors.

**PARTICIPANTS' GUIDE:** Organisers shall bring out a Participants' Guide and the rules & regulations mentioned therein will be binding on all.

#### NON-ALLOCATION, CANCELLATION, NON-PARTICIPATION:

- a. If the Organisers cannot allot a stall, money paid by the prospective Exhibitor will be returned. Applicable only if full payment has been made
- b. If any Exhibitor withdraws or cancels participation minimum 60 days before the Expo, then only 80% amount will be refunded. This does not apply to the part payment
- c. If any Exhibitor fails to turn up for setting up the stall or cancels participation at the last moment, Organisers shall utilize the stall in any manner they deem fit. All the money paid by the Exhibitors will be considered forfeited

**TRAVEL & TOUR:** For your Travel, Boarding & Lodging arrangements, you may contact: Travel Partner. (Please visit [www.ayurworld.org](http://www.ayurworld.org) for more details and updates).

**JURISDICTION:** Disputes, if any, shall be subject to Bangalore jurisdiction only.

**FORCE MAJEURE:** Under the condition of the force majeure which also includes strike, lock out, closure, riots, the Organisers reserve the right to alter the opening dates and duration or even cancel the entire exhibition. In case of change in dates and duration of exhibition, contractual obligations between the Organisers and Exhibitors remain unaffected. In case of cancellation of the Exhibition, the amount will be refunded to the Exhibitors after deducting the proportionate costs already incurred by the Organizers.

The application form is to be signed and returned to the **Chief Coordinator, 8th WAC & Arogya Expo 2018, WAC Secretariat, 107/8, Margosa road, Between 13th & 14th Cross, Malleswaram, Bengaluru - 560 003, Karnataka, India.** The application must be accompanied by the Demand Draft drawn in favour of **AROGYA Expo**, payable at Bengaluru. Add the applicable taxes while drawing the DD as per Proforma Invoice issued. Exhibitors will be allowed to take possession of allocated stalls only after making full payment.

The Organisers stand indemnified from any liability on account of Exhibitors not complying with the provisions under Drug & Cosmetic Act, 1940 and Drug & Magic Remedies Act, 1955 and concerned Rules & Amendments therein or any other law that governs the Exhibitors' products, display, communication, claim and service. The Organizers reserve the right to deny exhibit of any product, service or message that in their opinion violates applicable laws with no liabilities accruing as a result of such action.

This Exhibitor accepts and agrees to abide by all the rules mentioned herein and subsequent additions and amendments, as determined by the Organisers and made binding on the Exhibitor/s as they deem fit. All decisions taken by the Organisers in any matter concerning the Exhibitors and AROGYA EXPO 2018 is not subject to option, choice, negotiation or prior agreement of the Exhibitor.

#### Simple steps to proceed with booking of stall(s):

1. Go through this brochure and AROGYA Expo Layout and decide general location of Stall and No. desired.
2. Contact Vd. Tanuja Gokhale (Cell No. + 91-9765383735, E-mail : [arogya@ayurworld.org](mailto:arogya@ayurworld.org)) to check availability of the desired stall number.
3. On mutual discussion and agreement Proforma Invoice will be sent for booking of stall.
4. All Proforma Invoices have a validity of 7 days for completion of formalities. Please fill in Form, attach DD as per Proforma Invoice and courier to WAC Secretariat, World Ayurveda Foundation, 107/8, Margosa Road, Between 13th & 14th Cross, Malleswaram, Bengaluru-560 003, Karnataka, India. Telephone : +91-80-23467439. Please email the details to [arogya@ayurworld.org](mailto:arogya@ayurworld.org) as a mandatory intimation for us to block your stalls.
5. WAC Secretariat will issue final Stall allotment on receipt of full payment. Part payment will not be entertained and may not be refunded in case of cancellation.
6. WAC Secretariat will intimate set-up dates and dismantling dates, 30 days prior to the event.

#### PARTNER STATES



Govt of Kerala



Govt of Maharashtra



Govt of Rajasthan



Govt of Karnataka



Govt of Madhya Pradesh



Govt of West Bengal

#### INSTITUTIONAL PATRONS



AVS, Kottakkal



Dhoot's Ayurveda



Dabur

#### PRIME SPONSOR



Madhavbaug

#### OUR SINCERE THANKS TO....



JIVA AYURVEDA



NAGARJUNA



VASU Healthcare



BENMOON



SREEDHAREEYAM



Phyto



PHYTO



S



ASHTARADHAN THAKKATTU MOSSER VAIDYARATNAM



Somatheeram AYURVEDA GROUP



UNJHA Pharmaceuticals (P) Ltd.



UMA AYURVEDICS PVT. LTD.

**GLIMPSES OF PREVIOUS AROGYAS...**



**AROGYA EXPO 2018, 14th - 17th December 2018**

**FORM FOR SPONSORSHIP / REGISTRATION OF STALLS**

To,

**WAC Secretariat (AROGYA EXPO),**  
 World Ayurveda Foundation, 107/1, Margosa Road  
 Between 13th & 14th Cross, Malleswaram, Bengaluru - 560 003  
 Phone: +91 80 2346 7439, E-mail: arogya@ayurworld.org, Website: www.ayurworld.org

(Filled up Form & D.D. to be sent so as to receive before 30th September, 2018)

**Sub: Booking of Stalls at AROGYA EXPO 2018**

Dear Sir /Madam,  
 We hereby forward the application form duly filled in together with Demand Draft for space rent.  
 We acknowledge explicitly that we have accepted in full the General Rules of the AROGYA Expo 2018  
 and by submitting this application; we undertake to comply with the same.

**1. NAME AND FULL ADDRESS OF THE ORGANISATION (in Block Letters)**

Name:.....

Address:.....

City:..... Pin Code: .....Country: .....

Phone:.....Fax: .....

E-mail: .....Website: .....

Short Name (For Fascia panel at entrance of your stall - Please use CAPS for FASCIA PRINT – limited upto 20 characters max.)

Name of Contact Person: .....Designation: .....

Address: .....

Phone No.: ..... Fax No:.....

Mobile No.: ..... E-mail: .....



**2. CATEGORY** (Please tick the appropriate)

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Ayurvedic Practitioner            | <input type="checkbox"/> Medicine ~ Manufacturer / Trader   | <input type="checkbox"/> Ayurvedic Hospital                     |
| <input type="checkbox"/> Cosmetics / Manufacturer / Trader | <input type="checkbox"/> Private Educational Institution    | <input type="checkbox"/> Govt. Educational Institution          |
| <input type="checkbox"/> Foreign Educational Institution   | <input type="checkbox"/> Foreign University                 | <input type="checkbox"/> Nutraceuticals / Manufacturer / Trader |
| <input type="checkbox"/> NGO                               | <input type="checkbox"/> Equipments / Manufacturer / Trader | <input type="checkbox"/> R & D Institution                      |
| <input type="checkbox"/> Book Publisher                    | <input type="checkbox"/> Medical Plant Nursery / Cultivator | <input type="checkbox"/> Herbarium                              |
| <input type="checkbox"/> Certifying Agency                 | <input type="checkbox"/> Others .....                       |   |

**3. SPACE REQUIREMENTS AND DETAILS OF PAYMENT (Tick the Appropriate)**

1. Stall Type:

- Standard Stall space - 3x3 sqm. @ ₹9000/- per sqm.
- Small Stall space - 3x2 sqm. - @ ₹9000/- per sqm.
- Sponsor pavilions – Only for sponsors (please refer to sponsorship opportunities)

2. Number of stalls: .....

3. Preferred stall numbers: .....

(Allocation at the final discretion of WAF Authorities)

4. Hired / Built-up Space: ..... sqm.

5. Sponsorship / Stall Booking Charges: ₹.....

6. GST (18%): ₹.....

7. Total Value: ₹.....

8. Proforma Invoice No.: ..... Dated: .....

(Please refer to the Expo Layout plan and reconfirm availability of particular stalls by communicating with arogya@ayurworld.org)

**Payment\*:**

Demand Draft No. : ..... Dated : .....

- \* Payment should be drawn in favour of **"AROGYA Expo"** payable at Bengaluru.
- \* Part payment not allowed and will not confirm booking or particular Stall allocation.
- \* No cancellation permitted on part payment, amount will be deemed forfeited.

**Bank details for Wire Transfer**

Name of the Account	: AROGYA EXPO	IFS Code	: MAHB-0001319
Account Number	: 60256704633	Name of the Bank	: Bank of Maharashtra
Type of Account	: S/B	Branch	: Yelahanka, Bengaluru (Code - 1319)

**4. ADDITIONAL FACILITIES\***

(Please be specific in requirements, use additional sheet if required)

- 1.
- 2.
- 3.
- 4.
- 5.

Additional sheet attached: Y/N..... If Yes, no. of pages: .....

\*(Kindly note that these facilities will NOT be provided by AROGYA Organising committee or any person on their behalf. The same shall be made available only through the agency as authorized by WAF. The contact details of the concerned agency/s shall be shared once the booking process is complete.)

Signature of Company Official & Seal: .....

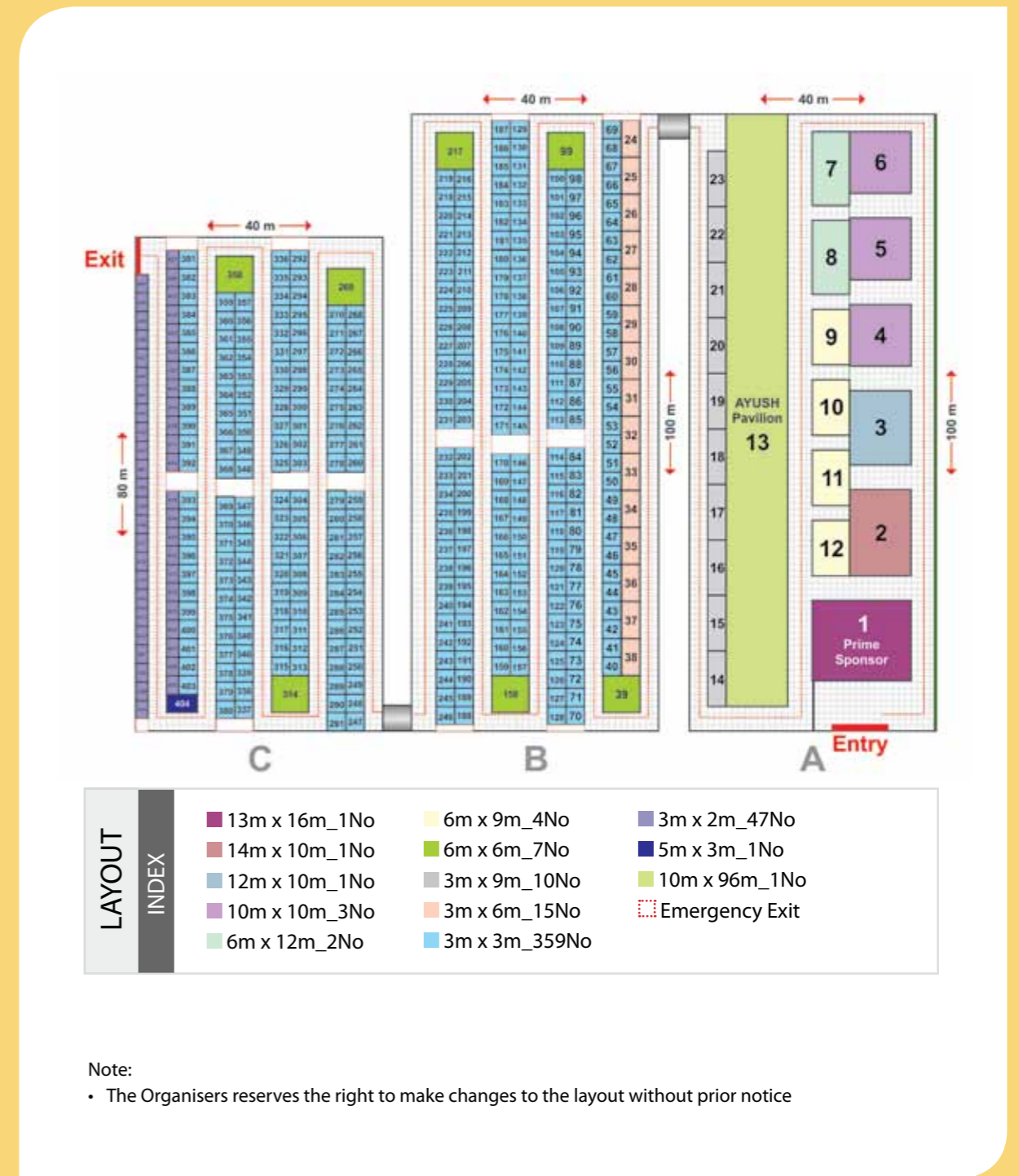
Date: .....

Note - Please go through Information & General Rules for AROGYA Expo, 2018

**8th WAC AROGYA EXPO 2018**  
**14 – 17th December 2018**

Gujarat University Convention and Exhibition Centre (GUCEC)  
Ahmedabad, India

**INTERNATIONAL AROGYA EXPO 2018 LAYOUT**



Note:  
• The Organisers reserves the right to make changes to the layout without prior notice



## MINISTRY OF AYUSH, GOVT OF INDIA

Created in 1995 as the Department of Indian Systems of Medicine and Homoeopathy, it was renamed as Department of AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy) in November 2003.

The department has become a full-fledged Ministry in November 2014. The Ministry focuses on upgrading AYUSH educational standards, implementing quality control and drug standardization, improving the availability of medicinal plant material, aiding research and development and generating awareness about the efficacy of the systems, within the country and overseas. Its declared objectives are as follows:

Upgrade the educational standards in the Indian systems of medicine and in homoeopathy colleges in the country.

Strengthen existing research institutions and ensure a time-bound research programme on identified diseases for which these systems have an effective treatment.

Draw up schemes for promotion, cultivation and regeneration of medicinal plants used in these systems. Evolve pharmacopoeial standards for Indian systems of medicine and homoeopathic drugs.



## WORLD AYURVEDA FOUNDATION

Founded in 2011, the World Ayurveda Foundation (WAF) is an initiative by Vijnana Bharati aimed at global propagation of Ayurveda. As part of a larger intellectual movement under the aegis of the Swadeshi Science Movement undertaken by Vijnana Bharati, WAF is a platform that would take Ayurveda to the world for all the benefits mankind can draw from traditional health sciences.

The objectives of WAF reflect global scope. Propagation and encouragement of all activities – scientific and Ayurveda-related – are the core principles. Support to research, health-care programmes through camps, clinics and sanatoriums, documentation, organization of study groups, seminars, exhibitions and knowledge initiatives to popularize Ayurveda in the far corners of the world are the broad latitudes of focus at WAF. Ayurveda as a sector requires the kind of stewardship and voice that genuinely bring out the ethos of Ayurveda in matters that govern policy and planning with State and Central government administration in India and the world over. WAF is positioned to provide this much-needed leadership with its wide participation of various stakeholder groups.

The impact of WAF encompasses the areas of policy, action, public health, trade, practice, science and, above all, global outreach for the benefit of society and mankind.

*Address for correspondence:*

### **WAC Secretariat**

World Ayurveda Foundation  
107/1, Margosa Road, Between 13<sup>th</sup> & 14<sup>th</sup> Cross  
Malleswaram, Bengaluru-560 003  
Phone: +91 80 2346 7439, 4214 0442

E-mail: [arogya@ayurworld.org](mailto:arogya@ayurworld.org), [info@ayurworld.org](mailto:info@ayurworld.org)  
[www.ayurworld.org](http://www.ayurworld.org)