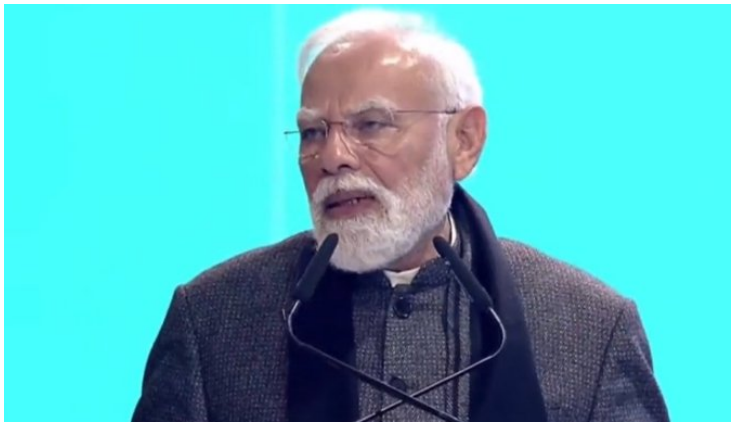
BioSpect the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

PM Modi launches Ayush Mark, setting global quality benchmarks for Indiaâ??s traditional medicine

19 December 2025 | News

To accelerate Indiaâ??s leadership in the global traditional medicine market



In a historic and visionary move that marks a defining moment for India’s traditional medicine ecosystem, Prime Minister (PM) Narendra Modi launched the Ayush Mark in New Delhi, establishing a globally aligned quality certification framework for Ayush products and services.

The launch, held on the national stage, reinforces India’s resolve to position its ancient systems of medicine—Ayurveda, Yoga, Naturopathy, Unani, Siddha, and Homeopathy—as trusted, science-backed, and internationally credible healthcare solutions.

Industry leaders across the country hailed the Ayush Mark as a transformational reform that will reshape the future of the Ayush sector, strengthen global trust, and unlock new export opportunities.

The Ayush Mark has been conceptualised as a gold standard of quality, safety, and compliance, aligned with global regulatory benchmarks and WHO-recommended practices. With two levels of certification, the Ayush Standard Mark for domestic assurance and the Ayush Premium Mark for international markets, the initiative addresses long-standing challenges of quality perception, regulatory acceptance, and consumer confidence.

Experts believe this move will significantly accelerate India’s leadership in the global traditional medicine market, where demand for certified, natural, and holistic healthcare solutions is rising sharply.

From the government’s perspective, the Ayush Mark is being viewed as a strategic instrument to enhance India’s global credibility.

Officials from the Ministry noted that the Ayush Mark complements several other reforms, including digital certification platforms, international cooperation agreements, and research-driven validation of traditional therapies. Together, these initiatives are expected to drive export growth, create employment, and strengthen India’s soft power in global healthcare diplomacy.

Industry analysts believe the launch of the Ayush Mark comes at a critical juncture, as global consumers increasingly seek natural, preventive, and holistic healthcare options backed by scientific validation. With structured quality certification now in place, Indian Ayush products are expected to gain smoother regulatory access and stronger market acceptance in regions such as Europe, North America, Southeast Asia, and the Middle East.