Quote by Nilaya Varma, Co-Founder and Group CEO, Primus Partners

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Primus Partners Unveils Ayush Vision 2030 Report At 11th Ayurveda Day

Report proposes a roadmap to build a USD 213 billion Ayush economy and strengthen India's position in global traditional medicine and wellness.

Authored by BW Online Bureau



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Article Content:

Primus Partners has unveiled its thought leadership report, Ayush Vision 2030: From Traditional Wisdom to Global Leadership, at the 11th Ayurveda Day celebrations organised by the Ministry of Ayush and coordinated by the Central Council for Research in Ayurvedic Sciences (CCRAS). The report, launched in Mumbai on 23 September 2026, outlines a roadmap to build a USD 213 billion Ayush economy by 2030 and expand the sector's role in healthcare, wellness, exports and economic development.

The report was unveiled by Minister of State, Ministry of Ayush, Prataprao Ganpatrao Jadhav. The launch was also attended by senior officials including Vaidya Rajesh Kotecha, Secretary, Ministry of Ayush, and Dr A Raghu, Advisor, Ministry of Ayush.

Seven Pillars For Growth:

Released under the theme “Ayurveda for a Healthier Tomorrow”, the report identifies two national ambitions: building a USD 213 billion Ayush economy by 2030 and establishing Ayush as a first-choice option for healthcare and well-being, while complementing modern medicine in acute and emergency care.

The proposed roadmap is structured around seven pillars — manufacturing expansion, export promotion, healthcare integration, wellness tourism, research and innovation, digital Ayush, and medicinal plants and global Ayush diplomacy.

According to the report, India’s Ayush ecosystem has strengths including more than 5,000 years of traditional knowledge, over nine lakh Ayush practitioners and more than 9,000 manufacturing units. It also highlights growing international recognition of Yoga and Ayurveda and existing policy and institutional support.

Nilaya Varma, Co-Founder and Group CEO, Primus Partners, said India has an opportunity to shape global healthcare through its traditional knowledge systems. “Ayush Vision 2030 is not just a sectoral growth roadmap; it is a national strategy to integrate preventive healthcare, scientific evidence, innovation and global market development into one cohesive ecosystem,” he said.

The report calls for greater public-private partnerships, inter-ministerial coordination, evidence-based policy frameworks and regulatory harmonisation. It also recommends increased investment in research and innovation and globally trusted quality and certification standards for Ayush products and services.

Primus Partners said coordinated action involving government, industry, academia, healthcare providers, research institutions and international partners will be required to scale the sector. The report positions 2030 as an opportunity for India to expand its role in traditional medicine and wellness while increasing Ayush’s contribution to the healthcare and wider economy.