



AROGYA HABBA

Wellness For All

30th November & 1st December 2024
Gate No 6, Grand Castle
Palace Grounds, Bengaluru

An Initiative By



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AROGYA HABBA

Presented by News First Kannada and Brand First, celebrates wellness and sustainable living. This exclusive expo showcases AYUSH wellness, organic products, and eco conscious innovations, offering a platform for premium exhibitors. A fusion of tradition and modernity, Arogya Habba promotes a healthier, sustainable lifestyle.

MARKET TREND

- **Rapid Market Growth:** India's organic living market, encompassing food and medicine, reached ₹10,550 crore in 2022 and is projected to grow to ₹38,000 crore by 2024, with a CAGR of 23.8%.
- **Consumer Shift:** Growing demand from health-conscious consumers seeking natural, chemical-free products in nutrition and healthcare.
- **Government Support:** National cooperatives and affordable certifications are enabling farmers to meet rising organic demand.
- **E-commerce Boost:** Online sales of organic products surged by 75% during the pandemic, with the e-grocery market expected to reach ₹16.6 lakh crore by 2024.



VISION

The goal is to create a platform that unites and elevates the AYUSH sector, integrating traditional medicine and wellness into modern lifestyles while boosting national recognition of AYUSH and organic products in the market.

MARKET TREND

Include Senior Care, Holistic Living, Pediatric Care, Pet Care, Medical Tourism, and Organic & Sustainable Living, all aimed at promoting innovative and sustainable solutions for a healthier lifestyle

EVENT THEME

Arogya Habba integrates Ayurveda and Yoga into modern wellness, promotes eco conscious innovations for sustainable living, and enhances the visibility of organic products as mainstream solutions for healthier lifestyles, all under the theme of "Wellness for All"

KEY WALK IN

- ▶ Health-Conscious Consumers
- ▶ Eco-Conscious Individuals
- ▶ Wellness Entrepreneurs & Startups
- ▶ Healthcare Professionals
- ▶ Investors & Industry Experts
- ▶ Families & General Consumers
- ▶ Traditional Medicine Practitioners
- ▶ Organic Food Producers
- ▶ Natural Product Manufacturers
- ▶ Medical Tourism Providers



KEY PARTICIPANTS

- ▶ AYUSH Practitioners
- ▶ AYUSH & Wellness Brands
- ▶ Wellness Equipment
- ▶ Healthcare & Wellness Centers
- ▶ Health Coaches
- ▶ Organic care solutions for seniors, children and pets
- ▶ Medical Tourism Providers
- ▶ Herbal & Natural Supplements
- ▶ Nutraceuticals
- ▶ Organic & Sustainable Product Manufacturers
- ▶ Alternative Therapy Services
- ▶ Sustainable technologies, Ayur technology eco-conscious solutions
- ▶ Sustainable Fashion Brands
- ▶ Educational Institutions
- ▶ Research Organizations

EVENT HIGHLIGHTS



Exhibitor Stalls



Experience Zone



Seminars & Workshop



Culinary Experience



Plant Exhibition



Awards & Recognitions



WHY TO EXHIBIT?

Brand Visibility

Entrepreneurship
& Growth

Networking

Targeted
Engagement

Market Insights

Product Demos



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REGISTRATION DETAILS

www.arogyahabba.com
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