



HERBS & HERBALS EXPORT PROMOTION ASSOCIATION OF INDIA



www.hepai.in



WELCOME TO HEPAI

HEPAI stands as India's apex non-profit trade promotion body committed exclusively to the promotion, development, and global recognition of the Herbal, Botanical, Nutraceutical, Aromatic, and Natural Products industry. As the only dedicated Industry specific national-level association for this sector, we play a critical role in shaping policies, building international partnerships, and empowering stakeholders across the value chain — from tribal gatherers and small-scale cultivators to large-scale processors, exporters, and global buyers.

With a heritage rooted in Ayurveda and a future focused on sustainable wellness, HEPAI is the bridge that connects India's ancient herbal wisdom with the modern world's demand for safe & standardized Natural Pharma Ingredients derived from many Plants & Botanical having Medicinal & Aromatic values , these Naturally derived plant -based Ingredients has turned out to be an globally recommended Functional Ingredients to prepare a vast range of Formulation for Lifestyle Management diseases impacting as an Natural solution for total integrated Health & Wellness . HEPAI is a one stop call for all information related to Minor Forest Produce & is playing a catalytic role in promoting trade & commerce of Natural & Herbal products.

LEARN MORE ABOUT **HEPAI**

Founded in 1998, HEPAI has emerged as a trusted voice for India's herbal and natural products industry. Our members include leading manufacturers, growers, exporters, and research organizations who are committed to global quality, sustainability, and innovation.

Our organization operates with a Mission-centric, Not-for-profit approach—serving as a catalyst for Industry-wide growth, Regulatory engagement, and International cooperation.

HEPAI is widely recognized as an Industry Facilitator and Bilateral enabler, actively bridging connections between like minded & segment specific stakeholders across the nation & global geographical boundaries . We are deeply committed to fostering sustainable and transparent bi-lateral trade practices, supporting SMEs and Growers , Processers , Cultivators , Collectors , of Natural products produce , and enabling Indian enterprises to integrate with Global value chains.



HOW WE WORK?

HEPAI works on a “No Profit – No Loss” basis to deliver socio-economic value and commercial support to Natural Product Industry. We serve as an advisory and promotional body that represents India’s herbal sector in policy framing and trade forums globally. We advocate for improved trade regulations, sustainability norms, and fair pricing . Acts as a catalyst for herbal-based rural and tribal economic upliftment. facilitates scientific research, clinical validation, and global outreach.

Our Core Objectives Include:

- Promoting responsible and ethical commerce in the Herbal and Natural Products industry.
- Facilitating international market access, trade opportunities, and global collaborations.
- Safeguarding the commercial interests of small stakeholders, manufacturers, and exporters by ensuring fair representation and advocacy.
- Engaging with regulatory bodies, research institutions, and policy think tanks to influence progressive policies and standards.
- Disseminating industry intelligence, fostering innovation, and supporting sustainable growth.
- With strong collaboration with ministries like AYUSH, Commerce & Industry, Tribal Affairs, and Environment,
- HEPAI acts as a nodal platform for all stakeholders interested in the growth and global integration of India’s natural health sector.

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VISION & MISSION



Vision

We envisage India as the world's foremost hub for premium, organic, and ethically sourced Natural and Herbal health products — creating a strong global presence that harmonizes ancient wisdom with modern innovation. Our goal is to establish India as the global capital of Ayurveda, Siddha, Unani, herbal medicines, Botanicals, nutraceuticals, and holistic wellness, offering safe, standardized, and sustainable Natural product solutions to the world.

Through this vision, we aim to drive inclusive economic growth for farmers, small stakeholders, manufacturers, and exporters, ensuring that prosperity is shared across the entire value chain. At the same time, we remain deeply committed to preserving biodiversity, protecting ecosystems, and fostering responsible commerce that respects both people and the planet.

By promoting international collaboration, advancing scientific excellence, and inspiring innovation, we aspire to position India not only as the supplier of choice but as the global leader in natural wellness Industry , Sustainable natural health practices, and ethical trade.



Mission

- ▶ To promote the export of herbal and natural products in crude, semi-processed, and finished forms.
- ▶ To empower farmers, especially in tribal and backward areas, through organic cultivation and MFP utilization.
- ▶ To bridge gaps in market access through digital platforms, trade delegations, and strategic partnerships.
- ▶ To foster scientific research, global certifications, and awareness of India's botanical wealth.
- ▶ To standardize practices, ensure regulatory compliance, and build international trust in Indian herbal products.



PRODUCT SEGMENTS WE REPRESENT

As a trusted bridge between India's rich herbal heritage and global markets, we serve industries spanning Ayurveda, herbal medicine, nutraceuticals, cosmetics, personal care, and food & beverages. By connecting farmers, manufacturers, and international buyers, we ensure premium, authentic, and ethically sourced Natural products with commitment of quality, spreading in every corner of the world.

Herbal & Botanical Extracts.

Medicinal Plants & Crude Herbs (Wild & Cultivated)

Essential Oils, Aromatics, and Oleoresins

Functional Foods & Nutraceuticals

Dietary Supplements & Herbal Teas

Ayurvedic & Natural Personal Care Products

Certified Organic Herbs, Spices, and Extracts

Synergistic Herbal Blends & Specialty Ingredients

Minor Forest Produce (MFP) and Tribal Forest Resources



CORE FUNCTIONS & SERVICES

As the nodal platform for India's natural products and herbal industry, the **Herbs and Herbal Export Promotion Association of India** is committed to nurturing growth, enhancing global market access, and strengthening export competitiveness. Our focus areas include quality assurance, certification, research, value addition, sustainable cultivation, and capacity building—while connecting farmers, industry, and international buyers. Guided by India's rich heritage of medicinal and aromatic plants, our mission is to build a strong ecosystem that empowers stakeholders and positions India as a trusted global leader in natural and herbal health solutions.



Export Facilitation:

Assisting Indian herbal and natural products exporters with international regulations, documentation, certifications (GMP, USDA Organic, EU Organic), and participation in global exhibitions and fairs.



Farmer & Tribal Empowerment:

Training farmers in Good Agricultural Practices (GAP), organic certification, and hybrid cultivation. Supporting tribal communities engaged in Minor Forest Produce (MFP) collection by ensuring fair prices and connecting them to reliable buyers.



Minor Forest Produce Optimization:

Promoting full utilization of MFP through new applications, improved marketability, and structured international export promotion programs—enhancing livelihoods of growers and collectors.



Market Intelligence Expansion:

Collecting and analyzing global data on production, trade, pricing, and demand for herbs. Providing members with market updates, buyer insights, and regulatory preferences while helping them identify and penetrate new international markets through trade fairs, B2B meets, and digital platforms.



Advocacy & Policy Representation:

Representing India's herbal and natural product exporters before global trade platforms (WHO, FAO, WTO, etc.) and government bodies to influence favorable policies, incentives, and industry regulations.



Organic Farming Promotion:

Encouraging sustainable and organic farming practices by providing training, seeds, seedlings, and other essential inputs. Supporting research institutions and laboratories to improve the quality of herbal & natural product for global markets. Promoting hybrid breeding, contract farming, and knowledge sharing through seminars, conferences, and publications.



Research & Development:

Collaborating with scientists and institutions on herbal & natural product research, value addition, and sustainable farming innovations. Engaging with standards-setting organizations and supporting continuous quality improvement in natural product domain.



Quality Assurance:

Promoting standardized cultivation, processing, and certification to comply with global regulations, including GMP and organic standards.



Certification & Standardization Support:

Helping exporters obtain internationally recognized certifications (Fair Trade, Halal, Kosher, ISO, HACCP, etc.) and aligning with Codex Alimentarius & Pharmacopeia standards to boost acceptance in regulated markets.



Intellectual Property & GI Protection:

Promoting Geographical Indications (GI) for unique Indian herbs (e.g., Ashwagandha, Turmeric, Neem) and safeguarding traditional knowledge through IPR protection in international markets.



Sustainability & Ethical Sourcing:

Promoting biodiversity conservation, sustainable harvesting, and eco-friendly cultivation methods, ensuring compliance with global sustainability norms (like CITES, UN SDGs).



Supply Chain & Logistics Facilitation:

Supporting exporters in reducing logistical barriers, improving cold-chain infrastructure, packaging solutions, and offering guidance on customs, tariffs, and trade finance.



Trade Fairs & Global Events:

Facilitating collective participation in domestic and international trade fairs, buyer-seller meets, and industry-specific events to expand international exposure.



Global Branding & Promotion:

Building India's image as a trusted source of high-quality herbs through global campaigns, branding initiatives, international roadshows, and country pavilions at major expos.



Digital Platform:

Our Digital Platform drives the herbal industry by promoting sustainable practices and global trade. It connects stakeholders, fosters innovation, and advocates for policies to strengthen India's herbal and nutraceutical sector.



JOIN US - BECOME A PROUD MEMBER

Becoming a member of HEPAI means joining India's most influential network dedicated to the Herbal, Botanical, Nutraceutical, Aromatic, and Natural Products industry. Our membership brings together cultivators, processors, exporters, researchers, and global stakeholders under one platform—offering unparalleled opportunities for policy advocacy, trade facilitation, research collaborations, and international market access. By uniting traditional knowledge with modern business practices, HEPAI membership empowers stakeholders across the value chain to grow sustainably, gain global recognition, and contribute to India's leadership in the herbal sector.

Who Can Join?

- ✔ Farmers & Tribal Collectors.
- ✔ Medicinal Plant Growers & Cultivators.
- ✔ Herbal Processors & Value-Adders.
- ✔ Nutraceutical Manufacturers.
- ✔ Dietary Supplements & Functional Food Manufacturers,
- ✔ Plant & Botanical Extractors, Exporters & Contract Growers.
- ✔ Organic Certification Bodies.
- ✔ Consultants, Researchers & Trainers.
- ✔ Agro Traders & International Buyers.





BENEFITS OF MEMBERSHIP

As a member of HEPAI, you gain access to a powerful ecosystem that supports growth, innovation, and global recognition in the Herbal, Botanical, Nutraceutical, Aromatic, and Natural Products sector. Our membership benefits include:

Global Visibility & Representation:

Showcasing members through participation in international trade fairs, exhibitions, and promotional campaigns.

Exclusive Market Access:

Access to verified buyer leads, trade opportunities, research reports, and global market intelligence.

Trade Show & Event Privileges:

Discounts on global trade show participation, plus invitations to workshops, training programs, and exposure visits.

Government Support & Assistance

Priority access to schemes, subsidies, and incentives to maximize exporter and SME benefits.

Regulatory & Documentation Support:

Guidance on certifications, compliance, and export documentation for seamless trade operations.

Networking Opportunities:

Connect with a vibrant community of growers, processors, exporters, decision-makers, policymakers, and international buyers.

Policy & Industry Updates:

Stay competitive with timely updates on regulatory changes, trade policies, and industry trends.

Comprehensive Industry Databases & Directories Comprising:

- Trade promotion organizations and councils
- Verified global importers/exporters
- Contract manufacturers & third-party production units
- Trade show calendars & organizers
- Industry journals, publications, and periodicals
- Real-time export/import data & analytics
- Government ministries & regulatory bodies
- B2B trade platforms & industry-specific search engines
- Directory of growers, collectors, cultivators, processors, and handlers of medicinal & aromatic plants



GET IN TOUCH

At HEPAI, we believe to get connected with like minded & resourceful teams by way of global networking & meaningful connections thus enabling us to achieve our mandate to drive natural product industry's growth and gain global recognition. Whether you're a tribal collector, cultivator, small-scale processor, exporter, researcher, or an international buyer looking to collaborate with India's herbal and natural products industry –

Just Join us, we are here to guide, support, and partner with you to foster our Natural product endeavours.



0731-4961140
+91 98934 99500



hello@hepai.in
membership@hepai.in



www.hepai.in



304 & 305, The Magnet Tower,
6/1, New Palasia, Indore - 452001
Madhya Pradesh - INDIA

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