

प्रगतिशील छत्तीसगढ़
• उन्नति की ओर एक पहल •

HEALTH

EXPO  2025

26th

27th

28th

FEBRUARY 2025

 **JANJGIR-CHAMPA
(CHHATTISGARH)**





The Indian healthcare sector has seen significant growth and advancements, achieving notable success in providing quality healthcare services to the population. It has become one of the largest contributors to employment and revenue in the country. The industry's rapid expansion is fueled by extensive service coverage, increased investments, and rising expenditures from both public and private stakeholders.

The event presents significant opportunities for businesses in areas such as pharmaceuticals, wellness, self-diagnosis centers, preventive healthcare systems, and medical supplies. It aims to create a collaborative space for participants to discover a wide range of healthcare solutions, blending modern medical practices with traditional healing techniques. Additionally, it will highlight cutting-edge innovations in technology, medicine, and healthcare, while emphasizing the importance of holistic wellness, preventive care, and natural therapies for healthier lifestyle choices.

The AYUSH segment is a tribute to India's rich heritage of natural healing, encompassing Ayurveda, Yoga, Unani, Siddha, and Homeopathy. It embodies the philosophy of harmony between mind, body, and soul, offering time-tested remedies and practices that promote holistic health. Rooted in nature and guided by tradition, AYUSH focuses on prevention, wellness, and the art of mindful living. This section will illuminate the enduring relevance of these ancient sciences, showcasing their transformative potential for fostering a balanced and sustainable lifestyle in today's modern world.

SECTORS

- **Ayurveda** : Focuses on natural healing through balanced diets, herbs, and lifestyle practices to maintain health and prevent illness. It emphasizes the balance of the body's doshas (vata, pitta, kapha) for overall well-being.
- **Yoga & Naturopathy** : Promotes physical and mental health through practices like yoga, meditation, and natural therapies. It emphasizes the power of the mind-body connection and lifestyle modifications to achieve wellness.
- **Unani** : A holistic healing system based on the theory of balancing bodily humors (blood, phlegm, yellow bile, and black bile) through diet, herbal remedies, and practices like cupping and massage.
- **Siddha** : A traditional healing system primarily practiced in South India, focusing on herbal medicine, diet, and spiritual practices to treat diseases and maintain health, emphasizing the balance of the elements in the body.
- **Homeopathy** : Uses highly diluted substances to stimulate the body's natural healing processes. It is based on the principle of "like cures like" and is widely used for both acute and chronic conditions.



BENEFITS

- **Prevention and Maintenance of Health:** AYUSH promotes preventive healthcare through natural methods, focusing on lifestyle modifications, diet, and regular practices like Yoga to keep the body in balance and avoid illness.
- **Natural and Safe Remedies:** These traditional systems rely on natural ingredients like herbs, minerals, and plant-based products, reducing the risk of side effects often associated with chemical-based medicines.
- **Holistic Health:** AYUSH considers the whole person—body, mind, and spirit—treating not just the symptoms but the root cause of health issues, promoting harmony and overall well-being.
- **Effective in Chronic Conditions:** The AYUSH approach offers natural and sustainable solutions for managing long-term conditions such as diabetes, arthritis, and stress-related disorders.
- **Mental Clarity and Emotional Balance:** Practices like Yoga, meditation, and mindfulness enhance mental health, reduce stress, and improve emotional stability, helping to manage anxiety and depression.
- **Boosting Immunity:** Many AYUSH practices, particularly herbal remedies and dietary recommendations, help strengthen the immune system, improving the body's ability to fight infections.
- **Personalized Care:** AYUSH therapies often take into account an individual's unique constitution (dosha) and specific health needs, providing customized treatments for optimal results.
- **Sustainability:** The reliance on eco-friendly, plant-based ingredients makes AYUSH practices environmentally sustainable and less impactful on the planet.
- **Cost-effective Solutions:** AYUSH treatments are often more affordable compared to conventional medicine, making them accessible to a wider population, particularly in rural or underserved areas.
- **Cultural Preservation:** AYUSH not only promotes health but also preserves and passes down ancient cultural practices and knowledge, maintaining India's rich medical heritage.



ORGANISER

Friendz Exhibitions & Promotions Pvt.Ltd is formed by a group of young, dynamic and professional event organizers who have an extremely successful track record of organizing exhibitions and global business summits which have proved highly beneficial for this exhibition and the visitors alike in the spheres of business-generation, new customer contact and export tie-ups.

- FEP event ensure the return of investment by mobilizing the buyers of products in the show.
- There is always an in-built publicity for the exhibitors in press and electronic media ensuring a penetrative coverage.
- FEP has a huge network in various fields who are always present at the event for interaction and disseminations of the topics of your choice.
- Lastly, after the show is over the FEP secretariat will be in touch with you to understand your needs for future shows and make it more business-specific.

So, be there and display your strengths and capabilities to a gathering of visitors/buyers who are arriving with a lot of exhibitions

Publicity & Promotions

“ **Health Expo** ” uses an extensive promotional strategy to attract an exodus of visitors. An excellent media mix is used to reach out to the right target audience.

Outdoor Publicity

Mobile van, Over road sign age, Hoarding's & Kiosks, banners Road Shows, Vehicle Wraps & Street Advertising.

Electronic Media

Radio Announcements, Television coverage, CableAds.

Print Media

Newspapers Ads & Trade journals.

Other Mediums

Catalogues, Direct Mailers, Brochures, Flyers E-Mail, messages, Web Pages & Telemarketing.

Above activities are supported with our specialized PR drive & Press releases.

Visitor's Profile

- Healthcare Professionals
- Medical Educators and trainers
- Medical Students and Trainees
- Specialists & Consultants
- Scientists & Technocrats
- Dispensing Chemists/ Pharmacists
- Researchers & Academics
- Government officials
- Investors and Entrepreneurs
- Non-Governmental Organizations (NGOs)
- Media professionals
- Technicians & Nursing Officers
- Care services & Self Help Groups
- Organisations for the Disabled
- Rehabilitation Organisations



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