

Mrida Greens Launches Triple-Purified Shilajit Platform, Targets India's Growing Ayurvedic Wellness Market

22 June 2026 | News

FDCA Gujarat-approved Ayurvedic formulation combines traditional purification methods with modern quality testing as company expands into nutraceutical, private-label and contract manufacturing segments



FDCA Gujarat-approved Ayurvedic formulation combines traditional purification methods with modern quality testing as company expands into nutraceutical, private-label and contract manufacturing segments

Mrida Greens & Development Pvt. Ltd. has unveiled a new Triple Purified Shilajit platform, marking its entry into the fast-growing Ayurvedic wellness and nutraceutical ingredients market with a science-backed approach to one of Ayurveda's most sought-after traditional formulations.

Developed at the company's DSIR-recognized research and development centre, the platform is based on a proprietary purification process that integrates traditional Ayurvedic *Shodhana* principles with contemporary quality assurance protocols. The product has received approval from FDCA Gujarat as a registered Ayurvedic formulation, positioning it for broader commercial adoption across health, wellness and functional nutrition categories.

The launch comes amid rising consumer demand for evidence-based traditional wellness products and follows the global spotlight on holistic health practices surrounding International Yoga Day. Long regarded in Ayurveda as a natural rejuvenator associated with vitality, strength and stamina, Shilajit has witnessed growing popularity across domestic and international wellness markets.

According to the company, the purification process incorporates multiple quality checkpoints, including screening for heavy metals, microbial contaminants and other safety parameters, with the objective of delivering a standardized and consistent ingredient suitable for large-scale commercial applications.

The new platform serves as the foundation for a diversified portfolio of Shilajit-based products targeting both consumer and business markets. These include purified Shilajit resin and extract powders, alongside specialized formulations such as Shilajit OJA Capsules, Shilajit Viromax, Shilajit Swarna Shakti, Shilajit Rajat Shakti, Shilajit Ghrit Shakti, and Nectar Shilajit

Honey. The company plans to supply these products through B2B channels, private-label partnerships and contract manufacturing arrangements.

The move reflects growing opportunities in India's rapidly expanding nutraceutical and Ayurvedic product sectors, where demand for traceable, standardized and scientifically validated herbal ingredients continues to increase. Industry analysts note that wellness brands are increasingly seeking ingredient partners capable of meeting both traditional authenticity and modern regulatory expectations.

Mrida Greens stated that its sourcing model emphasizes traceability and responsible procurement of herbal raw materials, working closely with source regions to maintain quality standards while supporting sustainable supply chains.

The launch also builds on the broader legacy of the Mrida Group, which has focused on rural development and social entrepreneurship through initiatives spanning agriculture, education, women's empowerment, healthcare and skill development. The group reports having impacted more than 20,000 individuals across 42 villages in nine states, while its market-linkage model for smallholder farmers has been featured as a case study at leading global business school INSEAD.

With the introduction of its Triple Purified Shilajit platform, Mrida Greens is positioning itself at the intersection of traditional Ayurvedic knowledge, scientific validation and scalable wellness manufacturing, targeting a market increasingly driven by consumer demand for trusted and transparent natural health products.