

Amway India Expands into Ayurveda with Nine Nutrilite Innovations

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Amway India, a leading health and wellbeing company, announced a landmark strategic push into Ayurveda with the launch of Nutrilite Ayurveda. Driven by the growing consumer demand for plant-based, preventive healthcare, and supported by the Government of India's sustained focus on strengthening the AYUSH ecosystem, the company unveiled nine new Ayurveda innovations under the portfolio and aims to build Nutrilite Ayurveda into an Rs 100 crore category over the next two years. Developed using Ayurvedic botanicals responsibly sourced from organically cultivated, NutriCert-certified farms, these products are manufactured at Amway's state-of-the-art facility in Tamil Nadu.

The launch represents more than an expansion of Amway India's wellness portfolio. It is an opportunity to contribute to the broader economic value chain around Ayurveda in India – from responsibly sourced botanicals and local agriculture to manufacturing, scientific research, innovation and employment. Bringing together more than 90 years of Nutrilite's botanical science expertise with a decade of local manufacturing capabilities, Amway India is combining the time-tested wisdom of Ayurveda with modern scientific validation, creating a wellness proposition that is Made in India, for India, with the potential to take India's traditional wellness to the world.

Speaking to the media at the launch, Rajneesh Chopra, Managing Director, Amway India, said, "India is witnessing a significant transformation in traditional wellness, driven by the Government of India's visionary focus on strengthening the AYUSH ecosystem and advancing Ayurveda as an integral part of the country's health and wellbeing landscape is creating a robust foundation for Ayurveda to thrive in India and gain greater relevance on the global stage. Furthermore, as India strengthens its capabilities in Ayurveda-led innovation and manufacturing, this growing ecosystem has the potential to create new economic opportunities, strengthen India's capabilities and support its emergence as a globally relevant hub for traditional wellness. This momentum aligns seamlessly with Amway India's next chapter of growth and our ambition to contribute meaningfully to India's vision of Viksit Bharat 2047. Reflecting our confidence in the immense potential of Ayurveda, we aim to build Nutrilite Ayurveda into a Rs 100 crore category over the next two years. With our deep expertise in nutrition, with more than 90 years of Nutrilite's botanical science legacy and scientific validation, Amway India is uniquely positioned to contribute the India's strategic roadmap for Ayurveda."