

Can India Turn Ayurveda From Heritage Into Intellectual Property?

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For decades, Ayurveda has travelled the world as India's inheritance — herbs, extracts and classical formulations carrying the language of ancient wellness. At Nutrify Today C-Suite Sumflex 2026, Greenspace Herbs proposed a different framing: Ayurveda not merely as heritage, but as intellectual property.

The Bengaluru-based company formally launched its Quantum Ayurveda ingredients in India after a successful debut in the United States, choosing Sumflex not as a conventional product-launch venue but as a strategic boardroom for disruption. The gathering of global nutraceutical leaders, ministries from Middle Eastern and CIS nations, senior Maharashtra government officials, researchers and investors was exactly the kind of room that signals whether a new idea is merely interesting — or commercially consequential.

For Shafiulla Hirehal Nuruddin, Founder Director of Greenspace Herbs, the launch carried an ambition larger than any single product. The company's thesis: India should not remain only a supplier of botanical raw materials to the world. It should become the owner of next-generation wellness science.

That distinction matters. India has always had the ingredients. What it has often lacked is the global narrative of proprietary processing, validated differentiation and premium scientific positioning. Quantum Ayurveda is Greenspace Herbs's attempt to change that.

The Science and the Proposition

The company's technology architecture is built around Quantum Ayurveda, AYUQUANTA 7, EASI — Energised Active Supplement Ingredients and EASI-FUSE, alongside a broad botanical-extract portfolio. Its branded ingredient platforms

include BerberineQA, AshwagandhaQA, CurcuminQA, FemHealQA and NerviTheraQA.

The idea is simple to describe, though ambitious to prove at scale: use controlled frequencies, resonance, and molecular-level energy loading to enhance the behaviour of classical Ayurvedic ingredients – without changing their botanical identity. The metaphor used around the launch was deliberately vivid: common ingredients, tuned to signature frequencies, become like Formula 1 racing cars – lighter, faster and more efficient.

According to company data, CurcuminQA has demonstrated up to 20-fold higher bioavailability and 22-fold higher peak absorption levels, while AshwagandhaQA has shown significantly enhanced absorption and retention compared with conventional extracts.

In business terms, Greenspace is moving Ayurveda up the value chain – selling a processed, measured and branded version of an ingredient, the way speciality actives and patented delivery systems command premium attention in global markets.

“India invented Ayurveda as a living science of balance, energy and intelligence. My wish in this phase of life is to contribute to the industry by helping that science be seen with the seriousness it deserves,” said Shafiulla Hirehal Nuruddin, Founder Director, Greenspace Herbs.

“Just as Quantum Ayurveda needed a platform with global presence, we chose Nutrifly Today C-Suite Sumflex for the official India launch because disruption must be introduced in the right room. This is Indian IP, Indian science and Indian responsibility moving to the world. For me, the objective was never only to launch ingredients – it was to launch a new way of thinking about Ayurveda.”