

Mrida Greens Bets on Purity, Science and Innovation to Drive Shilajit's Global Growth

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Manoj Khanna, Director, Mrida Greens & Development Pvt. Ltd

The Shilajit category is evolving beyond its traditional Ayurvedic roots, with growing consumer interest in scientifically validated, purified and standardised wellness ingredients. As demand rises for natural products that offer greater transparency, safety and consistency, companies are increasingly focusing on combining traditional knowledge with modern quality assurance and analytical testing.

Against this backdrop, Mrida Greens & Development Pvt. Ltd. has introduced its Tri Shodh Triple Purified Shilajit platform, which integrates traditional Ayurvedic Shodhana principles with contemporary quality protocols. The company is also expanding its botanical ingredients and Ayurvedic wellness portfolio across nutraceuticals, functional foods, private label

and contract manufacturing segments.

In this interview, Manoj Khanna, Director, Mrida Greens & Development Pvt. Ltd., discusses the company's proprietary three-stage purification process, the evolving Shilajit market, quality and authentication challenges, product innovation, and the role of wellness ingredients in supporting sustainable livelihoods for farming communities.

Mrida Greens has introduced a Triple Purified Shilajit platform that combines traditional Ayurvedic Shodhana principles with modern testing protocols. Could you elaborate on the proprietary purification process and how it enhances product safety, quality, and consistency?

Mrida Greens Tri Shodh is a proprietary three-stage purification process that combines traditional Ayurvedic Shodhana principles with modern quality assurance protocols.

In the first stage, Shilajit is purified using Triphala, a classical Ayurvedic blend known for its cleansing properties, helping remove impurities and improve the quality of the raw material. The second stage utilizes milk as a purification medium to further refine and stabilize the material. The third stage employs ghee, traditionally regarded in Ayurveda as a superior purification and carrier medium, resulting in a highly refined final ingredient.

Together, these three purification stages help enhance the safety, purity, and batch-to-batch consistency of Shilajit while preserving its natural bioactive profile. The finished ingredient is further subjected to comprehensive analytical testing for quality and safety parameters.

Importantly, although milk is used during the purification process, laboratory analysis confirms that no detectable lactose is present in the final product, making the purification process distinct from the composition of the finished ingredient.

Consumer demand for scientifically validated Ayurvedic and nutraceutical products is growing rapidly. How do you see the Shilajit market evolving in India and globally, and what role will innovation play in driving category growth?

The Shilajit market is rapidly evolving from a traditional Ayurvedic ingredient to a science-backed wellness category. Rising consumer awareness and demand for high-quality natural products are driving growth in India and globally.

Future growth will be led by quality, purity, safety, consistency, and scientific validation. Innovations in purification, standardization, and quality assurance will strengthen consumer confidence and support wider adoption of Shilajit in resin, capsule, tablet, and powder formats.

At Mrida Greens, our Tri Shodh platform reflects this commitment to combining Ayurvedic wisdom with modern quality standards.

Your Shilajit platform caters to multiple segments, including nutraceuticals, functional foods, private labels, and contract manufacturing. Which market opportunities are you most optimistic about, and how are you positioning Mrida Greens to capitalise on them?

We are particularly optimistic about the growing demand for high-quality Shilajit ingredients from nutraceutical, Ayurvedic wellness, private label, and contract manufacturing brands in India and global markets.

Mrida Greens is positioned to capitalize on this opportunity through its Tri Shodh platform, strong manufacturing capabilities, and focus on quality, consistency, and scientific validation, enabling brands to develop differentiated Shilajit products with confidence.

Traceability and responsible sourcing are becoming increasingly important in the wellness industry. How does Mrida Greens ensure the ethical sourcing, authenticity, and quality of its herbal raw materials, particularly Shilajit?

Traceability is important, but in the case of Shilajit, sourcing from remote mountain regions makes it difficult to independently verify every origin claim. Therefore, our focus is on rigorous authentication and quality testing of every batch in our QC laboratory before processing.

For other botanicals such as Guggul, Shatavri, Noni, and Amla, we strive to improve traceability by sourcing directly from farmer groups and organized supply networks wherever possible. Our social initiative, Mrida Heart & Soil Foundation,

works closely with farming communities on the ground, helping strengthen these relationships and improve supply chain transparency.

Across all our products, quality, authenticity, and consistency remain our foremost priorities.

The company offers a diverse portfolio ranging from Shilajit Resin and Extract Powder to specialised formulations such as Viromax, Swarna Shakti, and Nectar Shilajit Honey. What product trends and consumer needs influenced the development of these offerings?

Our product development is guided by evolving consumer needs and wellness trends. We continuously identify market gaps that can be addressed through Ayurveda, with formulations developed by our DSIR-approved R&D laboratory.

While our Shilajit range caters to energy and vitality, we have also developed products for joint health, stress management, detoxification, and immunity support, reflecting key health concerns of modern consumers. Our focus is on creating relevant, science-backed Ayurvedic solutions for today's lifestyle needs.

Mrida Group has a strong legacy of social entrepreneurship and rural development. How does the company's wellness business align with its broader mission of creating sustainable livelihoods and empowering farming communities across India?

At Mrida, we focus on addressing market linkage challenges faced by communities at the bottom of the pyramid. More than a decade ago, when millets were largely overlooked, we encouraged farmers to cultivate them and developed a range of millet-based foods under our Earthspired brand. The Earthspired journey has since become a case study at INSEAD.

Today, we continue this approach by encouraging the cultivation of medicinal plants and creating market opportunities for farmers through our botanical extracts business. By connecting farmers with growing wellness markets, we help create sustainable livelihood opportunities while ensuring a reliable supply of quality raw materials for our industry.

Looking ahead, what are your key priorities for expanding the Triple Purified Shilajit platform, and do you see opportunities for new product categories, exports, or strategic partnerships in the nutraceutical and functional food sectors?

Our immediate priority is to expand the reach of the Tri Shodh Triple Purified Shilajit platform across India and international markets by partnering with brands that value quality, consistency, and scientific validation.

We see significant opportunities in exports, private label development, contract manufacturing, and strategic partnerships with nutraceutical and wellness companies. At the same time, we will continue investing in R&D to develop innovative botanical ingredients and formulations that address evolving consumer health needs.