

Kudrati Herbs: Legal Compliance Policy for Ayurvedic Products

This document outlines the comprehensive legal compliance policy for Kudrati Herbs' Ayurvedic brands, ensuring adherence to national and international regulations. It provides a framework for product development, manufacturing, labeling, marketing, and post-market surveillance to uphold the highest standards of quality, safety, and ethical practice. The policy is designed for legal professionals and internal stakeholders, emphasizing transparency and consumer trust in all operations.

Product Lifecycle Compliance and Regulatory Framework

Kudrati Herbs adheres to a stringent regulatory framework throughout the entire product lifecycle, from sourcing raw materials to product distribution. This ensures that every Ayurvedic product meets the required quality, safety, and efficacy standards. Key regulatory bodies include the Ministry of AYUSH, Food Safety and Standards Authority of India (FSSAI), and relevant international agencies for export markets.

Key Stages of Compliance

- **Research & Development:** Ensuring traditional knowledge is backed by scientific validation.
- **Sourcing & Manufacturing:** Adherence to Good Manufacturing Practices (GMP) and sustainable sourcing.
- **Quality Control & Testing:** Rigorous testing for purity, potency, and contaminants.
- **Labeling & Packaging:** Accurate, clear, and compliant product information.
- **Marketing & Advertising:** Ethical claims and avoidance of misleading representations.
- **Post-Market Surveillance:** Continuous monitoring of product safety and efficacy.



Each stage is meticulously documented and audited to maintain full legal compliance. Specific attention is given to the proper classification of products (e.g., as food supplements, traditional medicines, or cosmetics) to ensure they meet the correct regulatory pathway in different jurisdictions.

Marketing, Labeling, and Consumer Protection Guidelines

Kudrati Herbs prioritizes transparent and truthful communication with consumers. Our marketing and labeling practices are designed to be fully compliant with advertising codes and consumer protection laws, both domestically and internationally. All claims made about our Ayurvedic products are substantiated by scientific evidence and traditional texts, avoiding any exaggerated or unsubstantiated benefits.

1

Accurate Labeling

Labels must clearly list all ingredients, their quantities, manufacturing date, expiry date, batch number, and dosage instructions. Health claims must be approved by relevant authorities and not mislead consumers.

2

Ethical Marketing

All advertising and promotional materials must be truthful, fair, and not create unrealistic expectations. We avoid making curative claims for products classified as food supplements or general wellness products.

3

Consumer Grievance

A robust system is in place for handling consumer feedback, complaints, and adverse event reporting. This ensures prompt investigation and resolution, reinforcing consumer trust and safety.

Regular training is provided to our marketing and sales teams on compliance requirements, ensuring that all interactions with consumers align with our ethical guidelines and legal obligations. This commitment to transparency and consumer well-being is central to the Kudrati Herbs brand identity.