

Tatha and Montenegro Consulate sign MoU for wellness collaboration

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Vedic Collection, the parent company of India's plant-powered wellness brand Tatha, has entered into a Memorandum of Understanding (MoU) with the Montenegro Consulate General Office in India.

The MoU was formalised between Divita Kanoria (*left in the image*), Founder of Vedic Collection, and Dr Janice Darbari (*right in the image*), Consul General of Montenegro in India, with the shared intent to explore sustainable collaboration between India and Montenegro in the realm of natural skincare, cultural exchange, and future market development.

The partnership stems from a mutual vision to identify and research indigenous herbs, aromatic plants, and mineral-rich ingredients native to Montenegro that hold promise in skincare and wellness. Known for its pristine mountains, coastal biodiversity, and therapeutic springs, Montenegro offers a largely untapped reservoir of botanical resources that align with Tatha's commitment to natural efficacy and ethical sourcing.

Tatha is already recognised as the only Indian brand blending plant stem cell biotechnology with traditional Indian herbs like *Manjistha* and *Ashwagandha*. The collaboration will begin with Tatha's current product range and may evolve to include new SKUs based on shared R&D and ecological compatibility.

The partnership is particularly strategic, given Montenegro's proximity and access to the European Union market. The European wellness and personal care market was valued at \$123 billion in 2024, and is expected to grow at a CAGR of 5.8% over the next five years, driven by consumer demand for clean, sustainable, and heritage-based formulations.

Tatha expects to explore EU market entry over the next six months, with Montenegro serving as a cultural and logistical conduit.

At the same time, India's herbal products exports have been gaining momentum—crossing Rs 12,000 crore (~\$1.4 billion) in 2023–24, with Europe accounting for a major share of demand. This growing global appetite for ancient wisdom and plant-based wellness solutions positions Tatha as a strong contender for expansion.

Sustainability, fair trade, and ecological sensitivity form the foundation of this initiative. The MoU encourages dialogue between scientists, herbalists, and institutions from both countries, with an emphasis on ethical exploration and cultural integration.

This collaboration marks the brand's first formal foray into international expansion, reflecting India's growing global influence in holistic wellness.