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## INDUSTRIAL CHEMOTAXONOMY - AN APPROACH FOR EXPLORATION OF POTENTIAL BIOMOLECULES FROM VARIED PHYTO-GEOGRAPHY OF INDIA

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**A**ccurate plant identification and right quality plant material from best location of different phyto-geographical zones is the foundation of effective usage of plant based natural health products in pharmaceutical industry. Herbal drug technology is used for converting botanical materials into medicines, where standardization and quality control with proper integration of modern scientific techniques and traditional knowledge is important. The use of chromatographic techniques and marker compounds to standardize botanical preparations has proven industrial usage for commercial exploitation of medicinal

diversity, their variable sources and chemical complexity. This has huge opportunity in the area of drug development and discovery, where variation in metabolite content plays an important role. A chemotypic fingerprinting and related technique provides an optimal characterization of botanical materials. This present contribution provides an overview and a brief account of various such studies conducted that are useful in identifying best location of right material from different phyto-geographical zones of India.

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