

1 **PHYTOCHEMICAL, ETHNOMEDICINAL AND PHARMACOLOGICAL**
2 **OVERVIEW OF *Ajuga bracteosa* Wall. Ex. Benth : AN ENDANGERED**
3 **MEDICINAL PLANT OF UTTRAKHAND, INDIA**

4 **Bhatt Sarswati Prakash¹, Silpi Chanda^{2*}, Bilandi Ajay³, Vikash Jakhmola,⁴ and Raj**
5 **Kumar Tiwari⁵**

6 ¹Research Scholar, RIMT University, Mandi Gobindgarh, Punjab, India

7 ²Department of Pharmacognosy, Amity Institute of Pharmacy, Lucknow, Amity University
8 Uttar Pradesh, Sector 125, Noida, 201313, India

9 ³Department of Pharmaceutics, College of Pharmacy, RIMT University, Mandi
10 Gobindgarh, Punjab, India

11 ⁴Department of Pharmaceutical Chemistry, Uttaranchal Institute of Pharmaceutical
12 Sciences, Uttaranchal University, Dehradun, India

13 ⁵Department of Pharmacognosy, Era College of Pharmacy, Era University, Tondan Marg,
14 Sarfarazganj, Lucknow, Uttar Pradesh 226003, India

15
16 *only_shilpi@yahoo.com

17 9816669885

18 Amity Institute of Pharmacy, Department of Pharmacognosy, Lucknow, Amity University
19 Uttar Pradesh, Sector 125, Noida, 201313, India

20
21 **ABSTRACT**

22 For live a happy and healthy life, we need medicinal plants. *Ajuga* has nearly 300 species.
23 *Ajuga bracteosa* Wall. Ex Benth (*A. bracteosa*) is a Himalayan medicinal plant. Its medicinal
24 potential comes from neo-clerodane diterpenoids, flavonol glycosides, iridoid glycosides,
25 ergosterol-5,8-endoperoxide, and phytoecdysones. The purpose of this article aimed to
26 compile existing literature on *A. bracteosa*. This review article aimed to raise awareness of
27 therapeutic potential of the plant. Updated information on medicinal plant secondary
28 metabolite production in vitro for pharmaceuticals is included in this review, as well as
29 current information on botanical secondary metabolite production in vitro for
30 pharmaceuticals. This species is critically endangered due to its medicinal potential and
31 commercialization. Conservation and management measures should be implemented to save
32 this endangered species. The current review focused on its phytochemical, traditional and
33 scientific uses along with its recent biotechnological advances for its preservation.

34 Key Words: *Ajuga bracteosa* Phytochemistry, Ethnopharmacology, Pharmacology,
35 Conservation

INTRODUCTION

36

37 Since ancient times, medicinal plants have been utilized to treat ailments. These plants are as
38 old as mankind. To improve global health, medicinal plants are used to treat a wide range of
39 ailments. Despite modern medicine advancements, people still rely on plants for health.
40 Plants are responsible for over a quarter of all contemporary medicines, either directly or
41 indirectly. Medicinal plants can be found all around the world, but they are more prevalent
42 in the tropics. According to the WHO human population size has grown enormously over the
43 last hundred years. This means increases in demand for food, water, home, electricity, roads,
44 automobiles and numerous other commodities. These demands are exerting tremendous
45 pressure on our natural resources. To meet this demand many significant plants are
46 threatened/endangered with extinction. The loss of biodiversity actually constraint and
47 counteract economic development. The entire ecosystem can be protected either by in situ or
48 ex situ conservation of endangered species. Surveying, documenting, and mapping
49 biodiversity are widely acknowledged as urgent tasks for plant conservation and sustainable
50 use. In this review we tried to updated the knowledge and documented the distribution,
51 phytochemistry, ethnomedicinal properties, pharmacognosy, pharmacology, in-situ and ex-
52 situ conservation techniques of one such nearly endangered plant *Ajuga bracteosa* (Figure 1
53 a & b) belonging to the family Lamiaceae. It is a perennial herb that grows abundant in
54 Himalayan province of India and Nepal [1,2]. In the temperate and subtropical parts of the
55 world, it thrives on grassland, exposed slopes, and open fields at elevations ranging from
56 1200 to 2500 meters [3]. It has great medicinal potential due to its diverse active ingredients
57 [4]. The biological significance, challenges to conservation, and opportunities for the plant
58 were all discussed by the author Mubashir Hussain et al., [5]. But with the morphological and
59 pharmacological studies, greater attention has been
60 placed on phytochemical aspects in the current study.
61 Along with its numerous current conservation
62 approaches for its protection, the current review also
63 emphasised the use of plants as cytotoxic,
64 antimutagenic, antibiotic, and parasite agents.
65

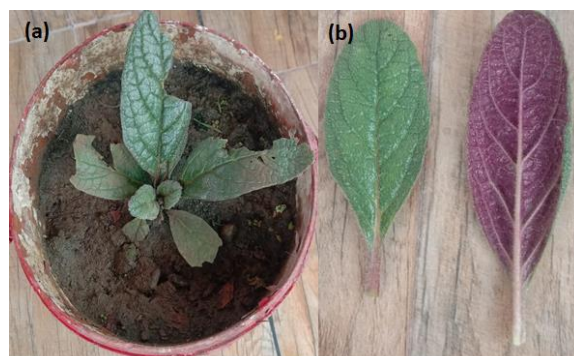


Figure 1(a) *Ajuga bracteosa* plant (b) *Ajuga bracteosa* leaf

66 **Taxonomical Status and vernacular Name:**

67 *A. bracteosa* comes to the kingdom Plantae of the Tracheophyta division, the Magnoliopsida
68 class, the Lamiales order, and the Lamiaceae family. *A. bracteosa* is known by many different
69 names. It's called "Bungle" in English, "Nilkanthi" in Sanskrit, and "Jan-i-adam" in Kashmiri,
70 Kauri booti in Urdu [6].

71 **Morphological description:** It is an aromatic medicinal, villous, soft, and decumbent herb
72 that grows 15–30 cm tall [7]. It is perennial evergreen plant with prolixly branching stems
73 that stay flattened. The flowers are yellowish with axillary spirals. It has a woody rootstock,
74 leaves that can grow to be up to 8.5 cm 3.5 cm in length and are usually much smaller with
75 a more crenate to lobed margin, calyces that are 3.5–4.5 mm in length.

76 **Active Phyto constituents:**

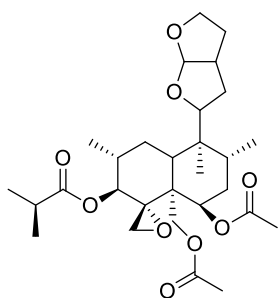
77 Compounds produced by *A. bracteosa* have a variety of medicinal effects. Flavonoids,
78 saponins, phenols, tannins, terpenoids, xanthoproteins, glycosides, and other compounds are
79 among them. According to Zahra et al., ethanol extract had the highest level of flavonoid
80 concentration while chloroform-methanol extract had the highest level of radical scavenging
81 ability. Polyphenols like pyrocatechol, gallic acid, resorcinol, catechin, chlorogenic acid,
82 caffeic acid, syringic acid, p-coumaric acid, ferulic acid, vanillic acid, coumarin, sinapinic
83 acid, trans-cinnamic acid, rutin, and kaempferol were confirmed using RP-HPLC-based
84 quantification [8].

85 According to Viljoen et al., 6-deoxyharpagide and raptoside are iridoid glycosides present
86 in the plant [9]. These compounds are optically active cyclopentenoids monoterpenes and
87 could be used for defence action [10].

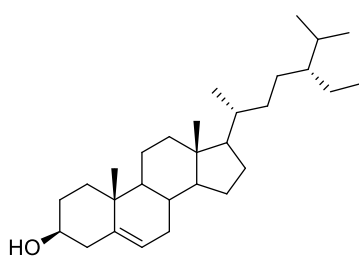
88 According to Rubnawaz et al., transgenic *Ajuga bracteosa* has a rich phenolic content and is
89 hence a superior choice for phenolic-guided pharmacological activities [11]. According to
90 studies, the constituent 20-hydroxyecdysone is present but its concentration varies depending
91 on where it is found due to the action of various exogenous factors. One such exogenous
92 factor, cold temperature, is ideally suited for consistent 20-hydroxyecdysone synthesis.
93 Studies have also suggested that this steroid might also have therapeutic benefits for a number

94 of respiratory illnesses as well as cardiometabolic and neuromuscular problems. According
95 to M Iqbal et al lactone steroids withanoloids, which serve as cholinesterase inhibitors, is
96 also present in the plant [12]. Dichloromethane extract of whole plant of *A.*
97 *bracteosa* produced a variety of clerodane and neoclerodane diterpenoids. Neoclerodane
98 diterpenoids have been shown to be effective as an anti-bacterial in tests [13,14]. As per
99 report analysis the antimicrobial activity and insect anti-feedent activity can also be correlate
100 with such diterpenoids [15,16]. Narendra Singh et al in the year 2006 isolated and identify
101 phthalic acid ester from nonpolar hexane extract of the whole plant [17]. There are several
102 other biologically active compounds (Figure2) were isolated and identified from the
103 methanol extract of aerial part of *Ajuga* which are showing anti-mutagenic activity [1].

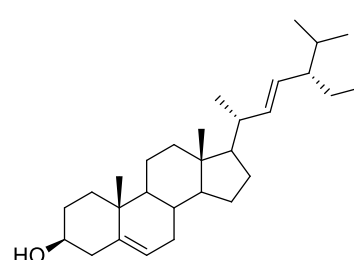
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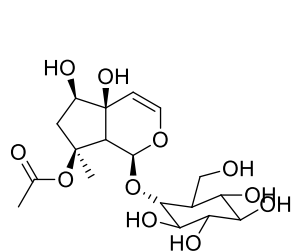
14, 15-Dihydroajuapitin



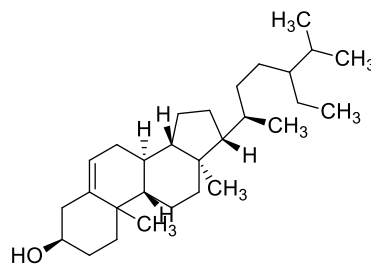
B-Sitosterol



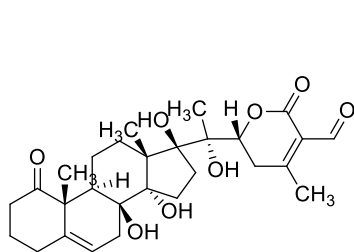
Stigmasterol



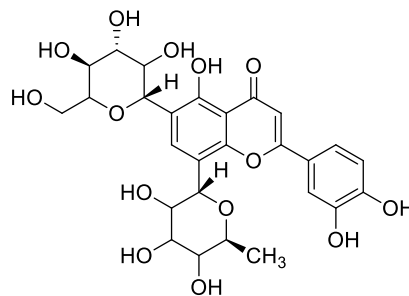
8-O-Acetylharpagide



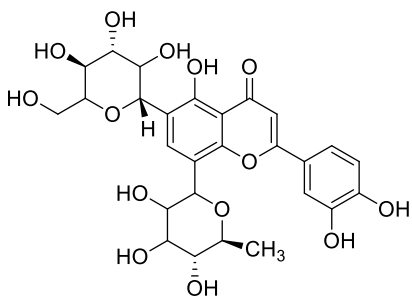
Arjunin D



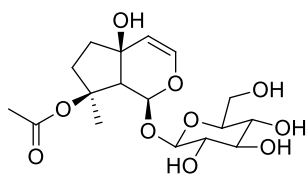
Argugin C



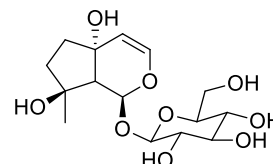
Carotinoid



Falvonoid



Reptoside



6-Deoxyhapagide

105

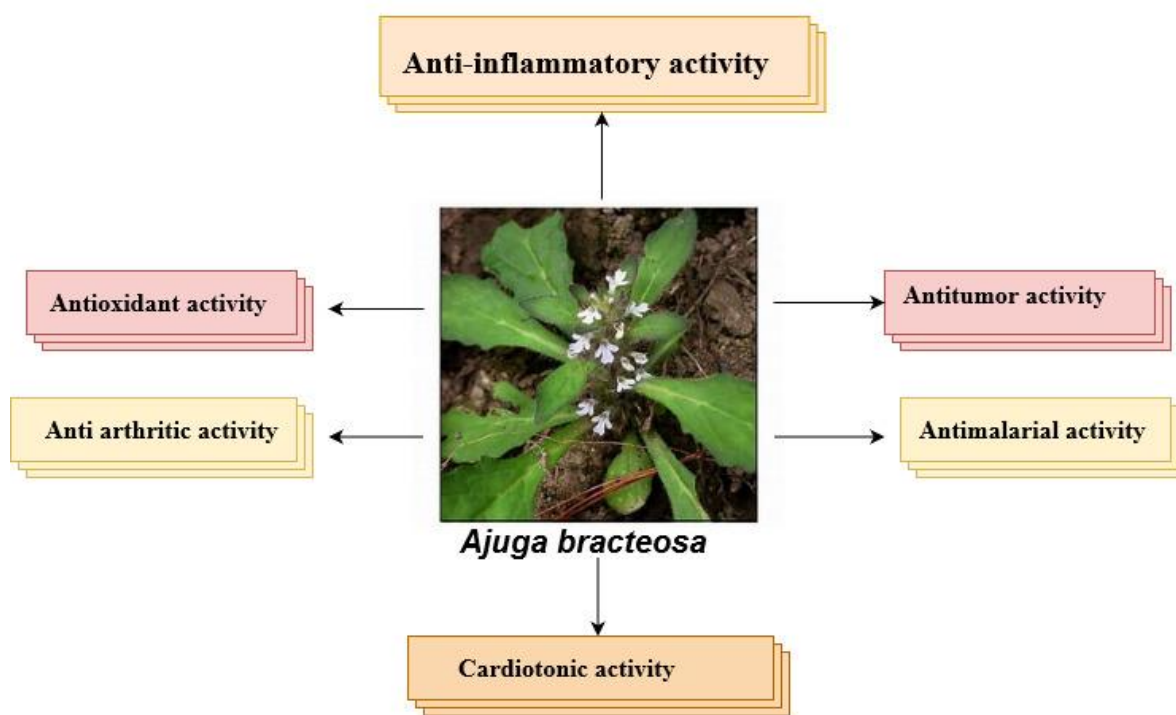
106 **Figure 2: Phytochemicals of *A. bracteosa***

107 **Pharmacology**

108 *A. bracteosa* has been evaluated exhaustively both in vitro and in vivo for diverse therapeutic
109 claims. Previous studies explored that *Ajuga bracteosa* possessed numerous pharmacological
110 activities due to its composition of secondary metabolite like diterpenoid, steroids and
111 flavonoids etc. Studies on the therapeutic profile of these secondary metabolites focused on
112 their immune system, anti-insect, anti-carcinogenic, anti-inflammatory, anti-arthritic, anti-
113 malarial, and anti-carcinogenic properties (Figure 3).

114 Previous research on *A. bracteosa* found that it inhibited the enzymes like lipoxygenase,
115 acetyl cholinesterase, and butyrylcholinesterase [17]. Phytoconstituents isolated from the
116 plant have very lesser side effects as compared to synthetic drug [18].

117



118

119 **Figure 3: Pharmacological activity reported in the *A. bracteosa***

120 **Antitumor/anticancer/antimutagenic activity:** Cancer is still one of the world's deadliest
121 disease, and India is no exception. Plants have long been key sources of effective anticancer
122 medicines accounting for more than 60% of all currently used anticancer drugs. Cragg et al.,
123 2005 & Newman et al., 2003 Pal et al studied the various extracts of *Ajuga* for its in-vitro
124 cytotoxicity activity [19,20]. In this experiment the author used the tumor cell lines MCF-7
125 and Hep-2. The methanol extract showed the maximum anticancer activity rather than its
126 petroleum ether and aqueous extract. Whereas the traditional approaches support its
127 decoction as anticancer potential [21]. The potentiality of the methanol extract is further
128 evaluated for its antimutagenic activity. In-vivo antimutagenic study was done in mice model
129 induced by Ethylmethanesulfonate. There are several compounds were isolated and
130 quantified by HPLC method. Among those, compound 14,15-dihydroajugapitin showed
131 maximum reduction (85%) of micronuclei followed by the compound β - Sitosterol and 8-O-
132 acetylharpagide [17].

133 **Antimalarial activity:**

134 Malaria is a terrible disease that is currently being treated and controlled by using a variety
135 of plants. The emergence of insecticide-resistant mosquito vectors and drug-resistant
136 parasites has made malaria control increasingly challenging. These are important steps
137 toward making herbal medicines more accessible and consistent. The characterization of
138 phytochemical substances lays the groundwork for the creation of new ones. Ethanol leaf
139 extract inhibit content of parasite in blood in BALB/c mice model and mean survival time is
140 increased in dose dependent manner [22]. Apart from this studies several other studies also
141 reported for anti-parasitic activity against *Leishmania tropica*. In the same study the author
142 also reveals the maximum potentiality with n-hexane extract along with its insecticidal, anti-
143 alzhiemer activity [23].

144 **Anti-inflammatory activity:** Inflammation though it is part of the body's defense
145 mechanism but it includes a vast array of disorders and conditions that are characterized by
146 inflammation including allergic reaction to autoimmune disorders or else any visceral organ
147 inflammation or even in case of graft rejection. 70% alcoholic extract of *Ajuga bracteosa*

148 showed anti-inflammatory activity by the inhibition of Cyclooxygenase-I and
149 Cyclooxygenase-2. The finding proved the active phytoconstituents (lupulin A, ajugarin I,
150 deoxyharpagide withaferin A, and reptoside) might be responsible for anti-inflammatory
151 property. Such investigation also support the folk uses of *Ajuga bracteosa* for inflammatory
152 disease [24]. The anti-inflammatory activity may also be due to the presence of iridoids
153 glycosides and the mechanism might be through COX-2 inhibition.

154 **Analgesic activity:** Significant and dose dependent analgesic activity was evaluated using
155 the acetic acid induced writhing inhibition and tail method on mice. The mechanism of action
156 assumed to inhibition of lipooxygenase and/or cyclooxygenase in peripheral tissues [25]. The
157 anti-nociceptive activity is also supported by Khanavi et al [26]. which in further concrete
158 the use of the plant as anantiarthitic and any other inflammation diseases.

159 **Cardioprotective activity:** As per WHO cardiovascular diseases are becoming critical
160 issues leading to death (globally 31%). One cannot put finger in one reason. Cardiovascular
161 disease (CVD) is a class of diseases that associated with either heart or blood vessels or both.
162 CVD includes coronary artery diseases (angina, myocardial infraction), stroke, hypertensive
163 heart disease, cardiac myopathy, cardiac arrhythmia, congestive heart failure etc. The
164 underlying multiple mechanisms vary depending upon the state of the disease.
165 Atherosclerosis is one of the main reason for Coronary artery disease, stroke and peripheral
166 artery disease. This may be caused by hypertension, obesity, high blood cholesterol, diabetes
167 etc. On the frog heart and rat ventricle, an alkaloid fraction of *Ajuga bracteosa* demonstrated
168 cardio stimulant activity. The bioactivity was inhibited by dichloroisoprenaline which did not
169 occur in reserpine-treated heart [27]. Report also supported the activation of mas 1 receptor
170 20-hydroxy which may contribute to such activity. Antioxidant and antiinflammatory &
171 antihypertensive action of the drug could also be a strong reason for cardioprotective activity.
172 Shaukat et al further confirm the antihypertensive efficacy which strengthens the cardio-
173 protective activity of the plant [28]. Oral administration of the plant's aqueous extract and
174 coumarin exhibits a substantial antihypertensive effect. IL-6 and TNF- serum concentrations
175 also sharply declined. The phytochemicals' antihypertensive action was identified via
176 molecular docking research.

177 **Antioxidant activity:** ROS assault and cause oxidative damage to a variety of biomolecules,
178 including DNA. In chronic disorders such as diabetes, cerebrovascular disease, rheumatism,
179 cancer, and cardiovascular disease, this damage is critical [29]. Current therapeutic
180 procedures are known to cause acute immune reactions and cytotoxicity in normal cells.
181 Antioxidants are necessary for the prevention of chronic disorders. Antioxidants are
182 substances that help to prevent and minimize oxidation. Antioxidants can protect cells from
183 free radical-induced oxidative damage. They are used to treat heart disease, cancer,
184 arteriosclerosis, cerebrovascular diseases, and other illnesses [30]. A wide range of medicinal
185 species contain antioxidant chemicals known for their free radical scavenging abilities.
186 Antioxidant activity may be mediated by phenolic compounds. There is a strong relationship
187 between antioxidant activity and phenolic chemicals produced in plants [31]. Antioxidants
188 can scavenge reactive oxygen species and hence may be advantageous in the prophylaxis and
189 treatment of diseases such as alzheimer's disease, stroke, diabetes, cancer, inflammation, and
190 arteriosclerosis [32, 33]. The antioxidant activity of *A. bracteosa* oil was found to be 78
191 percent, which is higher than ascorbic acid's strong antioxidant activity [34]. The antioxidant
192 activity of the oils was assessed using the 2,2-Diphenyl-1-picrylhydrazyl stable free radical as
193 a standard. Aerial and root parts of the plant was also reported for flavonoid and phenolic
194 contents. Studies supported for its antioxidant activity of methanol extract of the plant. The
195 author also revealed the anti-inflammatory, analgesic, antidepressant and anticoagulant
196 activities of the extract [35]. Rehman *et al* also supported the antioxidant activity of the plants
197 [36].

198 **Antiarthritic activity:** There are several studies that supported the relationship of total
199 phenolics and total flavonoid with anti-arthritic, anti-inflammatory, antioxidant activity. The
200 anti-arthritic effect of *Ajuga bracteosa* showed the inhibition of cyclooxygenase –I and
201 cyclooxygenase-II. The isolated active compounds, 6-deoxyharpagide, withaferin A, lupulin
202 A, reptoside, and ajugarin I, are responsible for antiarthritic effects [24].

203 **Others activity:** Methanol extract of *A. bracteosa* also shows activity against Hepatitis C
204 Virus [37]. As per the report transgenic regenerants of *A. bracteosa* reported for in vitro
205 antibacterial, antihemolytic, cytotoxic, anticancer, and leishmanial activity [38]. Sadia

206 Nazer et al also supported the synergistic antibacterial activity of the plant when formulated
207 as Silver Nanoparticles [39]. Antibacterial activity is also supported by Khaista Rahman et
208 al [40]. The author Vohra et al supported the volatile oil constituents obtained from leaf as
209 antimicrobial against *Staphylococcus aureas*, *E. coli* etc [41]. The author also claimed the
210 presence of Limonene, α -humulene, β -Myrcene, Elemol, Camphene, β -Caryophellene, α -
211 phellendrene by gas chromatography might be act as antimicrobial. Kokab Hafeez et al
212 reported α -glucosidase inhibitory activities of several nonpolar and polar extracts of *A.*
213 *bracteosa*. The author postulated such α -glucosidase inhibitory activity may also useful as
214 hypoglycemic agents in the management of postprandial hyperglycemia [42].

215 **Relationship between secondary metabolites and Therapeutic uses:**

216 Secondary metabolites from plants are recognized as unique sources for drugs, flavours, food
217 additives, and other commercial components [43]. Polyphenols are the most potent inherent
218 antioxidants among secondary metabolites [44]. Flavonoids and phenolics have anti-
219 carcinogenic, anti-aging, antioxidant, and protective qualities against brain dysfunctions such
220 as Huntington's disease, Parkinson's disease, Alzheimer's disease, immune/autoimmune, and
221 cardiovascular illnesses [45]. Since the plant being studied is an important and endangered
222 species too, plant tissue culture or other in-vitro techniques will be considered urgently
223 necessary. Secondary metabolites derived from plants exhibit significant biological and
224 pharmacological properties, including antioxidant and anti-carcinogenic properties. The
225 biological activity of phenolic acids and flavonoids is proportional to their antioxidant
226 capacity. Callus culture and cell suspension cultures are efficient methods for the synthesis
227 of secondary metabolites with a variety of medicinal applications. To explore the synthesis
228 and growth kinetics of medicinal compounds, cell suspension cultures are offered as a simple
229 method for implementing and evaluating the most advantageous scheme for producing large
230 amounts of medicinal compounds [46]. Light regimes are critical in all of a plant's core
231 processes and building blocks, including primary and secondary metabolism, growth, and
232 development [47]. Secondary metabolite production can be efficiently stimulated by
233 optimizing in vitro conditions such as light regime. Numerous stimulatory effects of light
234 regimes on secondary metabolite formation have been documented, including artemisinin,

235 anthocyanins, derivatives, and flavonoids [14]. Light is critical because it has both inhibitory
236 and stimulatory effects on secondary metabolite synthesis.

237 **Ethnomedicinal uses**

238 Since ancient times, *Ajuga bracteosa* has been used in medicine for a variety of purposes. It
239 is used in ethno medicine as an anthelmintic, astringent, antibacterial, antifungal, anti-
240 inflammatory, hypoglycemic etc [48]. It is used to treat rheumatism, amenorrhea, gout, and
241 palsy in Ayurveda [49]. In China, *A. bracteosa* is traditionally used to treat fever and phlegm
242 [50]. The leaves of *A. bracteosa* are stimulant, diuretic, and are used locally to treat malaria
243 [51]. Ahmad et al in the year 2014 reported the use of the plant leaves paste in headache [52].
244 The author also reported that the whole plant traditionally uses in indigestion, abdominal
245 pain etc. The author CP Khare reported multiples traditional uses [53] viz. diuretic, stimulant,
246 fever, astringent, gout and rheumatism, amenorrhoea, aperient etc. The author also mentioned
247 the use of juice of the leave as blood purifier, powders used in burns and boils. It was reported
248 that the leaves can be used in fever as a substitute for cinchona. In an another report the plant
249 showed traditional importance in jaundice and bites of insects [54]. Research also supported
250 the use of root of *A. bracteosa* in the treatment of diarrhea, dysentery, and inflammatory
251 disorders and decoction of leaves and bark in for cancer, sore throat, cough, pneumonia, and
252 other respiratory issues [55, 56].

253 **Conservation methodologies: Past and current**

254 The IUCN Red List Database classifies that the species of *Ajuga bracteosea* is critically
255 endangered or least concern based on density [57]. Medicine-valued species like *A. bracteosa*
256 are under danger of extinction across the entire region. The wide range of uses for *A.*
257 *bracteosa*, especially in pharmacology, warrants large-scale cultivation. Because *A.*
258 *bracteosa* is listed as critically endangered, consistent efforts should be made to keep this
259 plant species from becoming extinct. To maintain, a multidimensional approach is required,
260 which includes genotype selection and ex-situ as well as in-situ conservation, followed by
261 multiplication using both conventional and biotechnological methods, which could provide
262 a solution to the existing problem.

263 For decades, wild plants have been collected for several purposes. Ex-situ management of
264 wild plants has been ignored for many years [58]. The time of collection and a lack of
265 awareness about its role in the species' management resulted in mismanagement. There are
266 currently a number of impediments to the gathering, sustainable cultivation, and use of
267 medicinal plants. These include a lack of clear resource and custodianship, as well as a lack
268 of understanding of sustainable management parameters and market requirements [59]. As
269 per International Union for Conservation of Nature's guidelines the possible reason for the
270 plant to be endangered [60]. are species' population size, area of occupancy, extent of
271 occurrence etc. There are several other threats like landslides and overexploitation by the
272 local peoples are also considered as common operational threats.

273 **Tissue culture as a source:** Growing and multiplying plant cells, tissues, organs, seeds, or
274 other plant parts in a controlled solid or liquid nutrient medium is known as tissue culture
275 [61]. Plant tissue culture is a type of vegetative propagation used for large-scale plant
276 production known as micro propagation [62]. Plant tissue culture technology has been used
277 to make genetically uniform, disease-free, and huge amounts of plants since it was first
278 thought up [63]. Somatic embryogenesis could be act as a new way to make synthetic seeds
279 for such plants. This approach is very crucial and important for either medicinal plants that
280 don't have seeds or else seeds are not good. Another approach of in vitro storage reported by
281 Mishra et al is explants encapsulation in alginate to produce synthetic seeds could also be a
282 better option for the plant *A. bracteosa* [64]. Biotechnology advancement not only provides
283 alternative methods for in vitro preservation of tropical fruits and recalcitrant seeds, but also
284 tools for disease-free germplasm conservation, lower labour costs, and disease-transfer
285 limitation [65,66].

286 As *Ajuga bracteosa* is to be a highly important medicinal plant the majority of the natural
287 population of the plant is currently under severe pressure due to high demand. This species
288 is rapidly declining as a result of overexploitation. This herb is in high demand in the
289 pharmaceutical industry at both the local and international levels. But the fact is that it is
290 extremely endangered and, if it continues to be exploited at the current rate, will go extinct
291 within the next few years. Therefore, long-term use of this incredibly healing species is

292 required to preserve for its numerous known uses. This species has received a lot of attention
293 in the last decade. A multifaceted strategy is necessary for maintenance, which could offer a
294 solution to the current issue. This strategy comprises the selection of higher-quality
295 genotypes, as well as ex-situ and in-situ conservation, followed by multiplication utilizing
296 both conventional and biotechnology means. Any medicinal plant's worth is based on the
297 active components that are present in that species. Elite clone development would be
298 desirable. Chemo-profiling and different molecular marker approaches can be used to find
299 superior clones. Commercial plantations can be multiplied and grown for conservation using
300 conventional propagation techniques as well as plant tissue culture procedures. To speed up
301 the creation of favoured genotypes and commercial micro propagation, tissue culture can be
302 employed as an alternative to traditional in vitro propagation techniques. Plant tissue culture
303 techniques are now used for gene transfer, selection, and regeneration of transformants. The
304 Cell suspension culture, in addition to in vitro propagation, is useful for large-scale secondary
305 metabolite production. Another factor that influences plant quality is post-harvest handling.
306 Herbal material collectors pay less attention to material quality during harvesting, handling,
307 and storage. Mycotoxin-producing fungi have been discovered in herbal drug samples that
308 have been stored. Cultivation practices must be addressed as well. Wild harvested plants vary
309 in consistency and quality due to genetic and environmental differences. The efficacy of
310 medicinal plants is also influenced by regional environmental conditions. Temperature,
311 photoperiod, soil characteristics, and rainfall all have a significant impact on the production
312 of active constituents. As a result, consistent efforts should be made at the community level
313 to ensure the long-term management of medicinal plants. Shivane et al reported that MS
314 medium supplemented with IAA (2 mg/L) and BA (5 mg/L) induced 100 % shoot
315 regeneration [65]. In this experiment leaf, petiole and root as an explants were selected. Leaf
316 displayed quickest response followed by petiole while root was shown the slowest response.
317 It was further experimentally proved that shoot induction is predominantly dependent on
318 plant growth regulators added to the culture medium. Full- or half-strength Murashige and
319 Skoog medium with or without auxin is used for in vitro rooting. An estimated survival rate
320 of 82-100% was achieved when rooted shoots are acclimatized in the greenhouse [67]. Micro-
321 propagation is a key technique used in our previous work [68] to conserve the plant. Leaf

322 explants in MS medium supplemented with Indole-3-acetic acid and Benzyladenine showed
323 to be the optimum media for root and shoot regeneration.

324 **Conclusion:** *A. bracteosa* is a highly important medicinal plant of native to the Himalayas,
325 but it is documented as critically endangered species. Because of its resistance to a variety of
326 diseases, this plant has enormous potential. While significant progress has been made, further
327 research is still required to identify and understand each of the isolated chemicals from *A.*
328 *bracteosa* in order to validate and comprehend its and medical procedures. In terms of ethno
329 medicine, it is a prominent plant species, and its significance places a lot of pressure on the
330 plant in terms of its use. Its extinction was seriously threatened by this stress. Therefore,
331 protecting this species is crucial, and ethical collecting practices are typically needed. In order
332 to sustain, a multifaceted strategy that combines genotype selection, ex-situ and in-situ
333 conservation, followed by multiplication utilizing both traditional and biotechnological
334 means, is typically necessary. This could potentially offer a solution to the current issue.

335 **Figure Captions**

336 Figure 1(a) *Ajuga bracteosa* plant (b) *Ajuga bracteosa* leaf

337 Figure 2 Phytochemicals of *A. bracteosa*

338 Figure 3 Pharmacological activity reported in the *A. bracteosa*

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340 **Conflicts of Interest:** The authors declare no conflict of interest

341

342 **REFERENCES**

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