



# SAVE THE DATE

**Nutrify C Suite Summit  
8 - 9 June 2023**

**Larger and bigger  
format to be live  
for 2 days**

**The Taj Mahal palace**

**REGISTER NOW**

[www.nutrifycsuitesummit.com](http://www.nutrifycsuitesummit.com)

## Contact our team

### Attendee and Marketing Queries

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### Speaking & Partnership Opportunities

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# An interview with...

*Sanjaya Mariwala, the co-founder of Omni-Active Health technologies has been at the forefront of the Nutraceutical Industry in India and is considered one of the guiding lights of the industry, helping, industry players and other stakeholders, pave the way forward.*

*In a tete-a-tete, with Nutrify Today, the scion of the Mariwala family, joined them on their talk show, in a bid to shed light on how India's Nutraceutical future should take shape.*

**Nutrify Today:** Mr. Mariwala, could you tell us about your own personal journey in the Nutraceutical industry?

**Mr. Mariwal:** I have been in the Nutraceutical industry for roughly sixteen years, since its early beginnings in India. The market in India and for Indian products has grown tremendously and personally, I'm here because wellness and nutraceuticals create an interesting playfield enabling the creation of interesting products and that is why I'm here.

**Nutrify Today:** Could you tell us your own views on the Indian Nutraceutical Market?

**Mr. Mariwal:** The Indian nutraceutical market has grown by leaps and bounds, over the last two decades, but all in an unstructured way, like a shapeless Amoeba. The industry needs to be given a proper shape and structure and a sense of direction. This is the time for structural reforms.

**Nutrify Today:** In your opinion, what have been the key drivers of growth as far as the Indian Nutraceutical market is concerned?

The key drivers have been the vast resources available in the form of medicinal and nutrition flora, the existing Pharma infrastructure, the application of science and technology, and the deployment of resources in these directions. The future growth of the industry will also be driven by these factors and we need to invest in them in a structured manner.



**SANJAYA MARIWALA**

Executive chairman and  
Managing director,  
OmniActive Health ,  
Member-Nutra Task Force-India.

**Nutrify Today:** You are also one of the key members of the Nutrify Task Force, could you elaborate on its role and work so far?

**Mr. Mariwal:** The Nutrify Taskforce has been established to mold and shape the industry, steering its growth in a structured manner. So far, the industry has grown organically, the Government and the Industry have come together to provide the industry with the much-needed policy framework and also to help classify the industry, and also to teach the industry at large.

**Nutrify Today:** To what extent has the Task Force succeeded in its reach outbid?

**Mr. Mariwal:** So far, the Government has been very responsive, now it is time to improve on the industry teach.

**Nutrify Today:** What is your take on Nutrify Today as an enabling platform?

**Mr. Mariwal:** Nutrify Today is a brilliant platform. In more ways than one, it is the right spot to address the right issues and it also brings everybody together to work with each other.

**Nutrify Today:** As a member of the Nutra innovation panel, what are your views on Innovation and how will it pave the way forward?

**Mr. Mariwal:** Innovation is the key, right from new molecule development, to delivering new products, from, R&D to product Commercialisation and delivery, Innovation holds the key. The industry by its very nature is Innovation and technology-driven.

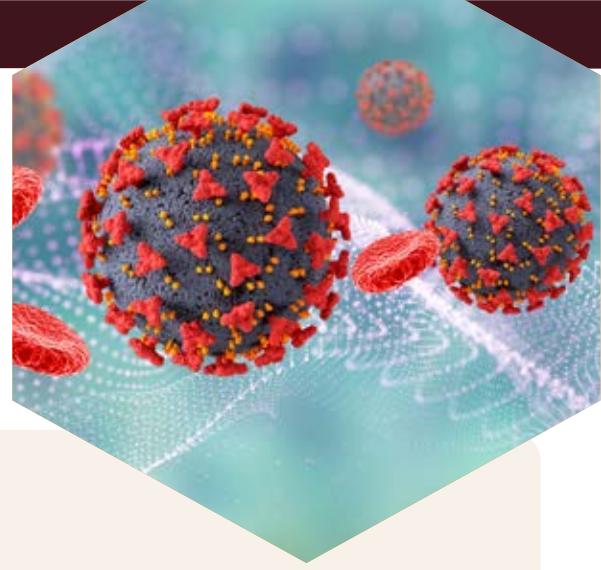
**Nutrify Today:** You are considered a father figure and a guiding force in the industry, could you elaborate on your personal journey?

**Mr. Mariwal:** (with a smile)- Enough about me, but our company has come a long way in the last two decades, from being seed-based to developing patented products with an international presence. More than anything else our success is based on the two pillars of innovation and consumer Intel and feedback.

**Nutrify Today:** What is your take on the C Suite Summit?

**Mr. Mariwal:** The summit will present a good opportunity to address issues concerning innovation, convergence, and the needs of the stakeholders. Its success is entirely in our hands.

# Article of the Month



## COVID THE GAME CHANGER

*The Pandemic which swept through the world has caused a great deal of disruption and tragedy. However, as the hazy clouds clear off the horizon, one can now see a silver lining...* Wellness Awareness. *“The pandemic not only resulted in the loss of life and employment but also served as a mirror, reflecting the wellness and health issues plaguing societies across the globe, these problems, though recognized prior, were shoved under the carpet, until the pandemic reared their ugly head.” The Pandemic was a real eye-opener to many, who ignored their own wellness, and caught up in the cycle of leading their lives. “According to experts, the Pandemic has shifted the global gaze from longevity to wellness, in an earnest manner like never before.*

*Mr. Srivastava added, “Earlier the stress was on longevity and increasing one’s life span, however, little attention was paid to bringing wellness into it.”*

*Today, the pandemic has changed it all, people are as concerned about living healthy as they are about extending their life span.*

*To shed further light, Uday Gosalia, founder of UGO, said, “We are all aware, like never before, that wellness holds the key, this means a holistic approach to mental wellness, Nutrition, and physical fitness, and above all emotional stability “ Add on to Covid the Game changer: One of the main motivating factors during the pandemic phase was reconnecting with the concept of prevention. The Pandemic had once again opened the doors to immunity-boosting measures, right from rigorous exercise to immune boosters as there was no sure shot curative process or methodology “ Essentially, the pandemic had punctured our sense of invincibility and unassailability, bringing our primordial fear of existence back to life, “ Uday Ghosalia added.*

*The pandemic rang the alarm bells, pulling back many from hedonistic overindulgence and allowing them to indulge in what could be described as a reality check,*

*However, both experts and some among the general public fear that people could find their way back to the old ways, however, they do believe that the change in attitude and perception, is permanent in certain sections and percentage of the population if not all.*



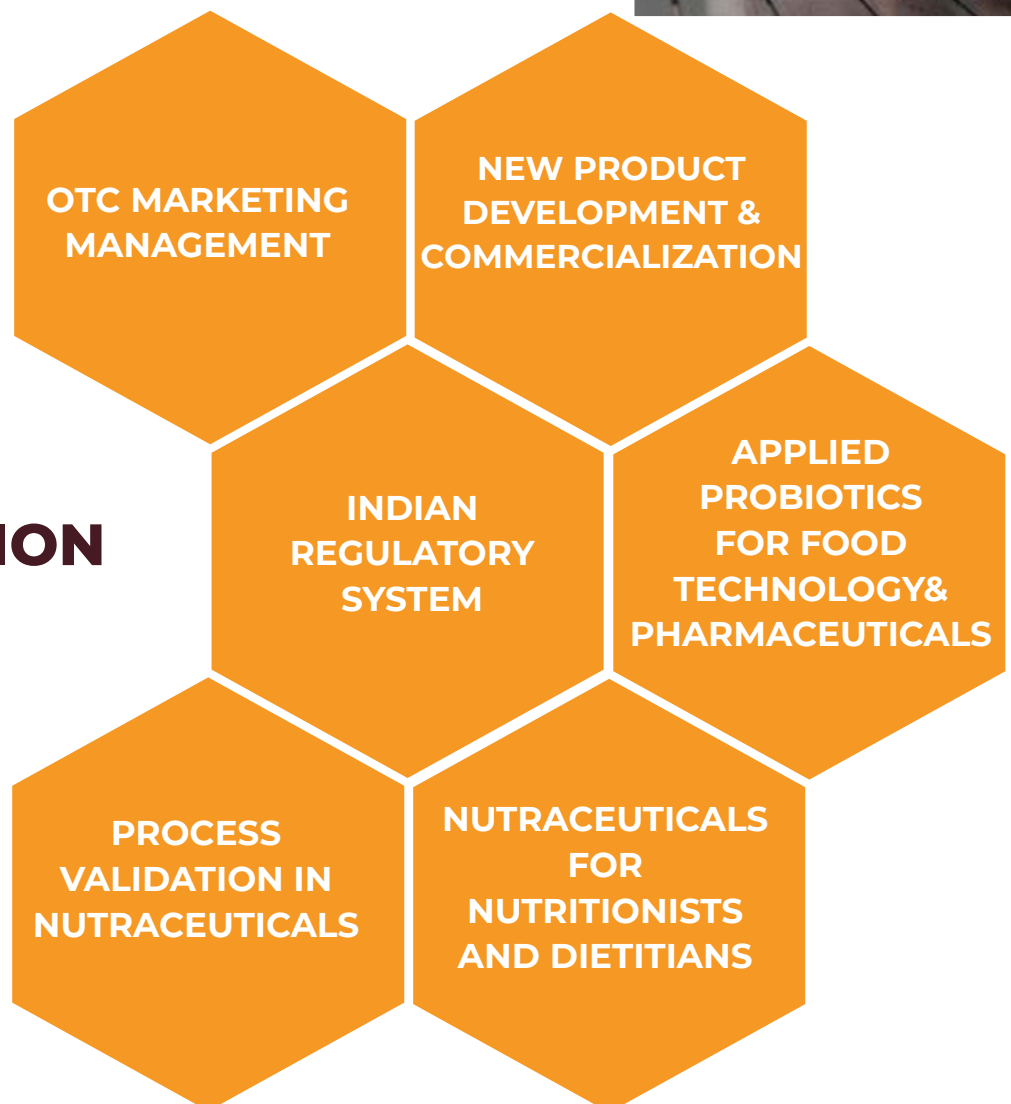


**Nutrify Today Academy** launched an online certification program on industry-ready bridging courses in nutraceuticals.

**Association with Centurion University**



## **CERTIFICATION PROGRAMS**



Full Course: Rs. ~~48000~~ 25000  
Single Module: Rs. ~~6000~~ 4500  
1 Short Video: Rs. 1000

**EIRLY BIRD REGISTRATION**

# Nutrify C-Suite Summit

## ELITE CLUB

Grow Business . Enrich Lifestyle



TALK SHOW



YACHT EXPERIENCE



WINE & DINE

### PROUD MEMBERS

 CEPHAM

Cephram Inc

 iff

Where science & creativity meet

IFF

 OmniActive

Omni Active

 Bio-gen  
Extracts

Choose Good Health™

Bio-gen Extracts

 ZEON

A Nurture of Good Health

Zeon lifescience ltd

 Crius Group

Crius Group

 NUTRA GRACE

Nutra Grace

### CLUB BENEFITS

Access of two representatives to C-Suite summit 2023

Booth space for 2 days in the C-Suite summit 2023

Invitation to professional Talk show

Subscription to Nutrify Today Magazine, a leading monthly publication on Nutraceutical & Food Tech industry

Exclusive offers on Nutrify Today Academy courses for the company employees

Get your elite club membership card: Write to [akansha@nutrifytoday.com](mailto:akansha@nutrifytoday.com)

 <https://nutrifycsuitesummit.com/>

 [csuite@nutrifytoday.com](mailto:csuite@nutrifytoday.com)

# TECH TRANSFER FOR THE MONTH

## Polyphenol enriched antioxidant nutraceutical product as adjuvant therapy for cancer chemo-prevention

➤ This polyphenol enriched antioxidant nutraceutical composition is derived from:

- ❑ Immature green pods of *Acacia arabica* (Kikar, Babul)
- ❑ Green fibres from immature fruit pericarp of *Cocos nucifera* (coconut)
- ❑ Fruit pericarp of *Trapa bispinosa* (Water chest nut, Singhara)
- ❑ Agro-waste with strong antioxidant potency
- ❑ Polyphenols

### Problem Statement

- If the processes that maintain oxidative homeostasis in the cell get out of balance, it damages DNA, proteins and components on cell membranes leading to several degenerative diseases.
- Reactive oxygen species (ROS) induce some oxidative damage to biomolecules like lipids, DNA, RNA, proteins and carbohydrates, leading to mutations, faulty repair mechanism, altering enzymes, surface receptor and other essential functions

**PATENT STATUS:**  
IN ORDER FOR  
GRANT UNDER  
SECTION 43,  
AWAITING NBA  
APPROVAL

Patent filed -  
**2408/DEL/2011**  
dated 25/08/2011

### Value Addition

- ❑ Phenols a major group of phytochemicals with antioxidant properties acts against allergies, ulcers, tumors, platelet aggregation, age related vision disorders, reduce inflammation, cardiovascular diseases and can reduce the risk of cancer.
- ❑ Polyphenol enriched nutraceutical composition is with free radical scavenging and antimutagenic activities.



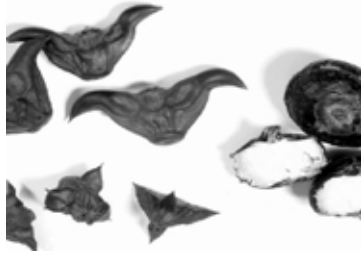
The concentration dependent composition showed significant reduction in the formation of nicked DNA, and increase in native form (supercoiled) of DNA

### Used in the form:

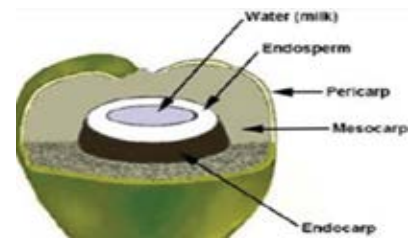
Tablets, Biscuits, Granules, Suspension, Capsules, Syrups, Powder, Candy or mixed with food products like beverages, juices



Acacia arabica



Fruit of Trapa bispinosa



Fruit pericarp of Cocos nucifera

### Benefits

1. Powerful **antioxidant activity**

2. Protects DNA damage from oxidative stress with **Antimutagenic**

3. Strong **free radical scavenging activities**

4. Can be used use as **adjuvant therapy for the chemo-prevention of cancer.**

**Polyphenol enriched antioxidant with strong free radical scavenging activity is prepared using:**

- Mixing the mesh sized dry powder of the products in **a specific ratio**, and obtaining mixture with mineral acid, Alkali & Organic solvents.
- The obtained **polyphenolic antioxidant composition** is having **synergistically enhanced properties useful as antioxidant with free radical scavenging activity.**

**We at NutrifyToday get to screen innovations from India and other countries. We will now be sharing innovations ready for commercialization.**

**Those interested to commercialize can reach out to Deepthi at [deepthi@nutrifytoday.com](mailto:deepthi@nutrifytoday.com)**



## **NUTRACEUTICAL STRATEGIC PARTNER WITH NUTRIFY C SUITE SUMMIT**

OmniActive is a socially and environmentally responsible company that provides break through scientific and natural health solutions. They've spent decades working in the natural health sector, and as a result, they've become global leaders in nutraceutical components.

### **Innovation is in our Nature**

Our global R&D and innovation center sets the standard for product excellence. Dedicated to developing new ingredients and delivery methods we focus on customization and speed to market by working with cross-functional teams to solve our customers' complex challenges and bring their ideas to life.





# UPCOMING EVENTS

## FI Food Ingredients Europe

Fi Europe is the world's largest gathering of F&B ingredient buyers and suppliers. Whether you're looking to boost brand awareness, generate new leads, review the latest product innovations

### START DATE AND TIME:

**TUE DEC 06 2022 10:00:00 GMT+0530 (INDIA STANDARD TIME)**

### END DATE AND TIME:

**THU DEC 08 2022 17:00:00 GMT+0530 (INDIA STANDARD TIME)**

### GO TO THE EVENT:

<https://www.figlobal.com/fieurope/en/home.html>

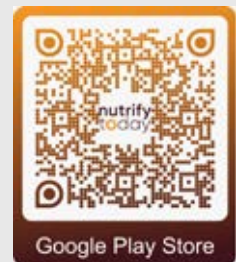
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