



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

Contact our team

Attendee and Marketing Queries

Akansha Kuriyal

✉ akansha@nutrifytoday.com

☎ +91 98331 96127

Speaking & Partnership Opportunities

Khasim M

✉ khasim@nutrifytoday.com

☎ +91 991 6535 128

From the Editor...

Dr. Michelle A. Simon:

The year 2023 brings with it the excitement of the second edition of the Nutrifly Today C- Suite Summit planned for June 8-9, 2023! I am looking forward to seeing you all there this summer! The highlight of this New Year Edition of the magazine is a substantial survey conducted by Nutrifly Today among C- Suite executives from Nutra Inc, including a summary of their interesting insights. The Magazine is doing its part to develop the Indian Nutraceutical industry's potential and help chart a course to achieve the 100 BN Dollar Mission for 2030, as set forth by the Nutraceutical Task Force of India.

As an experienced scientist in the Integrative Medicine sector in the USA, I believe that India has yet to play to its strengths, especially in Ayurveda where I believe there is much-untapped possibility. Having said that, I see a huge gap in the scientific validation of the many medicinal plants included in Ayurvedic texts. To help bridge this gap and ensure that Ayurveda lives up to its potential, I call upon the Industry in India and all international investigators evaluating Ayurveda to collaborate on developing the means and methods to uncover and promote the best of what Ayurveda has to offer to the world.

In the theme of setting a resolution for the new year, living up to our potential is a good one for us all. On that note, I wish the Nutraceutical Community, the team members of Nutrifly Today, and their respective families a Happy and Prosperous New Year. Onward!



MICHELLE SIMON
President
Institute for Natural Medicine

An interview with...

Nutrify Today: How has the approach towards marketing, in terms of needs and demands, changed over the years?

Dr. Vikram Munshi: Around the Globe, earlier, Marketing was influenced by a sales-driven model, i.e., getting to know the customer to strategies. However, it was during the pandemic, that people realized the power of branding and the importance of marketing.

Nutrify Today: When you strategize for a client, is your approach subjective or objective, do you customize based on a client's needs or wants?

Dr. Vikram Munshi: It is all about balancing between two poles, what a customer wants and what a customer needs. We need to look for a customized solution, which would serve the interests of the customer best.

Nutrify Today: What is your advice for those wanting to get into the business of consultancy, both youngsters and people with work experience?

Dr. Vikram Munshi: I believe that it is all about purpose and no purpose is good or bad. For example, in some cases, where people get into the business of consultancy, post-retirement, their purpose would be to give back to the industry. In the case of others, the purpose would be to get some big clients to get going. Moreover, it's all about intent, one must take it up with serious intent, and give the client what he needs. Essentially you must give your best.

Nutrify Today: How patient-centric is our healthcare industry and is it moving in the right direction?

Dr. Vikram Munshi: To be honest, there is a deficit of trust in our healthcare industry. The patient believes that the industry is not patient-centric, considering the response time taken by most hospitals. However, if one were to look at it from our industry point of view, the sheer volumes and the vast amount of documentation and paperwork made mandatory are chiefly responsible for this perception. The healthcare industry is taking steps to move in the right direction, but there is a lot of distance to cover. The same is the case with the insurance company, the time taken to deliver on the policy is something that irks a lot of customers. This sensitive relationship was put to the test during the peak of the pandemic. However, thanks to social media and other tools, doctors are being reviewed and rated by patients.



DR. VIKRAM AMUNSHI
Founder and Principal
Consultant
(Life-science & Healthcare)
WhiteSpace Consulting &
Capability Building

Nutrify Today: India is a country, where health care is driven by the State, where does the lacuna lie?

Dr. Vikram Munshi: In my opinion, there is a simple root cause. There is just not enough manpower, right from doctors to paramedics to nursing staff. The doctor-patient ratio is roughly 1:800, how can we expect top-quality care? As for private hospitals, they charge a lot because many of their doctors come expensive. If the state wants to address this issue, there should be more seats available in Govt run institutions and there should also be a compulsory, three-year service period for all those taking advantage of subsidized education.

Nutrify Today: What can India do to create a holistic health insurance system?

Dr. Vikram Munshi: The Govt is already taking steps in this direction by providing insurance cover to certain sections of the poor. However, the problem lies with those who pay premiums for insurance from their pockets, they believe that they need to be incentivized as they look at insurance through the prism of an investment. It is here that the economics of insurance should be worked out to incentives such customers

Nutrify Today: What is your take on Nutraceuticals in Health Care? What is the difference between the pre-covid and post covid years?

Dr. Vikram Munshi: In my opinion, Nutraceuticals were always there, the combination of B Complex with antibiotics is the best example. However, COVID has made an impact by making people aware of the importance of Nutraceuticals and is no longer an add-on. However, nutraceutical companies have been focusing and investing in product development, while ignoring the marketing aspect.

Nutrify Today: Can the Nutrify Today Platform provide a patient-centric approach toward nutrition and health care?

Dr. Vikram Munshi: I think the platform is designed to be a seamless interface and service provider to all the stakeholders. It can indirectly play a role in making the industry work in a patient-centric way by addressing the issues faced by patients i.e. the end user for ensuring better services.

Nutrify Today: What is the difference between promotion and marketing?

Dr. Vikram Munshi: Marketing is the cornerstone and is driven by what the wants and needs of the customer. Promotion is an add-on to this fulcrum. No customer can be hoodwinked Today.

The Missing Bridge to USD100 Billion Nutraceutical India: The mega Survey Report

NutrifyToday; world's first Nutraceutical industry network, new product design and upskill platform conducted largest ever survey amongst top industry leaders in India. The outcome of the survey is very promising and the survey further validates the Nutraceutical Task Force mission of USD 100 Billion Indian Nutraceutical Industry by 2030. The survey also deciphers the missing bridges that will ensure the success of the mission.

2020 has been a game changer for Indian Nutraceutical Industry. The industry's growth rate made a quantum leap from the predictable trends of 10% to over 26% during the COVID-19 pandemic, eventually stabilising since late 2021 at 16-18%, surpassing global industry trends.

Science took the central stage during this period and deepening the evidence basis for nutraceuticals got a major push from government, consumer demand and companies. This resulted in a surge in clinical trials with consumers, ultimately validating the claims of the manufacturers, by and large. The change is now irreversible and the shift is positive; there is no going back. Market accessibility was another factor to the industry's growth, thanks to Government-run pharmacies stocking up nutraceuticals.

The biggest game changer was an increase in the overall number of Indians consuming basic nutraceuticals during the pandemic. The 'Nutraceutically Dormant' Indian community had finally woken up and so had the industry. According to nutraceutical task force, over 640 million Indians took to basic nutraceuticals during the pandemic.

Another major catalyst of growth, was the formation of the Nutraceutical Task force, tasked with shaping policies to transform the Indian Nutraceutical industry into a 100 billion-dollar industry by 2030.

To fuel the growth and modernisation of Nutraceutical industry, five essential pillars of positive growth and change have emerged:

1. Medicinal Plant Farming: India is home to 52 Agro-Climatic zones. This advantage, coupled with an improved bio-diversity Act, with the aid of IT Applications in consonance with blockchains, is driving the creation of a finger-printed, raw material supply chain.

2. Active Nutraceutical Ingredients: India is geared up to tap into its rich active nutraceutical ingredient potential by accessing over 1,700 medicinal plants from Ayurveda. This resource base alone has the potential to propel India into the 200-billion-dollar league.

3. Formulation ecosystem: India is home to a vast number of world-class GMP facilities. This is a spin off from India having the largest FDA-approved contract manufacturing facilities in the world, with additional high end, nutraceutical manufacturing facilities, held to pharmaceutical standards. This spin off effect means India has the potential to become a global contract manufacturing hub in nutraceuticals. Moreover, the pharma delivery technologies can also be applied here to churn bio-available, disruptive nutraceutical formations.

4. The Start-Up ecosystem: India is home to 7,400 nutraceutical start-ups backed by high-end incubation hubs such as CCMB, IITs and other institutions. Start-Ups are leading to a technological revolution across the entire eco-system.

5. Academia: The Nutrifly Today Academy is working closely with the Centurion University, to launch a first of its kind nutraceutical industry specific, post graduation courses. More widely and importantly, universities are collaborating with the industry to develop industry-specific courses and programmes.

The survey:

The thinking behind the survey conducted by Nutrifly Today was to identify the gaps to be filled in order for India to realize its nutraceutical potential as a 100 billion-dollar industry by 2030.

The four-month survey covered the Indian nutraceutical industry and community, interviewing over 2,000 executives, including senior and middle management professionals and owners of nutra firms and businesses. Other stakeholders, such as academia and investors, were also included in the group.

For detailed report visit www.nutrifytoday.net

VENKATESH' OPINION

Venkatesh Bayya has earlier worked as a journalist, with The ToI, for much of a decade, prior to that, with The Deccan Chronicle and The Indian Express, Mumbai. A product of the Asian College of Journalism, Chennai, he began his journalistic career as a sports reporter. Venkatesh is also an enthusiastic farmer and horticulturist.

EXPLORING THE ASEAN FRONTIER

India has always had historic trade and business ties, and the bond between the two regions has only grown stronger and now it could be the turn of the Nutraceutical industry. According to experts, Malaysia could hold the key for Indian Nutra INC, to make its footprint count in the region, as it could also serve as a doorway into the larger Pacific Market.

Rajen Manicka, MD and CEO, Hollista Colltech, "This is an extraordinary opportunity for both ASEAN members and India Nutra INC, to take the Nutraceutical industry forward." Observing that the Indian Nutra industry would not only give a boost to the industry in ASEAN but also gain in terms of market expanse and R&D.

"Malaysia is the perfect doorway into ASEAN, it is not only the largest market in the region and is a mini-Asia in its own right, as a result, but there could also be a great deal of collaboration as well," Mr Manicka said. Add on to Malaysia, the doorway to ASEAN: This is not the first time that somebody is talking about the Malaysian doorway. For thousands of years, Malaysia has played a key role in boosting the Indic trade.

Many goods have been traded across the Malaysian trade route and so did religion and culture. "Right from Hinduism, Buddhism, and Islam, all these major religions found their way into Malaysia and from Malaysia into the rest of the Asian seaboard, from India. Hence, Malaysians have a strong, trade and cultural connection with India," Mr Rajen explained.

Experts do believe that Malaysia does hold the key for Indian Nutraceutical Industry to go global as it opens the vistas into the Asian Pacific Market, connecting it directly to the Middle East and beyond, firmly re-establishing India's old trade routes.

The Nutraceutical push into Malaysia could provide India with a Geo-Political advantage, by allowing India's Nutra Inc to go truly global.

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

EARLY 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 Purpose 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

<https://nutrifycsuitesummit.com/>

csuite@nutrifytoday.com

NEW YEAR EARLY BIRD OFFER

INR 35,280

USD \$ 750

REGISTER NOW

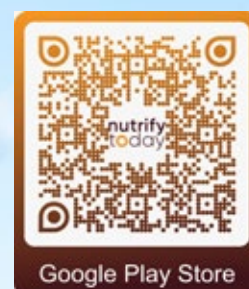
www.nutrifycsuitesummit.com

Download app now: "nutrifytoday"

ios



Android



NUTRACEUTICAL STRATEGIC PARTNER WITH NUTRIFY C SUITE SUMMIT



IFF a global leader in beverage, food, health, biosciences, and sensorial experiences, IFF develops a range of products, varying from cosmetics to health use, nutraceuticals probiotics, and herbal and renewable products.

An international collective of thinkers, who partner with customers, IFF combines the aesthetics of art with the logical precision of science, to help create “better for you,” products.

By building a strong partnership base with customers, IFF has developed access and availability to world-class R&D, to develop and better a varied portfolio of products.



**Download app now:
"nutrifytoday"**



DISCLAIMER: This report is based upon individual expert's view/judgment. Such analysis may vary from expert to expert. The information, analyses presented herein do not constitute legal advice or opinion. Therefore, this report should be seen as an input for illustrative purposes. The results are based on available data from public and private information sources. This report is prepared as a technical input to support technical discussions. This report should be indicative and Nutrify Today or its subsidiaries are not responsible for any commercial or legal action based on this report.

For any business enquiries, please write to us: hello@nutrifytoday.com