

## **NUTRIFYTODAY C-SUITE SUMFLEX 2026**

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**GAURAV KAUSHIK**  
Managing Director  
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#### **A Nutraceuticals and Mental Health: Bridging the Gap Between Nutrition and Wellness**

**ROHIT AGARWAL**  
Managing Partner  
Nutra Grace



#### **GutGard**

**DR. SURESH  
LAKSHMIKANTHAN**  
Chief Business Officer  
Natural Remedies



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# FROM THE DESK OF CHAIRPERSON, NUTRIFYTODAY

## PRIYANKA SRIVASTAVA

Chairperson, Nutrify Today

### India's Nutra Moment: From Bharat Nutraverse to a Diversified, \$100B Vision



This month has been a defining one for India's nutraceutical industry. The Ministry of Commerce & Industry, through its export promotion initiatives, hosted Bharat Nutraverse in New Delhi—a landmark event designed to position India as a global force in nutraceutical exports, innovation, and cross-border collaborations. Beyond being another industry showcase, Bharat Nutraverse reflects a government-enabled shift: creating platforms for science-driven market access, policy advocacy, and scale-up partnerships that can propel India toward leadership in the global nutra economy.

At the same time, **Nutrify Today** has announced the **5th Annual C-Suite Sumflex 2026**, scheduled for June 4–5, 2026 in Mumbai. Over the years, Sumflex has evolved from a thought-leadership series into a curated scale-up engine, where CXOs, investors, and innovators compress timelines from ideation to commercialization. The 2026 edition promises to further that agenda—focused not on optics, but on delivering executable outcomes.

#### A Platform Turning Six, With Global Reach

As Nutrify Today turns six, its trajectory speaks for itself. What began as a knowledge exchange has transformed into a tech-led commercialization engine. Through its C-suite dialogues, exclusive boardroom series, and deal-making platforms, Nutrify Today has shaped real transactions and market entries across 13 countries.

But the ecosystem impact goes deeper. With Nutri-fyGenie AI as its backbone, the platform integrates regulatory intelligence, clinical evidence pathways, supply chain mapping, and go-to-market design. This has already helped brands cut time-to-market by nearly half while improving product differentiation significantly. Importantly, Nutrify Today has also invested in the future of the industry—building a 2,600-strong student community across pharmacy, nutraceutical sciences, and chemical engineering. By training these young minds, the platform is seeding a new generation of nutra professionals equipped with both science and commercial literacy.

The outcome is clear: Nutrify Today is no longer just a forum. It is becoming a responsible growth engine—ensuring that as the industry scales, it does so with accountability, clinical rigor, and sustainable practices.

#### Trade Tensions and the Global Realignment

The backdrop could not be more interesting. The last few weeks have seen trade tensions between the U.S. and India escalate, with tariffs being doubled on key categories. For nutraceuticals, heavily reliant on U.S. access, this is a wake-up call. The lesson: India's growth cannot be dependent on a single geography.



The good news is that the industry has already started diversifying. While the U.S. remains a large consumer, Indian exports to Europe, the Gulf, and ASEAN markets are gaining momentum. These corridors are not only sizable but also receptive to India's unique positioning at the intersection of Ayurveda, functional foods, and evidence-based nutraceuticals. By tailoring formulations, clinical dossiers, and claims to regional frameworks—be it EFSA in Europe, SFDA in the Gulf, or ASEAN harmonization—Indian companies can accelerate scale in a way that cushions tariff shocks.

## The Growth Math

Projections differ based on definitions, but the story is consistently upward. India's nutraceutical market, pegged around **\$12–32 billion in 2023–24**, is expected to at least double or triple within the decade. Some estimates suggest a trajectory toward **\$75 billion by 2033**, while others see India crossing **\$68 billion by 2030**. The vision of “**Mission \$100 Billion Nutra India**” is ambitious, but achievable—as diversification, evidence, and responsible scaling remain central.

## Why the Industry Has Come of Age

The convergence of government initiatives like Bharat Nutraverse, tech-enabled platforms like Nutrify Today, and the adaptability of Indian operators in navigating global regulations signals maturity. This is not the India of a decade ago that exported bulk botanicals with little differentiation. Today, Indian nutra companies are working with **AI-driven design, clinical validations, and region-specific product architectures**.

**The next frontier is to marry this science with commercial strategy:**

- **Portfolio Alignment:** Designing products for destination markets rather than repackaging existing SKUs.
- **Evidence Velocity:** Building clinical studies with measurable endpoints aligned to global regulatory expectations.
- **Supply Chain Resilience:** Dual sourcing, provenance mapping, and sustainable agriculture integration.
- **Commercial Diligence:** Using tools like Nutri-fyGenie AI to model tariff risks, regulatory frictions, and optimal market sequencing.

## Toward Mission \$100B

India's nutraceutical industry is standing at a rare inflection point. The sector is not only responding to global trade disruptions but is leveraging them to expand its footprint in a more balanced, resilient manner. The Mission \$100B vision will not be achieved by U.S. demand alone. It will be built on diversified access across Europe, the Gulf, ASEAN, and other emerging markets—ensuring India is not a one-corridor story but a global player with distributed strength.

This month's developments—from Bharat Nutraverse's government-backed positioning to Nutrify Today's announcement of its flagship C-Suite Sumflex 2026—are strong signals that the ecosystem is aligning. With talent, technology, and trade momentum converging, India's nutraceuticals are no longer a promise waiting to be realized. They are an industry that has come of age, ready to define global standards, and ready to scale responsibly.

The next decade is not about catching up. It is about **leading**.

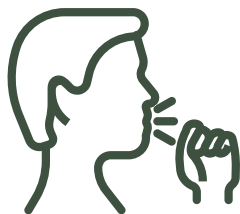


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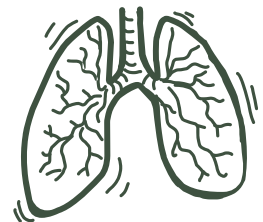
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# Personalized Nutrition Market

## TRENDS

Emerging Partnerships and Joint Ventures

## DRIVERS

Increasing New Entrants and Mounting Venture Investment Industry Beneficial Programs by Governments

Market to grow at **16.84% CAGR** during 2024-2032



## INDUSTRY DEVELOPMENT

Gainful and Target entered a strategic collaboration to sell its customized nutrition products across Target's more than 1800 retail stores



### BY FORM

**Tablets: 22.27%**  
Capsules | Powder  
Liquid | Others



### BY PRODUCT TYPE

Active Measurement  
Standard Measurement



### BY END-USER

Adults | Geriatrics  
Pregnant Women



### BY DISTRIBUTION CHANNEL

Wellness & Fitness Centers  
Direct-to-Consumers  
Hospitals | Others

\*Source: Fortune Business Insights

## Personalized Nutrition

Every Human body is different and respond differently to the food intake. Nutritional Elements play an important role in health and diseases. Long term metabolic disease can occur if the human body does not respond well to food which is rich in fat and carbohydrates. It has been proven that by adopting a correct lifestyle including a healthy diet can prevent diseases more effectively than any medications. Recently researchers have introduced the concept of personalized nutrition also known as precision nutrition, which considers factors like gut microbiota in Addition to diet.

Gut microbiota can influence metabolic responses, including postprandial glucose peaks. A balanced diet provides enough energy, sufficient levels of proteins, vitamins, minerals, vital fats, macronutrients and micronutrients. Health issues such as diabetes, obesity, and malnutrition can be brought on by a lack of proper dietary and nutritional security. Innovation in personalized nutrition has the potential to assist in determining food and dietary combinations that optimize longevity, quality of life, and health outcomes on an individual basis.

Gathering knowledge on human diversity and inter-individual variation is necessary to determine the most customized nutrition plans. Recent studies have shown that personalized nutrition can be more effective than general medications for preventing or managing diabetes. In recent years, the field of personalized nutrition has expanded to include various technologies and methodologies. For instance, genetic testing can provide insights into how an individual's body processes different nutrients, allowing for more tailored dietary recommendations.

Additionally, wearable devices and mobile apps can track dietary intake, physical activity, and other health metrics, providing real-time feedback and personalized guidance. In summary, personalized nutrition emphasizes the importance of tailoring dietary recommendations to individual needs. By considering factors such as genetics, lifestyle, and gut microbiota, personalized nutrition aims to provide more effective and targeted dietary interventions. This approach can help prevent and manage various health conditions, ultimately leading to better health outcomes and improved quality of life.



### GAURAV KAUSHIK

Managing Director & CEO,  
Meteoric Biopharmaceuticals





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# India's Nutraceuticals: A Pivot to Global Leadership



## Nutrify Academy Editorial services

When the Ministry of Commerce announced the **Bharat Nutraverse Expo** for September 2025 the first official government-backed platform for nutraceuticals—it sent a clear message: India wants to play for leadership in the global wellness economy.

For years, India has been known as the world's botanical garden, supplying turmeric, ashwagandha, and countless other herbal actives to global brands. Now, with regulatory reform, trade promotion, and a new wave of science-driven startups, the country is poised to do more than supply raw material. India wants to own the nutraceutical value chain—from discovery to design, from clinical proof to branded exports.

## Policy Shifts That Matter

India's policy engine is finally humming in sync with its entrepreneurial base. The rollout of GST 2.0 promises to streamline tax structures and ease working capital pressure—critical for nutraceutical MSMEs that typically run on thin margins.

But the bigger breakthrough is visibility. The Bharat Nutraverse Expo, curated by SHEFEXIL, an export council under the Ministry of Commerce, marks the first time the government has formally recognized nutraceuticals as a trade industry. In business terms, this is the “coming out party” for a sector that has long been relegated to the gray zone between pharma and food.

## From Tradition to Technology

Ayurveda gives India a natural head start. Ashwagandha has become a global superstar in stress management; turmeric is a billion-dollar category on its own. But ingredients alone don't win markets—evidence does.

That's where India's new ecosystem comes in. The WHO's Global Traditional Medicine Centre in Jamnagar is building global credibility around evidence-based Ayurveda. FSSAI's 2022 nutraceutical regulations are providing structure around claims and compliance. And Indian startups are stepping into the breach with AI-driven platforms like NutrifyGenie, which can cut product development timelines from years to months.



Layer onto this India's booming biotech sector—now a \$166 billion industry with ambitions to nearly double by 2030—and you have a scientific engine that can take nutraceuticals from folklore to pharma-grade credibility. Some innovators are even pushing into Quantum Ayurveda, experimenting with resonance science to fine-tune bio-availability.

### A Supply-Chain Sweet Spot

Timing, as in business, is everything. And right now, global trade currents are tilting in India's favor.

The U.S.–China tariff standoff has forced supplement brands to diversify their sourcing. India's biodiversity, English-speaking science base, and cost competitiveness make it a natural China+1 destination. Add official trade promotion through platforms like Bharat Nutraverse, and India suddenly looks less like a backup plan and more like a preferred partner.

### The Demand Side of the Story

India itself is a growth market few can ignore. With over 100 million diabetics and 136 million pre-diabetics, the country is sitting on one of the world's largest lifestyle disease burdens. That translates into structural demand for nutraceuticals in metabolic health, heart health, and preventive wellness.

Meanwhile, initiatives like the Ayush Visa are marrying wellness, tourism, and nutraceutical exports into a new kind of economic corridor. The message is simple: nutraceuticals are no longer fringe—they are a pillar of India's health economy.

### Growth Numbers That Turn Heads

Analysts differ on the baseline, but the growth arc is undeniable.

- Grand View Research pegs the market at \$32 billion in 2024, growing to \$75.8 billion by 2033.
- DataM Intelligence takes a narrower cut, putting the figure at \$8.8 billion today, but sees it tripling to \$23.5 billion by 2032.

Even exports are rising fast—AYUSH shipments crossed ₹5,500 crore in FY24, with targets to double by the decade's end.

### The Road to Leadership

What separates leaders from followers in this industry will not be raw material—it will be evidence, compliance, and speed. Indian companies that can pair AI-powered R&D with biotech-enabled delivery systems and wrap them in globally recognized compliance frameworks will set the pace.

If the government sustains its support, India could easily claim double-digit CAGR for the next decade, putting the domestic market north of \$70 billion by 2033.

### The Big Picture

For decades, India exported its ingredients for others to build billion-dollar brands on. That era may be ending. With GST reform, official trade promotion, and an innovation ecosystem that fuses Ayurveda with AI, India is ready to own the narrative, not just supply the raw material.

The nutraceutical pivot is here. And if business leaders play it right, India will not just join the global nutraceutical race—it will lead it.



# A Nutraceuticals and Mental Health: Bridging the Gap Between Nutrition and Wellness

**ROHIT AGARWAL**

Managing Partner  
Nutra Grace



The link between nutrition and mental health is a growing area of interest in the wellness community, and nutraceuticals are emerging as key players in this space. While traditional medicine has long relied on pharmaceuticals to address mental health conditions like anxiety, depression, and cognitive decline, nutraceuticals offer a natural and complementary approach.

One of the most well-known nutraceuticals for mental health is omega-3 fatty acids, particularly those found in fish oil. Omega-3s are crucial for brain health, as they help build and maintain brain cell membranes. Studies suggest that omega-3s can reduce symptoms of depression and anxiety, making them a valuable addition to mental health care.

Another important nutraceutical is magnesium, a mineral known for its calming effects on the nervous system. Magnesium deficiency has been linked to increased stress, anxiety, and even insomnia. Taking a magnesium supplement can help improve mood, promote relaxation, and enhance sleep quality, all of which are essential for mental well-being.

Herbal supplements like ashwagandha and ginseng are also gaining attention for their adaptogenic properties, which help the body adapt to stress and maintain balance. Ashwagandha, in particular, is known for reducing cortisol levels, the hormone responsible for stress, making it a powerful tool in managing anxiety and improving resilience.

Probiotics, too, play a role in mental health by supporting the gut-brain connection. Research shows that a healthy gut microbiome can influence mood and cognitive function, and probiotics can help maintain this balance.

As the understanding of the relationship between nutrition and mental health deepens, nutraceuticals offer a promising, natural approach to supporting cognitive function, mood regulation, and overall mental well-being.



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Additionally, GutGard® has shown potential in addressing Helicobacter pylori infections. A study reported a 48% eradication rate of H. pylori in participants treated with GutGard® over 60 days, compared to 0% in the placebo group.

Furthermore, GutGard® has been effective in alleviating gastroesophageal reflux (GER) symptoms- heartburn and regurgitation symptoms compared to the placebo group. It also supports GLP-1 and metabolic efficiency.

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**DR. SURESH  
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# INGREDIENTS OF THE MONTH

Despite its traditional use for weight management, a recent meta-analysis of 10 clinical trials (n = 448) found no significant effects of bitter melon supplementation on body weight, BMI, waist circumference, or body fat percentage.

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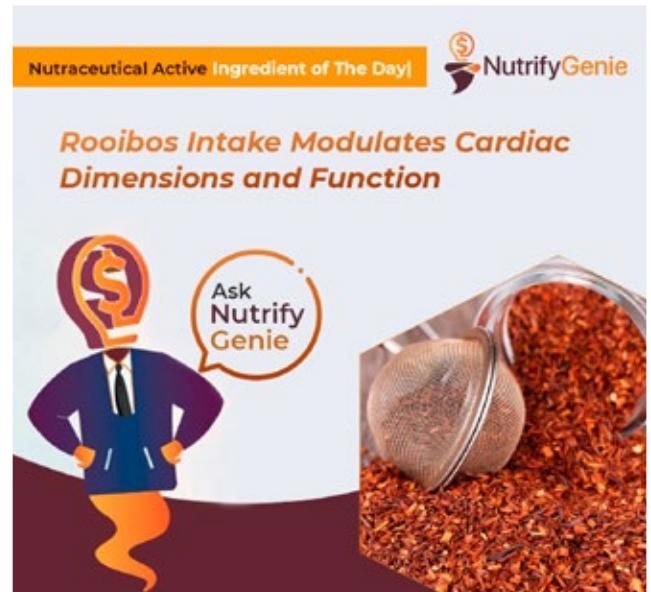
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# INGREDIENTS OF THE MONTH

Rooibos, the caffeine-free herbal tea from South Africa, is gaining attention not just as a soothing drink but as a heart-friendly ingredient. Rich in polyphenolic antioxidants, both green and fermented Rooibos have been shown in clinical studies to support cardiovascular health by improving markers of heart function. A 12-week trial using echocardiography found that Rooibos helped reduce heart chamber dimensions and improve cardiac parameters, suggesting its potential in lowering cardiovascular risk. Regular Rooibos consumption may offer a natural, antioxidant-rich way to care for your heart.

Wondering how? Ask NutrifyGenie now



Mankai, a tiny aquatic green also known as duckweed, is emerging as a plant-based ally for type 2 diabetes management. In a 4-week randomized crossover trial, adults with T2D who consumed a Mankai drink after dinner saw nearly 20% lower post-meal blood sugar peaks and a delayed glucose spike, compared with water. The study also found improvements in blood sugar stability and a favorable shift in the triglyceride-to-HDL ratio, pointing to potential cardiometabolic benefits. With its unique nutrient profile and glycaemia-balancing effects, Mankai may complement healthy lifestyle habits and standard therapies for better diabetes care.

Wondering how? Ask NutrifyGenie now

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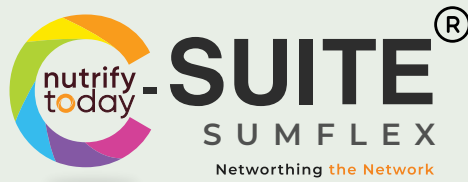
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To be continued....

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# Nutrify C-Suite Sumflex 2026

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The 5th Annual NutrifyToday C-Suite Sumflex returns to Mumbai, 4–5 June 2026, in a dynamic dual-venue format. This year, the focus is crystal clear—deals, scale, and impact.

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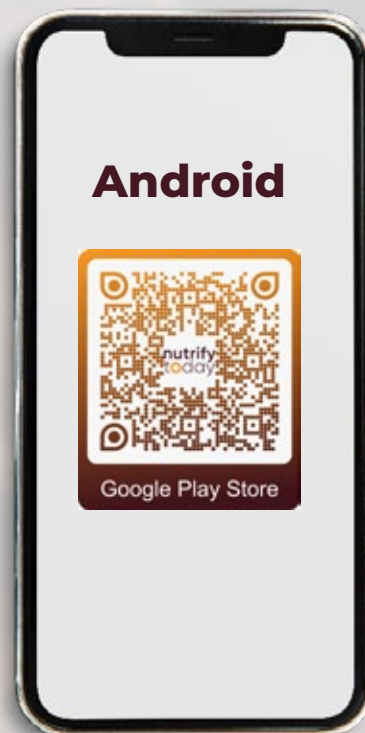
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For any business enquiries, please write to us: [hello@nutrifytoday.com](mailto:hello@nutrifytoday.com)

## Contact our team

**Speaking/ Partnership/Delegate Opportunity**

**Akansha Kuriyal**

✉ [akansha@nutrifytoday.com](mailto:akansha@nutrifytoday.com)

☎ +91 98331 96127

**Khasim M**

✉ [khasim@nutrifytoday.com](mailto:khasim@nutrifytoday.com)

☎ +91 99715 72969

**Sandeep Mahobia**

✉ [sandeep@nutrifytoday.com](mailto:sandeep@nutrifytoday.com)

☎ +91 77381 59617

<https://nutrifysuite.com/>