



SUITE
SUMFLEX
Networking the Network

nutrify
today

Welcome to **NutrifyToday C-Suite**
Sumflex 2024
Networking the Networks

6-7 JUNE

THE TAJ MAHAL PALACE MUMBAI, INDIA



C Context | **C** Objective | **C** Framework | **C** Agenda

Snapshot of Indian Nutraceutical Industry

In the burgeoning landscape of global nutraceuticals, India emerges as a pivotal player, offering immense opportunities for growth and innovation. To fully capitalize on this potential, it is imperative to strategically shape and align policies, both domestically and internationally. The formulation of harmonized trade policies stands at the forefront of this endeavour, aimed at facilitating seamless cross-border commerce and fostering an environment conducive to the flourishing of responsible nutraceutical businesses.

Moreover, the synchronization of regulatory frameworks between nations is a critical step towards eliminating barriers to market entry and expansion. Such harmonization not only streamlines the business process but also ensures the maintenance of high-quality standards and consumer safety.

Equally important is the establishment of uniform standards for evidence generation. This involves creating a consensus on the scientific methodologies and criteria required to substantiate the health benefits of nutraceutical products. Standardization in this area is essential to bolster consumer trust, uphold product integrity, and drive informed decision-making among stakeholders.

Together, these strategic approaches will not only propel the growth of the nutraceutical industry in India but also strengthen its position as a global hub for innovation and quality in this sector and at same time be a engine of nutraceutical industry growth globally. The time is ripe to leverage these opportunities, and concerted efforts in policy shaping, regulatory harmonization, and standardization in evidence generation will be key to realizing the full potential of this dynamic industry.



Mission **\$100 billion**
nutraceutical India
by 2047

Pillars of Nutraceuticals

FARMING:

- Medical Plants Farming
- Standardization
- Fingerprinting
- Specialized Logistics

ANI:

- ANI- Active Nutraceutical Ingredient
- Extraction, Isolation, Stabilization
- Biotech
- Clinical Studies

FORMULATIONS:

- Branded finished products for patients/consumers
- CDMO

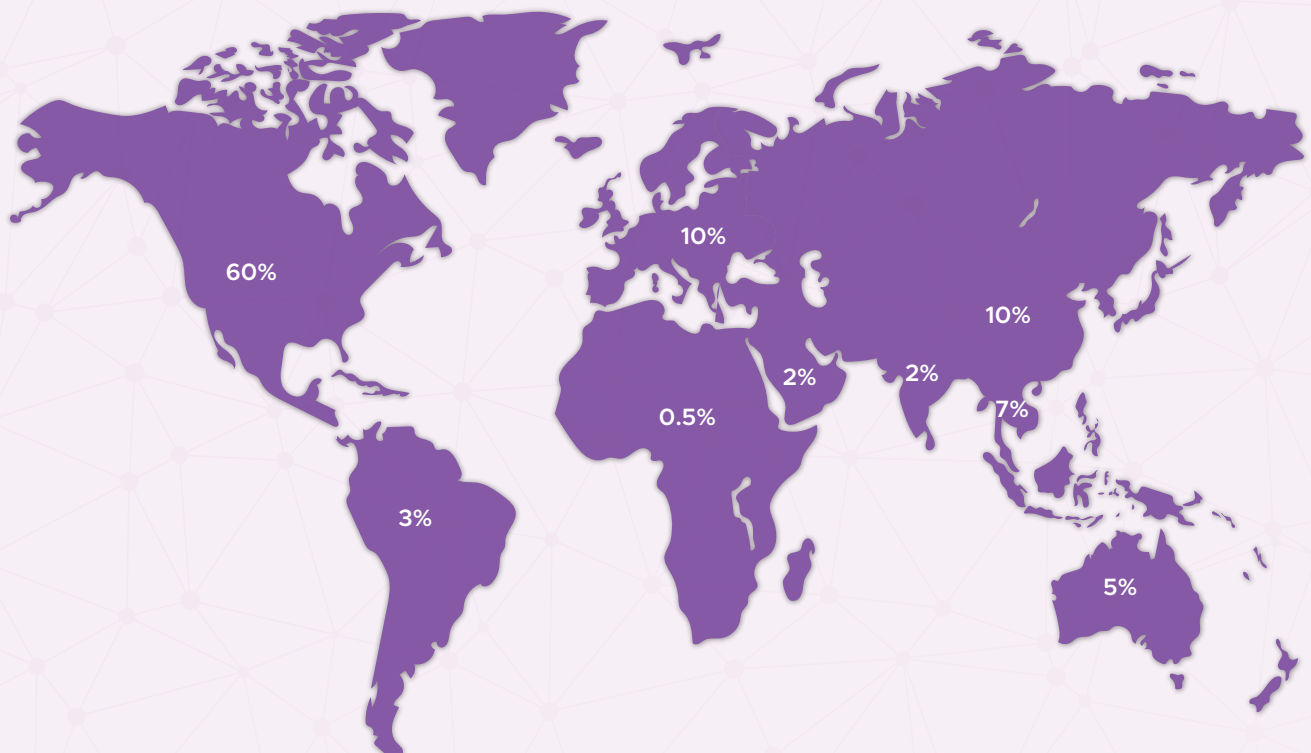
START UP:

- IP
- Incubation
- Acceleration
- Grants/Funds

ACADEMIA:

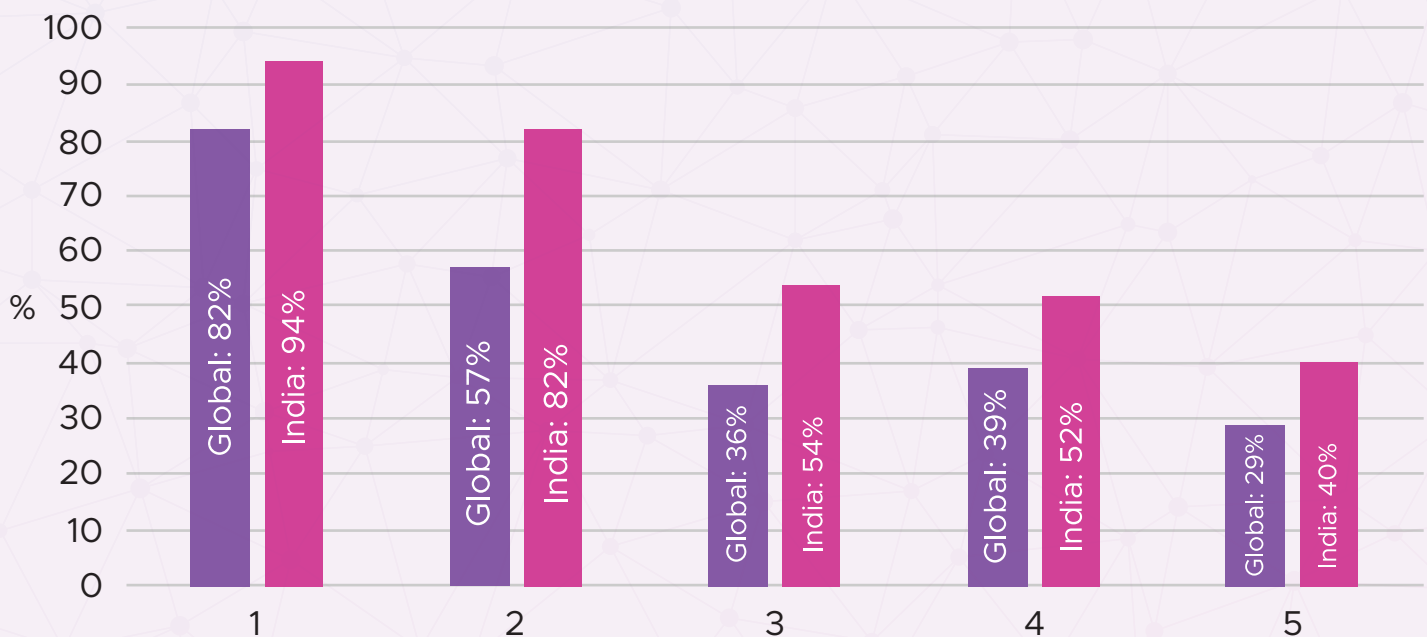
- B.Nutraceuticals (Pharma | food+tech)
- Ingredients discovery and validation
- International knowledge share-collaboration

Nutraceutical: USD 416 Billion 10% Y-O-Y



Current awareness levels and concern for healthy living are riding high in consumers psyche in India.

1. % of respondents who are concerned about their **family's health**
2. % of respondents who see "**healthy**" as a more important buying factor vs. before COVID-19
3. % of respondents who think that the way they maintain **physical appearance** will change in next three years
4. % of respondents who think changes in their approach to **mental wellbeing** will persist beyond COVID-19
5. % of respondents who **will pay a premium** for products promoting health and wellness



High-quality, evidence-based dietary supplements can be likened to a proactive investment in health, akin to paying premiums for medical insurance. Their primary purpose is to maintain optimal health and potentially reduce the need for extensive medical interventions or medications in the event of health issues.

Source: EY Future index (November 2021); No. of respondents – Global: 16,000; India: 1,002

Objective and Framework for NutrifyToday Sumflex

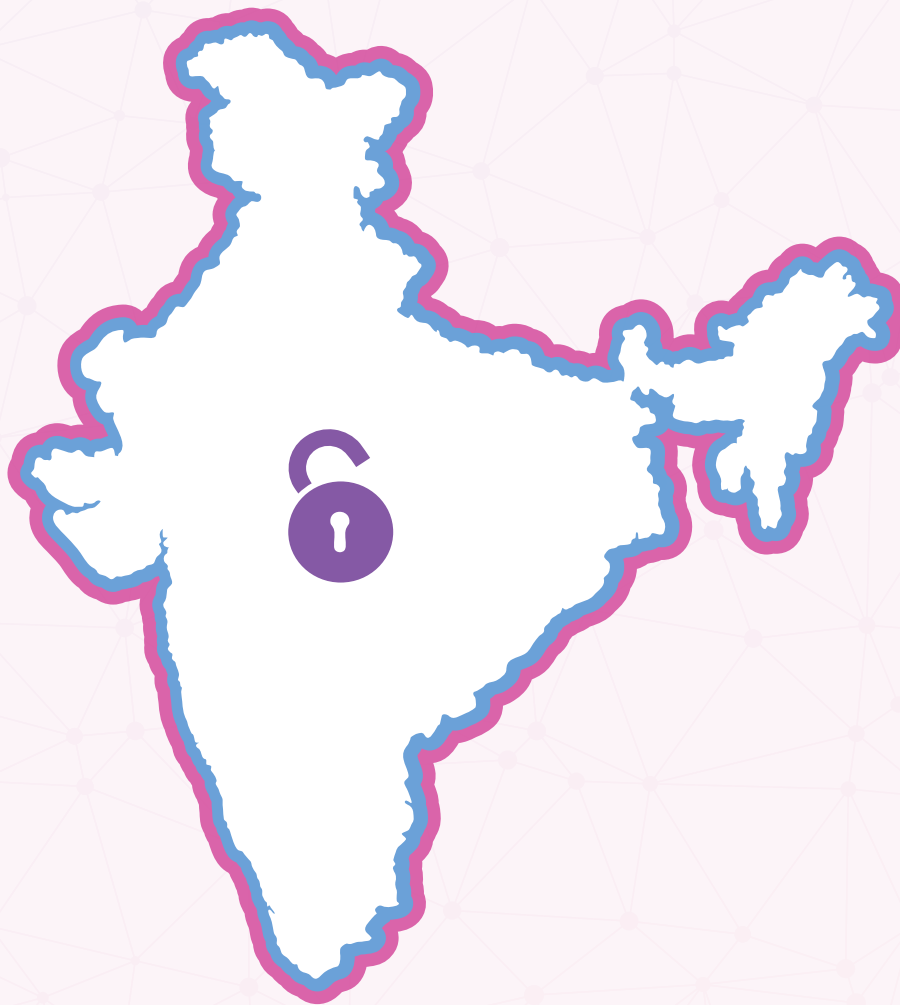
Objective:

1. Foster the growth of responsible nutraceutical businesses globally, emphasizing key international markets.
2. Position India as a pivotal force in the advancement of responsible nutraceuticals, aiming for a \$100 billion Nutraceutical Ecosystem.
3. Establish a platform to facilitate the synchronization of trade, regulatory frameworks, and evidence-based processes in the nutraceutical sector.
4. Empower consumers by providing them with reliable, evidence-based information regarding the safe and effective use of nutraceuticals.

Framework:

1. Deliver comprehensive insights into the market scope and potential of the nutraceutical industry.
2. Identify and address the key challenges and gaps in **achieving the \$100 billion nutraceutical goal in India.**
3. Support industry stakeholders in collaborating with governmental bodies to develop policies that enable harmonized market access and growth.
4. Advocate for and contribute to the development of policies that ensure the evolution of responsible nutraceuticals, distinguishing them from less regulated products.
5. Actively work towards minimizing the risks associated with the misuse or overuse of nutraceuticals by consumers.

Let's unite in a transformative journey to forge a responsible, global nutraceutical industry. Together, we have the power to unlock the potential of an emerging star – the ambitious and inspiring mission of a **\$100 billion nutraceutical ecosystem** in India. This is our moment to shape a healthier, more vibrant future for all.



**Mission USD 100Billion Nutraceutical
Ecosystem opportunity of INDIA**

AGENDA

3rd GLOBAL C-SUITE SUMMIT 2024 - Day 1

Track 1-  HALL

09:00 - 09:30	Delegate Registration and Tea
	INAUGURAL SESSION
09:15 AM	A welcome Greeting and Inviting the Master of ceremony: Medhavi Srivastava
09:30 - 09:40	Welcome Address by Summit Chair, Anchor and Moderator Krishnakumar Subramaniam (KK) Moderator of the Event
09:45 - 10:00	Opening Remarks Amit Srivastava : Summit Patron and Chief. and Founder Nutrify Today Member-Nutra Task Force, Office of PSA to Government of India.
10:00 - 10:15	Lamp Lighting Ceremony and National Anthem Dr. Anand Swaroop, Sanjaya Mariwala, Dr. Benny Antony, Suresh Garg, Saif Mekhri, Aditya Malviya, Shivom Singla, Gaurav Kaushik, Sunil Gupta, Priyanka Srivastava
	SESSION - 1 NutrifyToday & Tomorrow: Today
10:20 - 10:35	Daniel John Hopkin , Partner, Kainos Capital All Roads Lead to India: Why US Private Equity Wants a Taste of India
10:40 - 10:55	Ajit Singh : Chairman ACG worldwide Harmonization of Nutraceutical Manufacturing Standards
11:00 - 11:45	Panel Discussion Topic – Building The Nutraceutical India for the world Moderator – Mr Chandramouli , CEO, Blue Lotus Members Sanjaya Mariwala ; Chairman, Omniactive Arun Kelkar , Chairman, Hexagon Nutrition Suresh Garg , Managing Director, Zeon Life Sciences Saif Mekhri , Founder, Bio gen Extracts
11:50 - 12:10	Mr Amit Srivastava , Founder and CEO, Nutrify Today NutrifyGenie 2.0 : AI & Gen.AI
12:15 - 12:30	Yoni Glickman , Managing Partner, PeakBridge VC A Venture Capitalist's Perspective for Supplement and Personalised Nutrition Investment
12:30 - 12:50	Coffee Break :  Lounge

SESSION – 2 : Lateral Learnings

12:55 – 13:35

Panel Discussion

"Marketing to the Informed Consumer - Transparency, Trust, and Technology"

Moderator – **Vikas Bansal**, Head - India OTC Business, Himalaya Wellness

Members

Samir Srivastava, CEO, Looks Salon

Rami Itani, General Manager – Dermatological beauty, Loreal

Gaurav Agarwal, Co-Founder, 1 mg

13:40 – 13:55

Christos Kartalis, Managing Partner, Reindeer Biohealth
Performance Cockpit

14:00 – 14:15

Jane Phelps, CEO and Founder, Know Agency
Navigating the Google Maze

14:15 – 15:10

Lunch and Networking Break :  Hall

SESSION – 3: Standards and Innovations

15:10 – 15:25

Dr. Anders Henriksson, Head R&D Applications, IFF Health, ASPAC
GI Health Probiotic Solutions

15:30 – 15:45

Len Monheit: CEO, Trust Transparency Center
Transparency and more – Why Are Consumers Taking
Supplements ?

15:50 – 16:15

A Fireside Chat

Building a sustainable VMS business in India

Amal Kelshikar, Executive Director, Torrent Pharma

Dhawal Katkar, Senior Vice President OTC, Glenmark

16:20 – 16:35

Nikunj Thakker, General Manager | Category Director | Strategy,
Marketing & Innovation-Sanofi Germany

Navigating the European Nutraceutical Landscape: Market
Trends, Strategic Dos and Don'ts

16:40 – 18:00

Innovation Pitch

a. A speech on Making Excellence a habit- Dr. V Mohan, Founder
Chairman, Diabetes Specialties Centre

b. Innovation Battlefield Session

18:05 – 18.45

Honoring Sponsors and Speakers

18:50 – 19:00

Thanks Note and Dinner

<p>11:00 – 11:45 (Express Pharma– GMO)</p>	<p>Panel Discussion Topic - OTC landscape of India Moderator – Nitika Garg, Director OPPI Members Milind Thatte, Managing Director, P&G Shivam Puri, Managing Director and CEO, Cipla Health Ltd.</p>
<p>12:30 – 13:15</p>	<p>Panel Discussion Topic – Nutlify Genie 365 Today and Tomorrow Moderator- Dr. Vikram Munshi, Founder- Whitespace Consulting Members Subba Rao, Managing Director, Crius Life Sciences Dr. Nandan Joshi, Head Medical Affairs - Nutrition, India & Emerging Markets, Dr. Reddy Labs CA Cyrus Patel, Senior Director, Jubilant Generics Dr. Narendra Tripathi, Regulatory Affairs & Member ASSOCHAM Dr. Babu U V, Head R&D, Himalaya Wellness Dr. Baidyanath Mishra, Head R&D, Dabur</p>
<p>15:00 – 15:45 (Express Pharma– GMO) (Record Session)</p>	<p>Panel Discussion Topic - Navigating Investment Trends in Dietary Supplement Markets Moderator: Rajaram Sankaran, Partner, Healthcare and Lifesciences Practice; Heidrick & Struggles Members Dr. Anand Swaroop, President, Cepham Inc Daniel John Hopkin, Partner, Kainos Capital Dr. Guru Prasad Ramanathan, Professor, Pennington Biomedical Research Center Yoni Glickman, Managing Partner, PeakBridge VC Arun Dubey, Managing Partner, Zenfold Ventures</p>
<p>16:00 – 16:45 (Express Pharma– GMO) (Record Session)</p>	<p>Panel Discussion Topic - Natural Ingredients, scope, opportunity, and challenges in APAC Moderator – Len Monheit, CEO, Trust Transparency Centre Members Morgan Young, President of Indo Pacific Region, Freeman Nutra Group Eric Caston, General Manager-Fuji Chemical Industries, Japan Kratika Gupta, Head of Global Marketing, Omniactive Health Hitesh Patel, Managing Director, K Patel Phyto Extraction Pvt. Ltd. Pankaj Negi, President Fuji Chemicals</p>
<p>17:00 – 17:45 (Express Pharma– GMO) (Record Session)</p>	<p>Panel Discussion Topic - The Business development landscape of VMS in Pharma: India- Asia Perspective Moderator - KK Members Dhawal Katkar, Senior VP - OTC, Glenmark Abhijit Basak- VP Corporate Strategy and BD, Alkem Vinay Panemanglor- CEO, SMHP Inc Sameer Devendra Desai, Vice President Marketing, Clinical and Commercial Operations, Align Technologies, Singapore</p>
<p>18:00-17:45 (Record Session) (Express Pharma– GMO)</p>	<p>Panel Discussion Topic – The D of CMO: Evolving future Moderator – Neetu Sharma, Advisor, BD Nutraceuticals Members Suresh Garg, Managing Director, Zeon Life Sciences Subba Rao MD, Managing Director, Crius Life Sciences Rajiv Sanghvi, CEO, Leaf Ventures (USA)</p>

AGENDA

3rd GLOBAL C-SUITE SUMMIT 2024 – Day 2

Track 3 :  HALL

09:00-09:30	Tea
09:30-09:40	Welcome Address by Summit Chair, Anchor and Moderator G.Vishwanand, CEO -IMC , Moderator of the Event
Session - 4 Nutrify Today and Tomorrow	
09:40 – 09:55	Russell Michelson , Global Head (Regulatory), Reckitt Benckiser Strategic Considerations for Navigating Complex Global Dietary Supplement Regulations
10:00 – 10:15	Sameer Devendra Desai , VP Marketing, Asia Pacific, Align Technology, Singapore Topic - Consumer Health Market in APAC: Insights and Innovations
10:20 – 10:35	Shinsaku Takaoka , Director of Japan Health Food Standards Association. Exploring the Fibrinolytic Potential of Nattokinase (NK): Implications for Blood Clot Prevention and Post-COVID Complications
10:40 – 10:55	Jean Francois Porracchia , CTO, Himalaya Wellness The Evolving R&D space in dietary supplement industry and its future
11:00 – 11:40	Panel Discussion - Topic - "Enhancing Nutrition Outcomes: The Role of Rigorous R&D and Clinical Trials" Moderator - Dr. Raktim Chattopadhyay : CEO Esperer Onco Nutrition Members Dr. Rachana Bhoite , Head Nutrition Science & Clinical research, Dr. Reddy Labs Dr. Madhavi Manoj Marathe , Head, Clinical Nutrition, Medical Affairs & Clinical Research, Sun Pharma Dr. Babu U V , Head Research & Development, Himalaya Wellness Dr. Tahir Maqbool Mir , Toxicologist, Now Health Group Dr. Baidyanath Mishra , Head R & D (Healthcare), Dabur India Ltd
11:45 – 12:25	Panel Discussion Topic - Branding sustainable brands in volatile VMS markets Moderator - Dr. Vikram Munshi , President, Whitespace Consulting Members Brijesh Kapil , CEO, Amol Pharma Shriram Balasubramanian , Director, Commercial and Business Development- Zuventus Healthcare Ltd. Abhijit Basak , Vice President, Corporate strategy and Business development, Alkem Dr. Mukund Kamath , OTX Business leader Atul Suri , Senior Vice President & SBU Head, Alembic Pharmaceutical
12:30 – 12:45	Bryan See , Vice President Business Development, Phytogaia, Malaysia Unveiling Tocotrienols Power in Metabolic Health
12:50– 13:05	Bharat Jhaver , Managing Director, Tablets India The emerging landscape of Probiotics in India - From Adjuvant to Therapeutics
13:10 – 13:25	Vinay Panemanglor , CEO, SHMP Inc. Leveraging Dietary Supplement Markets in Philippines
13:25– 13:40	Coffee break

Session - 5
Clinical Perspective in Nutrition

13:45 – 14:30

Panel Discussion -
Topic - **Evolving pathway to Robust Nutraceutical Industry of India**
Moderator - Arun Lal, Chairman, Nutrition ASSOCHAM
Members
Dr. Prabodh Halde, Head Regulatory Affairs, Marico
Dr. Harinder Singh Oberoi, Director, NIFTEM - K
Dr. Nandan Joshi, Head Medical Affairs - Nutrition, India & Emerging Markets, Dr. Reddy Labs
Mr Shigeru Nakagawa, Co-Founder, The Rising Sun
Pankaj Negi, President, Astareal (Fuji Chemical Group)
Naaznin Hussein, Dietetics and Nutrition leader

14:30 – 15:10

Lunch

15:15 – 15:30

Pratin Vete, CEO, Universal Nutri Science
Will Pharma redefine Nutraceuticals?

15:35 – 16:20

Panel Discussion
Topic - **"Unlocking Innovation in Nutraceutical Industry: Connecting Science, Policy, Regulatory & IP for a Healthier Future"**
Moderator – **Dr. Vaibhav Kulkarni**, Secretary, HADSA
Members
Dr. Narendra Tripathi, Regulatory Affairs
Aparna Tandon, AGM-NPD, Signutra
Yusra Usman, Lead Regulatory, Cliniexperts
Rahul Kulshreshtha, Strategic Alliances, Office of PSA to Govt
Dr. Megha Marwah, Senior Manager, Fuji Chemicals Industries Co. Ltd
Vivek Singh, Counsel, Sagacious Research
Vijendrakumar K B, Sr. Manager- Amway

16:25 – 16:40

Rajat Shah, Secretary, Women in Nutraceuticals

16:40 – 17:00

Vote of Thanks