

Industry Outlook

2024 AWARD

IS PROUD TO PRESENT

**ISHAANAV
NUTRACEUTICALS**

AS ONE OF THE

**TOP 10
NUTRACEUTICAL
STARTUPS**

2024

*in acknowledgement of its unwavering focus and dedication
to achieve excellence in quality and delivery in this field.*

Sudhakar Singh

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Managing Editor
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ISHAANAV NUTRACEUTICALS

LEADING THE WAY IN EVIDENCE-BASED NUTRACEUTICAL MANUFACTURING

In India, where the age-old wisdom of 'prevention is better than cure' has been ingrained in cultural practices, the recent global pandemic has heightened awareness around proactive health management. This newfound emphasis on preventive healthcare has sparked a surge in demand for nutraceutical products. Amidst this transformative period, Ishaanav Nutraceuticals, entrenched in Uttarakhand, emerges as a beacon of innovation and evidence-based practices. As a leading New Generation Contract Manufacturing Company in India, Ishaanav is committed to research, innovation, and concept-driven nutraceutical and herbaceutical products for domestic and international markets.

Ishaanav specializes in clinical nutraceutical manufacturing and has conducted comprehensive registered clinical trials and case studies on its formulations. This rigorous approach stems from the Founder Krishnan Devasenapathi's pharmaceutical background, recognizing the importance of substantiating products with modern scientific evidence. In India, medical decisions often rely on evidence-based practices. Hence, Ishaanav has developed innovative concepts and successfully promoted them to pharmaceutical companies by generating definitive evidence through clinical trials. These companies, in turn, have leveraged the evidence to gain acceptance among allopathic doctors, resulting in a significant market impact, with over 5000 crore in business over the past 15 years.

Leveraging Herbal Heritage

Ishaanav's Impressive Product Range comprises nutraceuticals and phytopharmaceutical products for prevention, management, and wellness. Besides, Ishaanav focuses on leveraging

India's renowned herbal ingredients, particularly Ayurveda, worldwide. Despite many Ayurvedic ingredients lacking modern scientific validation, Ishaanav, as an Indian company, is committed to establishing evidence for these ingredients. They identify active components, standardize them, and formulate novel concepts. Clinical trials validate these concepts, which are then promoted based on the clinical evidence generated.

Furthermore, Ishaanav's services encompass a comprehensive process from product conceptualization to shipping and fulfillment, ensuring the highest standards and efficacy. The team of highly skilled formulators collaborates with clients to develop new formulas or enhance existing ones, prioritizing innovation and meeting market demand. The major factors that differentiate the firm revolve around the products' support for clinical evidence and adherence to stringent standards for ingredient purity. Initially, the products had clinical support to prove their efficacy. Secondly, it emphasizes standardization, ensuring that ingredients meet official purity standards. Lastly, the comprehensive quantification process ensures that all ingredients in formulations are meticulously measured, contributing to the efficacy of products.

"We prioritize innovation to meet existing demand rather than artificially creating it. By actively engaging in global exhibitions, we identify and explore new ingredients backed by clinical trials for the Indian market. We expedited approval from the government for the nutraceutical ingredients by submitting comprehensive evidence to the Food Safety Authority. Unlike others, we develop formulations tailored to Indian principles like balancing vata, pitta, and kapha, ensuring a holistic approach



rather than relying solely on isolated ingredients. This meticulous process allows us to launch products that precisely cater to the Indian market", noted Krishnan Devasenapathi, Founder & Chairman.

In conclusion, Ishaanav has crafted formulations spanning specific areas within the realm of nutrition, a feat that underscores their commitment to innovation and efficacy. Notably, the efforts extend to mitigating the side effects of chemotherapy and radiotherapy, advancing pain management solutions, and pioneering diabetic management solutions in response to the burgeoning diabetes epidemic in India. With recent publications in esteemed journals like the Lancet shedding light on the alarming prevalence of diabetes, Ishaanav's dedicated R&D efforts have yielded a product approved by the Central FSSAI for blood sugar management.

"Our proactive engagement with the government underscores our commitment to advocating for the widespread adoption of innovative solutions that have the potential to reverse diabetes, offering hope to millions affected by this pervasive condition. This represents a glimpse into ongoing efforts to make meaningful contributions to healthcare, both in India and beyond", infers Krishnan Devasenapathi. [In](#)