

PRODUCT OF THE YEAR

ISHAANAV NUTRACEUTICALS

DELIVERING NEW-AGED NUTRACEUTICALS, INSPIRED BY NATURE, DRIVEN BY INNOVATION



K. Devasenapathi
Founder & Chairperson

Ayurveda, the age-old Indian system of medicine has prospered and established the groundwork for modern nutraceuticals. The abundant availability of the plant-based raw ingredients in India has driven the exponential growth of the nutraceutical industry. As per the National Medicinal Plant Board (NMPB), India is home to over 7000 species of medicinal flowering plants, each providing various health benefits. The nutraceutical industry has well leveraged this growth by developing all encompassing medicinal supplements which aid in combating various lifestyle diseases like cardiovascular diseases, kidney disease, diabetes and many more.

Currently, the nutraceutical industry in India is poised to achieve the 100 billion-dollar dream, the biggest reason for it being the surge in its consumption during the Pandemic. Dehradun-based, Ishaanav Nutraceuticals is one of the leading companies in the sector. Ishaanav is a new Generation, Evidence-based and Science backed Nutraceutical & Herbaceutical Contract Manufacturing Company in India. Ishaanav Nutraceuticals is the first Indian Nutraceutical Manufacturing Company that has conducted CTRI Registered

and Ethics committee approved Clinical Trials and Clinical Case Studies on Nutraceutical and Phytopharmaceutical products in India.

Customers of today anticipate a 'one-stop solution' for their needs, where it can assist them, from the concept to the execution of the transaction (formulation, manufacturing, packaging, supply and marketing support and more. "We offer opportunities for Marketing Companies to make their products more consumer-oriented with our unique quality services viz ease of market entry, fulfilling idea to market, supports differentiating factors to grow, strategic partnering and many more. With our expertise in formulating innovative products for clients, we are dedicated to offering the best possible customer service during every interaction", says K. Devasenapathi, Founder and Chairman of Ishaanav Nutraceuticals. "Our Innovative and Unique concepts are converted into the formulation in our state-of-the-art manufacturing facility situated at the Foot Hills of Himalaya, Dehradun (Uttarakhand) and it is dedicated to therapeutic nutraceutical products", he adds.

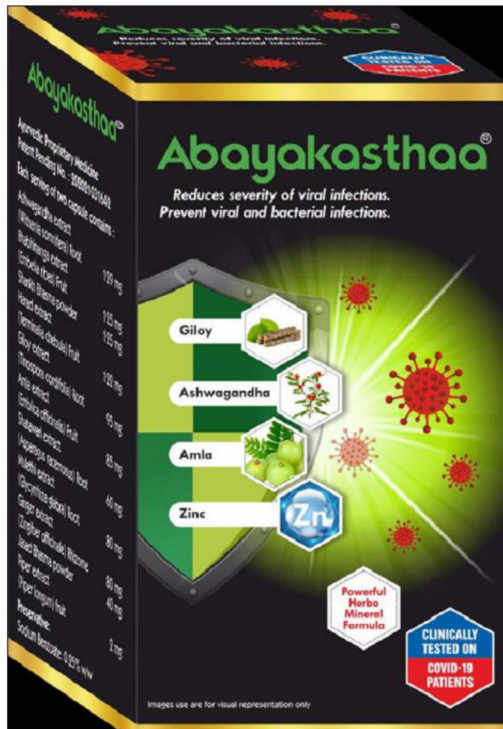
Products Inspired by Nature

Ishaanav Nutraceuticals develops and manufactures a wide range of healthcare formulations and products. "We provide market-ready products that fall under the numerous categories of food supplements, FSMP & FSDU, and guarantee full comprehension of our clients & successful product launches thanks to our compliance with regulatory rules and acceptable label claims", says K. Devasenapathi.

Ishaanav's safe & effective flagship product, Abayakasthaa helps in fighting against bacterial and respiratory infections. Abayakasthaa is also a herbal immunity booster with a combination of eight natural herbs that have antioxidants and immunomodulatory properties. Under the guidance of forty years of experience in medical practice and knowledge of modern medicine and Ayurveda Prof. Dr. Suresh Patankar from Pune of AMAI trust, we formulated this product jointly with an objective to treat prone infections and take care of overall health and well-being.

Abayakasthaa has proven clinical efficacy in decreasing the covid viral load, early recovery, and improvement in blood markers (Serum Ferritin, C-Reactive Protein, Immunoglobulins (IgG & IgM), Th1, Th2, Th17, IL6, NK cells &

CLINICAL TRIAL STARTUPS



CD markers), and safety of product on KFT and LFT," adds K. Devasenapathi., The "Covax Study CTRI", provided additional evidence that Abayakasthaa for all adults will keep antibody levels to mount an effective immune response against COVID-19 infection and prevent COVID-19 fatalities. Because of the efficacy in fatal viral infections, Abayakasthaa is proven to be highly effective to boost the immunity and helps to fight against any Bacterial, Viral Respiratory illness. The company's other list of branded innovative products include Hintosulin, Hintonova, Obiloss, Ferosmart and Peadol.

To ensure quality, the team at Ishaanav tests all raw materials to the highest standards and only utilizes standardized ingredients that are purchased from certified vendors. In its on-site laboratory, the company carries out testing, inspection, and product analysis. "For compliance with our process procedures and the intended end-use, R&D and test batches are prepared. We check the identification, purity, potency, microbiological content, pesticide residue, residual solvents, and heavy metal content of our raw materials to guarantee that they meet high quality compliance standards," adds K. Devasenapathi.

Ishaanav's quality standards are maintained through Certifications like FSSC 22000, ISO 22000:2018, ISO/TS 22002-1:2009 from DNV (Europe), WHO-GMP from CDSCO (India), and US FDA Registration Number via Registrar of Corp (USA). The company's advanced formulation expertise allows it to develop unique formulations in Tablets, Capsules & Powder dosages on a wide spectrum of therapeutic segments including Pain Management, Bone & Joint Health, Cardio-Diabetic, Women's Health, Men's Health, Gut Health, Liver Health, Immunity, Eye Health and General wellness.

Onward & Upward

Since the foundation of the company, many pharmaceutical companies have promoted Ishaanav's scientifically backed nutraceuticals. The firm is also working with many pharmaceutical giants such as Micro labs, Lupin, Zuventus, Centaur, Piramal, Cadila Pharmaceuticals and many more well-known for their science and concepts. Ishaanav is also the First Indian Nutraceutical Manufacturing Company, who conducted CTRI Registered and Ethics committee approved Clinical Trials and Clinical Case Studies on Nutraceutical and Herbaceutical products in India.



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In the future, the company is gearing up to expand into new market such as the EU, Russia and US, to begin with and hopes to increase its product portfolio with existing partners. Further, the company hopes to continually develop products for its Customers and help them make it a 'BRAND' with its dynamic and experienced team of Marketers and Doctor's, who offer training, marketing strategies, and even conduct CME's and product launches for the successful debut of its product. "Ishaanav Nutraceuticals is focusing on new product development, new scientific and clinical studies, and boosting marketing activities both offline and online - marketing & communication and more", concludes K. Devasenapathi. [ln](#)