



British Biologicals
The Protein People
A Global Nutraceutical Company

'Walkathon' from British Biologicals to bring Nutrition Awareness

The company celebrated National Nutrition Week to bring Nutrition Awareness by conducting a 'Walkathon'

Bengaluru, India – September 7, 2017

British Biologicals, India's largest Nutraceutical Company, organized a nutrition awareness rally on September 7, 2017 in Jayanagar, Bengaluru. The rally was organized on the last day of the National Nutrition Week with the theme 'Optimal Infant and young child feeding Practices – Better Child Health'. British Biologicals workforce performed 4km stretch 'Walkathon' to bring nutrition awareness among general public. Walkathon was inaugurated by **Mr. Milind Bhalekar - Head HR, British Biologicals**.

British Biologicals celebrated the National Nutrition Week from September (1st –7th) to bring nutrition awareness among common people on maintaining good health and well-being. This year the theme 'Better Child Health' brings the thinking of nutrition from the start. This theme clearly conveys the importance of nutrition for every child to lead a healthier life.

The 7 day event held with 7 different nutrition concepts for in-house members, which brought awareness as well as amusement. The campaign educated the people by explaining them the importance of the correlation between healthy lifestyle, nutrition and productivity. Employees working for long hours, and outdoor nomads are recommended to follow the healthy diet for better productivity. Last day of the week was ended with the 'Walkathon' from British Biologicals office to towards Madhavan park, to South-end circle and back to office.



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The company has organized the special event week as below:

DATE	Day	Title	ACTIVITY
1/9/17	Friday	Freaky Friday	Nutri Quiz- contest
2/9/17	Saturday	Soothing Saturday	Healthy Surprise Snack
3/9/17	Sunday	Sweet Sunday	Eating colors for Health
4/9/17	Monday	Mad Monday	Brain Fuel- contest
5/9/17	Tuesday	Terrific Tuesday	List me - contest
6/9/17	Wednesday	Wacky Wednesday	Healthy snack
7/9/17	Thursday	Thunder Thursday	Walkathon & Prize Distribution

British Biologicals is an established company with a significant global presence in more than 30 countries. The company offers wide range of Nutraceutical Science based nutritional supplements that are distinctive, reliable and 100% safe for human consumption. General public across the country recognize the company as D-Protein and B-Protein people, from past 20+ years.



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