

“Since nutraceuticals would be the thing of the future and the future of things, it is an undisputable conclusion that lot of big companies will enter the nutraceuticals market”



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How has British Biologics evolved in the last few years?

Twenty years ago, a cancer patient undergoing chemotherapy dealt with internal burns. A patient with renal failure underwent dialysis and needed to control the intake of certain foods. A diabetic avoided carbohydrates to maintain blood glucose levels. A pregnant woman went to a doctor and returned with a handful of tablets to sustain a healthy pregnancy. A menopausal woman lived through the torment with help only in the form of hormone replacement therapy.

Flash forward to 2013, when we have a palatable nutritional supplement to counter the side effects of chemotherapy, a supplement which ensures the mandatory 2200 calories to a diabetic who is forbidden

...says **V S Reddy**, Managing Director, British Biologicals. Here, he talks about the fast changing nutraceutical scenario in India.

over the last few years?

Research into consumer behaviour has revealed that consumers would rather prevent diseases than suffer its consequences. A good number of people who were only used to drug treatments are now aware of the importance of proper nutrition and nutraceuticals. Thus, they are naturally drawn towards preventive rather than curative treatments.

How is the phyto-pharmaceutical market picking up?

The phyto-pharmaceutical market is still in its nascent stage and will remain so until business operators can back their products with sound research findings. Many of these companies are unable to clinically prove or justify the effectiveness of these products.

Where do you see the Indian nutraceutical sector 5 years down the line?

The Indian nutraceutical sector will witness a 10 fold increase in volume and sales in the years to come. The increased awareness will drive market growth and consumption will double.

What is your take on the changing regulatory scenario for nutraceuticals in India?

In the past, Indian consumers have never been known to question a product's efficacy. Given this scenario, it is really heartening to note that at last there is a regulatory system put in place by the Government of India to protect their interests. The consumer will now be ensured of high quality, science-based products and dubious products will be weeded out. **MR**



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most foods, a palatable supplement for pregnant woman which can do away with medicines & helps her enjoy pregnancy rather than make her feel like a patient.

British Biologicals evolved through continued research and development in the space of preventive health care. Today, we are a household name with our products available in more than 12 lakh retail outlets across the country.

Tell us about the current R&D happenings in the nutraceutical sector.

While nutraceuticals as a segment is gaining momentum in India, it does not have a research base to it. Besides a couple of companies which are actively involved in R&D, there is not much research happening in this sector. British Biologicals' forte is medical research. We are the only company in India to have highly accomplished dieticians, microbiologists, biotechnologists and food scientists in our research team. We are actively involved in the research of all sectors of nutrition, be it paediatric or geriatric.

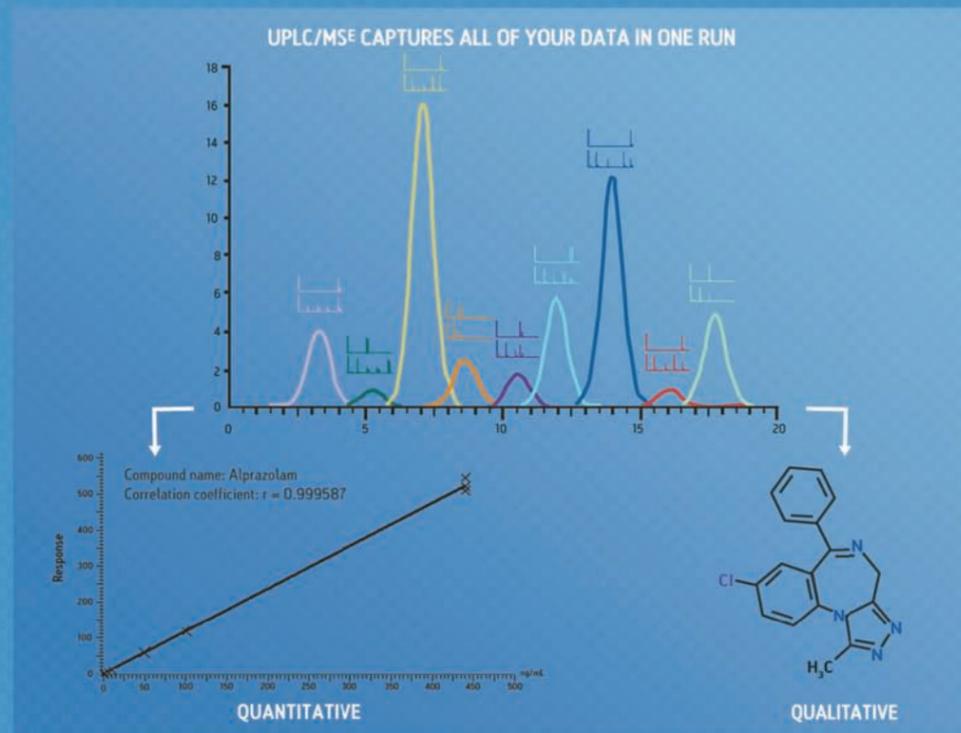
How beneficial, according to you, are the recent M&As /collaborations by pharma biggies for the nutraceutical industry?

Since nutraceuticals would be the thing of the future and the future of things, it is an undisputable conclusion that lot of big companies will enter the nutraceutical market. We are sure that in a decade or two, the world will drift towards preventive nutrition instead of depending on antibiotics for treatment. Hence, the next decade will see many collaborative strategies and merger of strengths.

How has the Indian consumer behavior with respect to nutraceuticals changed

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