

NITTA GELATIN FORAYS LAUNCHES GELIXER COLLAGENPEP IN TN

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Nitta Gelatin India Ltd. (NGIL), the Kochi based pharma major who is among the leading producers of Gelatin in India, has recently moved into the B2C space. Taking this forward, NGIL today launched an exclusive OTC food supplement for Osteoarthritis (OA) in Chennai and Tamilnadu. Nitta plans to aggressively promote Gelixer CollagenPep across India in a phased manner.

Considering the very positive response from the consumers who were suffering from joint pain caused by Osteoarthritis & also other product feedback, NITTA's product development team worked to bring about further functional improvements in the product to enhance its effectiveness. Packaging was completely refurbished along with customer friendly usage features. The improved version of CollagenPep is ready & will be introduced first in the Chennai market. Chennai consumers will be offered CollagenPep in two flavours, namely, Orange and Vanilla. The product will be extensively placed across all branded and retail pharmaceutical counters in Chennai

NGIL is one of the few government promoted companies in India to foray into consumer marketing by launching OTC products under the brand "Gelixer". This shift of strategy from B2B to B2C has given NGIL a thorough understanding of the dynamics of marketing and consumer perception and behavior while adding to the topline.

Addressing the media in Chennai, Mr.G.Suseelan, Managing Director, NGIL said "Our first consumer product Gelixer CollagenPep has been well received and gained acceptance in highly competitive markets like Kerala & other test markets. Gelixer CollagenPep which is a proven and safe nutritional supplement for bone and joint health, promotes cartilage health, improves joint flexibility and mobility.

He added “Collagen is the most abundant protein found in living organisms & is the main components in cartilage, bones, skin, ligaments, tendons etc. Maintaining normal collagen levels in bone, cartilages, tendons & ligaments is vital to maintain joint health”.

Extensive field Market Research backed by authentic secondary data revealed that awareness of Osteoarthritis (OA) among the Indian population is very less & not much of remedial action is taken to prevent or avoid escalation of the condition by proper supplementation. OA is a degenerative joint disease. One of the root causes of Osteoarthritis is the progressive destruction of the cartilage which acts as the protective layer between ends of the bones in joints.

Nitta thus sensed a significant business opportunity for Collagen based supplements as an add-on therapy for OA.

Dr. B.Mahender and Dr. V. T. Sriraam , Managing Director, Aurous HealthCare also participated in the launch.

Nitta Gelatin - Background:

Nitta Gelatin India Ltd (NGIL) is a joint venture between KSIDC- a Kerala Govt. subsidiary & Nitta Gelatin Incorporated, Japan. KSIDC is the nodal agency for the development and promotion of industries in Kerala. Nitta Group is the fourth largest Gelatin & Collagen Peptide manufacturing group worldwide with manufacturing facilities in Japan, the USA, Canada and India and is internationally renowned for its quality, consistency, technical superiority and customer service. Nitta Gelatin Inc. offers healthy, functional and valuable products that are safe, reliable and environmentally friendly.

NGIL's extensive product range includes Gelatin for pharmaceutical (Hard Capsules, Soft Capsules, Tablets etc.) and food applications (desserts, confectionaries etc), Collagen Peptide (Food & Skin care), Di-Calcium Phosphate, Ossein, Chitosan & Agri products. 60% of NGIL's turnover comes from exports of products to over 25 countries including the USA, Japan, Canada and the European Union countries.

NGIL - Future Plans.

NGIL has plans to add more products to its consumer products portfolio. These products have been developed by the company's R&D in India as well as Japan. The new products are targeted at those with Osteoporosis(bone becoming weak & brittle) , Pressure Ulcer(Bed Sore) and physically very active people like, Sportspeople, and dancers. At least one more product is scheduled to be launched before the end of this financial year.

NGIL has also pioneered an agricultural growth promoter product, Nutrigold, which was developed in collaboration with Tamil Nadu Agricultural University and in 2012 - 13 over 60000 acres of farmland will be using this product.

NGIL now has 5 Manufacturing facilities in India at Kakkanad (Kerala), Koratty (Kerala), *Nagpur (Maharashtra)*, *Baroda (Gujarat)*, and *Aroor (Kerala)*