

4<sup>th</sup> Grand Edition

# Nutrition & Wellness 2018

Conference & Awards

9<sup>th</sup> December Hotel Orchid, Mumbai.



# About

Nutraceuticals are referred to the food products that have a medicinal benefit including prevention and treatment of disease – in addition to the basic nutritional value found in foodstuff. The nutraceutical industry encompasses three main segments which include functional foods, dietary supplements, and herbal/natural products.

The relevance of nutraceuticals can be understood as they are new sector with lower R&D costs, new revenue sources, most purchases are by consumers, less onerous regulatory requirements, fast growing, source of differentiation & higher margins and accepted channel for new products.

Nutraceuticals offer opportunities for pharmaceutical companies to make their products more consumer-oriented, and for food producers to create brands with a medical image. India is currently a nascent market for nutraceuticals. At present, the nutraceuticals industry in India is about USD 2.2 billion, and is expected to grow at 20% to USD 6.1 billion by 2020. Both MNCs as well as domestic companies in the pharmaceutical and food and beverage space have tested the market with a variety of launches, with some success.

'Nutrition and Wellness Awards 2018' will recognize the excellence in nutraceutical industry under various domains including research & development, manufacturing, packaging, distribution and other support services in the areas of active ingredients, procedures, practices, technologies, and finished products. The awards will encourage the healthy competition amongst the nutraceutical companies which will result into better delivery of services.

The awards will also recognize the proactive and innovative approaches that leads to the success thereby raising the standards of nutraceutical industry.



## Organizer's Message



**Dr. Monica Bhatia**  
Managing Director, CIMS Medica

Globally, nutraceuticals are gaining prominence and becoming a part of the average consumer's daily diet. In India, the market for dietary supplements, sports nutrition products, food beverages, and weight loss products that are broadly clubbed in nutraceuticals is beginning to pick up speed since the Indians are becoming conscious about their health and external appearance.

Furthermore, with the increase in life expectancy and subsequent increase in lifestyle diseases, nutraceuticals have emerged as a necessity for consumers. In developing nations such as India, mortality due to nutrition-related factors is nearly 40%, underscoring the need for nutraceutical products to balance the nutritional intake of the individual. The trend towards preventive healthcare has been noticed by pharmaceutical companies, which have diversified into the production of nutraceuticals.

CIMS Medica organizes the Fourth edition of the 'Nutrition and Wellness 2018' to recognize the excellence in nutraceutical and healthcare industry with an aim to generate a positive competitive environment amongst the pharmaceutical and nutraceutical industry, that will result in better delivery of services.

## Why to Apply?

The awards are a unique opportunity to have your company recognized by leaders in the pharmaceutical and nutraceutical sector, and it helps to raise the profile of your exclusive revolutions with the leading industry professionals and industry VIPs – during and after the event.

The benefits of Nutrition and Wellness Awards 2018 are:

- A great achievement to showcase in Stakeholder Building Exercise
- Boosts company's morale
- Adds value to public relations and marketing efforts
- A pull factor to attract local and global investors
- Helps increase credibility amongst target customers
- The independent endorsement of a company's expertise
- Provide a tangential competitive advantage
- Capitalization of business opportunities

MOTIVATION  
CLIENT ENGAGEMENT  
REWARD ACHIEVEMENT  
CHALLENGE  
LEARNING

# Categories

Fastest Growing Product in Health & Lifestyle

Emerging Nutraceutical Company

Supplement with Proven Track Record

Best Company in Dietary Supplement

Product with Effective Marketing Strategy

Health & Wellness Product

Company in Ingredient Innovation

Emerging Online Nutrition Store

Emerging Vitamin Brand

Individual Excellence in Health & Fitness

Individual Excellence in Nutrition

Nutrition Brand of the Year

Popular Company in Health & Nutrition

Health Supplement of the Year

Most Trusted Brand

Most Popular Health Drink

## Award Application Fee

₹ 49950/- (Per Category)



WELLNESS



BODY CARE



HEALTH & FITNESS



NUTRACEUTICAL



INGREDIENTS



HOMEOPATHY



HEALTHCARE

# Agenda

Registration

5:30 PM - 6:00 PM

Conference & Panel Discussion

6:00 PM - 9:00 PM

Awards Ceremony

9:00 PM - 9:30 PM

Press & Media Interviews

9:30 PM - 9:45 PM

Networking Dinner & Cocktails

9:45 PM Onwards

## Delegate Registration Fee ₹ 1500/- (Per Delegate)

\*includes access to event programs, cocktail & Dinner





# Who can Participate?

Manufacturers and distributors of:

- Dietary supplements (vitamins, minerals, herbs or other botanicals, amino acids, enzymes, organ tissues, glandulars, metabolites, extracts and concentrates etc.)
- Functional foods (whole foods and fortified, enriched or enhanced dietary components that may reduce the risk of chronic disease and provide a health-benefit beyond the traditional nutrients it contains)
- Functional beverages (with ingredients such as herbs, vitamins, minerals, amino acids or additional raw fruits or vegetables)
- Medical foods (foods with distinctive nutritional value that are specially formulated and intended for the dietary management of a disease)
- Pharmaceuticals (medically valuable components produced from modified agricultural crops or animals)





# Why Sponsor?

- Put your business in the spotlight
- Create, develop and enhance credibility
- Enhance image/shaping consumer attitudes
- Get in front of your target market
- Lead generation and new contacts
- Get your brand noticed
- Give attendees a “taste” of your business
- Creating positive publicity/heightening visibility
- Brand awareness and recognition
- Market your business effectively
- Generate new sales and form new business partnerships
- Enhancing business, consumer and VIP relations
- Differentiate from competitors
- Distribute samples or trial offers
- Get media exposure





# Associated with NUTRITION & WELLNESS

**Ms. NAAZNIN Husein** - *President, Indian Dietetic Association, Mumbai*

**Dr. Shilpa Joshi** - *Founder Secretary of Indian Association of Diabetes Educators*

**Leena Mogre** - *Leena Mogre's Fitness*

**Kaizzad Capadia** - *Director, K11 Fitness Management Pvt. Ltd*

**Mr. Vivek Kamath** - *Senior Director, MSD Pharmaceuticals*

**Dr. Jayesh Lele** - *President Indian Medical Association, Maharashtra*

**Dr. Rajiv Kovil** - *Secretary United Diabetes Forum*

**Dr. Vaibhav Kulkarni** - *Secretary Health Foods and Dietary Supplements Association*

**Dr. Shweta Rastogi** - *Chief Dietician Guru Nanak Hospital, Mumbai*

**Dr. Soly James** - *Chief Dietician S L Raheja Hospital, Mumbai*

**Harshvardhan Rane** - *Indian film actor*

**Dr. Ramki** - *Marketing Guru and Professor of B-schools*

**Dr. Rajesh Kher** - *Leading GP, Mumbai*

**Avinash Abhichandani** - *Actor and Hotelier*

**Shri G R Khairnar** - *former Deputy Commissioner of BMC*

**Ms. Elsie Gabriel** - *Young Environmentalist*

**Shri Krishna Hegde** - *Mumbai Congress*

**Dr. Pratap R. Dighavkar (IPS)** - *Additional Commissioner of Police, Mumbai*

**Shri Sanjay Nirupam** - *President Mumbai Congress*

**Dr. Manoj Gandhi** - *Director Dr. Gandhi's Nursing Home*

# CIMS<sup>®</sup>

## Medica

CIMS Medica is a global leading provider of drug information, educational content and marketing services to healthcare professionals, pharmaceutical marketers and consumers. CIMS Medica publishes leading drug directory - CIMS, IDR and various scientific journals including Journal of Paediatrics, Obstetrics and Gynaecology (JPOG), Cardiology Today, Diabetes Today, Orthopaedics Today, Ophthalmology Today & Health Today among others. It creates and distributes a wide range of healthcare information including medical and drug information systems, medical journals, customized communications and patient education in Print, Electronic, Web, Broadcast and Live Event formats. Its online brand [www.cimsasia.com](http://www.cimsasia.com) is the most powerful drug search media. Leveraging on our strong brands, extensive network of key opinion leaders, experienced content development teams as well as global resources and audience reach, CIMS Medica is exceptionally well placed to design and organize engaging congresses, conferences and CME events that advance the exchange of ideas and best practices.



Online



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Electronic  
decision  
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# GLIMPSE OF NUTRITION & WELLNESS 2017



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