

Sundyota Numandis offers most researched probiotic product to India

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Sundyota Numandis will also co-market? this product with Cipla.



Sundyota Numandis Group of companies, a global health oriented organization, has signed a pact with global probiotic leader Probiotical of Italy to offer world's most researched probiotic product Lactobacillus rhamnosus GG in Indian market. The product procured will be strategically marketed by Sundyota Numandis and Cipla - a leading healthcare organization in India.

Lactobacillus rhamnosus GG is meant to support gastro-intestinal health and general well-being in children as well as adults with no adverse effects. It is also the world's most scientifically studied probiotic. Sundyota Numandis has introduced the probiotic in a technologically superior and consumer compliant oro-dispersible powder form that is stable in Indian climate; and is called as Microbac GG.

As a part of the pact, Sundyota Numandis procures coated oro-soluble L. rhamnosus GG from Probiotical, Italy and undertakes its manufacturing for the Indian market. It has introduced the product under the brand name 'SuperFlora GG'. Additionally, Sundyota Numandis has entered into a strategic alliance with Cipla for parallel launch and co-marketing of the same product. Cipla has introduced the product as 'Unobiotics'.

Addressing the media, Dinesh Arora, MD & CEO, Sundyota Numandis Group of Companies said, "Sundyota Numandis is focused on providing safe human healthcare products and clinically proven therapies from non-chemical sources. Probiotics are going to become the mainstay in future healthcare. Keeping this in mind, we're already associated with many leading probiotic companies of the world to offer the best of probiotic researches in India. Lactobacillus rhamnosus GG is globally the number one choice amongst probiotics. Our association with Probiotical facilitates the introduction of a stable form of this probiotic in India, whereas our alliance with Cipla extends its benefits to a larger consumer base. The Indian probiotic market is valued at approximately Rs. 1000 Crores and is growing at a rate of 15%. We estimate that in the first 12 months of launch, Microbac GG will attain a value of Rs. 30 Crores. We would be manufacturing 1 million sachets of Microbac GG every month. In future, we will also introduce L. rhamnosus GG in various formulations like drops and capsules".

L. rhamnosus GG has been globally available since 1990. Since then, it has been a preferred choice of healthcare

professionals for various health conditions, particularly gastrointestinal complaints like diarrhoea of various types, Irritable Bowel Syndrome (IBS), Inflammatory Bowel Disease (IBD) etc. As the nature and sensitivity of L. rhamnosus GG does not allow it to survive in climatic conditions of high temperature and humidity (like India), it necessitates a technological advancement to increase its viability and stability.

Probiotal (Italy) is a global leader for research and development of bacterial probiotic therapies. Probiotal has developed a unique probiotic coating technology (Microencapsulation) which increases L. rhamnosus GG's survivability and stability during packaging, transportation, storage and consumption. Moreover, it offers five times more probiotic activity compared to uncoated L. rhamnosus GG. Also, its oro-dispersible form ensures significant consumer compliance.

Francesco Girardo, Director Sales – Probiotal said, "We are really excited to have Sundyota Numandis as our partner. This alliance will result in the introduction of series of technologically advanced probiotics from Probiotal in India. With a like-minded partner as Sundyota Numandis, our association is bound to be long lasting".

In due course, the partnership between Sundyota Numandis and Probiotal will widen its scope of concurrence; and look at developing various new molecules that will address need gaps in Indian healthcare and are best suited to Indian patient profile.