

SPECIAL ISSUE

businessstoday.in

Business Today

April 30, 2023 ₹ 200

On Stands | Online | On Air



**UDAYAN
MUKHERJEE IN
CONVERSATION
WITH ASWATH
DAMODARAN**



**TATA MOTORS
STRATEGY FOR
THE NEXT 5
MILLION CARS**

**A BT-TAGGD SURVEY
THE BEST
COMPANIES
TO WORK
FOR IN INDIA**



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Amit Srivastava

Dr. H S Raghavendra Rao

Dr. Minnie Bodhanwala



Jignesh Mehta

Juzar Khorakiwala

Pooja Bagri

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GAME CHANGERS



NutrifyGenie – Giving Nutraceuticals an AI Boost

With the kind of intense, hectic lives that we live, nutraceuticals are our dependable source of nourishment that compensates for our wrong dietary choices. As companies work tirelessly to come up with advanced formulations that will address the needs of the future, an Indian company has stepped in to power up their programs with the power of Artificial Intelligence. It augurs well for the Nutraceutical industry and the end users.



> **Amit Srivastava**
Founder, NutrifyGenie

The Nutraceuticals (Dietary Supplement) industry has been struggling with designing responsible nutraceuticals with solid scientific backing. Consumers and the medical fraternity have been demanding evidence based nutraceuticals. The market has evolved into demanding Safety, efficacy and sustainability. In pursuit of designing responsible nutraceuticals, companies take anywhere from 1.5 years to 3 years to design and commercialize their innovations.

NutrifyGenie is revolutionizing the industry and changing the dynamics of the game. The future is truly here and now. Imagine the Head of Business at a nutraceutical company debating with his research team on the choices that NutrifyGenie in metaverse has presented to them for next big ingredients from the wealth of 8 million data in the metaverse. They are simultaneously interacting with the Genie in making choices of ingredients for designing an innovative dietary supplement for Non Alcoholic Fatty Liver Disease. They are touching ingredients in the metaverse and as they do so the ingredients simulate the predicted outcome in the liver with references of

clinical papers, IP and Non IP data. As they get closer to the choice of formula, the AI in the metaverse course corrects the formula to the regulations of the country to make it compliant for smooth launch. At the end of their conversation, the formula is ready. A process that would take 3 to 8 months is addressed in just one serious session.

If you thought the miracle ends here, wait till the genie actions the next part. It can dial up a CDMO, getting them to be briefed on the requirement, even allowing them to sign up the NDA and take up the assignment. In just 9 months from the idea, the product can be launched in the real world.

Nutrify Genie is the world's first responsible nutraceuticals design, development and commercialization engine that plays with over 2 million data points in presenting a regulatory compliant formula ready to be commercialized. The Nutrify Genie is compliant to 20 countries. This curated AI Engine platform helps you with ideation to commercialization of differentiated Ethical nutraceutical products by structuring the complex

ingredients, clinical facts, regulatory guidelines, supply chain and shortens your go-to market time by 50% while increasing the depth and spectrum of differentiated product options by 100%. It also has over 2800 contract manufacturers, 3200 ingredient suppliers, 4000 label and pack designers, global warehouses and more on its engine.

Nutrify Genie is artificial intelligence that takes over designing a responsible nutrition formula backed by clinical papers by the time you finish the cup of coffee. This unique technology was conceived by the founder Amit Srivastava and is being evangelised by co-founder Dr Anand Swaroop, who is taking it to the world. Chairperson Ms. Priyanka Srivastava adds, "NutrifyGenie assists industry in networking, conduct business through idea to commercialization and upskills industry members". The NutrifyGenie also helps industry executives network through its unique mobile app that streams industry specific radio podcasts, industry specific academic courses.

NutrifyGenie is all set to provide nutrition and energize the Nutraceutical Industry, we say.