

## **SastaSundar.com Ties Up With Netherland Based DSM To Introduce Nu-Shakti Fortifying Food Additive Range**

- **Nu-Shakti Range of Products Will Be Available In The West Bengal Market To Begin With**
- **Nu-Shakti Will Help Address The Problem Of Malnutrition Of The Country**

**Kolkata, 18<sup>th</sup> June, 2018:** SastaSundar.com, one of the leading digital network of healthcare in India announced their tie up with **DSM**, the Netherlands based leading global Life Sciences and Material Sciences company to engage consumers in counselling on nutrition and to provide access to easy-to-use nutritional products at affordable cost in consistent manner. DSM through its global expertise in human nutrition science has developed a unique range of **Nu-Shakti** brand of fortifying food additives for India, which are easy-to-use, simple and affordable.

“One of the health challenges for India is to provide sufficient nutrition to its population. Therefore, SastaSundar has tied up with DSM to engage consumers in counselling on nutrition and to distribute Nu-Shakti. This range will be available in SastaSundar.com’s mobile and online platform,” said **Mr BL Mittal, Founder & Executive Chairman, SastaSundarHealthbuddy Limited.**

The range of Nu-Shakti products to be available across West Bengal, to begin with in the Indian market, are as follows:

**Nu-Shakti Powermix for Rice** is a fortifying additive for rice, containing 5 vitamins and 2 minerals namely, iron, folic acid and multi-vitamins mix. It is available in affordable packs of 10 gm at Rs 5/- each; adding it to 1 kg raw rice provides wholesome nutrition without changing the rice’s taste.

**Nu-Shakti Powermix for Atta** is a fortifying additive for Atta, characterised by the presence of 7 vitamins and 2 minerals in the likes of iron, zinc and multi-vitamin mix. Each pack of 10 gm available at an affordable price of Rs 10/- is needed to be mixed with 5 Kgs of atta to provide wholesome nutrition without changing the atta’s natural taste.

**Nu-Shakti MixMe Powdered Beverage** is a fortifying beverage additive. Mixing a pack of 20 gm, available at Rs10/- each, to one glass of clean drinking water provides the nutritional benefits of 12 vitamins and 5 minerals.

**Nu-Shakti Vitamins & Minerals Supplement** is a fortifying food additive. Sprinkling 1 gm of this powder (available at Rs. 2/- only) on ready-to-serve cooked food makes up for the nutritional benefits of 10 vitamins and 5 minerals.

Analysing the food intake patterns of Indians, SastaSundar.com is also making available **Nu-Shakti Family Pack**, an assortment of these four Nu-Shakti fortifying additives, at an affordable price point of Rs 250/- only. This Family Pack can alone address the nutritional requirements of a family of 4 - 5 people for a month.

**About SastaSundar.com**

SastaSundar.com is a consumer focussed digital health care platform managing an integrated supply chain of pharma and wellness products and services. The name “SastaSundar” is derived from a popular Indian phrase in terms of consumer experience of savings and quality.

**About DSM**

DSM is a global science-based company active in health, nutrition and materials. By connecting its unique competences in life sciences and materials sciences DSM is driving economic prosperity, environmental progress and social advances to create sustainable value for all stakeholders simultaneously. DSM delivers innovative solutions that nourish, protect and improve performance in global markets such as food and dietary supplements, personal care, feed, medical devices, automotive, paints, electrical and electronics, life protection, alternative energy and bio-based materials. DSM and its associated companies deliver annual net sales of about €10 billion with approximately 25,000 employees. The company is listed on Euronext Amsterdam.

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