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Sundyota unites with Italian firm to launch probiotic products in India

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As a non-medicinal answer to the gastrointestinal problems such as diarrhoea, Irritable Bowel Syndrome (IBS) or Inflammatory Bowel Disease (IBD), the Ahmedabad-based Sundyota Numandis has tied up with Italian Probiotical to offer world's most researched probiotic product, Lactobacillus rhamnosus GG, in Indian market.

As per the pact, Sundyota Numandis procures coated oro-soluble L rhamnosus GG from Probiotical, Italy and manufacture it for the Indian market.

Sundyota Numandis markets the product under the brand name of SuperFlora GG. The company has also inked a strategic agreement with pharma major Cipla to market in tandem the same probiotic product. Cipla's product is named 'Unobiotics' and is available as a 1 gram sachet priced at ₹45.

"Currently, we are getting our product manufactured at Una in Himachal Pradesh through a third party. But we plan to set up our own new formulations facility at Changodar near Ahmedabad, with an investment of about ₹80 crore. The plant will be ready by November-December. We will supply the product to Cipla and they will market it under their brand," said Dinesh Arora, managing director and CEO, Sundyota Numandis.

Lactobacillus rhamnosus GG is meant to support gastro-intestinal health and general well-being in children as well as adults with no adverse effects.

After extensive scientific studies on probiotic, Sundyota Numandis introduced the probiotic in a technologically superior and consumer compliant oro-dispersible powder form which is stable in

Indian climate and called as Microbac GG.

The sensitivity of L rhamnosus GG does not allow it to survive in climatic conditions of high temperature and humidity; it necessitates a technological advancement to increase its viability and stability.

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