INTERVIEWS | INTERVIEW

Challenges associated with nutraceuticals need to be resolved within the umbrella of food and FSSAI, not CDSCO

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By **Shraddha Warde** | May 9, 2024



Nutraceuticals-Companies-in-India

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Many startups and individuals had great ideas regarding food products but did not know how to convert the idea into a product. They did not have a lab and other infrastructure to carry out the developmental activity and at that time VR FOODTECH quickly seized the opportunity and established a product development centre in Mumbai in 2013 and Chennai in 2021. In a conversation with NUFFOODS Spectrum Dr N Ramasubramanian, Director, VR FOODTECH speaks at length about the inception of VR FOODTECH and his expertise in the food technology space. Edited Excerpts:

Tell us about the origins of VR FOODTECH. What inspired the creation of the company?

After serving in different food industries and capacities for over 25 years, the natural urge to be on your own was obvious. The regular consultancy avenue was available but wanted to do things a little differently. In 2010, I met my old friend and collegemate Dr Ashlesha Parchure. We started talking about different possibilities. There was one hidden opportunity. That was, many individuals and startups had great new ideas regarding food products but did not know how to convert the idea into a product. They did not have a lab or other infrastructure to carry out the developmental activity. We quickly seized this need gap and established a product development centre in Mumbai (2013) and Chennai (2021). We have three food technologists on our roll. Interestingly, the first lab was Dr Ashlesha’s kitchen in Mumbai. Now we offer end-to-end service to our customers including product development, regulatory support, identifying contract manufacturers, and support during scale-up trials. We also offer support in allied areas like training, implementation of GMP, Food Safety Management Systems, etc.

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