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India Chambers USA ropes in Dr Anand Swaroop as Country Representative (USA)

Dr Swaroop will also be the Head of the India Chambers USA Desk

By **Sanjiv Das** | September 22, 2025



Dr Anand Swaroop

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India Chambers USA has appointed Nutrify Today cofounder Dr Anand Swaroop as Country Representative (USA) and Head of the India Chambers USA Desk, a new industry interface designed to build a high-velocity corridor between India and the US in responsible nutrition.

The Desk will be housed at NutrifyToday's office in Somerset, New Jersey. It will operate as an open venue for leaders from both countries to meet, negotiate partnerships, and run technical workstreams.

The mandate reflects a maturing industry ambition: move beyond raw material exports and incremental category growth to a mainstream, outcome-driven preventive health sector powered by science, standardized quality, and cross-border commercialisation.

Dr Swaroop—long recognised for advancing science-first nutraceutical development in the US—will use the Somerset office as a convening hub for Csuite roundtables, regulator-ready documentation sprints, and joint R&D sessions.

Dr Swaroop argues that with AI, biotech, and a deeper research lens on Ayurveda, the supplements category can evolve into a mainstream, measurable, preventive health industry. That means building products and portfolios around endpoints—glycaemic control, stress biomarkers, sleep quality, mobility—not just ingredients or historical claims. It also means investing in study design, data transparency, and post-market surveillance so that "responsible nutrition" is more than a slogan—it's a standard.

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