

## Aditya Food Industries inaugurated in KINFRA Park, Adoor

# Aditya's Diabrice a great boon to diabetic patients: Minister Adoor Prakash



**Adoor:** Diabetes Mellitus which is wide-spread and on the increase among rice-eating Keralites, and hence a product such as diabetic rice should be considered as a consumer product of choice", said Sri. Adoor Prakash, Minister-Food, Kerala while inaugurating Aditya Food Industries in KINFRA Food Processing Park, Elamannoor near here on December 12, 2013.

He added that in view of the threat caused by the disease across the world, diabetic rice, pioneered by Aditya should be one of the important processed food products for export from Kerala.

The inaugural function was presided over by Sri. Chittayam Gopakumar MLA, who expressed the hope that as with Aditya Food Industries, the various other units in KINFRA Park will also become success stories in their own

right.

The gathering at the inauguration was welcomed by Sri. Sasi K. Pillai, Chairman & Managing Director, Aditya.

The product being manufactured is medicated rice in the name and style of Diab Rice especially for the usage of 30 plus people. Soon the company will be marketing products such as oats, branded rice wheat powder and an array of similar processed food items.

Aditya is manned by a dedicated team of experts who are striving to rediscover the hidden secrets of diabetes. Diabrice is a new variety of herballly treated rice through the combination of ancient herbal traditional knowledge with the newly developed processing technology. The treated rice is free of sugar and has high percentage of Resistant Starch (RS) which has an important role in the mod-

ern world where people are eating junk foods. Diabrice has high percentage of RS content compared to ordinary raw rice and it keeps all the other nutrients. The bioactive component in the herb keeps the grain sugar free and makes the starch resistant to the digestive enzyme thereby; keeping a good glycemic index. The bioactive component in the herbal combination may also be able to produce positive effect on the insulin sensitivity of a diabetic patient.

**KINFRA wishes all its associates and friends a very happy and prosperous New Year....!**



## Sam Pitroda releases CARE Keralam's dossier on anti-diabetic formulation

**New Delhi:** A dossier on anti-diabetic ayurveda formulation, Nishaakathakaadhi kashayam (NKK), compiled by CARE Keralam (Confederation for Ayurvedic Renaissance-Kerala Ltd.), the joint venture between KINFRA and a group of leading ayurvedic companies was formally released here in late November 2013 by Sri. Sam Pitroda, the Scientific Advisor to Prime Minister & Chairman of the National Innovation Council.

Sri. Karimpuzha Raman, Managing Director-CARE Keralam, said that the dossier can also be used for preparing drug master files for registering NKK in other countries as an anti-diabetic drug.

He added that, the dossier will help gain acceptance of traditional medicines. The Rs. 9 cr. quality control and analytical lab and the toxicology study centre set up at the KINFRA Small Industries Park, Koratty, is currently offering clinical trials to companies to upgrade their products. The company is ready to take up more such studies on products with active support from the government of Kerala.



He also emphasized the need for brining in traditional knowledge to the mainstream through proper documentation and integrate it with modern medicines to make the treatment accessible and affordable.

MD Raman pointed out that this is the first dossier of its kind in ayurveda which contains quality control for the medicine ingredients, product profile, manufacturing process and toxicity studies. It also included formats for regulatory submission, drug licensing and GMP certification.

The National Innovation Council (NInC), chaired by the Prime Minister's Scientific Advisor Sri. Sam Pitroda helped and supported CARE Keralam conduct its study on Nishaakathakaadhi kashayam (NKK), a widely prescribed ayurvedic formulation for diabetes. The study was conducted at CARE Keralam's common facility center established with the support of the AYUSH department, Govt. of India. It was a comprehensive multidisciplinary study on the eight raw materials, and the Ayurvedic product formulated from them, demonstrating its efficacy and toxicity on rats. The dossier (drug master file) is the outcome of the project. It contains quality control parameters of ingredients, product profile, manufacturing process, toxicity studies and anti-diabetic activity in rats with streptozocin induced diabetes.

## Nilamel & Kaimal Foods inaugurated in KIAP

Nilamel & Kaimal Foods, a fully export-oriented unit processing frozen foods and vegetables, was Inaugurated in KINFRA Industrial Apparel Park (KIAP) by Sri. S. Ramnath, MD-KINFRA on November 6, 2013.



Those who attended the function included Sri. J. Krishnakumar, Director-State Food Mission, Sri. S. Abdul Halim, MD-KIAP, Dr. T. Unnikrishnan, Manager-Technical, KIAP, Sri. Suresh Mathew, Director-Nilamel & Kaimal Foods, Sri. K.N.G Kaimal, MD-Nilamel & Kaimal Foods, Sri. Ashok Lal, DGM-KSIDC and Sri. Unnikrishnan, KSIDC.