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Herbalife teams up with Syngene to develop, formulate nutrition products.

OUR BUREAU

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With an intent to set up an R&D centre in India, Herbalife Nutrition has partnered with the pharma contract research and manufacturing firm Syngene.

The partnership will help Herbalife Nutrition develop and formulate nutrition products tailored for Indian consumers.

Kiran Mazumdar-Shaw, Managing Director, Syngene International, said: "We see many synergies in this association and feel it is natural for us to partner with Herbalife Nutrition to help them in their quest of advancing better nutrition."

Herbalife is an NYSE-listed company, which has 8,000 employees globally, and according to Ajay Khanna, Vice-President and Country Head - Herbalife International India, this is the fourth R&D centre



Kiran Mazumdar-Shaw, MD, Syngene, with Ajay Khanna, V-P and Country Head, Herbalife International India, at the launch of the Herbalife Nutrition Research and Development lab in Bengaluru on Thursday. GRN SOMASHEKAR

that it has set up. This is a change for the company, which to a large extent was leveraging its R&D knowledge from other markets to India.

For Syngene, this is its fifth dedicated centre and second

for nutrition research, Shaw said.

The new nutrition R&D facility will be housed within the Syngene campus, with around 10 Syngene scientists working on Herbalife formu-

lations. Both companies did not disclose the investment numbers but said that the facility also houses a separate Good Manufacturing Practices (GMP) formulation lab to support product testing, sampling and end-product development.

Herbalife will work closely with Syngene in the areas of research and development in the field of nutrition - including product development, sensory evaluation and testing, scientific content writing pertaining to nutritional products and supplements, project management, formulation development, analytical service, stability study and other related services.

Herbalife believes that the Indian market for nutraceuticals is growing fast as people are resorting to usage of health supplements, anti-aging and energy products.

Source:

<http://www.thehindubusinessline.com/companies/herbalife-syngene-team-up/article9567880.ece>