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**11 years
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Manpasand and Parle G collaborate for a new venture

Parle Products and India's fruit juice manufacturing company, Manpasand Beverages have collaborated for an exclusive tie-up. A very unique partnership wherein the beverage giant and manufacturer of famous selling biscuit brand, 'Parle G', will work together to cater growing demands of Indian consumers.

Parle Products is known for its quality, nutrition and superior taste. With an array of brands in the biscuit, snacks, and confectionary segments, Parle has widespread market in India, covering rural areas as well and has international reach with over 75 countries in the world.

Under this tie-up, Manpasand Beverages will have access to 4.5 million outlets pan-India for its flagship brand 'Mango Sip'. In this association, both companies will cross-promote their brands and aim to achieve a significant market share in snacks & biscuits and the beverage industry.

Already underway in eastern part of India where 2 lakh outlets of Parle Products have been roped in by Manpasand Beverages. The beverage major has introduced a new packaging for Mango Sip, 'Mango Sip Gold', for this partnership. Under this, Parle biscuit packs and Parle's Wafers will be offered along with Mango Sip's various SKUs.

Medclear launches a natural food colorant



NV Lifecare's Crampfort receives patent to treat leg cramps in pregnancy

Ahmedabad-based NV Lifecare Pvt Ltd has received patent for a nutritional supplement 'Crampfort' from Indian Patent Office for treatment of pregnancy induced leg cramps.

Crampfort was invented by Dr Sanjay Agrawal and his team to relieve for leg cramps in pregnancy period. The Crampfort is first-of-its-kind evidence based medicine composed of selected natural ingredients and a combination of plenty of essential minerals,

vitamins, and amino acids with convenient dosage and easy to administer without any drug interaction with high safety profile being as a nutraceutical. It is designed in a way to act as a nutritional supplement to mother and the growing fetus.

The company noted that the nutritional supplement Crampfort is very safe and effective due to its unique and novel formulation. The concentration of content is as per the US FDA Pregnancy Index, and it has received patent right in time and without any objection from patent controller's office.

Before invention of Crampfort, there was no specific therapy for pregnancy induced leg cramps. In normal condition doctors were using analgesics and muscle relaxants. They are contra-indicated during pregnancy period, whereas Crampfort is very safe and effective due to its unique and novel formulation, according to Atish N Contractor, SBU Head, NV Lifecare.

