



**HEALTH SECURE  
(INDIA) PVT. LTD.**



It's morning. The sun is up, out on its daily journey spreading sunshine – smiling and cheerful, proud to bring in light after a dark night. A cool breeze soothes morning walkers. The road is lined with Gulmohar in full bloom. The sky is clear and you can hear birds chirping some place nearby. Indoors, children getting ready for school – mothers serving breakfast and packing their Tiffin-boxes, carefully considering the nutritional value of what they eat – cereals, eggs, fruits, milk... nothing escapes their attention.

A slice of a typical metro morning... this could be Mumbai, or New Delhi, or any other city. Later in the day as the children come home, mothers wait with a balanced diet. Again, nothing escapes their watchful eyes; their only worry –

**'When will the kids understand the importance of eating well'.**

Day goes, night comes. And next morning, it's the same story all over again. Momma dear persists, little Ria endures...





The same sun rises in a village not far from Mumbai. The breeze is delightful, the air friendlier. You can see a variety of birds as they chirp, fly. Equally bright children – full of potential to bring in a brighter tomorrow, are getting ready for school. Mothers' serving them breakfast with all their love – whatever is available at home, oblivious of its nutritional value. Lunch will be provided by the school, but will it take care of the nutritional needs of the growing child?

**Is little Asha getting adequate nutrition?** The parents are not aware. Either they don't understand nutrition too well, or it is beyond their means to provide nutrition-balanced food to the child.

Chances are - it's both.

Day goes, night comes. And next morning, it's not the same story again. Asha is a little more down in nutrients today than yesterday. Asha is as bright as Ria – cheerful, bubbly, and full of ideas. But all of that is slowing down... slowly...



**Asha is not the only child affected. Nutrition deficiency can bring down an entire village, town, state, society, or nation.**

Vitamins are essential for a child to grow well and healthy and to develop the immune system of the body. Deficiency of Vitamins A, B, C and D can cause serious impact on health. From Night Blindness to Scurvy, Rickets, Beri beri and stunted growth in children, and from tiredness to Anemia and diseases of the heart, eyes, bones, skin and teeth, deficiency of vitamins have serious implications.

**Daily supplements of Multivitamins can save Asha and many children like her from serious deficiency diseases.** In an ideal world, we don't need to take dietary supplements, but inadequate or poor quality of food, incorrect cooking, storage of food, etc. lead to poor intake of vitamins, which can only be corrected by supplements. In fact, several studies report that Multivitamin supplements taken by the mother during pregnancy boost the health of the child.



As a pharmaceutical company, reputed and respected for world-class manufacturing of liquid orals, semi-solids and powders with strict compliance of regulatory requirements, we have never settled for anything less than the best, be it manufacturing systems, raw material suppliers, quality systems or delivery systems. Our own brands and distribution network in India has been very strong.

One such brand manufactured and marketed by us in India is **Vitamex**. It is a Multivitamin Syrup which we supply to Government of Maharashtra. We are the sole suppliers of this product. This syrup with a fruity flavor and taste appeals to children of all ages. A combination of Vitamins A, B<sub>1</sub>, B<sub>2</sub>, B<sub>3</sub>, B<sub>5</sub>, B<sub>6</sub>, B<sub>12</sub>, C and D<sub>3</sub>, it is aimed at preventing all deficiency diseases including stunting in children.

**UNICEF**'s studies in Maharashtra in 1992, 1999 and 2006 have been indicating nutrition deficiencies in children including severe stunting.

**Can we do our bit, in improving the nutrition status of children in Maharashtra?**



We have heard fairy tales where a lumberjack saves Little Red Riding Hood or a Prince saves Rapunzel or the Sleeping Beauty, and often wondered how lucky it is to be a rescuer by profession rather than by chance. The latter of course is an expression of your goodness, but the former gives you the opportunity to do something noble routinely as a part of the job.

We also hear of companies trying hard to decide on what initiatives to take up as part of Corporate Social Responsibility, and realize that we are indeed lucky. We have as a part of our regular job taken up something that makes us proud because it fulfills a great social responsibility. And what can be more fulfilling to a Pharmaceutical company, than to know that it has played a part in bringing about a revolutionary social change which an institution like **UNICEF** has noted with appreciation and pride.

**Pharmaceutical companies feel happy when the products succeed. However, real happiness overwhelms you when you find that your product has made a significant positive social impact...**



It's a journey well begun for us.

It's not merely the success of one product;

It's the success of a mission.

It's **THE SUNRISE** that has started for us  
from our home state Maharashtra.

India and the World awaits similar improvements,  
and we wish to achieve this for them.

**We can only say, we'll do the best.**



Vitamin	Benefit	Deficiency Status	Natural Source of food	R.D.A.	Vitamex™ Content
Vitamin A	Improvement in eye sight, Immune system, Skin texture, Antioxidant. Helps in for growth	Night Blindness, develop disease Skin, Eye and R.T.I., diffective teeth	Yellow fruits, dark green leafy vegetable, Egg, yolk, milk	5000 I.U. per day	3000 I.U./5 ml
Vitamin D	Prevent Rickets,increases absorption of calcium, strong bones, good body growth, Improves insulin level, Immune system	Disease, like Rickets, Tooth decay, Osteoporosis.	Green leafy vegetable, milk, fish.	400 I.U. per day	400 I.U./5 ml
Vitamin B1	Improves Nervous system, development of brain, formation of Red blood cell, muscle development, antioxidant	Loss of appetite, weakness, tiredness, mental depression, heart problem, paralysis, Beri beri	Meat, pork, whole grain, cereals, wheat germ.	3.0 mg per day	2.5 mg./5 ml
Vitamin B2	Formation of red blood cell, antibody production, Formation of proteins, Improvement in skin, hair, texture	Itching and burning of eyes, cracks, sores in mouth, dermatitis, migraine, headache, Anemia.	Wheat germ, whole grain, almonds, rice, mushroom, soyabean, eggs, milk, yogurt, sprouts, cereals.	3.0 mg per day	2.5 mg./5 ml
Vitamin C	Antioxidant, reduces wear and tear of body, healthy gums and teeth, reduces risk of cancer, protects against diseases. Anti-stress	Soft and bleeding gums, scurvy, Swollen and painful joints, tooth decay, slow healing of wounds.	Lemon fruits, orange, mango, plum, litchi, guava, strawberry, tamarind. Black current.	40 mg per day	50 mg/5 ml



Vitamin	Benefit	Deficiency Status	Natural Source of food	R.D.A.	Vitamex™ Content
Nicotinamide Vitamin B3	Improves blood circulation, lowers cholesterol, development of brain, improves nervous system, protect against pollution, healthy skin.	Gastrointestinal disturbance, nervousness, headache, fatigue, depression, loss of appetite, bad breath, irritability.	Grain, meat, eggs, nuts.	50 mg per day	25 mg./5 ml
Vitamin B6	Strong nervous system, development of brain, formation of Red blood cell, Improve Immune system.	Nervousness, Insomnia, loss of muscle control, Anemia, dermatitis, loss of hair.	Cereals, beans, meat, poultry, fish.	1.3 mg per day	1 mg./5 ml
Vitamin B12	Blood formulation, increased energy levels, immunity booster, improves memory, increases concentration	Chronic fatigue, constipation, depression, drowsiness, dizziness, ringing in the ears, binge eating	Fish, shellfish, meat, liver, poultry, eggs, milk & milk products.	2.60 mcg per day	3 mcg./5 ml
D-Pantothenate Vitamin B5	Anti-stress vitamin, improves hemoglobin, regenerate cartilage, improves joints, builds antibodies, help in menopausal discomforts.	Painful & burning feet, skin abnormalities, retarded growth, dizzy spells, muscle cramps.	Grains, fruits, meat, nuts, milk & milk products	4.0 mg per day	5mg./5 ml

# Vitamex<sup>TM</sup>

Multivitamin Syrup



- We thank the **Ministries** and Administration of Women and Child Department, Tribal Department, Social Justice Departments for giving us the opportunity to supply **Vitamex**
- **Vitamex** is manufactured at a WHO-GMP certified facility
- All key vitamin ingredients are sourced from **DSM** which makes the quality of the product exceptional.
- All other vendors of excipient's and packing materials are among the topmost in their category. Ensuring they meet all guidelines of WHO-GMP standards.
- The pleasant taste of the product is palatable to the kids & the Pregnant mothers.
- Specially designed dispensing cup is provided with each bottle.
- Reputed transporters ensure that goods are delivered to the remotest destinations.
- Women & Child department through it's network of Anganwadi-sevikas, distribute the product & educate the beneficiaries on the Dose & frequency for consumption of **Vitamex**.
- There are about 91000 Anganwadi's located in urban & rural areas with about 451 CDPO's to monitor them.
- We have received many letters of appreciation from Anganwadi-Sevikas about the product efficacy.
- The results are very encouraging & we wish to be a part in the endeavor to eliminate the malnutrition menace.

We are proud to be associated with the **DSM** team for their superior quality of vitamins & social commitment true to their belief that adequate nutrition should be a human right for everybody, not only for those who can afford it.



**HEALTH SECURE  
(INDIA) PVT. LTD.**



---

Thank You

---