



BEYOUNG STORE

AWARDS & RECONGNITION



AS WE WORK TO DELIVER PERFORMANCE WITH PURPOSE, WE ARE PROUD THAT NUMEROUS ORGANISATIONS HAVE RECOGNISED OUR PROGRESS AND ACHIEVEMENTS. HERE ARE SOME OF THE RECENT AWARDS AND HONOURS WE HAVE RECEIVED.

**INNOVATIVE
ONLINE
WELLNESS
STORE 2020**





AMONG 50 BEST COMPANIES TO INVEST DALAL STREET JOURNAL

Mr. Minto Puroshotam Gupta

Chairman & Managing Director

DECCAN HEALTH CARE LTD.

HYDERABAD

Dear Mr. Gupta ,

Congratulations!

Out of the 298 SME companies listed on the Indian stock exchanges, **Deccan Health Care LTD** has been rated as one of the most progressive and growth oriented companies in SME category for the year 2019.

We at Dalal Street Investment Journal (DSIJ) believe that your company has the potential and steadily, but surely will be one of the few companies migrating to Main Board category in the near future.



**MINTO P GUPTA
AWARDED
INTERNATIONAL
GOLD STAR FOR
TALENTED
PERSONALITIES**

sector is orthopaedic surgeons and gynaecologists.

Sharing similar views, Gaurav Aggarwal, a successful nutraceutical health entrepreneur and CEO of OneLife and Director of Lasons, India opined "Doctors largely are not familiar with nutraceuticals. Their focus has traditionally been on pharmaceutical drugs. There are a few doctors who are open to understanding nutraceuticals and functional foods and suggesting the same to their patients but that is a very small number."

However, in order to impart correct knowledge to doctors, nutraceuticals are needed to be supported with strong clinical trial results. The obtained supporting data can help ease off marketing approval from the regulatory authorities as well.

When further asked about what steps can be taken to make doctors aware about nutraceuticals and functional foods, Gaurav said, "A lot of work with doctors is needed in this space. Doctors have always focused on traditional pharma drugs. Consumers are shifting from synthetic drugs to more organic/ natural alternatives. The doctors also



"Nutraceuticals are value-added pills. They provide vitamins, minerals, amino acids, phytonutrients, etc. helping the consumer meet RDA. When RDA of these nutraceutical ingredients are not met by regular food they result

in the deficiency of micronutrients. Increase in the deficiency of micronutrients with time causes medical conditions. At this stage, the consumer visits the doctor who prescribes medicines to overcome nutrient deficiencies and treat the patient. Pharmaceutical vitamins/mineral category is one of the biggest markets."

- Minto Gupta, CMD, Deccan Health Care Limited

realize this shift and have started looking into the nutraceutical space and the various products offered in this category. Companies need to and explain various benefits of the products to the doctors and convince them of the use and benefits work closely with doctors before a doctor would prescribe the products to their patients. Studies along with sampling are a key to gain the doctor's confidence."

"In the present scenario, I believe that except for registered dietitians and nutritionists, doctors do not receive a sufficient degree of training with regard to nutrition. Training doctors both at the entry level and throughout their course in nutritional sciences/dietetics and some physiology and plant chemistry will help expand their understanding of these products in a better way", said Nihaal Mariwala, Founder of Setu, a homegrown natural nutritional supplements brand while sharing his thoughts on the steps needed to be taken in order to create awareness amongst doctors.

Dr Saktharam suggested "A structured approach towards the KOL education on nutraceuticals is the key. Partnership between industry and academia, proactive and liberal initiatives by nutraceutical industry leaders towards KOL education and targeting of enforcement of product quality knowledge and trust in the brand must be done through KOL education." He further also suggested that effective and science-driven product branding and promotion and collaborations with various associations of physicians across country to make them aware about nutraceuticals is the need of the hour.

With an increase in the number of lifestyle diseases and with an increase in the number of people consuming food prescribed by dieticians and nutritionists, the time is ripe and people will start taking nutraceuticals recommended by doctors. The industry need to work closely with doctors to gain their confidence on the products they are going to prescribe to the patients. ■■

Prapti Shah

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BEYOUNG STORE

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57 pages including cover

Growing Food industry Creating Plethora of Career Opportunities

Are doctors aware about nutraceuticals? -36

"We intended to connect with people in their mother-tongue" -31
Anjona Ghosh,
Director - Marketing and Business Development, Bisen



ZEE BUSINESS AWARD FOR THE FASTEST GROWING NUTRACEUTICAL BRAND 2019

NATIONAL HEALTH CARE LEADERSHIP CONGRESS & AWARDS



THE MARKETING MASTERMIND 2019 WCRC LEADERS

INDIA SUSTAINABILITY SUMMIT & AWARDS SUSTAINABILITY SOLUTION PROVIDER OF THE YEAR 2019



MOHITA GUPTA
THE YOUNG ENTREPRENEUR WORKING TOWARDS THE NUTRITION AND WELLNESS OF PEOPLE THROUGH BE YOUNG STORE

BE YOUNG
NUTRITIONALS
Redefining Quality of Life.

Sugandh Bahl | Business Connect

Following norms are going to limit you in a box of mediocrity. If you want to carve your own path then, you ought to be little academic, and walk on the trajectories which are less travelled or untried. Mohita Gupta, a young entrepreneur of the times, exemplifies the above traits of truly an independent soul, who listens to her heart, and creates magic through her unimpeded determination. Coming from a family of scientists and doctors, not surprisingly, it was expected that she, too, would pursue medicine. Instead, Mohita decided to study Finance and Business Law from 'The London School of Economics & MASIAM Law University', where she went to spend time in the corporate world, attending and ultimately governing companies. "I want to be extraordinary in my own way," says Gupta. "Last pursuing my dream of social impact with passion and passion." Starting as a researcher, she went to build a nutrition and wellness technology platform 'BE YOUNG STORE' that helps people to connect with their health and wellness goals—and now her mission is to build the future of India's nutrition ecosystem. She is redefining the face of entrepreneurship in India.

BE YOUNG IS THE NUMBER ONE IN INDIAN NUTRITIONAL MARKET

BE YOUNG STORE falls in the category of one of the top-notch emerging nutritional webstores. BE YOUNG'S Nutrition food pills and meals carry the inherent goodness of nature. Through the brilliance of advanced science that helps

them all to connect with nature, and provides the right nutrition you need everyday to achieve improved Quality of Life. From state-of-art innovation center and manufacturing of state-of-art material, BE YOUNG sources the best in nature through science, helping all consumers to connect with nature everyday. This helps their formulas to closely evaluate the Recommended Dietary Allowance (RDA) to provide nutritional solutions for optimal nutrition, thereby improving Quality of Life.

BE YOUNG engages with the growing number of people who are turning to quick mobile and online shopping solutions as a way of overcoming nutrition and health challenges through digital platforms. BE YOUNG is aligned with the Fit India Movement and Pradhan Mantri Skill Development Yojana, having identified Quality of Life and financial freedom, and is thus creating pathways to better livelihoods. They are building a community where every person is a leader or evangelist or change maker for improving Quality of Life everyday.

Gupta says, Our team is working together towards better Quality of Life through empowering health, wealth and happiness.

RESEARCH IS BEING INSTRUMENTAL IN REFINING THE PROCESS. Their core motive is to improve Quality of Life that beats on the Science of 'Farm to Nutritional Pill'. That's where they control the process of growing the seeds, which make BE YOUNG's products close to nature. BE YOUNG empowers farmers in acres of land in North India, specifically tough terrains like J&K and Indo-Tibetan region then, train them in the best and most sustainable farming. Exclusive products are innovated and designed by Dr. MP Gupta, her father, who has spent decades researching on nutrition and biochemistry along with his team of doctors, PhD students, and nutritional enthusiasts. Merged with environmentally responsible and sustainable biological intensive agriculture practices BE YOUNG's Farm to Nutritional Pill provides ingredients with nutritional value in their natural integrity.

Lack of structure is one of the biggest reasons why entrepreneurs typically fail. That's why, according to Gupta, progress, foundation and funding are so crucial to South Asian company culture—for men and women alike. "Opportunities are everywhere," says Gupta. "There are no special doors for men and women. All it takes is the will to get started." But it takes more than willpower to carry on and grow.

BE YOUNG A DISRUPTIVE PLAYER

- Focused on the large market opportunity of 1.2B+ Indian
- Training and development of young Social Influencers engaging in marketing and sales of the Young product portfolio
- Value & Cost driven
- It is Technology and data driven to enable digital

economy opportunities

- Rapid digitization and an increase in social media usage have increased awareness regarding nutrition care and improved access to vital information.
- Changing of lifestyle is increasing the incidence of several diseases such as diabetes, blood pressure, obesity and cardiovascular problems among people. In urban areas, higher income groups are the main consumers of preventive healthcare, and this will grow at a considerable rate. Moreover, rising health consciousness, the rapid growth of the e-commerce market and rising per capita income are driving the growth of their market in India.

WOMEN AND TECHNOLOGY OPENING INVESTOR DOORS TO FIND WOMEN-LED BUSINESS

For some time, the underrepresentation of women in technology related fields has proliferated the industry. To launch a mission, you have to be laser-focused on your goal and a strong network of support like that of the #beyoungstore team makes the journey better for those where the barriers are higher. After all, with an estimated \$2.5 trillion to be spent annually on healthcare and only 8.7% percent of investor funding going to women-led health tech startups, Gupta says too much is at stake by leaving the world's nutrition and wellness problems to be solved from one perspective—men.

We need to unlock the innovations in the nutrition and wellness sector by putting diversity, equity, and inclusion front and center. We will have found the solutions to the biggest nutrition problems without diverse perspectives leading products.

FUTURE PROSPECTS OF THE COMPANY

- BE YOUNG envisions to achieve great plans in the future.
- By 2023, the Company aims to build the climate 1 million consumers.
- Create an E-commerce platform engaging in RDA (Recommended Dietary Allowance) nutrition & skill development.
- First Shift is in the way that is about the Quality of Life and nutritional need.
- Second is to engage potential consumers and influencers through education, training and skill development.
- Third is to align financial freedom and Improved Quality of Life.

WOMEN ENTREPRENEUR OF THE YEAR 2019 BUSINESS CONNECT MAGAZINE

MOST PROMISING BUSINESS LEADERS OF ASIA 2019 THE ECONOMIC TIMES



**DECCAN HEALTH CARE LTD
RANKED AMONG TOP 50 BRANDS
TRANSFORMING INDIA 2019**

&

**MS. MOHITA GUPTA, CHIEF BUSINESS OFFICER,
AWARDED FOR LEADERS WHO ARE TRANSFORMING INDIA,
TOP 50 TRANSFORMATIONAL BUSINESS LEADERS 2019
AT HOUSE OF LORDS, BRITISH PARLIAMENT AND THE
WESTMINSTER CONFERENCE CENTRE, LONDON**

The glittering evening at the iconic British venue at London's heart in Westminster witnessed Deccan Health Care and Ms. Mohita Gupta our Chief Business Officer, being awarded in front of stalwarts of industry experts and corporate luminaries. It is a proud moment for our Company, with Ms. Mohita Gupta receiving the award for India's 50 Transformational Brands on behalf of the Company in London. For her contribution in the business world and social impact created, she has been awarded as one of the Top 50 leaders who are Transforming India, Top 50 Transformational Business Leaders 2019.

The two days mega corporate festival was held at the iconic House of Lords, British Parliament and the Westminster Conference Centre. While the first day saw India's 50 Best Companies and their leadership in an incredible network at the iconic House of Lords, British Parliament, the second day of was an assembly of the best minds coming together for discussions on India's glorious future along with a recognition ceremony for India's 50 Best Companies and its leadership.



**BRITISH PARLIAMENT
AWARD WCRC FOR 50
TRANSFORMATIONAL
BRANDS DECCAN
HEALTHCARE**



BEYOUNG STORE

15 MOST
INSPIRING
WOMEN IN
BUSINESS
EXELON
MAGAZINE USA

Hello Mohita,

Greetings from Exeleon Magazine,

We are proud and honored to announce the launch of our **March issue**, centered primarily around some of the most inspiring women in business. The issue features women from across the globe who have continually inspired emerging leaders and entrepreneurs with their leadership and approach.

Our team of experts have scanned and scrolled through thousands of shortlisted candidates across the US and beyond to narrow down its list of **15 Most Inspiring Women in Business**. And the name of **Mohita Gupta** stood out among the same for her contribution in the business world, dedicated vision, and innovative bend of mind. Needless to say, you have been an example of Excellence and featuring you among our list of inspiring women would be highly fitting.

Deccan Health Care limited _BS 10 Most Trustworthy Companies to Watch. Inbox x

Maria maria@bookletmedia.com via rediffmailpro.com
to me

Jan 3, 2020, 5:53 PM (6 days ago)

Dear Mohita,

Greeting from Business Sight,

I am Maria from Business Sight. Our magazine would like to invite Deccan Health Care limited for Business Sight's print as well as online yearly special edition **BS 10 Most Trustworthy Companies to Watch**.

10 MOST
TRUSTWORTHY
COMPANIES TO
WATCH
BUSINESS
SIGHT



**NOMINATION OF MS.MOHITA GUPTA,CBO FOR WOMEN
EMPOWERMENT PRINCIPLES LEADERSHIP 2019-20
BROADCAST ON CNBC TV18**



ET NOW LIVE TELECAST ON TELEVISION CHANNEL 2019

THE

WEDNESDAY 3 JULY 2019



Forecast: Partly cloudy. Temp: Max:29°C. Min:14°C. Humidity: 40% Sunrise: 05:45 Sunset: 06:54

HANS INDIA

• Simultaneously published from Hyderabad | Warangal | Tirupati | Amaravati | Visakhapatnam | Khammam | Kurnool | Delhi •



Mohita Gupta, COO, Deccan HealthCare receiving top 50 Brands Transforming India in London

Deccan HealthCare among top brands

HANS BUREAU

Hyderabad: Deccan HealthCare Ltd, a wellness products company on Tuesday said it is recognised as one of the top 50 Brands Transforming India, by The Westminster Church House Conference in London. The award was given by WCRC, an

agency of the UK's House of Lords, in recognition of its purpose and quality of the products.

The city-based company is in the wellness space from 1996. DHCL has an offering of over 1,500 products along with food supplements extracted from natural ingredients, available under the brand name 'Be

Young'. The company has an initiative called as Be-YoungBharat, which aims to spread awareness on undernourishment of women and children in India.

Mohita Gupta, COO, Deccan HealthCare, said: "It was a proud moment for our company, but I felt great because we won it for the country".

**DECCAN HEALTHCARE
AMONG TOP BRANDS
THE HANS INDIA
NEWSPAPER**



MOHITA GUPTA
Chief Business Officer

The Power of Purpose

How Deccan Health Care is Championing Health and Fitness in the lives of Consumers through Nutrient Pills

Yashika Sahasral | Business Content

Establishment of the company with its purpose, and the role of Research and Development process.

Dr M P Gupta, a bio-scientist and an ace entrepreneur, has laid the foundation of the national organization Deccan Healthcare Limited, a BSE listed company, with its purpose "Stay W.O.W, Stay Healthy". With exemplary vision, he forsook an opportunity in the market of "nutraceutical" → a fancy term used to describe foods with medicinal properties and nutritional supplements, complementing his passion towards preventive healthcare.

Rising health care costs, sedentary lifestyles, and ageing population is pushing the people towards preventive health care measures. Dr M P Gupta was also quick to realize that, India, with its abundant reserves of natural raw materials like herbs, spices, fruits, and flowers, along with its rich history of Ayurveda and related sciences, Deccan Health Care could become a leader of natural nutraceutical products meeting consumers across the globe. Pan-scientific about food and nutrition research, he got cracking with a team of scientists, engineers, and technologists. His association with Tea Group had familiarized him with the best-in-class manufacturing practices through technology know-how partnerships forged with globally renowned companies so he hit the ground running. In the early 2000s, DHCL launched the first of its listed product in India, Oxyflax® Global Nutrient Pill, created using the humble flax seeds that are often consumed in

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popular product. In various districts of Punjab, Haryana, Uttarakhand and Himachal Pradesh, growers are engaged in cultivating special variety of yields. Partnered by Deccan Health Care, the farmers' produce is shipped to state-of-the-art manufacturing facility in Uttarakhand where scientific formulations are produced by the Hyderabad-headquartered company which are sold in India, and then exported to markets in the Kenya, Mauritius, USA, Poland, Mozambique, Latin America and others. "Control over the supply chain right from the raw material stage is a key USP of DHCL," states Mohita.

Solution of a complex problem, and challenges faced in an expedition

Mohita believes that through understanding of any problem will help you resolve an issue with ease. A lot of times, especially in the healthcare world, everybody is trying to identify the magic medicine that tames a single trigger. But, that's the exact reason there hasn't been a drug that holistically and indefinitely ends a problem. You can't zero in on one specific trait or symptom, you usually have to solve for a number of causes. Similarly, when it comes to hair loss, blood pressure, bone, and joint problems, decrease in libido, and other lifestyle linked diseases, disorder, and disability for men and women, there are several causes that disrupt the natural body cycle. Basic food and medicine only act as a temporary band aid for nutritional deficiencies, which is simply not enough. For example hair loss and thinning hair means your body is imbalanced and there's something off. Because hair follicles are mini-organs, and they need to be constantly nourished with nutrients.

Since inception, the Company worked on the ingredients. It decided to identify these root triggers that play a role in disrupting the nutrition cycle, then rigorously tested how the unique product formulations can target them, and what specific ingredients solve for each trigger. Then, the Company developed individual partnerships with farmers who specialize in raw materials that it can source to extract single ingredients that actually have the superior quality and bioavailability. Deccan Health Care decided to source its own raw materials because the company wanted to control the entire process. Undoubtedly, the ingredients it has chosen to use are incredibly expensive. That's the prominent reason others can't do the work where the company does.

Expression on women participation in the entrepreneurial world

Aspiring business owners face an unfriendly forecast around 20% of small businesses fail in their first year and 50% don't survive past five years. It goes without saying that for women entrepreneurs, gender barriers can interfere with these already dicey prospects. Yet, with their plight, women are creating encouraging momentum. Determining how the Women-owned companies perform in comparison to those run by men is a nuanced undertaking, but recent research suggests women entrepreneurs are just as successful as their male counterparts. Mohita believes that women entrepreneurs are succeeding dis-



Despite a multitude of obstacles and odds that are stacked against them. She states, "The underrepresented women entrepreneurs in the first place? And if they're pacing with men, doesn't that mean we've already made a heap of progress and can relax for a second? While the progress is promising, it's still incremental. In the nutraceutical sector, we're operating in a space where women are egregiously underrepresented."

Milestones and Achievements of the Company

The formidable organization has won a numerous accolades with a remarkable showcase of performance. The list of splendid achievements are:

- National Institutes for Transforming India, a policy think tank of the Government of India has ranked Ms. Mohita Gupta in Top 200 Women Transforming India
- Top 100 SMEs in India, SROCH Order-Of-Merit
- Sustainability Solution Provider Winner, India Sustainability Summit & Awards 2019
- Honoured as Speaker in the Scientific Session, 70th Indian Pharmaceutical Congress 2018, organized by IPCA
- Woman Entrepreneur of the Year 2018, Future Women Leader Summit & Awards 2018
- Brand of the Year 2018 Health Supplements, The CEO Magazine
- Certificate for supporting Gender Diversity with Asian Women in Leadership Summit
- International Gold Star Awards For Talented Personalities, Global Achievers Foundation
- Sustainable Product Innovation Award, Global Sustainability Leadership Awards
- Leader with a Purpose Award Leadership Summit & Awards 2018
- Best Fastest Growing Online Nutrition Store, ASSOCHAM & Ministry of Ayush
- Best Wellness Brand, ASSOCHAM & Ministry of Ayush
- Fastest Growing SME of the year - Large Size, SME Business Excellence Awards Certificate of Excellence
- FIDBI Privilege.

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THE MOST INSPIRING WOMEN IN BUSINESS 2019

HONoured IN SCIENTIFIC SESSION 70TH INDIAN PHARMACEUTICAL CONGRESS





FASTEST GROWING ONLINE NUTRACEUTICAL STORE 2018

Dear Ms. Mohita Gupta,

Greetings from Women Entrepreneurship Platform (WEP), NITI Aayog!

Please accept our congratulations for making it to top 200 out of more than 2300 nominations considered for WTI Awards 2018. It's indeed a great achievement.

**RANKED IN TOP 200 WOMEN
TRANSFORMING INDIA AWARDS 2018
WOMEN ENTREPRENEURSHIP PLATFORM,
NITI AAYOG GOVERNMENT OF INDIA**



Sustainable Product Innovation Award

October-2018

World Federation of CSR
and World Sustainability Congress



ASSOCHAM NUTRACEUTICAL EXCELLENCE AWARDS 25.07.2018

Best Wellness Brand & Best Fastest Growing Online Nutrition Store



BEST FASTEST GROWING ONLINE NUTRITION STORE



Best Wellness Brand



NEWS MOMENT ENGLISH WEEKLY



Woman Entrepreneur
of the year 2018
Future Woman Leader
Summit & Awards





BE YOUNG: LEVERAGES ITS PROFITABLE E-COMMERCE PLATFORM IN THE \$4BN INDIAN NUTRACEUTICAL INDUSTRY THROUGH INNOVATIVE FOOD PILLS AND NUTRITIONAL MEALS

MOHITA GUPTA
Chief Development Officer, Deccan Healthcare & Co., 35 YEARS

Deccan Health Care Ltd (DHL), the nutraceutical and wellness company, qualified and achieved recognition for its e-commerce platform in the \$4bn Indian nutraceutical industry through innovative food pills and nutritional meals.

INNOVATING FOOD PILLS & NUTRITIONAL MEALS: PUNCH PRODUCTS BY UTILISING THE LATEST TECHNOLOGY LANDSCAPE. BE ENGINEER, DEVELOPER, MANAGER, PRODUCTION, INVENTORY CONTROL AND DISTRIBUTION & LOGISTICS SUPPORT

Deccan Health Care Ltd (DHL), the nutraceutical and wellness company, qualified and achieved recognition for its e-commerce platform in the \$4bn Indian nutraceutical industry through innovative food pills and nutritional meals.

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