

**Low iron in daily meal**

**Less than 50%**

**An age-old problem**

**A New**

**Effective, Tasty, Convenient solution**

# Low iron in daily meal (less than 50%) is cause for anaemia

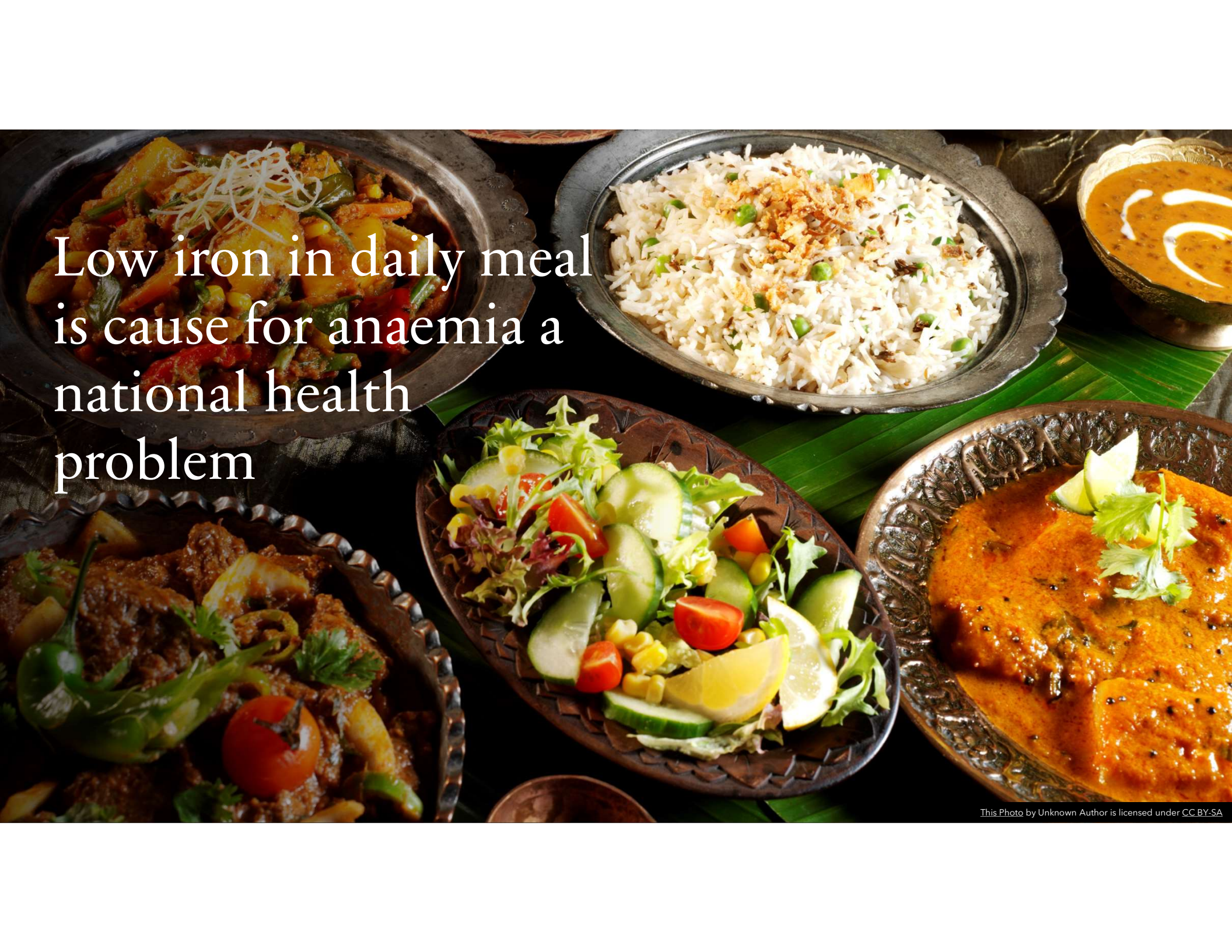


Research shows Daily Indian diet provides 40% to 50% of required daily amount of Iron.



Iron deficit diet is cause for Iron Deficiency anaemia.

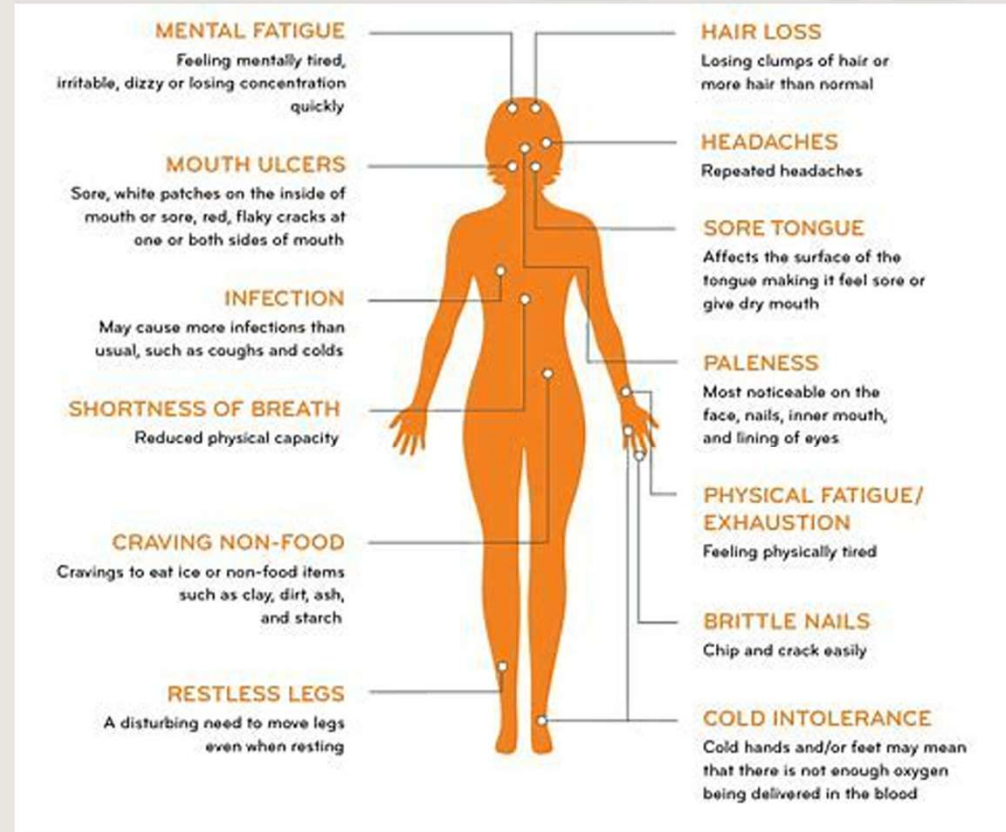
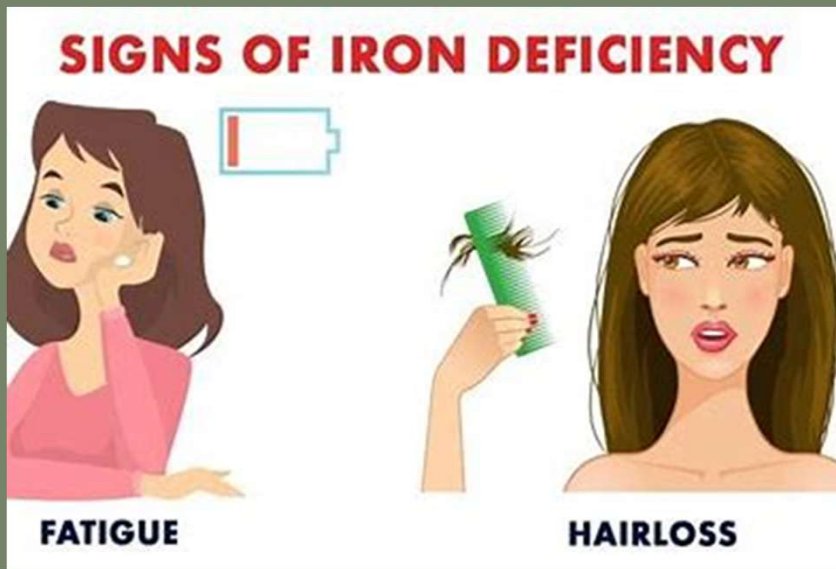
# ANEMIA



Low iron in daily meal  
is cause for anaemia a  
national health  
problem

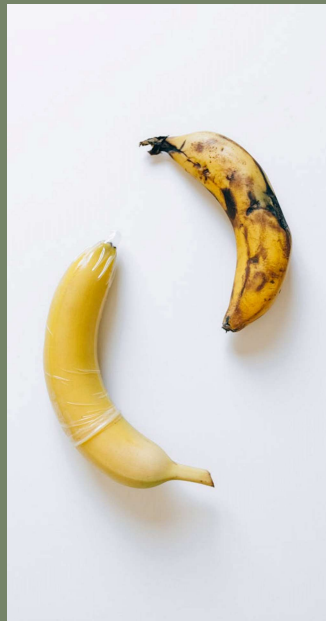


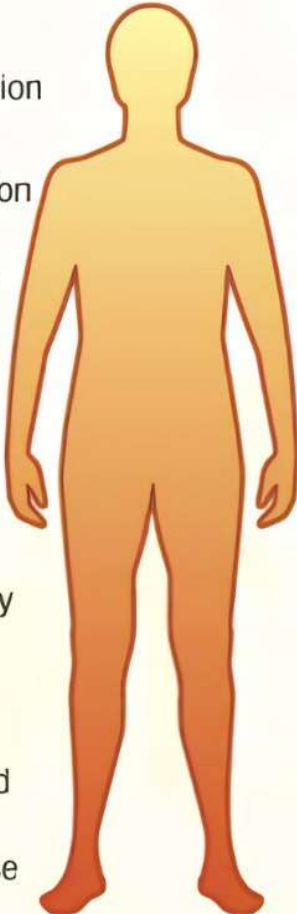
# Low iron in daily meal can cause many health problems





# Low iron in daily meals can cause many health problems



- 
- Lethargy
  - Fatigue
  - Malaise/depression
  - Angina
  - Impaired cognition
  - Impaired immune system
  - Anorexia
  - Intolerance to cold
  - Endocrine/metabolic abnormalities
  - Cardiorespiratory disturbances
  - Gastrointestinal disturbances
  - Tendency toward bleeding
  - Reduced exercise tolerance
  - Weakness
  - Shortness of breath
  - Exertional chest pain
  - Impaired concentration
  - Impaired libido/impotence
  - Insomnia
  - Headache
  - Pallor
  - Neuromuscular disturbances
  - Cutaneous disturbances
  - Musculoskeletal symptoms
  - Pruritus

# The low Iron in daily meal scenario in India:



The problem of low iron in daily meals is an age-old problem.



Changing meal preferences of the younger generation is cause for more iron deficiency in daily meal.



"Mall" nutrition in the 'have got' and "Mal" nutrition in the 'have not' add to low iron in daily meals.

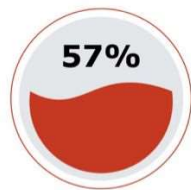


Research finding show we in India consume less than 50% of daily required iron in the daily meal, from 21 mg to 7 mg average per day. Over a period, iron deficiency builds up and causes Anemia.

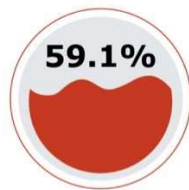


In India it is estimated 100 crores consume less than 100% required iron in their daily meals Anemia Mukat Bharat a flagship program of Government of India to control anaemia targets 63 crore beneficiaries to be given iron

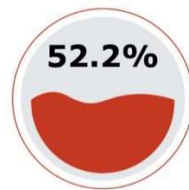
## THE PREVALENCE OF ANEMIA AMONG SIX GROUPS



**Women**  
(15-49 years)



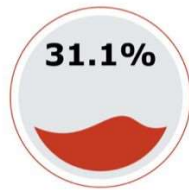
**Adolescent girls**  
(15-19 years)



**Pregnant women**  
(15-49 years)



**Children**  
(6-59 months)



**Adolescent girls**  
(15-19 years)

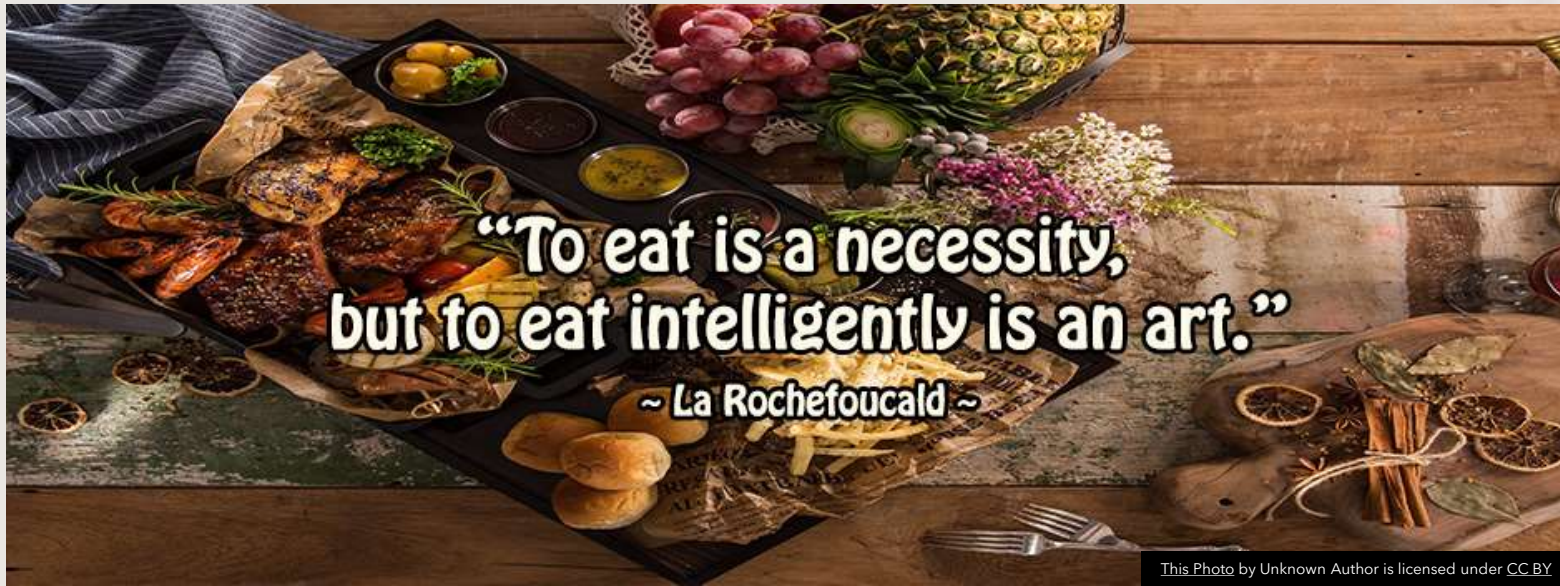


**Men**  
(15-49 years)

As per National Family Health Survey (NFHS-5)

The low iron in daily meal in India is widespread problem resulting in high prevalence of anemia





This Photo by Unknown Author is licensed under CC BY

Why is iron in daily meal low ?



Why is iron in daily meal low ?

- Food Choice, low iron foods





Why is iron in daily meal low ?

- Little time to plan iron dense food





Why is iron in daily meal low ?

- Low intake of food

Why is iron in  
daily meal low ?

- Fussy Eaters





Why is iron in daily meal low ?

- Picky Eaters



Why is iron in daily meal low ?

- “MALL” NUTRITION

**MALL**

**SHOPPING MALL**



Why is iron in daily meal low ?

- **Too Busy No time to eat**



Impact of low iron  
in daily meal?

- Breathlessness  
hinders work  
performance







## Sex and breathlessness

Impact of low iron in daily meal?

- Breathlessness can ruin a relationship



Impact of low iron in  
daily meal?

- Cause Hair loss



Impact of low iron in  
daily meal?

- Cause pale skin

Impact of low iron in daily meal?

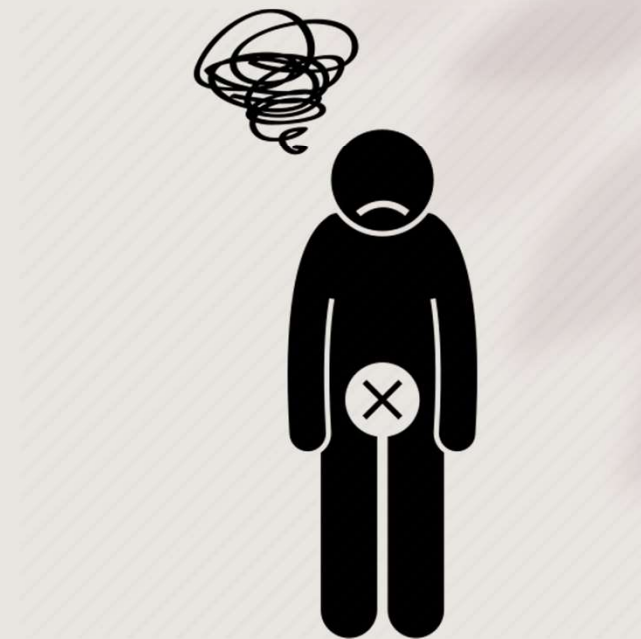
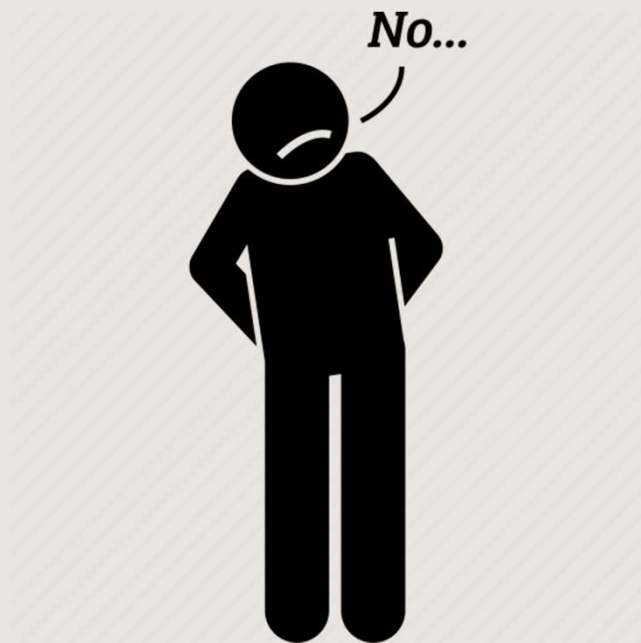
- Cause brittle nails





## Impact of low iron in daily meal?

- Cause loss of libido and interest In sex



Impact of low iron in daily meal?

- Cause poor performance





Low iron in  
daily meal  
is a problem ????

**What is the  
Solution**



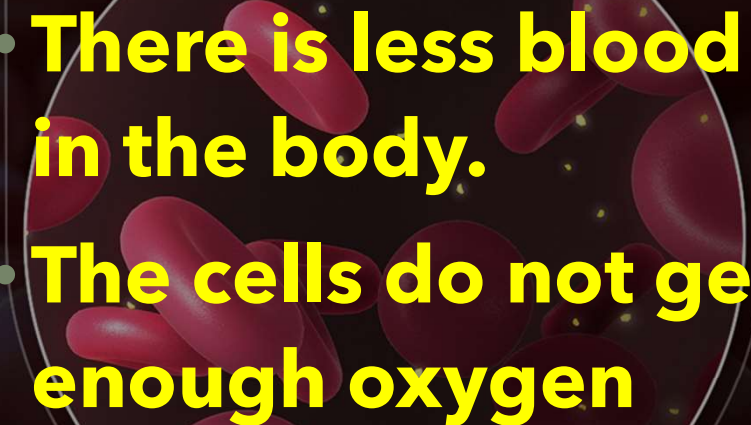
**Iron Deficiency Anemia** is a condition when your blood lacks enough healthy red blood cells or hemoglobin.

Normal Blood

Low iron in daily meal causes health problems

A circular inset showing a dense population of red blood cells, representing normal blood. The cells are packed closely together, filling most of the circular area.

Anemic Blood

- **There is less blood in the body.**
  - **The cells do not get enough oxygen**
- 
- A circular inset showing a sparse population of red blood cells, representing anemic blood. There are significantly fewer cells than in the normal blood inset, with more space between them.





Low iron in daily meal  
only **50% [half]**  
creating a gap of 50%  
**GAP** is cause of  
disease and sickness

**How do you  
get the other  
50% iron daily**





**100 Crore  
People in  
India eat  
Low iron in  
daily meal**

100 Crore People  
consume less than  
required amount of  
iron.

Over 50 Crore  
people in India are  
suffering from  
anaemia

Over 50 Crore  
people in India are  
not aware that they  
will suffer from  
anaemia

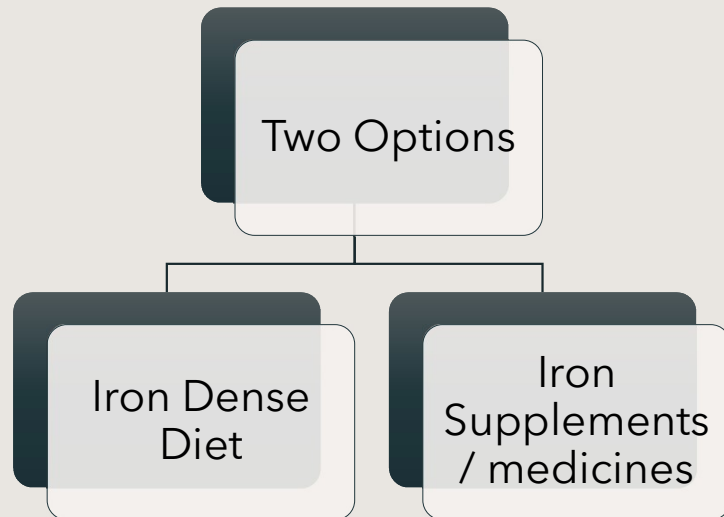
A photograph of a white plate of food. On the left is a portion of fried rice with green peas and red peppers. On the right is a portion of spaghetti with a meat patty on top. A silver fork is placed on the plate. The word "CHICKEN" is visible on the edge of the plate. The text "Challenge" is overlaid in the center of the image.

# Challenge

**How to increase Daily intake of  
Dietary Iron to 100%**

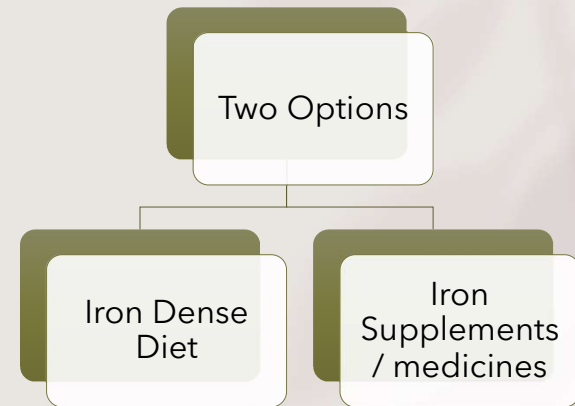


# Options to increase intake of Daily Dietary Iron to 100% RDA





Qs: Are these options Effective, Tasty and Convenient to increase daily dietary iron intake to 100% of RDA ?



# It is a challenge to increase dietary iron intake by changing daily meals

- Dietary diversification is difficult due to the busy hectic lifestyle.
- Dietary diversification requires commitment to consuming iron dense diet.
- Dietary diversification requires Counselling



# It is a Challenges to increase intake of iron by adding iron fortified food

Problem with iron fortified foods is:

Poor awareness of such foods,

On-store availability is limited.

The taste

Daily consumption is a limitation.

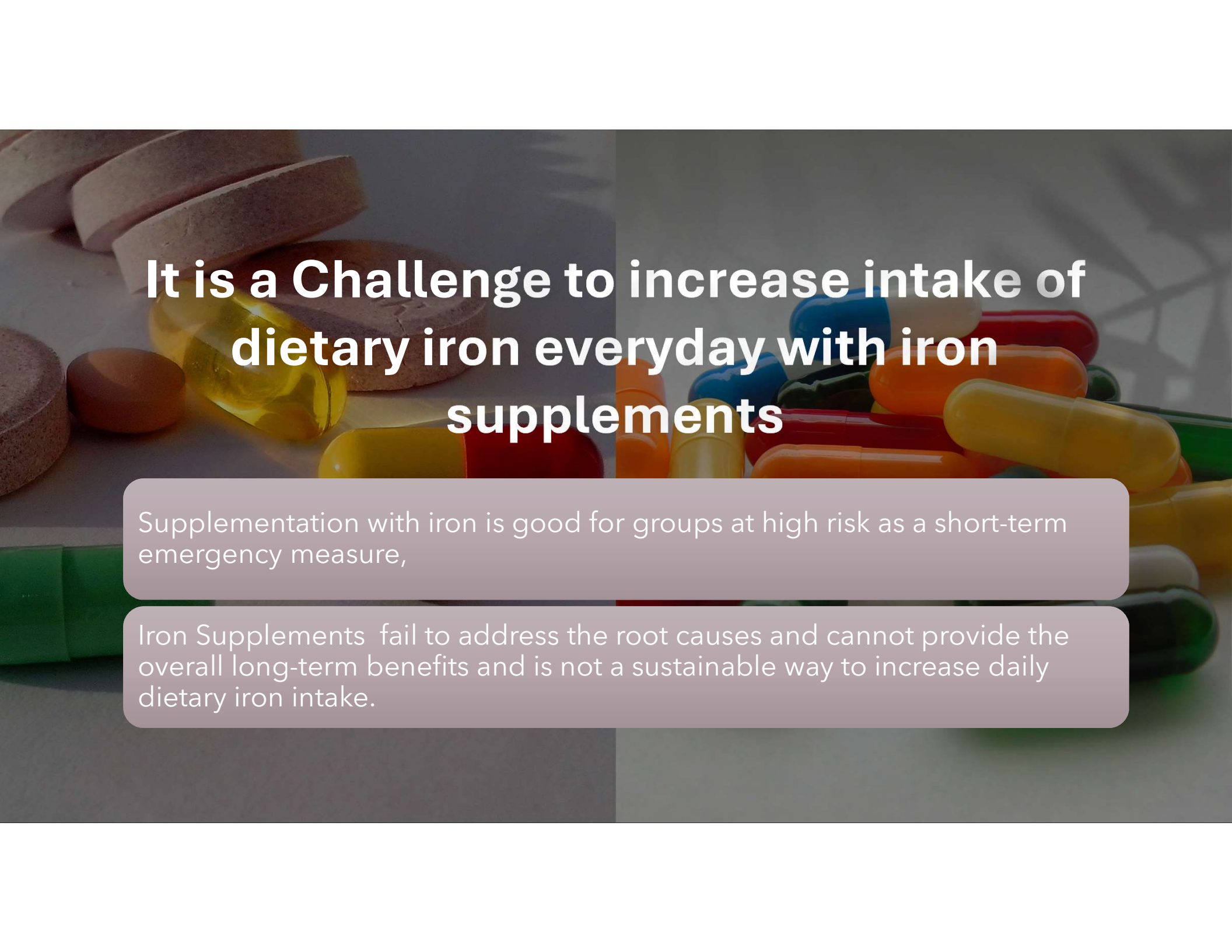
The amount of iron per serve is minimal.

Consuming a serving size that bridges the iron gap of 50% is not practical on a daily routine.

The fortification of foods is with chemical iron forms and not natural a limitation for population that is fostering a chemical free food.







# It is a Challenge to increase intake of dietary iron everyday with iron supplements

Supplementation with iron is good for groups at high risk as a short-term emergency measure,

Iron Supplements fail to address the root causes and cannot provide the overall long-term benefits and is not a sustainable way to increase daily dietary iron intake.



# It is a Challenge to increase intake of dietary iron everyday with iron supplements

Poor acceptance of the oral iron supplements and medicines



According to the available information from the Health Management Information System, Ministry of Health, and Family Welfare, of the more than 90% pregnant women were provided with 180 doses of IFA tablets for prevention of anaemia, only 26% consumed the complete doses of IFA tablets (as per NFHS -5). Poor adherence to treatment is majorly due to the adverse side effects of IFA tablets such as constipation, diarrhoea, nausea, abdominal pain, headache, and the lack of knowledge to manage these side effects.

# It is a Challenges to increase intake of dietary iron everyday with supplements

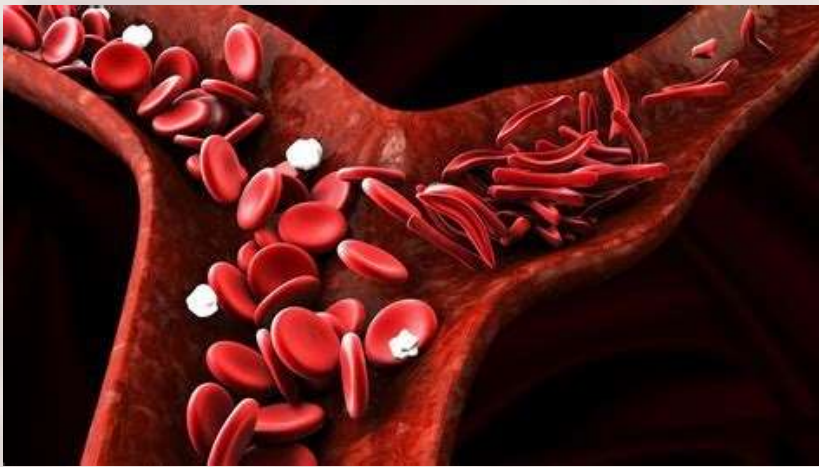
Other problem of oral iron supplements and medicines, tablets, capsules syrup are a definite solution for the diagnosed and identified anaemic patients.

However, it is not an acceptable way to increase daily iron intake by masses. It is not a meal.

In addition, Misinformation, forgetting to take the iron dose; side effects limit the acceptability.

Resistance to chemical medicines in general for long term use restricts acceptance.

Kuch more ki Jaroorat Hai...  
that is effective, tasty and  
convenient ?



Iron deficiency is high due to  
low daily dietary iron intake.

Anemia has adverse impact  
on health

Anemia has a very adverse  
socioeconomic impact.



**A collaborative  
Effort of  
High Science  
and Technology  
offers a  
new solution**



**mosachi**





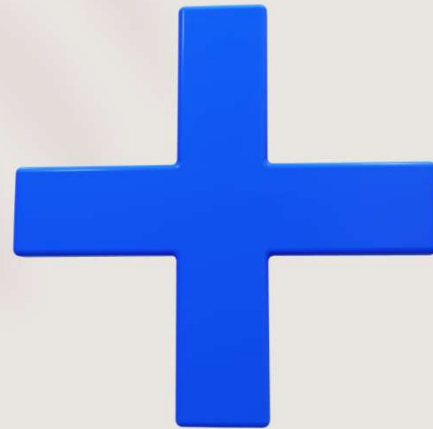


DHC

*Organowild*

*Wildly\*Organic*

Food + Organowild -100% Daily Dietary Iron



**1<sup>st</sup> Time in the world**



Certified  
Technology  
from CSIR-IHBT  
Govt. Of India

**Organowild**

CONSCIOUS WELLBEING



100% Veg

# NATURAL IRON MANGO SLICE

9mg <sup>(1)</sup>  
Natural  
Iron

Natural Iron from  
Plant Leaves & Seeds

20gm  
Mango  
Slice

300  
gm

15  
Slice

Soft & Gentle Natural Iron just as in food





Deccan Healthcare Limited

StayWoW



mos

NPDC



Certified  
Technology  
from CSIR-IHBT  
Govt. Of India

**Organowild**

CONSCIOUS WELLBEING



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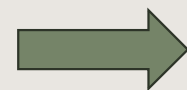




Increasing the  
Daily Dietary  
Iron Intake  
ETC Way



Effective,



Tasty,



Convenient  
Way

**Khao aur Khilao**





# Food + Organowild -100% Daily Dietary Iron




**Khao aur Khilao**

# Catalyzing Anemia Reduction

An Evidence based solution

**Effective,  
Tasty &  
Convenient  
solution**





# Effective, Tasty, Convenient, way to increase dietary iron intake everyday:

- Natural Iron Mango Slice is an effective, tasty, and convenient way to achieve the goal of 100% RDA of dietary iron intake every day. To bridge the food gap of iron, in addition to daily meals 1 or 2 or 3 slice of Natural Iron Mango Slice is required to be consumed. The positive attributes in favour of Natural Iron Mango Slice to increase dietary iron intake to 100% are:
  - Each serving is a meal, snack enriched with natural iron.
  - Each serving is enriched with natural iron from plant seeds and leaves, most of which are kitchen ingredients used in cooking.
- The iron, in each serving is non heme, vegan iron, natural iron. [It does not contain artificial /chemical iron]



# Effective, Tasty, Convenient, way to increase dietary iron intake everyday:

Each serving provides 9mg of elemental iron. Based on required amount of iron the number of servings to be consumed can be tailored.

Each serving each serving adds 30% of daily dietary iron for girls and women and 50% for boys and men. 1/2/3 serving daily will enable you reach your goal of 100% iron daily.

Each serving is 65% mango fruit, that makes it a tasty tangy any time food snack. Mango slice is a popular pass time delicacy in India for people of all age groups. Enriching the mango fruit slice with dietary iron makes iron administration easy. Almost all age group people love to take Natural Iron Mango Slice by choice, willingly.

Natural Iron Mango Slice each serving; besides 9 mg of iron also provide 70 kcal of energy, along with probiotic fibre, antioxidants, and vitamins. The mango is a rich source of Vitamin C and A.

# **Effective, Tasty, Convenient, way to increase dietary iron intake everyday:**

- Consuming Natural Iron Mango slice is so convenient that it can be taken as a dessert after meal or at any time convenient during the day. No special resources are required for administration.
- While absorption is like the absorption of iron from veg food, the product is formulated in a way that iron is paired with ingredients that increase absorption and bioavailability of natural iron.
- The product is a FOOD CATEGORY product and is regulated by FSSAI and meets all standards and requirements of FSSAI.
- The product meets our own manufacturing and quality control standards that are global food safety standards with respect to microbial, pesticide, heavy metal, food toxins, limits and ensure that product does not contain any red flagged ingredients. We ensure that the product is fully safe for human consumption.

# Effective, Tasty, Convenient, way to increase dietary iron intake everyday:

- The Natural Iron Mango Slice is developed, tested, and proven for effectiveness by CSIR- IHBT a Government of India research laboratory. The CSIR-IHBT technology is backed by the manufacturing capability of Deccan Health Care Limited, that has been into wellbeing product development and manufacturing since 1996. Mosachi, that has women health and wellbeing as priority is backing this initiative and has been instrumental in converting the high science technology of CSIR-IHBT to a consumer benefit product.
- In comparison to the existing interventions to increase dietary daily iron to 100% level, Natural Iron Mango Slice stands out as a preferred choice because it is effective, tasty, and convenient.
- Natural Iron Mango Slice that is an effective, tasty, and convenient way to increase dietary iron intake to 100% RDA in adolescents, and girls and women of reproductive age due to taste and acceptability



# Iron fortified Mango Slice a catalyst to reducing anaemia faster<sub>1</sub>

**The iron I love to eat!!!**

---

Popular Delicacy from India Fortified with Iron

---

Mango Slice is a popular candy enjoyed by all age groups

---

Fortification with natural iron from plant [food] seeds and leaves

---

Non-heme iron, vegan iron from dietary ingredients

---

All ingredients popular Indian dietary ingredients

---

No chemical iron or added iron - NATURAL IRON

---

Each Serve of 20gm delivers 9mg of quantified Natural Iron

---

Each Serve of 20 gm delivers 70 kCal Energy

## Iron fortified Mango Slice a catalyst to reducing anaemia faster <sup>2</sup>

**The iron I love to eat!!!**

---

Bio Availability and absorption is same as for dietary non heme iron

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Paired with ingredients like Vitamin C that improve absorption of dietary non heme iron

---

Does not contain any ingredients that reduce non-heme iron absorption

---

Can be conveniently administered, no supervision required

---

Counselling efforts to administer are less

---

Daily 1 serve delivers 9mg, and in a week 63mg of natural non heme iron @ 1 slice / day

---

The quantity of iron to be delivered can be adjusted with multiple serves

---

As a prophylactic to maintain RDA of dietary iron 1 -2 serves a day

---

No overload / burst of iron

---

Dense in natural nutrients and fibre

# Iron fortified Mango Slice a catalyst to reducing anaemia faster 3

**The iron I love to eat!!!**

---

Completed Tested as per FSSAI compliance

---

Quality assured w r t harmful microbial content

---

Quality assured w r t harmful heavy metal content

---

Quality assured w r t harmful pesticide content

---

Quality assured w r t harmful mycotoxins content

---

Quality assured w r t harmful acrylamide content

---

Quality assured w r t to claims of content

---

Shelf life up to 12 months safe for human consumption

---

Natural flavour and taste no additives



# 100% Daily Iron Khao Aur Khilao

An Evidence based solution

**Effective,  
Tasty &  
Convenient**



# Iron fortified Mango Slice stands out distinct

The iron I love to eat!!!

Feature	Iron Mango Slice	Iron Fortified Rice / Salt /others	Iron Supplements and medicines
Quantified Iron	Yes	Yes	Yes
Serving Size	Fixed	Variable	Fixed
Ease Of serving	Very Easy	Easy	Not Easy
Willingness	Very Very Willing	Willing	Resistance
Type of iron	Natural	Chemical	Chemical
Source of iron	Plant leaves & seeds (Dietary)	Chemical	Chemical
Energy Contribution	Yes	Yes	No
Side Effects	Unknown	Known -mild	Known
Safety	Safe	Doubtful	Can be unsafe
Taste	Tasty Tangy	Depends	Metallic
Help Meet RDA	Yes	Difficult	Yes

# Advantage – Natural Iron Mango Slice <sub>1</sub>

**The iron I love to eat!!!**

**Indigenous Innovation**

**Developed, Tested and Standardized by  
the best-known R&D knowledge hub of  
India**



वैज्ञानिक तथा औद्योगिक अनुसंधान परिषद्  
Council of Scientific & Industrial Research  
(विज्ञान एवं प्रौद्योगिकी मंत्रालय, भारत सरकार)  
Ministry of Science & Technology, Govt. of India





Girls School



Medical Room



Girls in school



Iron & health check up



Education of Iron Deficiency



Education of Iron Deficiency



Dispensing NIMS



Waiting to Get NIMS



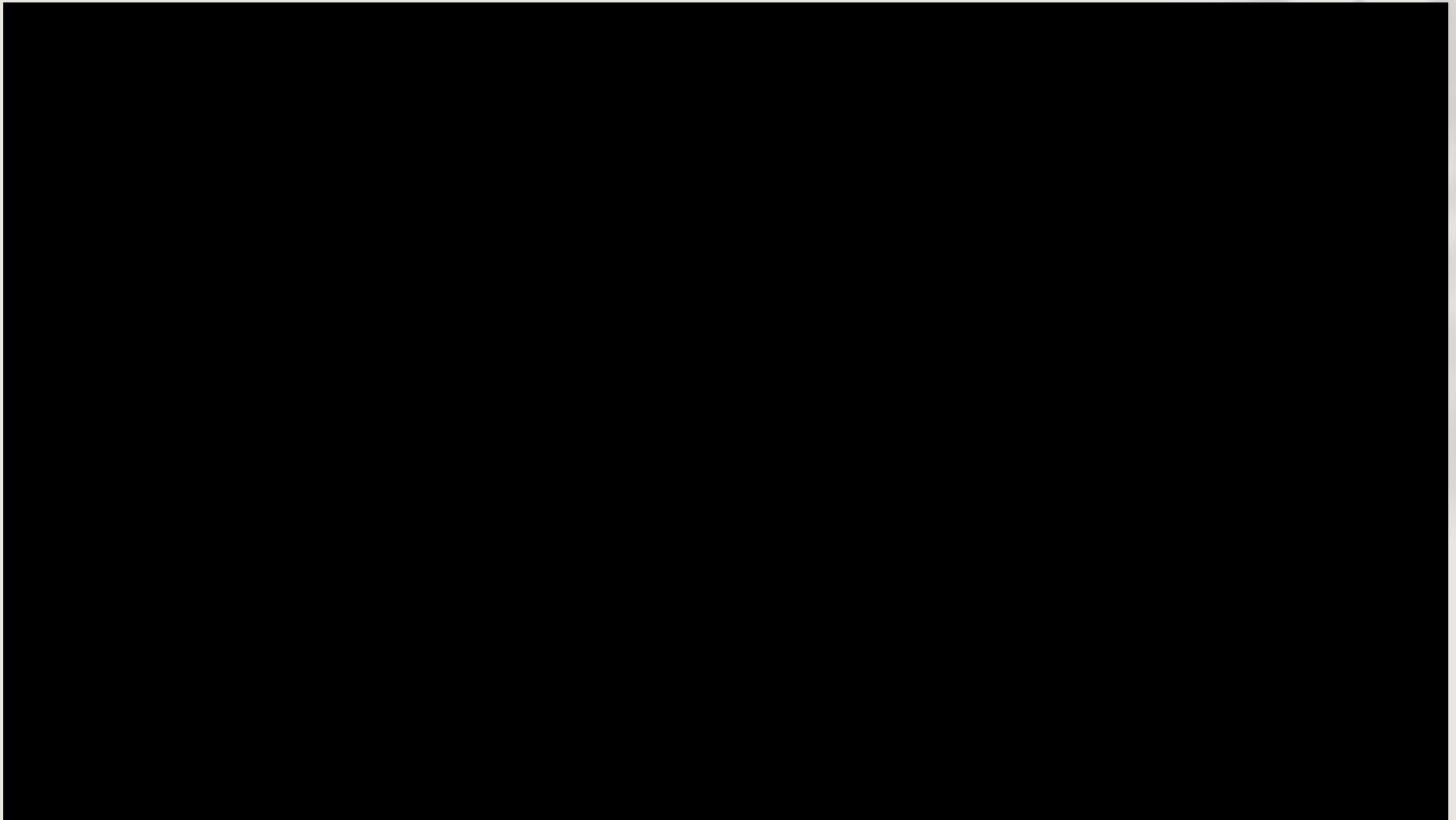
Got NIMS



Enjoying NIMS

100% iron har din Khao Aur Khilao  
600 NIMS every day





Give iron  
they love  
to eat!!!

100% Daily Iron Khao aur Khilao



Join our Initiative  
for forging an  
Anemia Free India





# Empower Women to a healthier life





## **Natural Iron mango slice**

- **@Give iron they love to eat**
- **@Give 110 crores a Chance to live a quality life**



# #missionbeyoungbharat



**PRIVILEGED  
WELLNESS PARTNER**



**50PV SELF SALE**

Support 20 to 25 People

\*Be Young \*Be Fit \*Be Healthy





# BHARPOOR POSHAN

Iron Se

BARPOOR POSHAN HAR DIN

kaho aur khilao

**Iron I love to eat!**

PRICE & PV

PARTICULAR	PACK 300 GM
MRP	Rs.3000
DP	Rs.2500
PV	12



PRICE & PV  
PAY FOR 4 GET 4  
FREE



120 NATURAL IRON MANGO SLICE

Iron Se **BARPOOR POSHAN HAR DIN**

kaho aur khilao

**Iron I love to eat!**

**BUY 4**



**4 FREE**



**8 PACK'S**

<b>PARTICULAR</b>	<b>PACK 2400 GM</b>
MRP	Rs.24,000
DP	Rs.10,000
PV	48.00

**+Bonus PV -2**

# 120 NATURAL IRON MANGO SLICE [NIMS]



- Buy FOR Rs.10,000 [SAVING Rs.2000]
- Get 4 Freeeee. Rs.12,000
- Get 2 PV Bonus
- Get more free Product on 50 PV as TOT
- Get Air Drop Benefit as TOT
- 120NIMS - PACK VALID TILL 9<sup>th</sup> AUG 24





**What will  
you do with  
NIMS?**



**NIMS PACK**

IRON

kaho aur khilao



**STOP HAIR LOSS**

**STOP HAIR LOSS**

IRON  
khao aur khilao



**Mood Thik Karo**  
Thakan duur karo



**STOP HAIR LOSS**  
**STOP HAIR LOSS**



# IRON

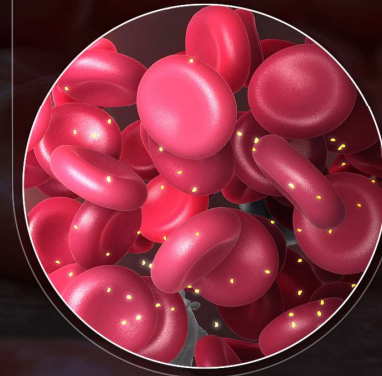
## khao aur khilao

- Blood hemoglobin Badao



**Iron Deficiency Anemia** is a condition when your blood lacks enough healthy red blood cells or hemoglobin

Normal Blood



Anemic Blood





# IRON

## khao aur khilao

Blood hemoglobin Badao







# IRON

## khao aur khilao

Blood hemoglobin Badao





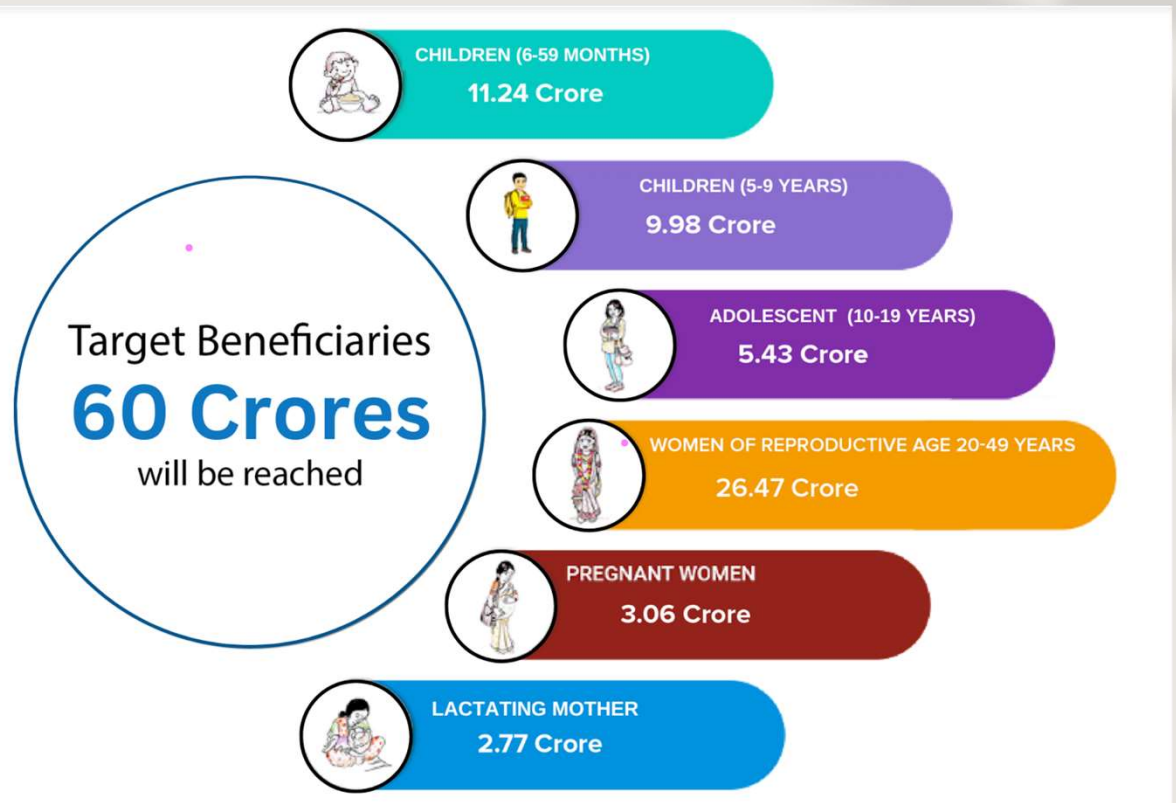
120 NIMS PACK  
IRON  
KHAO AUR KHILAO



A M B program of  
Government of India

Target: 40% of population

The Iron fortified Mango Slice can be  
a catalyst to achieve A M B Program  
targets



The iron fortified mango slice can CATALYZE The 6x6x6 strategy of A M B Program of Government of India to help achieve the anemia Mukat Bharat targets



6 Interventions

6 Institutional Mechanisms

Prophylactic Iron Folic Acid Supplementation



National Anemia Mukat Bharat Unit

Deworming



Intra Ministerial Coordination

Intensified year-round Behaviour Change Communication Campaign (Solid Body, Smart Mind) including ensuring delayed cord clamping



Strengthening Supply Chain and Logistics

Testing of Anemia using digital methods and point of care treatment



Convergence with Other Ministries

Mandatory Provision of Iron Folic Acid fortified foods in public health programmes



National Centre of Excellence and Advanced Research on Anemia Control

Addressing non-nutritional causes of anemia in endemic pockets, with special focus on malaria, haemoglobinopathies, and fluorosis



Anemia Mukat Bharat Dashboard and Digital Portal—One Stop Shop for Anemia



# There is **low** intake of dietary iron because of...



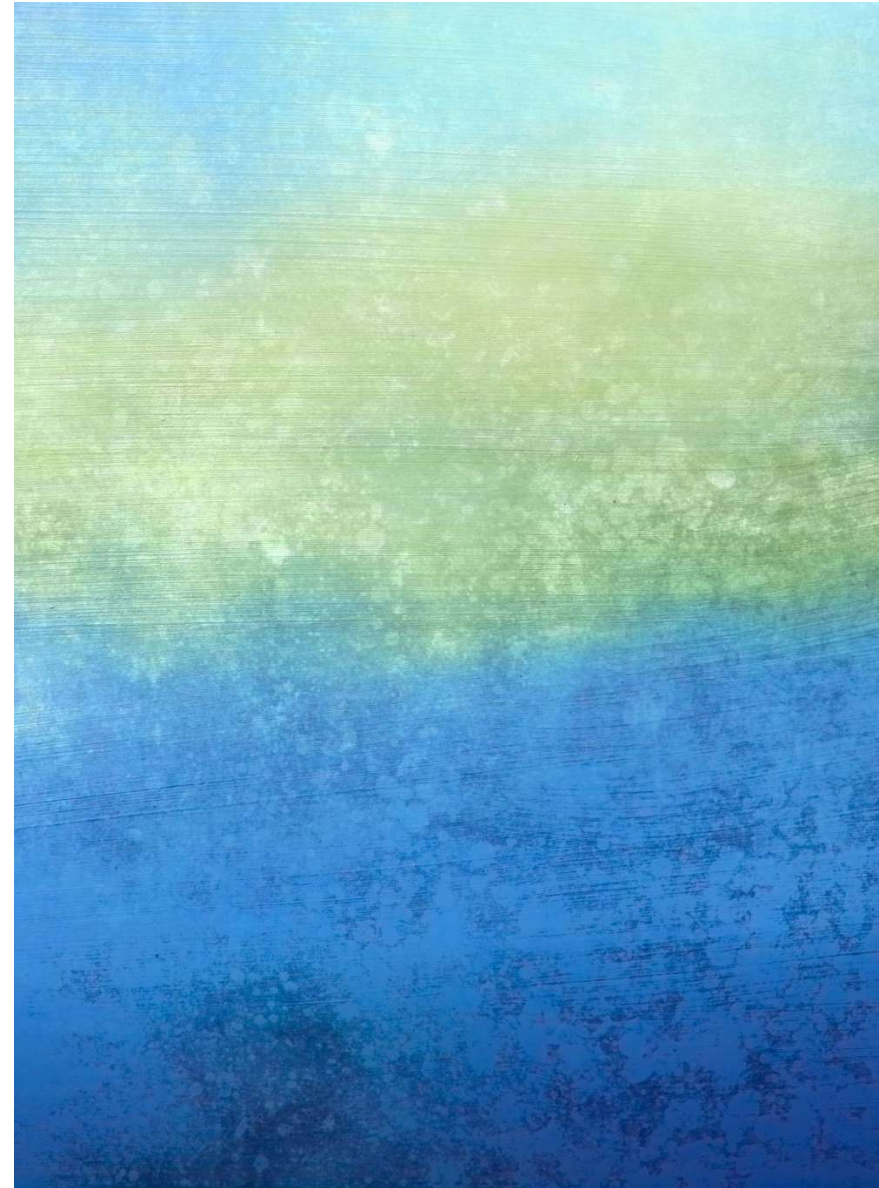
Calorie **Malnutrition** - Lower than minimum required



**Low iron density per kCal** of food consumed



Calorie rich but **nutrient deficient diets** /meals



Dietary Iron intake  
is estimated at **low of**  
9mg per 1000 kCal  
in Indian Diet  
**50%\*** less than required  
daily amount



**Low intake of daily  
dietary  
Iron is a cause for**

# **Anemia**

**A significant public  
health challenge in India**







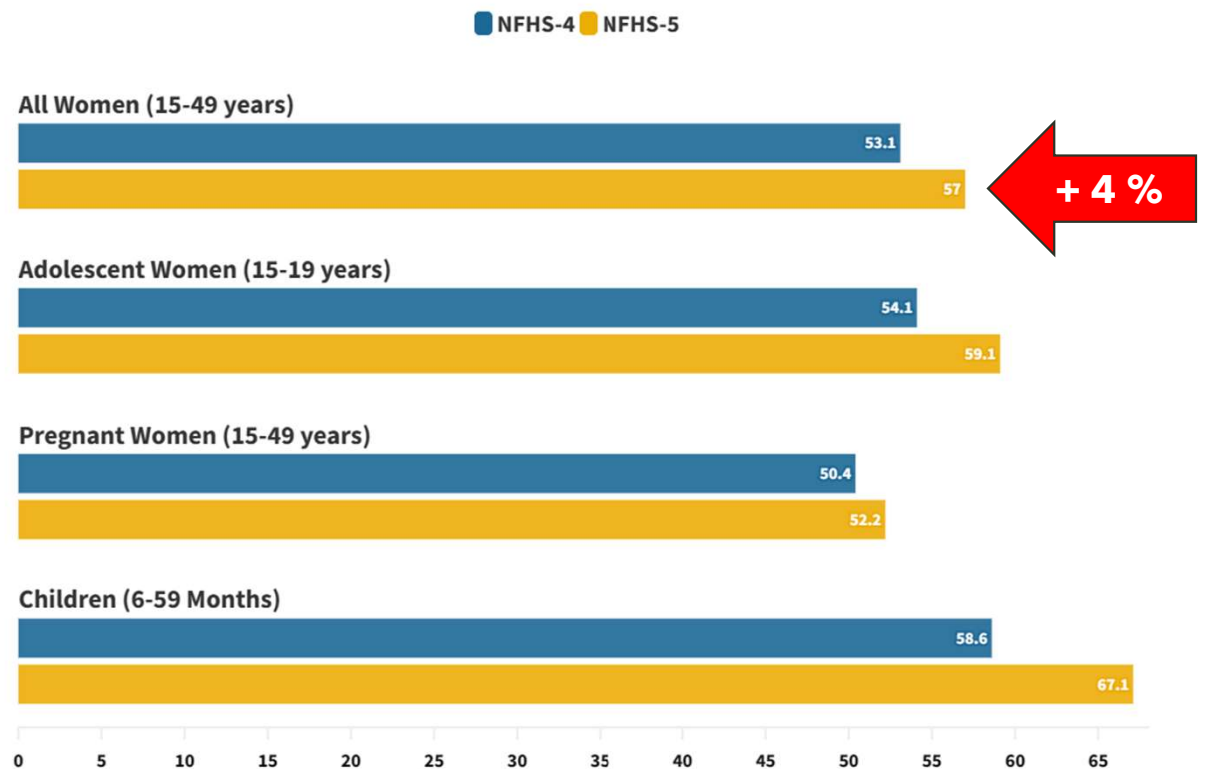
**Urgent! Call  
Iron deficiency Anemia**

**Has an adverse impact on health**

**Has and adverse impact on  
socio-economic outcomes**

The number of women suffering from **ANEMIA** has increased to **57%**

Prevalence of Anaemia among Women & Children in India  
(NFHS-4 vs. NFHS-5)



Source: [NFHS](#)

FACTLY

# Why our Iron Mango Bar?

- Natural iron-fortified mango slices offer a precise iron dose per serving
- 1 Slice a day adds 9mg iron (30% RDA)  
2 Slice a day adds 18mg iron (60%RDA)
- Gradually increasing daily iron intake boosts iron stores over time
- Benefits of Iron without the common side effects like heartburn, losing appetite, constipation, diarrhea & headache
- Easy absorption and assimilation





# What is it for ?



Prevents Anemia



Helps Build Hemoglobin



Supports Muscle Function



Supports Immune System



Great for skin and hair



## Nutrient-Packed Ingredients



Beetroot Powder



Spinach Leaves Powder



Ground Cress Seeds



Carrot Powder



Natural Mango Ripe  
Fruit Concentrate



## Comparison Chart



Gummies



Tablets



No chemical iron or added iron



Tested as per FSSAI compliance



Natural flavour and taste, no additives



Free of ingredients that hinder non-heme iron absorption.



Natural nutrients and fibre





# How to use?

Have one or two slices a day



Serving Size : 20 gm		Serving in a Pack : 15 Count	
NUTRITIONAL INFORMATION approx VALUES <sup>[3]</sup>			
	Per 100 gm <sup>[3]</sup>	per Serving <sup>[3]</sup>	RDA %
Energy [kcal]	351.00	70.20	3.50%
Protein [gm]	2.00	0.40	0.70%
Carbohydrate [gm]	82.20	16.44	12.60%
Total Sugars [gm]	79.65	15.93	#
Added Sugar [gm]	23.70	4.74	#
Total Fat [gm]	1.50	0.30	0.45%
Cholesterol [gm]	Less than 4		
Sodium [mg]	128.70	25.74	1.28%
Iron as Fe	43.00	8.60	29.66%

2, 3, 19 Category Food

[3] approximate values. Recommended Dietary Allowance calculated on the basis of Energy Value 2000 kcal as per FSSAI & ICMR - 2020 Guidelines.  
Product tested and confirmed safe for human consumption and Test results compliant to FSSR 2011, w.r.t to Mycotoxins, Pesticide Residue, Microbial Colonies.

\*Best before: 12 months from manufacture