

[INTERVIEW]

“Protein maintains a good hormone balance from menstruation to menopause”

- Sanchita Jindal, Founder, OSOAA

When Sanchita Jindal saw the need for authentic nutrition-rich products, she decided to bridge the gap. She launched Ososaa, a holistic health and wellness product manufacturing initiative. She believes in providing adequate information to the consumers to help them make the right choice. The path to a healthier nation begins with the right choices. Student of Welham Girls School Dehradun, she is also a passionate dancer and resilient traveller. She did her masters from Washington, USA. In conversation with John Pereira, she talks about objectives of OSOAA, its core values and how it will change the perception of Indian consumers

Throw light on Indian Protein and Herbal Supplement Market

The nutraceutical industry is one of the most rapid growing markets in India. The average urban and sub urban Indian has been more conscious towards their health and fitness which has given a massive boost to Indian fitness industry and it has been growing at over 15% CAGR every year. Consumers are getting more aware of their fundamental needs for nutrition and proactive steps they can take to prevent chronic ailments and attain higher well-being. The usage of dietary supplements is not limited to fulfilment of the daily requirement of particular required nutrients, but consumers are also considering the functional health benefits of these supplements for prevention of diseases. Protein is the most vital nutrient of every cell in our body and helps our bodies carry the day to day biological processes. Protein is essential for everyone from babies to older people, from men to women, to develop and maintain both physical and cognitive health. Our bones, muscles, organs, skin, hair, immune system and everything else that you can think of is mostly made of protein and hence it's the next most important nutrient after water.

How will your product provide physical fitness to



patients who have become victims of corporate culture?

Increasing number of working class males and females are demanding external dietary supplements. Protein plays a critical role in building and repairing body tissues and fighting viral and bacterial infections. Immune system is strengthened by antibodies which rely on proteins. Too little protein in the diet may lead to symptoms of weakness, fatigue, apathy, and poor immunity. Protein is very critical to maintain

bone health and density since as we age degenerative changes cause our body to lose bone density. Protein helps us minimize these changes. It also plays a critical role in maintaining a good hormone balance from menstruation to menopause.

What's the objective of OSOAA?

OSOAA was conceptualized with the vision to provide natural and nutrition-rich health products to our consumers. The name Ososaa means complete in the Sanskrit language. As the name suggests, we strive hard to make a difference through our wellness solutions. Our systematic approach has helped us to identify the customer needs, address the pain points and develop an ideal solution. Global brands predominantly control the wellness industry in India. The consumers are reluctant to accept the national companies owing to the competitive market. Ososaa envisions at revolutionizing the industry and changing consumer perception through quality solutions. Our primary step would involve imparting knowledge regarding healthier life choices.

How OSOAA will change the perception of Indian consumers?

Every step taken today plays a vital role in building a healthier and stronger community. Our quality checks and control is in par with internationally approved standards. Ososaa strives hard to deliver affordable protein products and supplements to the potential target group. We take colossal care in the production process to develop the pure, wholesome and nutrient-rich products. We abide by our core values of sincerity and honesty in every aspect of our process. Our product portfolio is inclusive of Glutamine, Arginine, Creatine, Branched-chain amino acids (BCAA), Whey Protein, Mass Gainer, etc. To save costs and to claim quicker results often companies add low quality or banned ingredients such as steroids or other banned substances or mix protein with creamers etc. that are cheaper and give quicker results but are really detrimental to our health in the long term. We blindly run after imported proteins without realising some of these international brands provide their lowest quality whey in India.

What are your core values?

Founded on the philosophy of ensuring complete honesty and integrity over and above profits, at Ososaa, it is there promise to only sell what we would like to consume, ourselves. Driven by the passion for what they do, manufacture the highest quality wellness and nutrition products.

Explain change in the outlook

Nutraceutical industry has begun to take a central place in both preventive and proactive healthcare and disease management. Nutraceutical is where food and pharmacy converge. The congregation of the two has provided a battleground for food and pharma companies that are competing for dominance in the sector. Successful companies will have to balance their use of technology with product strategy, compliance, marketing, supply chain management and strict quality control measures.

Likes of the generation

Over the past few years, there has been a drastic change in today's generations lifestyles. Adoption of fast foods and packaged foods along with sedentary lifestyle, more of desk job, stressful lifestyles, hectic schedules and lack of time and inclination to cook meals has led to

an increase in the incidences of lifestyle diseases such as diabetes, cardiovascular diseases and obesity. However, they have begun realising the importance of active body and healthy choices for a disease free body. As a result, Indian consumers, predominantly the higher socio-economic and upper middle class, are perceiving nutraceuticals as alternatives to prescription drugs.

Now is the time to be fit

“We are what we eat”. Our physical and mental well-being is directly linked to what we eat and drink. Nutrients from the foods we eat provide the foundation of the structure, function, and integrity of every little cell in our body, from our skin and hair to our muscles, bones, digestive and immune systems. In today's world, where we see life taking diseases on a constant rise, we need to keep a healthy body to keep a healthy mind. We certainly owe it to ourselves to stay fit.

Any message for the budding entrepreneurs?

First and foremost, follow and live your passion of being successful in your work – only then you will get there. Have a clear vision of where you want to be and then chase it. It is all about your attitude, determination and hard work. Secondly, manage your finances well. When you start a business, build a lean solution that provides value to your customers and only spend money on the absolute essentials. Overspending is often the precursor to businesses left with no money for day to day operations. So be wise about it. Lastly, don't be afraid of failing.