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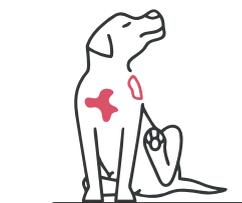
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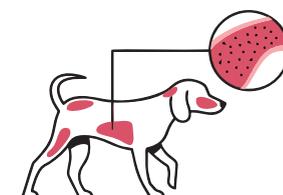
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## Publisher's Note

### Dear Readers,

The September Edition of Creature Companion Magazine highlights the post show review of the 15th India International Pet Trade Fair. We are filled with immense gratitude for the pet fraternity for their continuous support in our endeavour. It was gratifying to witness a crowd filled with pet businesses willing to make the Industry grow and help pet across the country live healthier lives.

The heart of our tradeshow, despite being a business event is our pets. Ultimately, what we create and do behind the scenes is for making lives easier and more convenient for them. To ensure that they have a fulfilling experience, we had a grooming symposium and competition for pets. Furthermore, to educate pet parents, we hosted a variety of knowledge sessions from veterinarians and other Industry experts.

At the 15th IIPTF, we witnessed a crowd of 10,821 visitors, out of which 9,328 were business visitors. The trade show had over 206 exhibitors with a Canadian Pavilion, start up pavilion, and our very first innovations pavilion- to showcase new and dynamic market concepts in the Pet Industry. Furthermore, the exhibition had a product display arena and open product launches for visitors to harbour greater market awareness.

One day prior to the exhibition, we organized our 5th Pet Industry Dialogue- a full day conference dedicated to discussing the various nuances of the Industry. The conference was filled with Industry stakeholders sharing their take on the current ecosystem of the Indian Pet Industry. At the conference, we held the Legacy and Trailblazer awards to honour companies doing innovative and remarkable work for the betterment of the Industry.

We are happy to wrap up a successful weekend of Pet Industry filled events- IIPT, PID, and Networking Cocktail Dinner. We are honoured to be a part of this Industry that constantly supports us and encourages us to extend this platform for more pet businesses to thrive. This edition includes a comprehensive coverage of all the events that took place at the 15th IIPTF.

Owing to the unconditional love and inspiration bestowed upon us by the Pet Industry, we are elated to announce that we are going to be hosting our very first Pet Fair Bengaluru on 10th and 11th January, 2026 at Gate No. 2, Tripuravasini, Palace Ground, Bengaluru from 9 AM to 6 PM. This event will be an amalgamation of pet businesses and pet filled activities to include the entire Pet Industry in the South. We hope that all of you can attend the event and make the most of the platform to help your business grow and ensure that your pet has an incredible time!

*Linda Brady Hawke*



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## DGFT Updates Export Policy on Animal By-Products in Line with EU Regulations

The Directorate General of Foreign Trade (DGFT) has released Notification No. 29/2025-26, dated 8th September 2025, introducing key amendments to the export policy for certain animal by-products under Chapter 23 of the ITC(HS) 2022.

With immediate effect, a new policy condition has been added for the export of raw materials used in pet food manufacturing. These include meat, offal, bones, hides, glands, hooves, and other organs, which must now be sourced exclusively from APEDA-registered integrated abattoirs or municipal slaughterhouses. To ensure suitability for non-human consumption, all raw materials are required to undergo post-mortem inspection and segregation by a designated veterinary authority.

Further, certification must be provided by veterinarians registered under the Indian Veterinary Council Act, 1984, employed by the slaughterhouse, and working under the supervision of the respective state/UT veterinary authority.

The revised condition applies to multiple ITC(HS) codes, including 23091000 (Dog or Cat Food, put up for retail sale), 23099010 (Compounded Animal Feed), and 23033020 (Concentrates for Compound Animal Feed).

*(Ajay Bhadoo, Director General of Foreign Trade & Addl. Secretary to the Government of India)*

Source: Taxguru

## BITS Pilani Rolls Out Initiatives for Stray Dog Management across Campuses

Birla Institute of Technology & Science (BITS) Pilani, an Institute of Eminence, today announced significant progress in its comprehensive stray dog management program. Developed over the past two years in response to 282 reported bite incidents, this multi-faceted initiative aims to enhance campus safety while upholding a strong commitment to animal welfare.

The program integrates robust measures for harmonious coexistence. Key efforts include large-scale Animal Birth Control (ABC) and vaccination drives, with 144 dogs successfully sterilized, vaccinated against rabies, and microchipped in collaboration with partners like Help in Suffering, Jaipur. A dedicated 19,000 sq ft state-of-the-art animal sanctuary on campus provides shelter and care for abandoned and injured animals, equipped with medical facilities and supported by a veterinary team. Operational improvements further include nine designated feeding zones, clear incident reporting systems, and structured hygiene and safety protocols. Campus policies now align with national regulations and the internationally recognized Five Freedoms of Animal Welfare across all BITS Pilani campuses.

These comprehensive measures are already yielding positive results, with the campus observing a reduction in bite incidents and improved campus sanitation. As part of its ongoing commitment to transparency and



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best practices, BITS Pilani's efforts were recently reviewed by two independent government-appointed committees acting on directives from the Department of Animal Husbandry, Government of Rajasthan, and the District Administration, Jhunjhunu. The first committee conducted a surprise inspection on 3rd September 2025, followed by a second committee's surprise inspection on 6th September 2025, after which both submitted confidential reports to the competent authorities.

BITS Pilani acknowledges that stray dog management is a complex issue across India with no overnight solutions. The program represents a continuous journey of learning, adaptation, and improvement, with the ultimate goal of ensuring that every member of the campus community feels safe, while every animal is treated with dignity and care.

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# A Love Lefier to Peppa and Demi

*They are my monsoon drops of joy, my unexpected teachers of love.*

By **Monish Dinesh Visaria\***

For as long as I can remember, a part of my heart ached for something I was told I could never have: a cat. Being Jains, cats needed a non-veg diet, thus it was a strict no-no. My family's rules were firm, and while I understood, the longing for a feline companion never faded. I would watch other cats from afar, a silent observer of their grace and independence, and a part of me always felt a little incomplete.

I still remember that night, the night air, usually crisp and clear, was thick with the scent of marigolds and the haze of firecrackers. It was the first day of Diwali, and the entire neighborhood was aglow. Every



house was a constellation of flickering diyas, and the sky above was a canvas of explosive colors. My own home was no different; the warmth of the celebrations seeped through the windows, and I went to

feed community cats and celebrate Diwali with them. I suddenly heard a faint, trembling sound, a whimper lost in the celebratory cacophony. I stopped, straining my ears, my heart thumping a little faster. It sounded

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so fragile, so terrified. Following the sound, I found myself standing next to a cluster of overflowing garbage bins. The smell was sharp and unpleasant, a stark contrast to the festive aromas. I peeked inside the nearest one, and there, huddled in a corner among crumpled paper and discarded wrappers, was a tiny, trembling ball of fur. A kitten. It was shivering, its tiny body shaking uncontrollably not just from the cold but from fear. Its eyes, wide and luminous in the dark, were fixed on me, a mixture of terror and desperate hope. A loud firecracker went off, and he jumped on my shoulder.



I scooped him up, and in that moment, everything changed. He didn't struggle or panic. Instead, he scrambled up my arm and buried his face into my neck, his little body trembling against my skin. It was an unspoken conversation. He trusted me completely, and my heart, without a single thought, made a promise to him. I couldn't leave him there. I simply couldn't. I smuggled him home, his tiny weight a secret on my shoulder, not daring to let my family



know just yet. I bathed him, gave him some warm food, and watched him curl up in a box, a sigh of relief escaping his tiny lungs. He was safe. For now.

The frantic phone calls that followed were gut-wrenching. Shelter after shelter advised me to leave him back where I found him. "That's his territory," they'd say. "His mother might return." But how could I? I had looked into his eyes and seen not just a stray, but a soul. I couldn't bear to leave him to the mercy of the streets again, not when I had held him and felt his trust.



My heart won over my head, and I went to the one person I thought was impossible to convince—my dad. With tears in my eyes and a trembling voice, I begged him for a few days, just until we could find him a new home. He saw the fire in my soul, the love that had already taken root, and he finally said yes. We named him Peppa, and he, with his mischievous antics and surprising wisdom, didn't just stay for a few days. He stayed forever. He didn't just find a home; he found a family. He didn't just come to us; he adopted us. We made special



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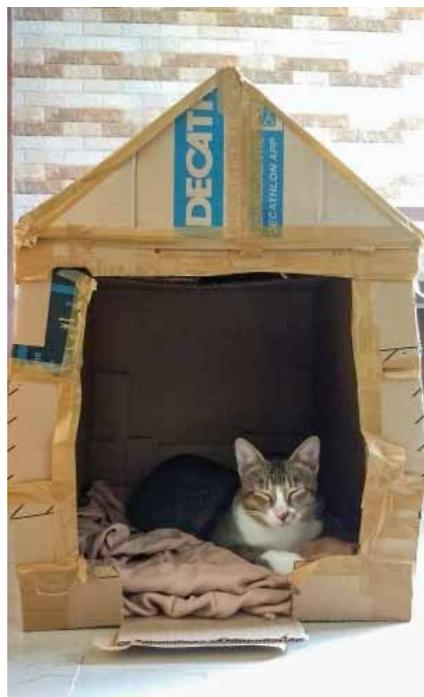


## PET OF THE MONTH

arrangements to feed him Non-Veg diet to ensure he gets the required nutrients and is healthy, while our Jain principles do not get affected.

Since it was Diwali when he was rescued, we also needed to take care of a few things like an enclosed room, a place where he could hide when sounds were too loud outside.

And now that dad agreed for him to be home forever, we had to net the house so that he doesn't slip out of the balcony. Getting some play toys and cat tree so that he could have a space of his own.



But even as Peppa became a fixture in our lives, another part of my heart belonged to a cat I had been feeding for years. Her name was Demi, and she was the first cat I ever truly cared for, the one who had opened the door to this entire world for me. I had always ached to bring her home, but the thought of a second cat was a battle I knew I couldn't win. Demi remained a beautiful memory, a love story put on hold.

A year after Peppa had found his way to us, the monsoon rains came again, and with them, devastating news. Demi was terribly sick. This time, there was no hesitation, no doubt. I brought her home. I held my breath, worried about how my precious Peppa would react to a new feline in his territory, but he shocked us all. He

just... knew. He didn't hiss, he didn't run. He seemed to understand that Demi belonged here, too. She, in turn, settled in instantly, as if she had been waiting for us all along.

And that's how my family became whole, not by a grand plan, but by two little accidents that were, in fact, the most perfect gifts I could ever receive. They are my monsoon drops of joy, my unexpected teachers of love, and the two little beings who finally filled the space in my heart. My life isn't just about me anymore; it's about our love story, written in paw prints all over the house.

---

\* Monish Dinesh Visaria  
Product Manager - Freelancer

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# CARING FOR DISABLED DOGS

*Compassion, Commitment, and Unconditional Love*

By **Sonechka Mishra**

Dogs are celebrated for their resilience, loyalty, and unshakable spirit. When a dog is disabled—whether through birth defects, illness, injury, or age, their ability to adapt and find joy in life can be truly inspiring. Yet, caring for a disabled dog requires patience, sensitivity, and an understanding that their world, though different, is still full of possibilities. For many guardians, providing such care becomes one of the most meaningful experiences of their lives, strengthening the bond between human and animal in extraordinary ways.

Disability in dogs can take many forms. Some are born with congenital conditions that limit mobility, while others may lose the use of their legs due to accidents or degenerative diseases. Vision or hearing loss is also common, particularly in aging dogs. Regardless of the specific challenge, what matters most is not what the dog has lost, but how we as caregivers adapt

our environments and attitudes to support them. Dogs, unlike humans, do not dwell on what they cannot do. They live fully in the present moment, focusing on the love, comfort, and joy they receive. This perspective is often a powerful reminder to us about resilience and acceptance.

One of the most important aspects of caring for a disabled dog is creating a safe and supportive environment that reduces their frustration and maximizes independence. A dog with mobility issues may need ramps to access beds,





couches, or outdoor areas. Smooth, slip-free flooring makes it easier for them to move without risk of injury. For a blind dog, consistency is key; furniture should not be frequently rearranged, and the scent of familiar objects helps them map their surroundings. A deaf dog thrives with visual signals, gentle touch, and routine, proving that communication is possible in many forms. By observing our dogs closely and adapting our spaces, we enable them to navigate their world with dignity.

Beyond the physical environment, disabled dogs require attentive healthcare. Regular veterinary visits help monitor their condition, and specialized treatments such as physiotherapy, hydrotherapy, or acupuncture may improve their quality of life. For some, mobility aids like wheelchairs or harnesses become liberating tools rather than limitations, allowing them to run, explore, and play just like any other dog. The sight of a once-immobile dog bounding happily in a wheelchair is enough to dispel any doubts about

“  
*Disability may  
 change their world,  
 but never their  
 capacity for love.*  
 ”

their ability to live a joyful, fulfilling life. With the right medical support and daily care, many disabled dogs enjoy lifespans and levels of happiness comparable to their able-bodied companions.

Caring for a disabled dog also demands emotional strength from the human side. It is natural to feel sadness when witnessing a beloved pet struggle with physical limitations, but it is essential to remember that dogs do not measure their worth by their abilities. They

measure it through love, attention, and companionship. Guardians often find that their dogs, far from being defined by disability, continue to shower them with affection and zest for life. What may begin as a daunting responsibility often transforms into a profound lesson in empathy, patience, and unconditional love.

The daily routine of living with a disabled dog may involve extra effort -lifting them into the car, cleaning up accidents, or ensuring medication is given on time, but these tasks quickly become second nature. Small adaptations, such as using a supportive sling for bathroom breaks or feeding at consistent times, establish structure and comfort. And in return, the dog continues to offer the same companionship, loyalty, and joy they always have, often with an even greater sense of connection. Many caregivers describe their relationship with a disabled dog as uniquely deep, forged by the trust that comes from overcoming challenges together.

Perhaps the most profound lesson in caring for a disabled dog is the shift in perspective it brings. Dogs do not feel pity for themselves, nor do they long for what they once had. They simply live, embracing each moment with gratitude and courage. Watching a three-legged dog chase after a ball, or a blind dog confidently navigate familiar paths, reminds us that limitations do not define happiness. Their resilience encourages us to focus less on what is missing and more on what remains—love, companionship, and the joy of shared life.

There is also a broader responsibility when it comes to disabled dogs. Too often, they are abandoned or overlooked in shelters because potential adopters fear the challenges of care. Yet those who open their homes to these dogs often discover that the rewards far outweigh the struggles. A disabled dog is not a burden; they are a teacher of compassion, adaptability,



and unconditional acceptance. By choosing to care for them, we not only transform their lives but enrich our own in ways we could never have imagined.

In the end, caring for a disabled dog is an act of devotion that goes beyond the routines of feeding and walking. It is about honoring their spirit, adapting to their needs, and cherishing the unique bond that forms in the face of adversity. Disability may change the way a dog moves through the world, but it never diminishes their capacity

for love, joy, or loyalty. With patience, understanding, and compassion, disabled dogs can and do live rich, fulfilling lives. And for those fortunate enough to share that journey with them, the experience becomes a lasting testament to the resilience of animals and the boundless power of love.

Would you like me to make this one even more emotionally moving with real-life anecdotes or rescue stories (to touch hearts more), or keep it general and informative like this?



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But while we celebrate with happiness, our furry babies often face fear and confusion. The sound of firecrackers, loud music, constant rush of people – Feels festive to us but it can feel like a storm to them.

Imagine your pet's world – their sensitive ears, their innocent hearts that don't understand why the sky suddenly bursts with noise. For them, every cracker can feel like a thunderclap. They may hide under the bed, tremble, refuse to eat or look at you with eyes that silently beg for comfort.

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# HEART HEALTH IN DOGS

By **Dr. Jyotika Sangale, Dr. D J Kalita**

**H**earth disease is a common and serious health issue in dogs, particularly as they age. It can affect the heart's structure or function, leading to reduced quality of life and potentially life-threatening complications. Cardiac diseases in dog are complex, devastating and considered as a silent killer. According to the American Veterinary Medical Association (AVMA), one in ten dogs suffer from heart disease. Congestive heart failure (CHF) is a common clinical syndrome that results from a variety of disease processes in dogs. CHF is a condition in which fluid builds up (congests) in the lungs and other tissues due to the heart's reduced ability to pump blood efficiently throughout the body. The most common causes of CHF include:

## **DILATED CARDIOMYOPATHY (DCM)**

Dilated cardiomyopathy is a heart disease causes heart muscle (myocardium) to become weakened results into the decrease ability of heart to pump blood through the vascular system which ultimately causes abnormal heartbeat (arrhythmia). DCM most commonly affect the left sided chambers, particularly left ventricle but it can



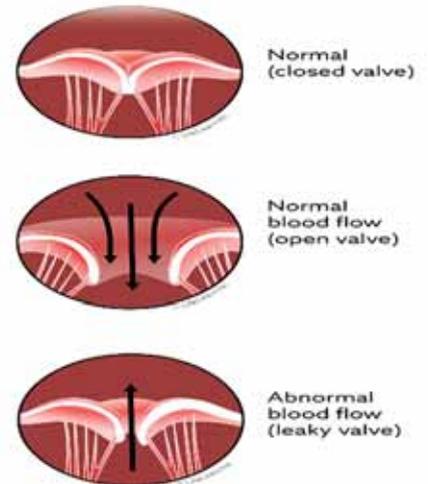
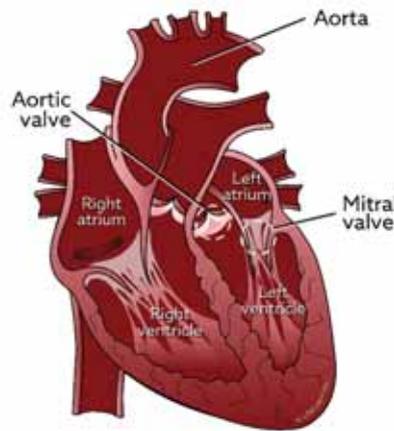
also affect right sided chambers or both the chamber simultaneously. DCM is more common in large breed as well as aged dogs and rarely affect smaller breeds of dog.

Dog DCM comes in two primary forms. The first results in weakening of the heart muscles which causes blood back up into the chambers and then the heart chamber enlarge and dilate. The second type results in irregular heartbeats.

### DEGENERATIVE MITRAL VALVE DISEASE (DMVD)

The mitral valve, which resembles a one-way flap, permits blood to move from the heart's upper left chamber (left atrium) to its lower left chamber (left ventricle). The function of the mitral valve is to prevent the (reverse) flow of blood from the left lower chamber to the upper chamber.

Degenerative mitral valve disease is also known as Myxomatous mitral valve disease (MMVD), mitral insufficiency, (andendocardiosis) is the most common cardiac condition occurs when the valve undergoes a degenerative change, thickening and becoming floppier and it is associated with a heart murmur. It is mostly, but not exclusively, a disease of smaller breed dogs and is seen in middle-aged or geriatric dogs. The cause of DMVD is still unknown, but in some breeds genetic or inherited factors are suspected to be a cause of the condition. It is observed that near about 80 % of heart diseases in dog is due to mitral valve insufficiency. The breeds more prone to these conditions include cocker spaniel, Cavalier King Charles Spaniel, Chihuahua, miniature schnauzer, miniature poodle, fox terrier, toy poodle, Pomeranian and dachshund. It is most commonly seen in male than female dog.



The mitral valve may begin to wear out and leak over time because of the high pressure created when the left ventricle contracts and pumps blood out to the body.

The other causes of CHF in dogs include defects in the walls of the heart, congenital defects, accumulation of fluid in the sac around the heart, Heartworm infestation, arrhythmias, increased blood pressure, endocarditis, tumor etc.

The American College of Veterinary Internal Medicine (ACVIM) consensus statement describes 4 stages of heart disease and failure. The ACVIM consensus statement for preclinical (stage B) and clinical (stages C and D) disease-

### SYMPTOMS OF CARDIAC DISEASES

- Coughing (often nocturnal)
- Fatigue or exercise intolerance
- Difficulty breathing
- Fainting or collapsing
- Loss of appetite or weight loss
- Swelling in abdominal area

### DIAGNOSIS:

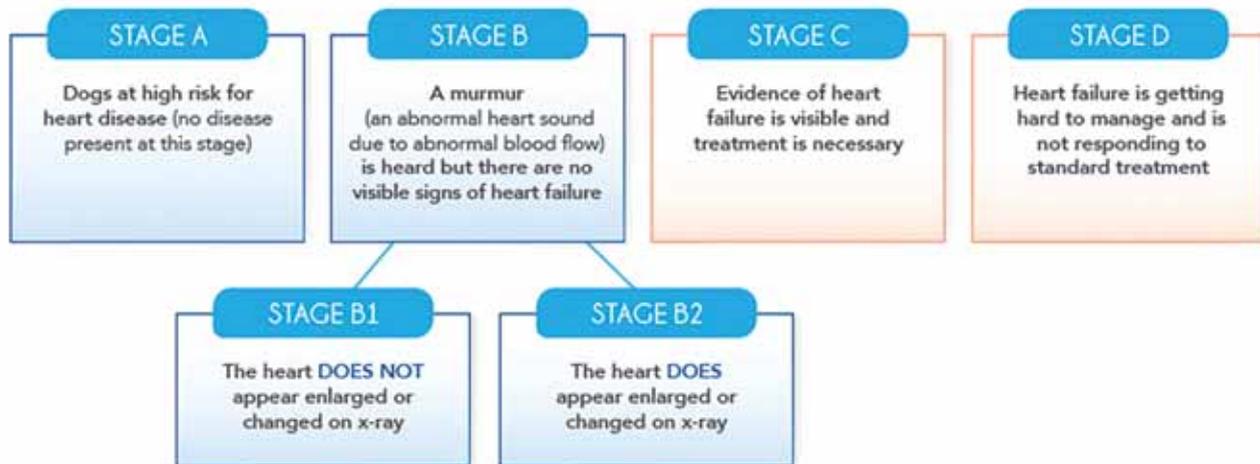
Various diagnostic tools for the diagnosis of heart disease include clinical examination and auscultation,

radiography, electrocardiography, echocardiography and cardiac biomarkers (Nakayama et al., 2001). Auscultation is most helpful part of cardiac examination to detect abnormal rhythms and cardiac sound. The clinical signs of heart disease depend on the type of disease and severity and initially it is asymptomatic. As heart disease progresses to congestive heart failure, which occurs when the heart is unable to meet the circulatory demand, a dog may develop more obvious symptoms such as fatigue, reduced willingness to walk or exercise, difficulty breathing, loss of appetite, weight loss, a distended abdomen, trouble sleeping or coughing (MacPete, 2018).

### TREATMENT & MANAGEMENT OF CARDIAC DISEASE:

Early detection and proper treatment—ranging from medication to lifestyle adjustments—can greatly enhance a dog's comfort and longevity. Managing heart disease in dogs requires a comprehensive approach that may include medications, dietary changes, and, in certain cases, surgical

# STAGING HEART DISEASE IN DOGS<sup>1</sup>



intervention. Medications are used to support heart function, minimize fluid retention, and regulate heart rhythm. Dietary adjustments—such as reducing sodium levels and providing sufficient protein are also essential components of effective heart disease management. The standard treatment of CHF in dogs consisting of a combination of the diuretic furosemide, an angiotensin-converting enzyme (ACE) inhibitor (ACEI), and Pimobendan.

• **PIMOBENDAN:**

Pimobendan, is one of the most commonly used drugs for congestive heart failure, has been shown to improve the quality of life and survival times in dogs with the disease. Pimobendan is a positive inotrope and increases contractility through a mechanism different from that of traditional inotropes such as digoxin, the advantage of which is increased contractility without significant increases in myocardial oxygen demand. It relaxes vascular smooth muscle and elicits modest arterial vasodilation;

this dual “inodilating” action is unique. Pimobendan is labelled for use in dogs to manage congestive heart failure (CHF) resulting from dilated cardiomyopathy (DCM) or degenerative mitral valve disease (DMVD).

Research data with preclinical DCM show that Pimobendan use was associated with

- Reduced left ventricular size in systole and diastole
- Delayed average time to onset of CHF or sudden death
- Longer overall survival times

Pimobendan added to heart failure therapy (with benazepril) improves clinical status, delays onset of refractory signs of heart failure, and increases survival times.

Pimobendan delays the onset of CHF, in part through reduction in heart size, and increases survival times. Its use is recommended for dogs

that have a confirmed diagnosis of preclinical DMVD and radiographic and echocardiographic heart size measurements.

Study reveals that treatment with Pimobendan is effective for dogs with stage B2 (Preclinical Dilated Cardiomyopathy or Degenerative Mitral Valve Disease) or stages C and D (clinical DMVD) with or without pulmonary hypertension, characterized by elevated left atrial pressures. In dogs with concurrent pulmonary hypertension secondary to DMVD, the positive effects are probably multifactorial. The effects may be secondary to reduced left atrial pressure, increased right heart systolic function associated with increased inotropy, and reduced pulmonary vascular resistance associated with vasodilation.

**MECHANISMS OF ACTION**

**Increased Cardiac Contractility:** The positive inotropic effects of Pimobendan are mediated through a combination of 1) increased cyclic

adenosine monophosphate mediated by phosphodiesterase III (PDEIII) inhibition, and 2) sensitization of the cardiac contractile apparatus to intracellular calcium. Calcium sensitization results in a positive inotropic effect without increasing myocardial oxygen demand.

**Vasodilation:** Balanced vasodilatory effects are mediated predominately through PDEIII inhibition in arterial and venous vascular smooth muscle. Additional endothelial-mediated vasodilation mechanisms may also contribute to this action and may be linked to the medication's beneficial effect in the treatment of pulmonary hypertension.

**Anticoagulation and Other Properties:** In platelets, PDEIII inhibition mediates antithrombotic properties, leading to reduced platelet aggregation. This effect has been investigated in other pyridazinone - based compounds as well as Pimobendan. In a study of healthy dogs, Pimobendan mildly inhibited platelet aggregation but at a concentration well above a clinically relevant dose. In mice in heart failure, Pimobendan reduced some of the adverse cytokine concentrations.

#### • **BENAZEPRIL:**

A mainstay in the treatment of congestive heart failure (CHF) in dogs is the use of angiotensin-converting enzyme (ACE) inhibitors, such as benazepril. These drugs act by inhibiting the renin-angiotensin-aldosterone system (RAAS), a neurohormonal pathway that is activated in response to reduced renal blood flow and aims to maintain intravascular volume and perfusion during periods of diminished cardiac output. In dogs with CHF, Benazepril

has been shown to enhance quality of life and extend survival. They help lower blood pressure, improve cardiac output, and decrease regurgitant blood flow resulting from valvular insufficiency (Oyama, 2009). By suppressing RAAS activity, benazepril reduces cardiovascular strain and promotes better heart function. Additionally, benazepril has been found to be well tolerated for long-term use in dogs with CHF, with minimal adverse effects reported.

#### • **COMBINATION OF PIMOBENDAN AND BENAZEPRIL:**

To enhance therapeutic efficacy, improve treatment compliance, and simplify administration, a fixed-dose combination of benazepril and Pimobendan has been developed. Pimobendan is an inotropic agent that strengthens heart muscle contractions and dilates blood vessels, thereby reducing cardiac workload. Benazepril, a prodrug converted to its active form benazeprilat in the body, acts as an ACE (angiotensin-converting enzyme) inhibitor. By decreasing the production of angiotensin II—a potent vasoconstrictor—benazepril promotes vasodilation, lowers blood pressure, and eases the heart's workload. While both drugs are individually approved for use in dogs, their combined use leverages their complementary mechanisms: benazepril reduces angiotensin II and aldosterone levels, while Pimobendan exerts dual effects—vasodilation via phosphodiesterase III inhibition and enhanced cardiac contractility through calcium sensitization. Clinical data indicate that the safety profile of the combination at recommended doses is comparable to that of each drug administered separately.

#### • **FORMULATION AND DOSING**

The combination product of Pimobendan and Benazepril should only be used in dogs which require both active substances to be administered concomitantly at this fixed dose. The recommended dose range is 0.25–0.5 mg Pimobendan per kg bw and 0.5–1 mg benazepril hydrochloride per kg bw divided into two daily doses. It should be administered orally, twice daily 12 hours apart (morning and evening) and approximately 1 hour before feeding.

**Conclusion:** Heart conditions like mitral valve disease, dilated cardiomyopathy or CHF in dogs are not uncommon and can greatly impact their quality of life. However, with the use of medications such as Pimobendan plus benazepril, these conditions can be effectively managed and allow pet to live a comfortable life. Pimobendan enhances heart muscle contraction and dilates blood vessels, while Benazepril reduces blood pressure and the workload on the heart. One of the great things about Pimobendan plus benazepril is that it has a high safety profile and can be used for long-term management of heart conditions. However, it is essential to note that these medications should only be used under the guidance of a veterinarian.



\* Dr. Jyotika Sangale, Dr. D J Kalita  
Technical & Regulatory  
Zenex Animal Health India Pvt Ltd



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# NEUROVAT'S

*There with Gentle Care.*



By Akshay Prakash

## INTRODUCTION

Neurological disorders in animals—such as seizures, dizziness, disorientation, or sudden behavioral shifts—can be distressing for both pets and their owners. Common pharmaceutical treatments, though often effective, may come with long-term side effects such as sedation, liver strain, or tolerance buildup. These concerns have led to growing interest in natural, integrative solutions that work in harmony with the body.

NEUROVAT Oral Spray, developed by P S VAT PHARMA, provides a gentle

yet effective homeopathic solution designed to support neurological and behavioral balance in pets. Made from potentized botanical extracts, NEUROVAT helps manage seizures, nervous tension, cognitive sluggishness, and stress-related episodes. Delivered in a convenient spray form, it offers a practical, well-tolerated alternative or complement to conventional therapy.

## HOW NEUROVAT WORKS

NEUROVAT's effectiveness lies in its carefully selected, synergistic ingredients, each contributing to its calming and neuro-supportive

properties. It is based on homeopathic principles that aim to stimulate the body's own healing mechanisms without suppressing natural processes.

This extract is known for its calming, nerve-supporting effects. In homeopathy, it is used to reduce mental fatigue and promote recovery from neurological stress. Avena sativa is particularly useful after seizures or during periods of mental dullness.



Chief Executive Officer,  
P S VAT PHARMA

### Avena sativa

A revered nervine in traditional medicine, *Avena sativa* contains active constituents like avenanthramides and saponins that promote neural nourishment. In its homeopathic form, it serves as a cerebral restorative, aiding in recovery from fatigue, nervous exhaustion, and post-ictal dullness. Its adaptogenic properties support neuroplasticity and resilience following neurological episodes.

### Ignatia amara

*Ignatia* is commonly used to manage emotional stress, shock, and psychosomatic responses. It helps stabilize mood and reduce nervous sensitivity, especially when symptoms are triggered by stress or sudden environmental changes.

### Passiflora incarnata

Passionflower acts as a gentle relaxant for the nervous system. It helps soothe excitability and restlessness, making it useful for animals prone to over-stimulation or disturbed sleep cycles. In homeopathic doses, it supports neurological calm without causing sedation.

Together, these three ingredients work in harmony to stabilize the nervous system, support emotional resilience, and reduce behavioral disruptions.

### BENEFITS OF THE SPRAY FORMAT

NEUROVAT is offered as a metered oral spray, making it both practical and effective in a wide variety of situations. This delivery system ensures quick absorption through the

oral mucosa, bypassing the digestive tract for faster action—especially helpful during emergencies or stress episodes.

#### Key advantages of the spray format include:

- Rapid onset of action
- Simple administration—no tablets or capsules
- Ideal for anxious or uncooperative pets
- Adjustable dosing based on animal size and severity of symptoms

Unlike tablets or powders that require mixing or hiding in food, the spray can be administered directly into the mouth with minimal resistance.

### CLINICAL APPLICATIONS OF NEUROVAT

NEUROVAT is suited for a variety of conditions involving neurological imbalance or behavioral disturbance. It is not a replacement

for essential medications in severe cases but serves as a supportive or adjunctive therapy in the following scenarios:

- **Epileptic Seizures:** Helps maintain calm before and after episodes and may help reduce the intensity of stress-related seizures.
- **Vestibular Dysfunction:** Supports animals suffering from head tilts, dizziness, and loss of balance.
- **Cognitive Dullness or Mental Fatigue:** Useful in aging pets or those showing signs of disconnection, unresponsiveness, or confusion.
- **Stress-Induced Neurological Episodes:** Beneficial during stressful situations such as thunderstorms, fireworks, vet visits, or changes in environment.

The formula provides holistic support for both acute episodes and chronic management, making it a versatile option in veterinary practice.



**DOSING AND ADMINISTRATION**

Dosing should be tailored to the animal's size, condition, and response. Always consult a veterinarian before beginning use, especially if the pet is on other medications.

**Recommended usage:**

- Small breeds or cats: 1–2 sprays, 2–3 times daily
- Medium breeds: 2–3 sprays per application
- Large breeds: 3–4 sprays, up to 3 times daily

During acute symptoms: The spray may be given every 15–30 minutes (up to 4 doses) until the pet stabilizes. Once symptoms ease, the dosing frequency can be reduced.

**SAFETY AND TOLERABILITY**

NEUROVAT is formulated using ultra-diluted homeopathic substances, making it inherently safe and non-toxic. It does not contain sedatives, chemicals, or controlled substances. This makes it suitable for long-term use, even in young, elderly, or chronically ill animals.

**Key safety features:**

- No risk of overdose
- No liver or kidney toxicity
- No dependency or withdrawal issues
- Compatible with most medications and supplements

Owners often report high levels of acceptance and compliance due to the gentle taste and non-invasive application method.



**INTEGRATION INTO VETERINARY PRACTICE**

In modern veterinary care, there is growing demand for holistic approaches that treat the whole animal, not just symptoms. NEUROVAT fits perfectly into this model by supporting the animal's nervous system without suppressing natural responses.

Veterinarians can consider NEUROVAT in a variety of contexts:

- As preventive care for breeds prone to seizures or stress
- As adjunctive support when tapering off conventional medications
- As a natural aid for pets in rehabilitation, hospice, or post-operative care
- As a daily supplement to promote calm, clarity, and behavioral wellness

Its ease of use and broad safety profile make it a practical choice in clinical and at-home care routines.

**CONCLUSION**

NEUROVAT Oral Spray provides a thoughtful and well-balanced

approach to supporting neurological health in animals. By combining the wisdom of classical homeopathy with the convenience of modern delivery, it offers a safe and effective alternative for managing stress, seizures, and behavioral disturbances.

Unlike conventional medications that often come with unwanted side effects, NEUROVAT works gently with the body to promote healing, restore emotional balance, and support the brain's natural stability. Its plant-based ingredients and liquid format make it a user-friendly tool for veterinarians and pet parents alike.

In an age where pet wellness is becoming more integrative and preventive, NEUROVAT stands as a reliable, natural solution that can complement traditional therapies and enhance the quality of life for animals in need.



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Building the **Perfect Home** for

# Guinea Pigs

By **Simran Sharma**

**G**uinea pigs, also known as cavies, are gentle, affectionate, and highly social pets that thrive in environments designed to meet their unique needs. Building a suitable home for them is not simply about providing shelter but about creating a space where they can feel safe, comfortable, and enriched. Unlike some smaller rodents, guinea pigs require larger enclosures, careful consideration of materials, and thoughtful placement

within the home. When their living environment is designed with their natural behavior in mind, guinea pigs live healthier, happier lives, rewarding their caretakers with endearing companionship.

The size of the enclosure is the first and most important aspect of creating a guinea pig home. Pet shops often sell cages marketed for guinea pigs that are far too small, leading to cramped conditions,

stress, and health problems. Guinea pigs are active animals that require space to run, explore, and interact with one another. The general rule is that bigger is always better, and a home should provide generous square footage depending on the number of guinea pigs being housed. Two guinea pigs need at least a modest but comfortable space, while three or four require significantly more room. In practice, this means that large, open enclosures built with

adaptable materials are far better than the traditional small cages often available commercially.

When deciding on the type of housing, owners have several choices, each with its own advantages. C&C cages, made from wire storage grids and lined with a coroplast base, are one of the most popular options because they are spacious, customizable, and relatively inexpensive. These cages offer excellent ventilation and can easily be expanded to accommodate additional guinea pigs in the future. Wooden hutches are another option and can be placed indoors or outdoors, though they must be carefully managed to prevent issues with odor, cleaning, and weather exposure. Some owners prefer simple indoor playpens built from grids or lightweight fencing, which allow guinea pigs the freedom to move in a large area while still remaining secure. Regardless of the type chosen, what matters most is that the structure is safe, solid, and easy to clean.



### Checklist

- ✓ **Cage Size: At least 7.5 sq. ft. for 2 guinea pigs**
- ✓ **Fresh hay, veggies, and water**
- ✓ **Solid floor + safe bedding**
- ✓ **Stable indoor temperature (18–24°C)**
- ✓ **Multiple hideouts and tunnels**
- ✓ **Daily floor time & weekly deep cleaning**



The floor of a guinea pig home deserves special attention. Wire-bottomed cages are harmful because they put pressure on delicate feet and cause sores, so a solid floor is essential. This solid base should then be lined with appropriate bedding that keeps the enclosure clean and comfortable. Fleece liners have become a favorite among many guinea pig owners, as they wick away moisture, are soft underfoot, and can be washed and reused. Others prefer disposable paper-based bedding, which is absorbent and convenient. Aspen shavings can also be used as a safe wood-based option, though pine and cedar are harmful because of the oils they release. Whichever bedding is chosen, it should provide a thick, absorbent layer that allows

guinea pigs to move comfortably while reducing odor and moisture build-up.

A guinea pig's home is not complete without the accessories that make it both functional and enriching. These animals are prey creatures by nature and therefore need places to hide and feel secure. Tunnels, wooden houses, igloos, and even cardboard boxes make excellent hideouts. Heavy ceramic food dishes prevent tipping, while water bottles or sturdy bowls ensure a constant supply of fresh water. Because hay makes up the majority of their diet, hay racks or feeders are important for keeping it accessible and clean. In addition, toys and chew items such as wooden blocks or cardboard tubes help satisfy their



natural chewing instincts and keep their continuously growing teeth in check. Providing multiple hideouts, feeding stations, and enrichment pieces reduces competition and stress, particularly when housing several guinea pigs together.

Location within the home also plays a critical role in building the right environment. Guinea pigs are sensitive to temperature extremes and should be housed indoors where conditions are stable. They thrive at moderate temperatures, generally between 18 and 24 degrees Celsius, and they should never be exposed to direct sunlight, drafts, or excessive humidity. Placing their enclosure in a room where family members spend time helps them feel part of the household, as they are social animals that enjoy the presence of people. However, they should not be kept in spaces that are overly noisy or chaotic, as this can cause stress. Striking the right balance ensures they feel both safe and engaged.



**Bigger is always better when it comes to guinea pig homes.**

Cleaning and maintenance are ongoing responsibilities that cannot be overlooked. A clean environment directly translates to healthy guinea pigs. Daily spot cleaning is necessary to remove soiled bedding, uneaten food, and waste, while weekly deep cleaning ensures that the entire enclosure remains fresh. Bedding should be replaced regularly, food and water containers washed thoroughly, and fleece liners laundered with mild, fragrance-free detergents. Establishing a consistent cleaning routine prevents odors and protects guinea pigs from respiratory or skin issues that often arise in poorly maintained habitats.

Beyond the physical setup, building a home for guinea pigs is about enrichment and daily stimulation. These animals enjoy exploring new layouts and thrive when provided with toys, tunnels, and rearranged cage features that spark curiosity. Regular floor time outside the enclosure in a guinea pig-proofed area gives them the opportunity to exercise and interact more freely. Such playtime strengthens the bond between owner and pet while also supporting their physical health. Rotating toys and occasionally changing the placement of hideouts and feeding areas keeps the environment engaging and prevents boredom.

In the end, constructing a home for guinea pigs goes far beyond building a simple cage. It is about creating a thoughtfully designed habitat that provides safety, comfort, and stimulation. By focusing on space, bedding, accessories, enrichment, and location, owners can ensure their guinea pigs live in conditions that reflect their natural instincts and needs. A well-planned home allows guinea pigs to express their playful and affectionate personalities fully, rewarding their caretakers with endless joy. With the right environment, guinea pigs flourish, proving that when we invest effort into their well-being, the result is a harmonious and enriching relationship that lasts for years.



# 16<sup>th</sup> India International Pet Trade Fair

*Gateway to the Indian Pet Industry*



**29<sup>th</sup> and 30<sup>th</sup>  
August, 2026**



**Hall No. 6,  
Bharat Mandapam,  
New Delhi**



**9.00 AM to  
6.00 PM**





# 15th India International Pet Trade Fair & 6th Aquagic:

*Showcasing the Complete Spectrum of the Indian Pet Industry*

The 15th edition of the India International Pet Trade Fair (IIPTF), alongside the 6th Aquagic, was successfully held on the 23rd and 24th of August, 2025, at Bharat Mandapam, New Delhi, Hall No. 6, from 9 AM to 6 PM. This landmark edition of IIPTF witnessed an overwhelming response, with 206 exhibitors participating, including international exhibitors representing 14 different countries. Over the two days, the exhibition drew an immense footfall of 10,821 visitors, of which 9,328 were business visitors. The business contingent was made up of a diverse spectrum of industry stakeholders—ranging from pet shop owners, retailers, grooming parlours, trainers, boarding centres, breeders, manufacturers, and veterinarians, to engaged members of the general public.

## ✦ Highlights at a Glance ✦

# 206

Exhibitors

# 8,328

Business Visitors

# 10,821

Total Visitors

# 16

Total Number of Countries  
Visitors came from

# 223

Total Number of Cities  
visitors came from

# 8

Knowledge  
Sessions



This year's exhibitor line-up was a fine mix of long-standing, established brands and new players making their mark in the Indian market. From renowned domestic names like Heads Up for Tails, Just Dogs, GNV Commodities, Taiyo, and Orange Pet Nutrition, to globally reputed international companies such as Group Depree, Sanko, Charmed Pet Food, Kocho, Danube Pet Food, MB Pet Food, Bewital Petfood, and several others—the exhibition showcased the full strength and diversity of the pet industry. The exhibitor catalogue was spread across multiple verticals, including pet food, packaging, accessories, healthcare, technology, and beyond. Adding to this diversity, the event hosted a Canadian Pavilion, a Start-Up Pavilion, and, for the very first time, an exclusive Innovations Pavilion designed to spotlight pioneering concepts shaping the Indian pet market.

Speaking about the debut of this pavilion, **Abhishek Tiwari, Business Development Manager of India International Pet Trade Fair**, remarked: "This was the first time we hosted an Innovations Pavilion. The narrative we wanted to put forth





is that the new, emerging concepts the pet industry is coming up with, need their own space for exploration and recognition. This will further accelerate the Indian Pet Industry forward."

Another highlight was the Product Display Arena, a carefully curated space where exhibitors' products were put forth in an engaging and visually striking manner for visitors to explore. Explaining the thought process behind it, **Binoy Sahee, Director of India International Pet Trade Fair**, shared: "The idea behind

the product display arena was to create a visual representation of the Indian pet market and harbour a space for product awareness."

The two-day event went beyond showcasing products, it also served as an intellectual hub. To deepen insights into the Indian pet industry, six knowledge sessions were conducted across two seminar spaces: the Creature Companion Hub and the Creature Companion Huddle. The enclosed seminar hall, Creature Companion Hub, featured a veterinarian seminar



hosted by MyFurries, a dog training seminar by CoachthePooch, and a veterinarian symposium. The open-format Creature Companion Huddle, meanwhile, included sessions on Smart Pet Parenting, Social Media and Marketing for Pet Brands, and other pressing themes. This space also provided a platform for product launches by some of the exhibitors, giving them direct visibility and interaction with the audience.

The 15th IIPTF thus presented itself as a truly comprehensive platform, one that offered a panoramic view of the Indian pet market. Through product displays, knowledge sessions, product launches, the presence of both national and international exhibitors, and dedicated space for start-ups and innovators, the event reflected not only the current landscape but also the future trajectory of the industry.

Running parallel to IIPTF, the 6th Aquagic continued to draw its own passionate crowd. With wide-ranging aquarium displays and fresh innovations in the aquatic space, it succeeded in attracting hobbyists and aquatic industry professionals alike, cementing its reputation as one of the most engaging segments of the fair.



The 15th IIPTF, alongside the 6th Aquagic, thus stood out as a holistic platform that not only highlighted the full breadth of the Indian pet market but also brought forward the innovations, ideas, and collaborations shaping its future. Reflecting on the success of this edition, **Ms. Linda Hawke, Convenor of the India International Pet Trade Fair**, remarked: "With every passing year, IIPTF has grown into

a more powerful reflection of the pet industry's evolution. This 15th edition was a celebration of the progress we have collectively made, while also setting the stage for the innovations and partnerships that will drive the industry forward. We are proud to create a platform where every segment of the pet ecosystem, be it established brands, start-ups, or innovators finds its rightful voice and recognition."

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August, 2026

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9.00 AM to  
6.00 PM



# Product Launch at the 15<sup>th</sup> India International Pet Trade Fair

The 15th India International Pet Trade Fair hosted a space for new product launches in the Indian Pet Market. The idea behind the launches were to provide a comprehensive platform for trade visitors to harbour greater market awareness and get a complete landscape of the Indian Pet Industry. The Trade Fair extended the platform to the following companies to showcase their new and dynamic products:

## NUTRITION NXT

Nutrition Nxt, a startup offering holistic solutions for pet care, announced the launch of its range of 'Parent' pet food, which offers life-stage-specific wholesome nutrition for pets. The launch marks a significant step in advancing pet nutrition, wellness, and care, reinforcing Nutrition Nxt's commitment to set new benchmarks in India's growing pet care industry. The 'PARENT' Pet Foods product line includes 'Mother and Puppy,' which looks after gestation and lactation for puppies up to 4 months; 'Puppy' gives advanced nutrition to puppies up to 18 months; parent Pet Food for 'Adult Dogs' is a premium, nutritionally balanced formula to provide complete maintenance nutrition for adult dogs; and lastly, parent Pet Food for 'Senior Dogs,' which features natural ingredients designed to provide complete and balanced nutrition for



aging dogs of all breeds and sizes and is rich in pre and probiotics.

With the launch of 'PARENT', they are blending nutritional science with heartfelt innovation to empower pet parents with the very best solutions for their companions. The range is presently manufactured at their partner's FDA and GMP-certified facility in Thailand. They are in the process of setting up their state-of-the-art manufacturing facility, meeting the standards of the FDA at Wargal in Telangana, and should be operational by FY 2026 with a capacity to produce 40,000 Tonnes of pet food per annum with an investment of 10 million USD (approx. Rs 84 crores) in Phase 1. Most of the pet parents in India struggle to find products that provide appropriate nutrition for their pets at different stages of their pets' lives. With 'PARENT' pet food, they

aim to bridge the gap by providing wholesome pet nutrition for every stage of the pet's lifecycle in the first phase of their journey. In the next phase, we would introduce cat food & customized solutions for various health conditions for pets, providing a wide range of solutions for the targeted nutrition requirements of pets. With a strong foundation in veterinary expertise and a heartfelt mission to enhance the lives of pets, Nutrition Nxt's latest offering is poised to make a lasting impact in the pet care industry.

## ASA AGROTECH

Established in 2010, ASA Agrotech is a globally trusted exporter of premium bird feed, proudly serving markets across the USA, Canada, UK, and Europe. Backed by USDA and BRCGS-certified facilities in India, our commitment to quality is reflected



### ACASTA HEALTH - MY PETFIT

Acasta Health Pvt Ltd is a Hyderabad-based health-tech company committed to transforming preventive healthcare for pets and people through science-led, non-invasive, and AI-driven innovations. Our mission is to empower individuals and pet parents with tools that promote early detection, holistic wellness, and informed care decisions. We believe in making health simple, accessible, and proactive for all.



Acasta Health unveiled MYPETFIT, India's first-of-its-kind AI-powered health and wellness assessment platform for pets. It's a science-backed tool that helps pet parents proactively understand their pet's health by combining behavioral insights, lifestyle patterns, and early indicators across key wellness domains. Designed by veterinarians and scientists, MYPETFIT offers personalized, actionable guidance to support preventive care and improve overall pet wellbeing, all in a simple and non-invasive format.

### LEYTON GLOBAL PET IMPORTS

LGP Imports is a prominent importer in India specializing in premium pet care brands from globally renowned pet food labels to grooming and nutritional products. With a presence across more than 40 Indian cities, the company offers tailored pet-nutrition solutions to both B2B and B2C customers.

Nature's Protection, an internationally recognized super-premium pet food brand from Lithuania, now proudly launched in India. The product range features unique, science-backed recipes including dry and wet food, and functional snacks tailored for the needs of all breeds and ages. Key highlights include grain-free, hypoallergenic formulations with premium proteins (fish, meat, insect), supported by MicroZeoGen, a natural volcanic mineral that promotes digestion, toxin removal, and strong immunity. Specialized lines like "White Dogs" visibly reduce tear stains, while functional supplements support skin, coat, and digestive health. These products are manufactured under stringent European standards, ensuring Indian pets receive world-class nutrition every day.



through our presence on leading platforms like Walmart and Amazon US.

In India, bird enthusiasts trust our in-house brands- Happy Wings and Value Nest, for their superior quality and wide variety of seeds. Expanding their passion for animal nutrition, ASA Agrotech partnered exclusively with Versele-Laga (Belgium) to bring globally acclaimed dog and cat food brands, Optilife, Happy Life, Classic, and Lara to Indian homes. Our offerings are specially crafted to be balanced, gluten-free, and grain-free, meeting the diverse dietary needs of pets across all life stages and budgets. From birds in the wild to pets at home, ASA Agrotech is dedicated to providing safe, nutritious, and trusted food for every companion.

ASA Agrotech – Because every beak, paw, and tail deserves the best.

# Workshop on Exotic Animal Diseases and Treatment

By MyFurries.com

MyFurries.com, India's leading animal health tech platform, successfully wrapped up an insightful workshop on "Common Diseases and Treatment of Exotic Animals" as part of its Continuing Veterinary Education (CVE) knowledge series for the veterinary community.

The session, led by **Dr. Rina Dev**, brought together **close to 100 veterinarians** from across cities including **Delhi, Noida, Gurugram, Patiala, Mahra, Kurukshetra, and Ludhiana.**

Dr. Dev highlighted practical approaches to **handling and managing exotic pets**, offering valuable insights into treatment protocols for species such as **turtles, birds, and fishes**, along with essential **tips for managing wildlife cases.**



The workshop featured a **highly engaging Q&A session**, where veterinarians actively shared experiences and contributed to in-depth discussions on exotic animal care. The interactive exchanges ensured that participants left with actionable knowledge to apply in their day-to-day practice.

Speaking on the initiative, the MyFurries.com team emphasized:

*"We are thrilled to see such enthusiastic participation from the veterinary community. Our CVE sessions are designed to*

*bridge knowledge gaps, foster collaboration, and ensure veterinarians are well-prepared to provide the best possible care across diverse species."*

This successful workshop marks another milestone in MyFurries.com's mission to empower veterinary professionals through **expert-led training, case studies, and community learning opportunities.**

For more details on upcoming CVE sessions and veterinary resources, visit [www.myfurries.com](http://www.myfurries.com).

LEGACY  
**AWARD**

**DR. MANMOHAN SHARMA,  
CHAIRPERSON, MAXPETZ**

*This is a special award that we wanted to give for leaving a legacy that inspires everyone in the field. We presented the Legacy award to Dr. Manmohan Sharma, Chairperson, MaxPetz.*

*Dr Manmohan Sharma is responsible for growing the hospital & its services incrementally from the time he joined his father, Dr S.D. Sharma who started the first clinic in 1952. His strategic insights, focused approach & courage of his convictions have resulted in Max Vets, one of the parent companies of MaxPetz Hospitals notching up several firsts to its credit. It was his early vision to provide a 'one stop destination' to pets & their pet parents, where all facilities are available under one roof. Dr Sharma keeps a cockpit overview of all the MaxPetz clinics.*



**The Legacy Award was received by Dr. Manmohan Sharma, Chairperson, MaxPetz., presented by Mr. Girja Nand Singh, Project Adviser of Agri-Allied Livestock Ventures and Former Joint Secretary of Animal Husbandry in Presence of Ms. Linda Hawke, Convenor of IIPTF**



# TRAILBLAZER AWARDS

*Trailblazer Awards as an initiative, was started by IIPTF with the vision of honoring the pioneers and companies who have done breakthrough work in the Indian Pet Industry. They are not only shaping the pet industry today, but also building a new landscape for the future.*

*Through these awards, we aim to bring to light companies in the Indian Pet Industry that are setting a new precedence altogether. We were elated to honour some companies that deserve recognition for the phenomenal work.*

# FRESH FOR PAWS (Fresh Food Category)

*For the Fresh Food Category, we presented the Trailblazer award to Fresh for Paws for initiating the concept of fresh food for pets in the market and bringing an innovative idea into life, making lives for pets healthier and more fulfilling.*

*The award was received by Ms. Shristi Bhatia, CEO of Fresh for Paws.*

*Srishti Bhatia is a young entrepreneur who turned her passion for pets into a pioneering venture with Fresh for Paws, one of India's first brands to focus exclusively on fresh food for pets. Inspired by her own dog, Vanilla, she recognized the gap in healthy, preservative-free options for pet parents and took the leap in 2018 to build something truly unique. Over the years, she has not only popularized fresh pet food as a category but also built a loyal customer base by emphasizing quality, transparency, and nutrition. Under her leadership, Fresh for Paws has seen extraordinary growth.*



*The award was received by **Ms. Shristi Bhatia, CEO of Fresh for Paw**, presented by **Mr. Girja Nand Singh, Project Adviser of Agri-Allied Livestock Ventures and Former Joint Secretary of Animal Husbandry in Presence of Ms. Linda Hawke, Convenor of IIPTF***

# Onpets Animal Care LLP (Pet Health Digitalisation)

***F**or the Pet Health Digitalisation Category, we presented the Trailblazer Award to Onpets Animal Care LLP for working on making vet and nutritional services accessible to pet parents through e-consultation and home visits.*

*The award was received by Mr. Anirban Chanda, CEO of Onpets Animal Care LLP.*

*Mr. Anirban has been at the forefront of transforming veterinary healthcare in India. With a vision to make quality pet healthcare accessible, he has championed innovative models such as home visits, online consultations, and public-private partnerships with State Governments.*

*Under his leadership, Onpets has emerged as one of the first companies in India to bring veterinary care to the doorstep. Since its inception in 2021, the company has built a dedicated team of 30 veterinarians and support staff, serving over 17,000 pet parents across Eastern India. By introducing at-home diagnostic services in Tier I and Tier II cities, Onpets has not only filled critical gaps but also set a new benchmark for how pet healthcare can be delivered.*

*Anirban's efforts reflect a larger commitment to reshaping the future of pet care in India, making it more accessible, reliable, and compassionate.*



*The award was received by **Mr. Anirban Chanda, CEO of Onpets Animal Care LLP.**, presented by **Mr. Girja Nand Singh, Project Adviser of Agri-Allied Livestock Ventures and Former Joint Secretary of Animal Husbandry in Presence of Ms. Linda Hawke, Convenor of IIPTF***

# ABK Imports Pvt Ltd (Pet Grooming Category)

*For the Pet Health Digitalisation Category, we presented the Trailblazer Award to Onpets Animal Care LLP for working on making vet and nutritional services accessible to pet parents through e-consultation and home visits.*

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*Anirban's efforts reflect a larger commitment to reshaping the future of pet care in India, making it more accessible, reliable, and compassionate.*



*The award was received by **Mr. Anand Pittie and Mr. Kushal Pittie – Co-Founders of ABK Imports Pvt. Ltd.**, presented by **Mr. Girja Nand Singh**, Project Adviser of Agri-Allied Livestock Ventures and Former Joint Secretary of Animal Husbandry in Presence of **Ms. Linda Hawke**, Convenor of IIPTF*

# Goel Vet Pharma Pvt Ltd (Pet Homeopathy Category)

*For the Pet Homeopathy Category, we presented the Trailblazer Award to Goel Vet. Pharma Private Limited for their efforts in promoting homeopathy medicines in India for pets. They have single-handedly been educating pet parents on usage of homeopathy for ailments in pets. Their commitments for the sector are evident and expansive.*

*The award was received by Dr. Mradul Goel, Director of Marketing, Goel Vet. Pharma.*

*Dr. Mradul Goel brings over 20 years of experience in marketing veterinary homeopathy. As the Director of Marketing at Goel Vet Pharma, he has been at the forefront of promoting homeopathic treatments for pets and educating pet parents on their benefits*

*Under his strategic guidance, Goel Vet Pharma has emerged as a leading advocate for veterinary homeopathy in India, raising awareness and shaping the narrative around alternative pet healthcare approaches.*



*The award was received by **Dr. Mradul Goel, Director of Marketing, Goel Vet Pharma Pvt. Ltd.**, presented by **Mr. Girja Nand Singh, Project Adviser of Agri-Allied Livestock Ventures and Former Joint Secretary of Animal Husbandry in Presence of Ms. Linda Hawke, Convenor of IIPTF***

# B&K Nutrifeeds Pvt. Ltd.

(Private Label for Pet Products)

*For the Private label Category, we presented the Trailblazer Award to B&K Nutrifeeds Pvt. Ltd. They are one of the foremost players. With patience and hard work they have built their brand. They were responsible for realising many pet entrepreneurs dream come true*

*The award was received by Mr. Kaushal Guhya, Co-Founder B&K Nutrifeeds Pvt. Ltd.*

*Mr. Kaushal holds over a decade of leadership experience in pet nutrition manufacturing and brand development. Under his guidance, the company created HOGGERS, India's first line of human-grade dog treats. He is recognized for his expertise in business strategy, product innovation, and pet food safety standards.*



*The award was received by **Mr. Kaushal Guhya, Co-Founder B&K Nutrifeeds Pvt. Ltd.**, presented by **Mr. Girja Nand Singh, Project Adviser of Agri-Allied Livestock Ventures and Former Joint Secretary of Animal Husbandry in Presence of Ms. Linda Hawke, Convenor of IIPTF***



# 5th

## Pet Industry Dialogue- A Comprehensive Platform for Industry Insights

The 5th edition of the Pet Industry Dialogue (PID) was successfully held on 22nd August 2025 at The Park, New Delhi, from 9 AM to 6 PM. Organized by the India International Pet Trade Fair (IIPTF), the event brought together industry leaders, entrepreneurs, policymakers, and innovators to deliberate on the current landscape and future of the Indian pet care sector.





Session: *Indian Pet Industry*

The Dialogue commenced with a warm welcome to participants, recalling the journey of IIPTF since 2007, when it began with the sole purpose of connecting buyers and sellers. Over the years, the platform has grown into a forum that not only drives commerce but also shapes the ecosystem of the Indian Pet Industry, now one of the fastest-growing industries globally.

A comprehensive presentation on the **Indian Pet Industry** was unveiled by Ms. Linda Hawke, Convenor of IIPTF, in collaboration with Knowledge Partner Bonafide Research, providing valuable insights and updated market data.

The day featured a series of engaging panel discussions and presentations, each covering key facets of the evolving pet care sector:

- Panel Discussion on **“The Indian Pet Care Industry: Opportunities and Challenges”** featured stalwarts like Mr. Satinder Singh (Royal Canin India), Mr. Varun Sharma (Fabled Pet Food & GNV Commodities), Ms. Pallavi Anand (Nestlé Purina Pet Care), and Mr. Bharat Pittie (Orange Pet Nutrition), moderated by Mr. Binoy Sahee (IIPTF).
- Panel on **“Go to Market Strategy”** brought insights from Mr. Ambarish Sikarwar (Sai International Pet Products), Mr. Srikanth Ramaswamy (Royal Canin India), Ms. Mitu Paul (Heads Up for Tails), Mr. Piotr Lekawski (INABA Foods), Ms. Kavita Gupta (Shinfly.org), and Mr. Hari Shankar (Pets of Paradise).



Session: *The Indian Pet Care Industry: Opportunities and Challenges*



Session: *Go to Market Strategy*



- Panel on **“Role of Therapeutic Diets, Nutraceuticals, Functional Foods & Supplements”**, sponsored by Unique Biotech, saw expert contributions from Dr. Sandip Sharad Joshi (Himalaya Wellness), Dr. Senthil Kumar T (Directorate of ISM), Mr. Anand Kanojia (Intas), and Dr. Jasjeet Josan (Josan Pet Care Clinics), moderated by Mr. Govind Suryawanshi (Royal Canin).



Session: *Role of Therapeutic Diets, Nutraceuticals, Functional Foods & Supplements*



**PRESENTATIONS INCLUDED:**

- **Role of Omega 3 in Health of Pets** by Aker Qrill, with speakers Atul Barman and Tonje Dominguez.
- **Tails of Wellness: Probiotics That Make a Difference** by Unique Biotech, presented by Dr. Jayanthi Neelamraju.



Session: *Role of Omega 3 in Health of Pets*



Session: *Tails of Wellness: Probiotics That Make a Difference*



Session: *Have We Belled the Cat?*



Session: *Insights on the US Pet Market*



Session: *Shaping Pet Parenting: Power of Brands in Educating India*

- **Have We Belled the Cat?** by Mr. Saquib Salim Pathan, President of the Feline Club of India.
- **Insights on the US Pet Market** by Mr. Amit Phull (Walmart Vriddhi).
- **Shaping Pet Parenting: Power of Brands in Educating India** by Mr. Ashish Anthony (CEO, Just Dogs).

- Panel on **“Private Label – Make in India Product to the World”** featured Mr. Kaushal Guhya (Nutrifeeds), Mr. Mayank Satija (Sri Krishna International), Mr. Naveen Kohli (Shivam Polymers), and Mr. Vijay Chaudhari (Cat Litter Indian Pvt Ltd.), moderated by Mr. Girja Nand Singh, Former Joint Secretary of Animal Husbandry.

- The final session on **“Investments in the Pet Industry”**, sponsored by Goa Angel Network, brought investor perspectives from Dr. Madhurita Gupta (GoAngel Network), Mr. Yagnesh Sanghrajka (247VC), and Mr. Munish Bhatia (Bharat Ventures & India Accelerator).

Throughout the day, the Dialogue emphasized emerging trends in nutrition, retail, services, manufacturing, investments, and international trade, with a special focus on innovation, sustainability, and responsible pet care. PID as a forum acted as a comprehensive learning platform where Industry stakeholders learned from each other's view points.



- Panel on **Pet Services Industry** featured Mr. Sanjeev Kumar (Scoop Scrub), Ms. Roohi Kulkarni Kale (Coach the Pooch), Mr. Anil Reddy (Happy Pet Tech), and Ms. Anupama Chibbar (Sicons The Pet Safari), moderated by Mr. Philip Butt (Commando Kennels).



Session: *Pet Services Industry*



Session: *Investments in the Pet Industry*

*Keeping Pets*

# Happy & Safe

*During the Festive Season*

Festivals in India bring joy, lights, food, and togetherness. From the dancing energy of Navratri, to the sparkle of Diwali, and the cozy celebrations of Christmas and New Year, our homes come alive with celebrations.

But while we enjoy the festivities, our pets may not always feel the same way. Loud sounds, bright lights, rich foods, and busy homes can sometimes leave them stressed or uncomfortable. With a little care, though, we can make sure our pets celebrate with us, happily and safely.



## Here are a few simple ways to care for pets during the festive season:

### 1. Keep Them Calm During Noise

Firecrackers and loud music can frighten pets. Create a quiet, comfortable corner at home where they feel safe. Keep the curtains drawn and play soft music to calm them. A favorite toy or blanket can also help.



### 2. Watch Their Diet

Festive food is tempting, but not for pets! Sweets, chocolates, fried foods, and even dry fruits can be harmful. Instead, treat them with pet-safe biscuits, chews, or a little extra of their favorite healthy snack.

### 3. Grooming for the Occasion

Just like us, pets also love a little pampering. A good grooming session before the celebrations keeps them clean, comfortable, and looking their best for all those family pictures.



### 4. Dress Them with Care

Festive outfits for pets are adorable, but make sure they are light, breathable, and comfortable. Avoid anything too tight or heavy that may cause irritation.

### 5. Safe Spaces During Gatherings

If guests are coming over, your pet might feel overwhelmed. Give them breaks in a quiet room, and make sure they always have access to water and a cozy spot to rest.



## A Festive Season for All

Festivals are about family, and pets are very much a part of it. With a little extra attention, we can make sure our celebrations bring them joy instead of stress. After all, the best memories are the ones where everyone humans and pets alike feels happy, safe, and loved.

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# Putting Pet BRANDS

## on the Map in India's Growing Pet Industry



The Indian pet care industry has been experiencing an extraordinary surge over the last decade. Rising disposable incomes, growing awareness about pet health, and the deepening bond between people and their pets have created a thriving market that is only set to expand further. With this rapid growth comes the need for stronger platforms where stakeholders can connect, exchange ideas, and showcase innovation. The India International Pet Trade Fair (IIPTF) has emerged as one such powerful stage.

### A Platform That Brings the Industry Together

IIPTF is more than just an exhibition it is the beating heart of India's pet industry. From food, treats, and grooming products to toys, accessories, and veterinary solutions, the event brings

together a diverse range of players under one roof. It allows Indian and international brands, distributors, retailers, service providers, and pet enthusiasts to interact in an environment that is both professional and passionate. For brands, the fair is an opportunity to get noticed, launch new products, and build credibility in a competitive space. It is where upcoming names share the floor with established players, creating a level playing field for everyone to demonstrate value.

### Pet Brands at IIPTF

Among the key participants this year was Pet Brands, the B2B vertical dedicated to building and promoting a diverse portfolio of high-quality products designed for India's evolving pet ecosystem. Their showcase at IIPTF reflected not just variety, but also an understanding of what pet parents truly seek today.

### Magna Feast



premium kibble designed to celebrate every special occasion with pets.

### Well Fed



wholesome broth and balanced meals for pets' daily nutrition and wellbeing.

## Aroma Groom



Grooming products infused with care and freshness.

## Gobble



Delicious meals to keep pets happily engaged.

## Snackers



Fun, tasty treats for every mood and moment.

## Ezra



Accessories that blend comfort, style, and utility for pets.

## Scrummy



crunchy kibble and gravy-based meals for everyday feeding.

Together, this bouquet of brands made Pet Brands' presence at IIPTF stand out as a one-stop portfolio for food, treats, grooming, and accessories resonating with both retailers and distributors alike.

## Networking and Collaboration at its Core

One of IIPTF's biggest strengths lies in the networking opportunities it creates. Industry professionals, entrepreneurs, and experts meet face-to-face, leading to collaborations that go far beyond the exhibition halls. For Pet Brands, this meant the chance to engage directly with trade partners, showcase innovations, and strengthen relationships that are crucial to expanding reach in a competitive market.

The fair also facilitates dialogue between Indian businesses and international companies looking to enter or expand in the Indian market positioning India as a serious player in the global pet care ecosystem.

## Why Participation Matters

For players like Pet Brands, participation in IIPTF is not just about presence; it's about placing themselves firmly on the industry map. The visibility and recognition gained here often translate into stronger partnerships, increased customer trust, and higher sales opportunities.

Moreover, the fair's focus on innovation pushes brands to bring their best whether it's healthier food formulations, eco-friendly accessories, or thoughtful grooming solutions. By doing so, it helps raise industry standards and ensures that pet parents in India get access to global-quality products and solutions.

## The Future of Pet Care in India

As India's pet population grows and pet parenting becomes more sophisticated, the demand for reliable, safe, and premium products will only rise. Platforms like IIPTF will continue to play a crucial role in shaping this journey by bridging gaps between brands and consumers, and between local markets and global opportunities.

In many ways, IIPTF is not just an event it is a movement that celebrates the evolving pet ecosystem in India. For Pet Brands, being part of it means being part of the future.

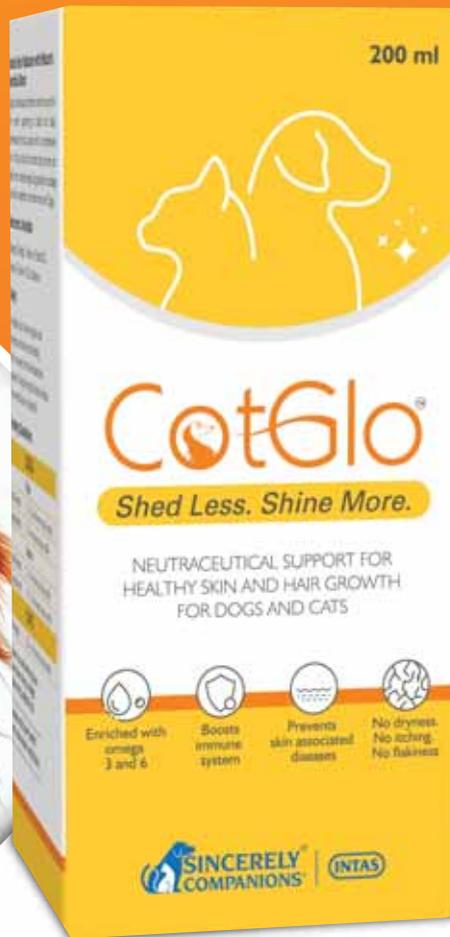
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# TASTE THAT MAKES YOUR DOG FLY

\*DISCLAIMER: Images and videos are for representational purposes only. The phrase "Taste that makes your dog fly" is intended as a playful metaphor and does not imply any literal, physiological, or psychological effect on animals.



Celebrating Pet Parenting

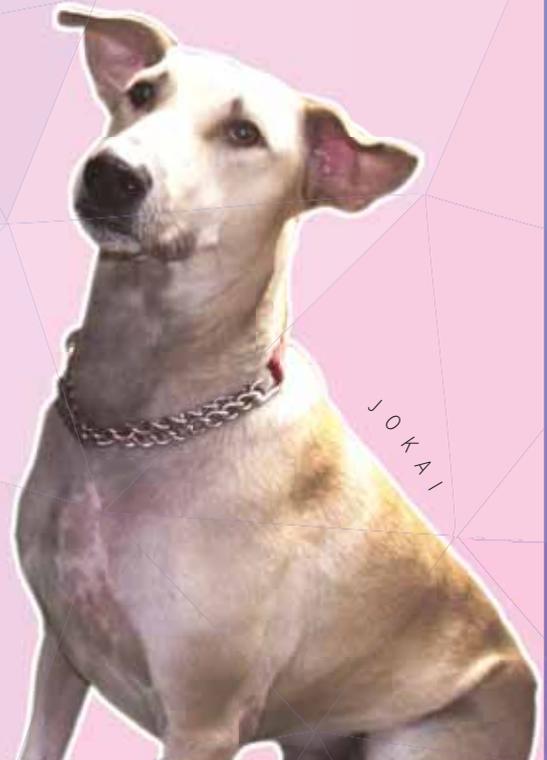
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LARGEST EXHIBITION ON AQUARIUMS



 **10<sup>th</sup> and 11<sup>th</sup> January 2026** |  **10.00 AM to 7.00 PM** |  **Gate No. 2, Tripuravasini, Palace Ground, Bengaluru**

Gala Networking  
**DINNER**

 **SATURDAY,**  
10<sup>th</sup> January 2026

 Bengaluru

 **TIME:**  
08:00 PM  
to  
10:30 PM



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