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Publisher's Note

Dear Readers,

April is the month of transition, when spring's gentler days begin giving way to the first true hints of summer. For pet parents, this shift is more than just a change in temperature; it's a cue to reset routines, rethink nutrition, and pay closer attention to hydration, skin-coat health, and overall comfort. In this edition, we focus on practical, timely ways to help our companions move into the warmer months safely and happily.

A key theme this April is the new era of veterinary care, where preventive wellness, improved diagnostics, and more accessible expert guidance are reshaping how we care for animals. From earlier intervention to better long-term management, this evolving landscape is empowering pet parents to make informed choices, and helping pets live healthier, longer lives.

As temperatures climb, heatstroke prevention becomes non-negotiable. Recognizing early warning signs, making smart changes to walking schedules, and creating cooler home environments can make all the difference. Our aim is to equip you with simple measures that are easy to follow and potentially lifesaving.

We also turn our lens to two important and often overlooked areas: bird keeping in India, with its unique responsibilities and learning curves, and cat fitness, a topic that deserves far more attention than it gets. Whether you share your home with a feathered friend or a feline who loves the couch a little too much, you'll find ideas to build healthier habits without stress, for them or for you.

Overall, this edition includes essential summer care tools to help your pet thrive in this season. Read this edition to learn more about the tools of pet parenting!

Linda Brady Hawke



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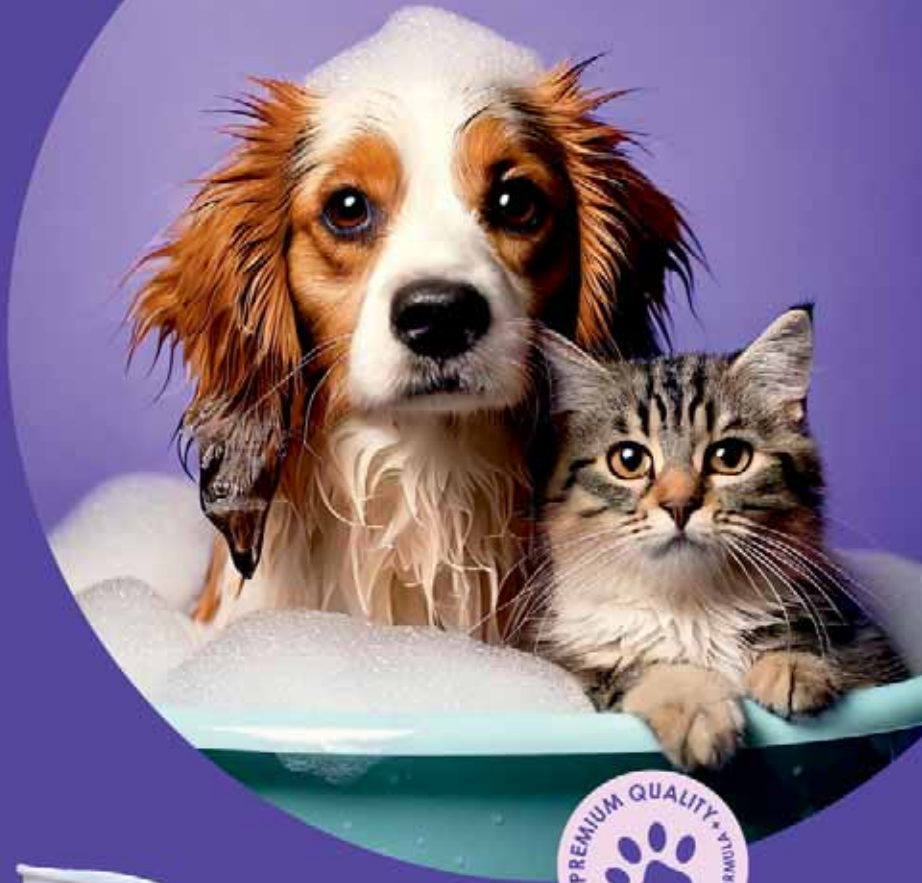
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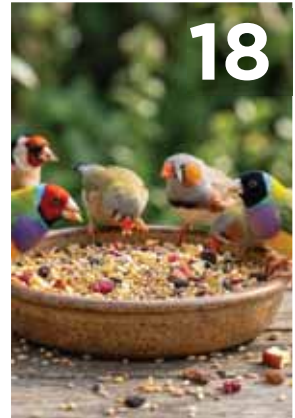


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Zepto and Royal Canin Launch ‘Only Paws’— A First-of-Its-Kind Pet-Only Social Event in Bengaluru

In a unique move to strengthen community engagement within the pet ecosystem, Zepto has partnered with Royal Canin to introduce “Only Paws”—an exclusive, pet-centric social event set to take place in Bengaluru on March 28.



Conceptualised around a simple yet compelling idea—what if pets had a better social life than humans—the initiative aims to create a vibrant, interactive space dedicated entirely to pets. The event promises an environment filled with play zones, treats, and curated experiences designed to encourage socialisation among pets and their owners.

“Only Paws” is positioned as an invite-based gathering, adding an element of exclusivity. Pet parents are required to apply for entry, with participation limited to selected attendees, ensuring a curated and engaging experience.

Drools pioneers fresh pet food category in India with ₹ 180 crore investment and collaboration with Tetra Pak

- The strategic move marks the large-scale entry into fresh pet food across Asia, using aseptic packaging that unlocks a new category
- This innovation has the potential to redefine how pet food is produced, distributed, and consumed in India’s rapidly evolving pet care market.



In a significant move set to reshape India’s pet nutrition landscape, Drools, one of the country’s fastest-growing pet food companies with a growing global footprint, has announced its entry into the fresh pet food segment through a strategic collaboration with Tetra Pak, alongside an investment of ₹ 180 crore in advanced processing and packaging infrastructure. With this, Drools becomes the first pet food brand in Asia to introduce fresh pet food in Tetra Recart® packaging, bringing together large-scale manufacturing, global packaging technology, and a new format of pet nutrition to the Indian market.

The launch marks a structural shift in how pet food is being developed and consumed in India. As pet ownership rises and “pet humanisation” continues to influence buying behaviour, consumers are looking for unique solutions for their pets. India’s pet

food market, currently estimated at US\$700–900 million, is growing at a strong 11–16% CAGR1, with premium and specialised nutrition emerging as the fastest-growing segments. Fresh pet food, while still nascent in India, represents the next phase of this evolution by bridging the gap between convenience and “home-style” nutrition. The fresh pet food range will be available pan-India in the following variants and pack sizes:

By introducing a fresh food range made with real ingredients, free from preservatives, and requiring no refrigeration before opening, Drools is effectively expanding the category beyond traditional dry and wet formats. Enabled by Tetra Pak’s advanced retorting and aseptic packaging technologies, the offering ensures safety, shelf stability, and nutrient retention—while also removing the need for cold-chain logistics, a key barrier to scaling fresh food formats in India.



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Double the Trouble, Double the Love

Life with Tara and Mango



By Mihir Kamble*

Life as a graphic designer is a whirlwind of colors, layouts, and tight deadlines. But for me, the real masterpiece isn't on my screen—it's waiting for me at home in the form of two polar-opposite felines: Tara and Mango.

At four years old, these two have officially claimed their titles as the "Pet of the Month," and honestly, our family wouldn't be complete without them.

A STUDY IN CONTRASTS: THE HUNTER AND THE SOCIALITE

Tara and Mango are a classic example of how personality transcends breed.

- **Tara (The Elegant Tuxedo):** Tara is my 4-year-old neutered female and the "old soul" of the house. Deeply sensitive and emotionally intuitive, she has an uncanny ability to sense the mood of the room. However, she's also a fierce



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hunter. I've lost count of the times she's tried to "help" my design process by bringing a pigeon or a lizard into the house. Once, she even dropped a lizard right onto my keyboard mid-edit, looking at me as if to say, "Enough with the digital work, Mihir. Here is some real art."

- **Mango (The Ginger Chill-Pill):** Mango is the Yin to Tara's Yang. A 4-year-old neutered male, he is the ultimate extrovert. While Tara prefers her privacy, Mango considers the entire neighborhood his kingdom. It's not uncommon to hear from neighbors that Mango dropped by their house for a casual visit and a few extra treats. He is the definition of a "chill dude," taking life one nap at a time.

BALANCING SHOTS AND WHISKERS

My career often takes me away from my desk and onto sets for shoots, which means frequent travel. As any



pet parent knows, "travel guilt" is real. Through trial and error, I've learned that consistency is the only way to maintain a professional life without compromising their well-being.

Choosing the Right "Home Away From Home"

When I first started traveling for shoots, choosing a boarding facility was daunting. I looked for three non-negotiables:

1. **Cat-Specific Spaces:** Cats are sensitive to noise, so I prioritized facilities that keep feline areas separate from barking dogs.
2. **Personality-Led Care:** I needed a place that understood Tara's need for a quiet corner and Mango's need for interactive playtime.
3. **The "Same Place" Rule:** Once I found a facility that met these standards, I never switched. For an emotionally sensitive cat



like Tara, returning to a familiar environment with familiar caretakers is the difference between a stressful week and a comfortable vacation.



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THE WORKING PARENT'S SURVIVAL GUIDE

People often ask how I balance the demands of a creative career with two active cats. It comes down to a few daily habits:

- **Morning Rituals:** No matter how early my call time is, I dedicate 15 minutes to high-energy play. Tiring them out early ensures they spend my working hours napping rather than "redecorating" the house.
- **Mental Stimulation:** When I'm deep in a design project, I use interactive treat puzzles. It keeps Mango occupied so he doesn't feel the need to "supervise" my mouse movements.

- **Routine as an Anchor:** Cats can secretly tell time. Feeding and play sessions happen at the same hour every day. This predictability creates a sense of security that allows them to stay calm even when my schedule gets hectic.

THE BEST PART OF COMING HOME

The most emotional moment of my day happens whenever I return from a long shoot. Even before I get my key in the lock, I can hear Mango's distinctive "welcome home" trill from the other side.

While Mango is the first to greet me with a loud, demanding head-bump—usually checking my pockets for treats—Tara is more subtle. She'll

wait until I'm finally sitting down, then she'll jump up and place one single paw on my arm, leaning her head against me. It's her silent way of saying, "I knew you were coming back." ### Final Thoughts

Tara and Mango are more than just pets; they are an integral part of my family. One keeps me grounded with her quiet intuition, and the other keeps me laughing with his bold antics. Whether I'm home designing or away on a shoot, knowing they are happy and cared for makes every project worth it. To anyone balancing a career with pet parenthood: Find your "village," stick to a routine, and embrace the quirks!

* Mihir Kamble, Navi Mumbai

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Bird

KEEPING IN INDIA IN 2026



Happy Birds, Happy You.

At present, Bird keeping is growing as a prominent hobby in India, especially in urban households. The longing for companionship, aesthetically pleasing visuals of a bird, and the deep sense of relaxation that they provide are factors that are increasing the number of birds as pets in India. An added advantage is that birds are considered to be far more low maintenance than other creatures, specially in comparison to dogs and cats. All these aspects are significantly contributing to the modern - day popularity of birds in India.

COMMON PET BIRDS IN INDIA

Popular species as pets range from budgerigars (budgies), cockatiels, lovebirds, finches, canaries, and pigeons. They are well received and cared for as they adapt well to smaller caged spaces and are relatively easier to maintain. It is essential as a



bird owner to hone your research and get a bird that fits in accordance with your home style. Given that majority of the hours would be subjected to a cage, it is always important to check the bird's adaptability in that setting and ensure that they get a comfortable space to live in.

LEGAL REGULATIONS

It is illegal to capture, trade, or keep most of the native Indian birds as pets under the Wildlife Protection Act, 1972. Only exotic bird species (non-native species such as budgies, cockatiels, and macaws) are legally allowed. Owners of exotic birds must comply with government registration requirements prior to getting a bird to ensure a smooth transition from the beginning and avoiding any legal consequences.

HOUSING AND CAGE REQUIREMENTS

Birds operate on the core of freedom and play. It is essential to keep them in cages that allow them to spread their wings and move freely. Instead of keeping them away from their natural habitat, add more space and freedom for movement and expression for your bird to thrive. In this way, they get a stable home as well as their natural desire to wander. Always opt for larger cages that provide more than enough breathing space for them to function at their best. Cages should be placed in well-ventilated areas with adequate light but away from extreme heat or cold. Additionally, Perches, nesting boxes, and toys should be provided to keep birds active. Keep their space as engaging as possible.

PROPER NUTRITION

For a healthy bird, balanced diet is essential. Diet typically includes seeds, grains, fruits, vegetables, and specially formulated bird pellets. Clean drinking water should be available with them at all times for hydration. As you spend more time with your bird, you become aware of their hunger cues and habits. It is important to work in accordance with their circadian rhythm.



As bird keeping grows in popularity across India, responsible care, proper nutrition, and suitable housing are becoming essential for pet bird owners. This guide explores common pet birds, legal guidelines, and key practices for their well-being. 🐦 🌿

HYGIENE AND HEALTH CARE

Cages should be cleaned at regular intervals to prevent diseases. Birds require periodic veterinary care from avian specialists. Proper hygiene helps prevent infections and parasites. Ensuring a cleaning routine is ideal for their health.

SOCIAL AND BEHAVIORAL NEEDS

Many birds are social animals and may require companionship or

interaction with owners. Toys and enrichment activities help prevent boredom and stress. Some species need daily interaction and mental stimulation.

IN A NUTSHELL

In India, there is still a lot to learn about the wonders of bird care. As pet parents, it is essential to be armed with the tools and resources to take care of their needs. This comes from taking proactive steps in learning about birds consistently.

VALUE NEST



PAWVERSE: In Between Care and Confusion

When Care Becomes Uncertainty

By **Pramiti Garg***

There is a moment that we, as pet parents, all recognise but rarely talk about.

It is not when things are going well. It is when something feels off, a missed meal, unusual behaviour, a sudden limp. In that moment, clarity disappears. What replaces it is urgency mixed with doubt. Is this serious? Should I wait? Which vet do I trust right now?

I have been in that moment more than once. And in just a few years, I lost four of my own. Not because care did not exist, but because the right care, at the right time, felt out of reach. The guilt that follows such experience stays with you and changes the way you look at the system.

With over 65 million pets in India and nearly 90% of pet owners rely on veterinary clinics (Grand View) the need for timely, reliable care has never been greater.



THE GAP WE ALL FEEL, DIFFERENTLY

India has approximately 68,000 veterinarians, yet the vet-to-animal ratio is around 1:20,000 (Ken Research), far below global benchmarks. With most veterinarians focused on livestock and companion animal vets concentrated in metros like Delhi and Bangalore, care remains fragmented, discovery is inefficient, and decisions are often made under pressure. This challenge is compounded by the fact that nearly 80% of pet parents are new (TOI), while pet ownership is rapidly rising in Tier-2 cities (Gitnux).

For veterinarians, it means long hours extending beyond clinical care, managing calls, scheduling, and follow ups. Time that should go into care is often consumed by coordination.

For anyone closely observing this space, there exists a structural gap. One that quietly shapes lives, experiences and trust. PawVerse (pawversepets.in) is an attempt to address this, not by replacing what works, but by strengthening what is missing.

The focus is simple: organise access, reduce uncertainty, and create continuity through technology-making it easier for pet parents to reach the right care without panic, anytime, anywhere through Tele-Consultation while enabling vets to extend care without stretching themselves thinner.

WHAT PAWVERSE IS BECOMING

Care does not end with a consultation.

For most pet parents, there is an equal challenge afterwards, follow ups, medicines, diagnostics and medical records scattered across places. Managing all of this, especially in moments of stress, becomes overwhelming.

PawVerse is being built to bring this journey together. A system where care continues beyond advice and where support does not disappear after one interaction.

The intent is clear, for pet parents, it is assurance in uncertain moments; for veterinarians, it is the ability to deliver care more efficiently and reach those who need them most; and for the ecosystem, it is about bringing structure to a space that has long operated without it.

PawVerse is still evolving. But it is being built with a clear belief that when the next moment of uncertainty comes, it should be met with clarity, access and care that feels within reach and this is just the beginning.

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BEAT THE HEAT

SUMMER STRESS AND STRESSZA



Ah, summer. A time of year filled with happiness, laughter, and limitless opportunities. It is a time when happiness fills our hearts as the warm sun greets our days and nature blooms in vibrant hues. And dogs add even more brightness to our lives in this delightful tapestry of summer by radiating an undeniable and contagious enthusiasm. Dogs come alive with an eagerness that is simply infectious when the first summer sunbeams caress the ground. They joyfully welcome the season of warmth and exploration, tails wagging like metronomes and eyes shining with enthusiasm. Dogs

like the beauty of nature, running through fields of wildflowers or chasing butterflies with pure joy as the world outside bursts into a kaleidoscope of colors.

The sweltering heat and constant sun of summer present a variety of difficulties for our devoted canine companions. Summer stress in dogs, a condition that can have serious effects on their health, is at risk when the heat increases. Due to their inability to control their body temperatures and reliance on us for care, dogs are especially at risk during this time of year. This blog examines

the intricate relationship between the summer heat and the stress it causes in dogs, highlighting any potential dangers and outlining the need to take preventative measures to guarantee their well-being.

THE LAZY, CRAZY, AND COOL SUMMERS: LIFE WITH A 4-LEGGED COMPANION.

Dogs and their human friends have countless opportunities to create priceless memories during summer's long, languid days. Dogs run wild on beaches, their paws twirling in time with the crashing waves as they play in the sand with uncontrolled joy.

They dig in the sand and enjoy the cool beach wind as their contagious laughter fills the air. Remember to cherish the simple pleasures that summer bestows upon us by observing their sheer freedom while splashing in the water or relaxing on the shore.

Dogs and their owners are encouraged to go on thrilling adventures over the summer. Exploration playgrounds are created along hiking paths that pass through beautiful forests or along mountainsides. Dogs make the ideal traveling companions for these outdoor adventures because of their limitless energy and interest.

"In these moments, dogs teach us the art of living in the present, reminding us to cherish the beauty that surrounds us."

SUMMER BLUES: HAVING FUN OR STRESSING OUT?

The intense heat of summer is one of the main issues since it might cause heat-related illnesses in dogs. Dogs, unlike humans, sweat mostly by panting and a small number of sweat glands located in the pads of their paws. Therefore, they are more

prone to overheating, particularly when exposed to high ambient temperatures over an extended period.

"Heat exhaustion and heatstroke are two common heat-related conditions that can arise, posing serious threats to a dog's health."

Prolonged exposure to extreme heat can cause-

- Dehydration
- organ dysfunction
- and, in severe cases, even fatalities.

The consequences of heat-related ailments highlight the critical need to protect our furry friends from excessive heat during the summer months.

Besides the physical challenges, the summer heat can also induce psychological stress in dogs and contribute to anxiety and restlessness. Other things which may cause stress in pets this summer are-

- Changes in routine

- Increased outdoor activities
- Heightened noise levels during summer
- Thunderstorms
- Fireworks
- Bustling social gatherings
- Summer festivities,

these can trigger fear and distress in dogs, leading to behavioral changes and heightened stress levels.

HERE'S WHAT YOU CAN DO

Recognizing the signs of stress, such as excessive panting, pacing, drooling, or hiding, is vital for pet owners to provide a supportive environment for their canine companions.

1. Recognize the problem:

Take note of any small alterations in your pets' conduct. An early diagnosis aids in improved problem management. Keep an eye out for any symptoms or indicators that your pet may be showing.

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Pets under stress display certain symptoms, such as:

- ✔ Your pet may refuse feed and water.
- ✔ They tend to hide away.
- ✔ Socialising with fellow pets and humans is a big no-no for them.
- ✔ They bark or get agitated quickly.
- ✔ They exhibit signs of diseases (if suffering from any) for instance Diarrhea/Vomiting/etc.
- ✔ Tail is tucked away beneath their body.
- ✔ Other odd behavioural modifications.



2. Eliminate the problem:

Try to solve the issue if you are aware of it. For instance, if your pet is uncomfortable in a new area, attempt to assist them gradually acclimatise. Do not force them into arbitrary situations.

3. Remember the patterns.

Keep in mind how your pet often responds to certain circumstances. If your dog becomes anxious around other neighborhood pets, observe their behavior patterns and try to determine how they can adapt to the social dynamics. You can even consider employing a behavioral or canine expert to assist you with this

STRESS & THE TRAIN OF PROBLEMS:

Along with the risks associated with heat stress, dogs may experience pain and damage from walking on

hot pavement and other surfaces throughout the summer. When they touch scorching sand or other heated surfaces, their delicate paw pads are vulnerable to burns. In order to prevent unpleasant burns and blisters, pet owners must use caution when walking their pets on surfaces that have been heated by the sun. Additionally, due to their impaired capacity to cool down effectively, some dog breeds, such as those with thick coats or brachycephalic (short-nosed) types, are more vulnerable to heat-related illnesses. Owners must be aware of the unique traits of their dogs and take the necessary precautions to prevent heat-related discomfort.

To mitigate the impact of summer heat and associated stress, pet owners should take proactive measures, such as:

- Creating shaded areas in outdoor

locations and making sure there is enough airflow indoors can provide relief from the heat.

- Providing access to fresh, cool water at all times is essential in helping dogs regulate their body temperature.



- Planning walks and workouts at cooler times of the day, such as the early morning or late at night, can help reduce overheating.
- Regular grooming is necessary to maintain optimum airflow and for effective heat dissipation, including brushing to remove extra fur and avoid matting.
- Dogs who are experiencing heat stress should speak with their veterinarian about appropriate solutions, such as wearing cooling vests or mats.
- Homeopathic treatments for anxiety, stress, and other related issues, including Stressza for pets, are quite effective.

In conclusion, dogs have substantial obstacles as a result of summer heat and the stress it causes. High temperatures, insufficient cooling systems, and potential psychological triggers may all have a negative impact on their general health and well-being. We can make sure our beloved friends enjoy a safe and

comfortable summer by being aware of the risks and taking preventative measures to safeguard them.

Above all, the unfailing affection and steadfast friendship that dogs provide are what define summer and dogs. Dogs wrap up at our sides as the sun sets, sending golden hues across the sky, their warmth and love surrounding us like a loving embrace. In these peaceful times, we recognize dogs' significant influence in our lives.

“

They teach us the importance of living in the present, appreciating the little things, and appreciating each season.”



Dogs brighten our lives with their unlimited energy, contagious enthusiasm, and unshakable love in the radiance of summer. They serve as a reminder to enjoy the wonders of nature, go on adventures, and make treasured memories.

Keep an eye out for any stress-related signs and symptoms as we immerse ourselves in the magic of this season!





EASY HACKS TO KEEP YOUR CAT FIT

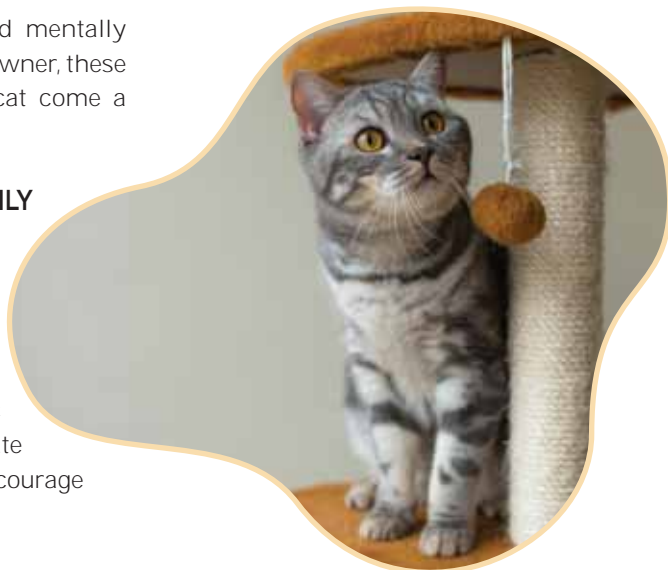
By Ashima Singh*

Cats may appear lazy and independent, but maintaining their fitness is essential for their long-term health and happiness. Indoor cats, in particular, can easily gain weight due to limited activity and overfeeding. Obesity in cats can lead to serious health problems such as diabetes, arthritis, and heart disease. The good news is that keeping your feline friend fit does not require complicated routines. With a few simple habits and playful activities, you can ensure your cat

stays active, healthy, and mentally stimulated. As a lazy cat owner, these hacks have helped my cat come a long way.

1 ENCOURAGE DAILY PLAYTIME

One of the easiest ways to keep your cat fit is through regular play. Cats are natural hunters, so toys that mimic prey can help stimulate their instincts and encourage





condition. Consult your veterinarian for proper portion recommendations and try to maintain a consistent feeding schedule.

Simple habits like play, smart feeding, and enrichment can keep your cat active, healthy, and happy—because a fit cat is a happy cat. 🐾

4 CREATE VERTICAL SPACES

Cats love climbing and observing their surroundings from high places. Installing cat trees, wall shelves, or window perches encourages climbing and jumping, which helps build muscle and burn calories. Vertical spaces also enrich your cat's environment and reduce boredom, especially for indoor cats who may not have many opportunities for exploration.

5 PROVIDE SAFE OUTDOOR EXPERIENCES

If possible, supervised outdoor time can be a great way for cats to stay active. A secure balcony, enclosed garden, or a cat harness and leash can allow your cat to explore safely. Outdoor experiences stimulate curiosity and encourage natural behaviors like stalking and climbing. However, always ensure the environment is safe and free from potential hazards.

movement. Feather wands, laser pointers, toy mice, and small balls can get your cat running, jumping, and pouncing. Even 10–15 minutes of active play twice a day can make a big difference. Rotating toys every few days also keeps your cat interested and prevents boredom.

2 USE FOOD PUZZLES AND INTERACTIVE FEEDERS

Instead of simply placing food in a bowl, try using puzzle feeders or treat-dispensing toys. These devices require cats to work a little to access their food, encouraging physical activity and mental engagement. It slows down eating and simulates natural hunting behavior. Food puzzles are particularly helpful for cats that tend to overeat or gain weight easily.

3 CONTROL PORTION SIZES

Overfeeding is one of the most common reasons cats become overweight. Many owners leave food out all day, which can lead to excessive eating. Measuring your cat's meals according to its age, weight, and activity level is an important step in maintaining a healthy body





CONCLUSION

Keeping your cat fit does not require expensive equipment or complicated routines. Simple daily habits like interactive play, controlled feeding, environmental enrichment, and regular health monitoring can go a long way in maintaining your cat's physical and mental wellbeing. By dedicating a little time each day to activity and engagement, you can help your feline companion lead a longer, healthier, and happier life.

6 MAINTAIN MENTAL STIMULATION

Fitness is not only about physical activity; mental stimulation is equally important. Hide treats around the house, create simple obstacle courses with boxes and tunnels, or introduce new toys occasionally. A mentally engaged cat is more likely to stay active and less likely to develop destructive or lazy habits.

7 REGULAR HEALTH CHECKUPS

Routine veterinary visits help monitor your cat's weight and overall health. Your veterinarian can

provide guidance on diet, exercise, and early detection of health issues. Monitoring your cat's weight regularly allows you to make small adjustments before weight gain becomes a serious concern.

8 KEEP HYDRATION IN MIND

Proper hydration supports overall health and metabolism. Many cats prefer running water, so a pet water fountain can encourage them to drink more. Wet food can also help increase water intake while providing balanced nutrition.



* Ashima Singh, Proud Pet Parent of Billu

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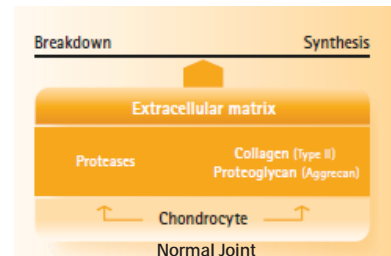
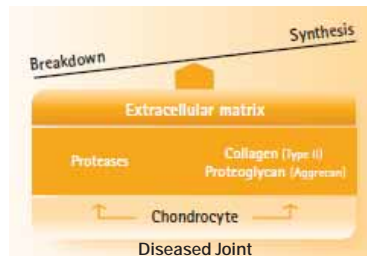
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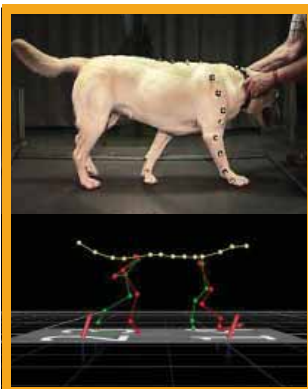
DOGS	DOSAGE
 Extra-small 1 – 5 kg 2 – 11 lbs	≈ 1 gram
 Small > 5 – 10 kg > 11 – 22 lbs	≈ 2 grams
 Medium 11 – 25 kg 24 – 55 lbs	≈ 3 – 5 grams
 Large 26 – 44 kg 57 – 97 lbs	≈ 6 – 8 grams
 Giant > 45 kg > 99 lbs	> 9 grams

Joint health plays an important role in your pet's overall mobility, comfort, and quality of life. With increasing age, activity level or body weight, dogs may experience changes in joint flexibility and movement. Providing targeted nutritional support can help maintain normal joint structure and support an active lifestyle.



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Redness gone, fur grows back—Thanks to

DERMOVAT's gentle track!



By Akshay Prakash



INTRODUCTION

Skin disorders in animals particularly in dogs and cats are among the most common reasons for veterinary consultations. These conditions can range from mild irritation to chronic eczema and alopecia, significantly affecting an animal's quality of life and frustrating pet owners seeking long-term relief for their companions. Traditionally, management of such conditions involves topical medications, antibiotics, corticosteroids, or antifungals. While effective in the short term, these options often come with drawbacks, including side effects, resistance, and recurrence after discontinuation.

In response to these limitations, there has been a growing interest in

holistic and integrative veterinary care. Homeopathy, with its focus on natural healing and individualized treatment, has emerged as a viable



Chief Executive Officer,
P S VAT PHARMA

alternative. One of the most notable recent developments in this space is **DERMOVAT**, an oral spray formulated by **P S VAT PHARMA**, offering a novel homeopathic solution to dermatological issues in companion animals.

A SYSTEMIC APPROACH TO DERMATOLOGICAL DISORDERS

Unlike conventional treatments that focus primarily on suppressing symptoms through external application, **DERMOVAT** is administered orally, allowing its active ingredients to act systemically. This method addresses internal imbalances often at the root of skin diseases, providing more comprehensive and lasting relief.

HOMEOPATHIC PRINCIPLES IN DERMOVAT'S FORMULATION

Homeopathy works on the principle of "like cures like," using ultra-diluted substances that, in a healthy animal, would produce symptoms similar to those being treated. The remedies used in **DERMOVAT** have been selected based on this principle and have a long-standing history of use in veterinary and human homeopathy for managing skin-related issues.

Sulphur

Sulphur has long been considered a cornerstone of dermatological treatment in homeopathy. It is indicated in a wide range of chronic skin conditions, especially those characterized by dryness, scaling, itching, or burning. In animals with recurring skin lesions that worsen with heat or bathing, Sulphur helps regulate the immune response and stimulates natural healing processes. Its inclusion in **DERMOVAT** supports the correction of systemic imbalances that manifest as dermatoses.



Thuja Occidentalis

Thuja Occidentalis, extracted from the white cedar tree, is widely used in cases where skin symptoms follow vaccination or are associated with glandular and sebaceous dysfunction. It is particularly effective in treating conditions such as warty growths, pustular eruptions, and greasy skin. Thuja's role in **DERMOVAT** is to help eliminate skin toxins and restore immune balance in animals with chronic inflammatory skin conditions.

Graphites

Graphites are typically indicated for skin complaints involving thickened, cracked, or oozing skin. In veterinary homeopathy, it is commonly prescribed for pets with moist eczema, raw folds of skin, or lesions that are slow to heal. Graphites assist in reestablishing skin integrity and promote the natural repair of damaged tissue. Its synergy with Sulphur and Thuja makes the **DERMOVAT** formulation particularly potent for stubborn skin conditions.

CLINICAL APPLICATIONS AND EFFICACY

The strength of **DERMOVAT** lies in its wide therapeutic range. It can be used in both acute and chronic dermatological cases. The systemic action of the oral spray ensures that not only the symptoms but also the underlying causes of skin issues are addressed. Common clinical applications include:

- **Eczema and Dermatitis:** Inflammatory conditions marked by itching, redness, and scaling. **DERMOVAT** helps reduce irritation, improve skin texture, and prevent recurrence.
- **Alopecia (Hair Loss):** Hair loss due to allergies, hormonal imbalances, or immune dysfunction. The formulation stimulates follicular activity and supports regrowth.
- **Redness and Skin Sensitivity:** Particularly useful in pets with hypersensitive skin prone to allergic flare-ups or reactions to environmental irritants.

- **Moist Lesions and Crusting:** Oozing or infected patches are common in chronic dermatitis. DERMOVAT's ingredients help control discharge and promote clean healing.
- **Post-Vaccination Skin Reactions:** Some animals exhibit skin flare-ups after immunization. DERMOVAT offers gentle immune modulation without suppressing the overall defense system.

Veterinarians using DERMOVAT have reported consistent improvement in both short-term symptoms and long-term management, particularly when combined with dietary support and parasite control.

ADMINISTRATION GUIDELINES

DERMOVAT is designed for oral use and is administered as a spray directly into the animal's mouth. This ensures fast absorption through the buccal lining and systemic distribution of the active ingredients.

Typical Dosing Guidelines

(as directed by a veterinarian):

- **Dogs and Cats:** 2–3 sprays, 2–3 times daily
- **Method:** Spray directly into the mouth, or onto the tongue if necessary.
- **Duration:** Depending on the condition, DERMOVAT may be used short-term for acute flare-ups or long-term for chronic cases

Because of its homeopathic nature, DERMOVAT is well-tolerated and does not interfere with other medications or treatments. However, dosing and duration should be guided by a veterinary professional to ensure optimal results.



ADVANTAGES OVER CONVENTIONAL THERAPIES

1. Oral Delivery for Systemic Action

Unlike creams or shampoos, DERMOVAT does not require direct application to affected skin, which is often painful or difficult to reach. The oral spray format simplifies the treatment process and ensures better absorption and broader therapeutic impact.

2. High Safety Profile

As a natural, homeopathic formulation, DERMOVAT contains no synthetic chemicals, steroids, or antibiotics. It can be safely used in young, elderly, pregnant, or immunocompromised animals, making it a versatile choice in clinical settings.

3. No Risk of Resistance or Dependency

Long-term use of steroids and antibiotics often leads to resistance or suppression of the immune response. DERMOVAT works by supporting the body's natural ability to heal, without

risk of dependency or withdrawal symptoms.

4. Easy Compliance

Many pets resist the application of ointments or oral tablets. The spray format is not only easy to administer but also reduces the stress associated with treatment, both for animals and their caregivers.

CONCLUSION

Developed by P S VAT Pharma, DERMOVAT is more than a treatment; it is a reflection of the evolving philosophy in animal healthcare—one that prioritizes holistic well-being, long-term relief, and natural recovery. For veterinarians seeking a safe and effective option for managing eczema, dermatitis, and other chronic skin issues, DERMOVAT provides a trusted solution grounded in both tradition and innovation.





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Beyond the Salon

Why Great Grooming Starts at Home



By **Jessica John***

Between the bubbles and the bows, professional grooming is often seen as a luxury. However, for our four legged companions, it is an important part of their health, comfort, and overall wellbeing. More pet parents today understand that grooming is not just about appearance. It also supports hygiene, skin care, and coat maintenance.

A professional grooming salon plays an important role in a pet's routine. Regular salon visits help with bathing, drying, brushing, de-shedding, nail trimming, hygiene care, and coat maintenance, which often require trained handling and the right tools. For many pets, especially those with long, curly, dense, or high-maintenance coats, professional grooming is an important part of proper care.



But grooming should not be limited to the salon.

A pet may go to the salon once every few weeks, but the real upkeep happens at home every day. The coat can start tangling before the next appointment. Paws collect dust and dirt after every walk. Nails keep growing. Ears need attention. Hygiene areas need to be kept clean. The best grooming results come when the salon and the pet parent work together.

A good salon can do a great deal, but it cannot replace the small, regular habits that keep a pet comfortable between appointments.

THE PROFESSIONAL EDGE

A good grooming salon offers far more than a bath and haircut. A trained groomer assesses skin and coat condition, handles the pet safely, uses suitable products, trims nails, manages hygiene areas, and works according to the pet's breed, coat type, age, and comfort level.

Groomers also often notice early signs of trouble. Ticks, matting, ear irritation, skin redness, bad odour, unusual sensitivity, or changes in the coat are sometimes first picked up during grooming. This makes regular salon visits useful not only for maintenance but also for early observation.

Salon visits also help pets become more familiar with the grooming process itself. Being brushed, bathed, dried, or having paws and ears handled becomes easier when it is done regularly and correctly. Pets that are used to grooming usually cope better and feel less stressed during appointments.

Still, even the best salon cannot make up for poor care at home. That is where pet parents play an equally important role.

BRIDGING THE GAP: YOUR AT-HOME ROUTINE

Brushing

If there is one basic habit that makes the biggest difference, it is brushing.

Brushing helps remove loose hair, dirt, mild tangles, and trapped debris

before they turn into a larger problem. It also allows pet parents to check the skin more closely and notice anything unusual.

Many owners feel the coat is fine because the top layer looks neat. But underneath, especially in long- or curly-coated pets, knots can form close to the skin. Once matting begins, it becomes uncomfortable for the pet and much harder to manage.

Different coats need different brushing routines. A Labrador will not need the same care as a Shih Tzu, Golden Retriever, Poodle mix, or Persian cat. The important thing is to understand your pet's coat and keep up with brushing before the coat becomes difficult to handle.

Paw Care

In Indian weather and road conditions, paw care is often overlooked.

Pets walk on dust, mud, damp patches, society compounds, rough roads, and outdoor dirt every day. Wiping the paws after walks is a simple habit, but a very useful one. It helps keep the pet clean and also gives pet parents a chance to check for small cuts, redness, dirt stuck between the pads, or signs of irritation.

Pet parents should also check the hair around the paw pads. When it grows too much, it can trap dirt and affect the pet's grip on smooth floors.

Ears And Eyes

Pet parents should regularly check their pet's ears and eyes, even if they are not doing a full cleaning at home.

If there is redness, wax build-up, discharge, bad smell, frequent scratching, or head shaking, the ears may need attention. The same goes for the eyes. In pets with facial hair or tear staining, the area around the eyes should be kept gently clean.

Very often, small changes are first noticed at home. Early observation can help prevent bigger issues later.

Hygiene Between Baths

Basic hygiene should continue even when it is not bath day.

The sanitary area should be kept clean. Pets with long facial hair may need regular wiping around the mouth. Pets with skin folds need those areas checked and kept dry. During the monsoon or humid weather, any dampness in the coat should be taken seriously.

Moisture trapped in the coat or skin folds can quickly lead to odour, itching, skin irritation, hot spots, and infection. Keeping a pet dry and clean in daily life is often just as important as the bath itself.

Nail Observation

Even if nail trimming is done professionally, pet parents should still monitor nail length. If the nails are making loud clicking sounds on the floor, affecting movement, or causing the pet to slip, they have already grown too long.

Overgrown nails can affect comfort and posture, so they should not be ignored.

Handling And Familiarity

One of the most useful things pet



parents can do at home is make their pets comfortable with basic handling. Touch the paws gently. Check the ears. Wipe the face. Run your fingers through the coat. Do this calmly and positively.

This is especially important for puppies. Pets that get used to touch from an early age are usually easier to groom and less fearful during salon visits.

HOME CARE AND PROFESSIONAL GROOMING GO TOGETHER

Basic home care is important, but it cannot replace a professional groomer. At the same time, one salon visit every few weeks is not enough if everything is left untouched in between.

Both have an important role.

At the salon, the groomer brings trained hands, experience, and the

right tools. At home, the pet parent notices the everyday things first—whether the coat is starting to tangle, the paws are dirty, the ears seem irritated, or the pet is not feeling as comfortable as usual.

When both come together, the pet stays cleaner, more comfortable, healthier, and easier to groom.

That is what grooming should be about.

Not just how a pet looks after a salon visit, but how it feels every day in between.

Good grooming starts at home. It is shaped by the small, regular routines that keep a pet clean, comfortable, and well cared for.

* Jessica John,
Grooming Mentor, Petswag
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EXPLORING PET GRIEF

By **Ragini Bhandari***

Pet loss is often described as “just like” losing a family member. But for many pet parents, that comparison doesn’t quite capture the depth of the grief.

The truth is more uncomfortable and more honest: losing a pet can be different from losing a person—and in some ways, it can feel even harder.

This doesn’t diminish human loss. It simply acknowledges a reality that millions of pet parents experience but struggle to voice without fear of judgment.

1 A LOVE WITHOUT LANGUAGE—BUT ALSO WITHOUT CONDITIONS

Human relationships are layered with complexity. They carry expectations, disagreements, misunderstandings, unresolved conversations, and emotional negotiations. Even in the healthiest bonds, love is rarely uncomplicated.

A pet’s love, however, is disarmingly simple.



They do not judge your bad days, your failures, your silence, or your moods. They don't need explanations or apologies in words. They love you on the days you are confident and on the days you are barely holding it together. That kind of unconditional presence is rare in adult human relationships—and when it disappears, the absence can feel seismic.

When a pet dies, pet parents aren't just grieving an animal. They're grieving a relationship where they were accepted exactly as they were, every single day.

2 THEY WERE WOVEN INTO THE FABRIC OF DAILY LIFE

Pets are not occasional figures in our lives. They are part of our routines in an intimate, almost invisible way.

They wake us up. They wait by the door. They follow us from room to room. They mark time—meals, walks, bedtime, weekends.

When a person passes away, routines often change, but not always at this micro level. With pet loss, the silence is everywhere. The empty bowl. The unused leash. The spot on the bed that no longer dips. Grief is triggered not by anniversaries or memories alone, but by every hour of the day.

The world keeps reminding you that someone is missing—and that reminder doesn't politely fade.

3 YOU WERE THEIR ENTIRE WORLD

One of the most painful aspects of pet loss is the asymmetry of the relationship.

Your pet didn't just love you. You were their constant. Their home. Their safety. Their whole universe.

“You don't just miss a pet—you miss a routine, a comfort, a piece of yourself.”

That responsibility creates a profound bond—and a profound sense of loss. Many pet parents carry a heavy, lingering guilt: Did I do enough? Did I miss something? Should I have noticed earlier? Did they know how much I loved them?

4 GRIEF THAT ISN'T SOCIALLY VALIDATED

Perhaps what makes pet loss hardest isn't just the loss itself—but how society responds to it.

“Well, it was just a dog.” “He is in a better place” “You can always get another one.” “At least it wasn't a person.”



Stills by Rohit



These comments, often meant to comfort, do the opposite. They invalidate the grief and isolate the grieving person. Unlike human loss, pet loss rarely comes with rituals, leave from work, casseroles at the door, or collective mourning.

Pet parents are often expected to "move on" quickly, quietly, and without much fuss. This creates disenfranchised grief—a grief that is real but not socially acknowledged. And grief that isn't allowed to be expressed doesn't disappear; it just goes underground.

5 PETS SEE PARTS OF US NO ONE ELSE DOES

Pets are witnesses to our most unguarded selves.

They see us cry when we don't tell anyone why. They sit beside us during illness, heartbreak, anxiety, silence and loneliness. They accompany us through phases of life others may never see.

For people who live alone, struggle with mental health, or feel emotionally disconnected from others, a pet may be the primary source of comfort and stability. Losing that presence can feel like losing an anchor.

In some cases, the pet was not like a support system—it was the support system.

6 THERE IS NO "REPLACEMENT" FOR A RELATIONSHIP LIKE THIS

One of the cruelest myths around pet loss is the idea of replacement.

You cannot replace a relationship built on years of shared moments, quirks, routines, and silent understanding.

A new pet may one day bring joy—but that does not erase the bond that existed before. Grief doesn't mean you loved too much. It means you loved deeply.

And deep love leaves deep marks.

7 ALLOWING PET GRIEF TO BE WHAT IT IS

Pet loss grief is real, complex, and worthy of compassion. It doesn't need comparison or justification. It doesn't need to be ranked against other losses.

For pet parents, grief isn't about "an animal." It's about the loss of companionship, routine, identity, responsibility, and unconditional love—all at once.

If you are grieving a pet, your pain is valid. If the world doesn't understand it, that does not make it smaller.

It is the natural consequence of loving fully—and being loved back in the purest way possible.

And that kind of love, once experienced, changes us forever. And I'm grateful for that.

Author's note: On August 16, 2025, I lost my senior dog, Buzoo, after he put up a brave fight against oral melanoma— one of the most common, highly malignant tumour in dogs, characterized by aggressive local invasion and a high rate of metastasis to the lungs and lymph nodes & sadly, it isn't 100% curative even with treatment.

We had adopted him on 7th March 2016, when he was three years old. He lived to be 12 years and four months old, and from the moment he came home, he was family—truly loved, deeply cherished, and held at the centre of our everyday lives.

* Ragini Bhandari is a Certified Dog Trainer, Canine Behaviourist, Pet Baker and the founder of Just Pawable, offering personalised, force-free training for dogs of all ages.

From Pet Ownership to Pet Parenthood

THE RISE

OF A **NEW VETERINARY ERA IN INDIA**

By **Nirmiti Nerurkar***

Not long ago, pets were considered companions that lived on the fringes of human life; guarding homes, catching rodents, or simply existing quietly in the background. Today, that reality has transformed dramatically. Pets are no longer just animals in our homes; they are family. And this emotional shift is redefining the future of veterinary care, diagnostics, and pet wellness in India.



India is moving from pet ownership to pet parenthood, where pets are treated as family. This shift is driving advanced veterinary care, combining compassion, technology, and precision to transform pet health and wellness.

THE EMOTIONAL REVOLUTION: PETS AS FAMILY

Modern pet parents don't merely "own" animals - they nurture them, celebrate them, and prioritize their well-being with the same seriousness as any family member. This transformation is driven by urbanization, smaller family structures, delayed parenthood, and rising emotional awareness. Pets have become emotional anchors in fast-paced lives, offering unconditional companionship in an increasingly digital world.

As a result, expectations from veterinary care have evolved. Basic treatment is no longer enough. Pet parents today demand precision, transparency, and world-class medical standards for their animals.



THE RISE OF ADVANCED VETERINARY DIAGNOSTICS

One of the most significant shifts in the veterinary ecosystem is the growing demand for advanced diagnostics. Technologies once limited to human healthcare such as CT scans, MRI, CBCT, high-resolution ultrasound, digital X-rays, and advanced pathology are now becoming integral to animal healthcare.

Early and accurate diagnosis has emerged as the cornerstone of modern veterinary practice. Instead of reactive treatment, the industry is moving towards proactive, evidence-based medicine. Sophisticated

pathology panels, organ function tests, oncology markers, and pre-anesthetic screenings are now essential components of responsible pet care.

This diagnostic revolution is not just improving survival rates; it is elevating the quality of life for animals.

DATA, TECHNOLOGY, AND THE SCIENCE OF PET CARE

The modern pet care ecosystem is increasingly data-driven. From tele-veterinary consultations to mobile apps tracking nutrition, activity, and health metrics, technology is reshaping how pet parents and veterinarians interact.



Veterinary medicine is evolving from intuition-based practice to precision-driven science. This shift is empowering veterinarians with deeper clinical insights and enabling pet parents to make informed decisions about their pets' health.

THE ECONOMIC AND SOCIAL IMPACT

India's pet care industry is witnessing unprecedented growth. With millions of pets being adopted every year and rising expenditure on healthcare, nutrition, grooming, and insurance, the sector is rapidly emerging as a serious healthcare and lifestyle industry.

What was once considered a luxury is now a necessity. Quality veterinary care is no longer limited to elite urban pockets, it is gradually becoming a mainstream expectation across cities.

THE INFLUENCE OF DIGITAL CULTURE AND VETERINARY AUTHORITY

Social media has created a new phenomenon: pet influencers who shape trends and consumer behavior. While digital platforms have increased awareness and engagement, they have also amplified the need for credible veterinary guidance.

In this dynamic environment, veterinarians and diagnostic experts play a crucial role, not just as clinicians, but as educators and thought leaders. The future of pet care lies at the intersection of digital influence and medical expertise.

BEYOND TREND: A STRUCTURAL SHIFT IN HEALTHCARE

The evolution of pet care is not a passing trend; it is a structural transformation of the veterinary ecosystem. It reflects a deeper

societal change, where compassion, science, and technology converge to redefine how humans relate to animals.

The future of veterinary care in India will be shaped by three pillars:

- Advanced diagnostics and precision medicine
- Integrated digital and clinical ecosystems
- A new generation of informed, emotionally invested pet parents

As India steps into this new era, veterinary healthcare is no longer just about treating animals, it is about building a sustainable, intelligent, and compassionate system of care.

Pets may not speak our language, but through science and empathy, we are finally learning to understand theirs.

* Nirmiti Nerurkar, Head- Digital Marketing, Fredna Vet Diagnostics)



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India's pet care industry is undergoing a quiet but powerful transformation. As more households welcome pets as family members, the expectations around their nutrition are evolving just as rapidly. Pet parents today are no longer satisfied with simply feeding their companions—they are seeking food that reflects care, quality, and nutritional integrity. Stepping into this changing landscape, Drools has introduced a groundbreaking innovation: a fresh pet food range in Tetra Pak's Tetra Recart® packaging—marking a first not just for India, but across Asia.

This launch signals more than just a new product line. It represents a fundamental shift in how pet food is produced, packaged, and consumed.

BRIDGING THE GAP BETWEEN FRESH AND CONVENIENT

For years, pet nutrition in India has largely revolved around two formats: dry kibble and wet food. While both offer convenience and scientifically balanced nutrition, they often fall short of meeting one growing consumer desire—freshness that resembles home-cooked meals.

The Revised Edition of **PET DIRECTORY INDIA**



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At the same time, preparing home-cooked meals for pets, though rooted in love and care, presents its own challenges. Achieving the right balance of protein, fats, carbohydrates, vitamins, and minerals—along with precise nutrient ratios like calcium to phosphorus—is not easy. Over time, even small imbalances can impact a pet's health, leading to issues such as poor coat quality, digestive problems, or weakened immunity.

Drools' new fresh food range aims to solve this exact dilemma. It brings together the emotional appeal of home-style feeding with the precision of scientifically formulated nutrition—offering pet parents the best of both worlds.

WHAT MAKES THIS LAUNCH TRULY REVOLUTIONARY

At the heart of this innovation lies Tetra Recart®, an advanced aseptic packaging technology that allows fresh food to remain shelf-stable without preservatives or refrigeration—until opened.

This is a significant breakthrough for the Indian market.

Traditionally, fresh pet food has been limited by the need for cold-chain logistics, making it difficult to scale and distribute widely. By eliminating this requirement, Drools has unlocked the potential to offer fresh meals across the country—without compromising on safety, nutrition, or convenience.

Even more notably, Drools becomes the first pet food brand in Asia to introduce fresh pet meals in this format, positioning itself as a true category pioneer.

INSIDE THE BOWL: WHAT THE FRESH RANGE OFFERS

The new Drools Fresh Food range has been designed to appeal to both pets and their owners. Available in variants such as:

- Real Chicken & Vegetables
- Real Chicken & Turkey
- Real Chicken & Pumpkin
- Real Chicken Biryani

and in convenient 150g and 350g packs, the meals are crafted to deliver both taste and nutrition.

Each recipe is made using real, high-quality ingredients, including human-grade components, and is slow-cooked in bone broth. This process enhances both flavour and nutrient density, making the meals highly palatable and easy to digest.

Importantly, the range is formulated with:

- 90% Meat
- 0% Preservatives
- 0% Fillers
- No soy, wheat, or corn

This clean-label approach aligns with the growing demand among pet parents for transparency and simplicity in ingredient lists.

THE SCIENCE BEHIND THE FRESHNESS

While the concept of fresh food is appealing, what truly sets this range apart is the scientific rigor behind it.

Unlike home-cooked meals that may vary in composition from day to day, each Drools Fresh meal is developed by a team of veterinarians and pet nutrition experts. Every serving is carefully calibrated to deliver complete and balanced nutrition, ensuring consistency in every bite.

This consistency is critical—not just for convenience, but for long-term health outcomes. From maintaining a healthy coat to supporting digestion and immunity, balanced nutrition plays a vital role in a pet's overall wellbeing.

Additionally, pre-prepared meals significantly improve feeding compliance. Pet parents are more likely to stick to recommended feeding practices when meals are ready-to-serve, eliminating guesswork and reducing the chances of nutritional gaps.

PACKAGING AS A GAME-CHANGER

The role of packaging in this innovation cannot be overstated.

Tetra Recart® cartons use a multi-layer structure that protects the food from air and light, helping preserve its nutritional quality and natural characteristics. The packaging allows for gentle thermal processing, ensuring safety without the need for artificial preservatives.

Beyond functionality, it also addresses everyday pet parenting challenges:

- No spillage or mess
- Minimal odour retention
- Easy storage and disposal
- Lightweight and portable

From a sustainability standpoint, these cartons also offer a lower carbon footprint compared to traditional metal cans, making them a more environmentally responsible choice.

REDEFINING PERCEPTIONS AROUND PET FOOD

One of the most interesting aspects of this launch is how it reshapes perceptions.

Dry pet food, despite being nutritionally complete, is sometimes

viewed as overly processed. Fresh, visibly wholesome meals help bridge this perception gap by offering a format that looks and feels closer to what pet parents would prepare at home.

This visual and conceptual familiarity builds trust—without compromising on scientific adequacy.

Rather than replacing existing formats, the fresh range complements them, giving pet parents more flexibility in how they feed their pets.

A CATEGORY IN THE MAKING

India's pet food market, currently valued between \$700–900 million and growing at a robust pace, is witnessing a surge in demand for premium and specialized nutrition. Fresh pet food, though still in its early stages, is poised to become the next major growth segment.

By investing ₹180 crore into advanced processing and packaging infrastructure, Drools is not just entering this segment—it is actively shaping it.

The move reflects a broader vision: to build the category ahead of demand and create scalable solutions that align with global standards.

THE FUTURE OF PET NUTRITION IN INDIA

As lifestyles become more fast-paced, convenience is no longer optional—it is essential. At the same time, the emotional bond between pet parents and their animals continues to deepen, driving a desire for better, more thoughtful nutrition.

Drools' fresh food range sits at the intersection of these two forces.

It acknowledges the love and intent behind home-cooked meals while addressing their practical and nutritional limitations. It combines freshness with functionality, and innovation with accessibility.

In doing so, it sets a new benchmark for what pet food in India can and should look like.

In essence, this isn't just the launch of a new product. It's the beginning of a new category—one that reimagines pet nutrition for modern India.



Knack Packaging- Reliable Packaging for Pet Health



KNACK PACKAGING LIMITED
Imagining Beyond...



INTERVIEW

In conversation with Mr. Manish Kumar, Corporate Manager, Sales and Marketing, Knack Packaging Limited – he delves into the broad specifications of their packaging tailored for pet wellness along with their company's trajectory and future plans.

Q: HOW HAS THE TRAJECTORY OF KNACK PACKAGING BEEN SO FAR IN THE PET INDUSTRY AND WHAT ARE THE LESSONS THAT YOU HAVE CULTIVATED IN THE PET PACKAGING SECTOR?

A: Knack Packaging Limited has shown a strong growth trajectory in the pet food industry by becoming an early mover in Printed & Laminated Woven PP Bags (PLWPP). Our customized and high-strength BOPP bags (5–50 kg) are widely used by leading pet food brands with innovations like easy-open, multi-layer protection, and odor retention—enhancing product appeal and safety. Overall, our journey reflects a shift from basic packaging to performance-driven, brand-enhancing solutions in the pet food industry.

Q: WITH INCREASING PREMIUMISATION IN PET FOOD, HOW IS PACKAGING DESIGN EVOLVING TO MEET BOTH FUNCTIONAL AND BRANDING REQUIREMENTS?

A: With increasing premiumisation in pet food, brands are evolving packaging to combine strong functional protection with high impact branding. Our PLWPP Pinch Bottom Bag deliver leak proof, humidity resistant construction — ideal for preserving dry pet food quality. The pinch bottom design eliminates stitching, improves strength and stack-ability, and enhances shelf appeal. High resolution BOPP printing on all six sides gives rich, premium visual branding that attracts consumers. Additionally, options like zipper, laser cutting, glue drop, and peel off easy open features boost

usability and convenience. Overall, these innovative PLWPP pinch bottom bags meet both the functional demands of product protection and the branding needs of premium pet food packaging.

Q: CAN YOU EXPLAIN YOUR RANGE OF PRODUCTS ON PET FOOD PACKAGING AND WHAT BENEFITS THEY OFFER?

A: Knack Packaging delivers high-performance Printed & Laminated Woven PP Bags (PLWPP) bags designed specifically for pet food packaging — available in sizes ranging from 5 kg to 50 kg, along with handle bags (5–10 kg) for convenient retail use.

Our packaging solutions include versatile formats such as PLWPP Pinch Bottom Bag, Block Bottom Bag, Paper woven bag, Bottom gusseted bag & Shopping Bag — ensuring compatibility with a wide range of filling systems and shelf-display requirements.

Engineered for superior protection, our bags feature 4–5 layers of multi-laminated structures that effectively preserve freshness, lock in essential aromas, and protect nutritional value. With enhanced durability, anti-slip surfaces, and tear-resistant strength with innovative security features our packaging ensures safe handling and transportation throughout the supply chain.

Designed to combine functionality with visual appeal, Knack Packaging solutions not only safeguard product quality but also enhance shelf presence—helping brands stand out while ensuring pet safety and satisfaction.

Q: GIVEN THAT PET FOOD IS DIRECTLY LINKED TO ANIMAL HEALTH, WHAT QUALITY CONTROL AND SAFETY PROTOCOLS DO YOU FOLLOW IN MANUFACTURING?

A: We follow strict quality control protocols to ensure pet food safety, starting with food-grade raw material inspection and certified processes like BRCGS and ISO standards. At Knack Packaging, every stage—from production to dispatch—is monitored through advanced

systems for full traceability. We implement in-line quality checks and 100% product inspection to eliminate defects. Our multi-layer packaging provides strong barrier protection against moisture, oxygen, and contamination. Additionally, seal integrity and durability tests ensure the product remains safe during storage and transport. Overall, our focus is on delivering hygienic, reliable packaging that protects pet health.

Q: HOW DO YOU SEE THE ROLE OF PACKAGING EVOLVING AS PET FOOD BRANDS COMPETE MORE AGGRESSIVELY ON RETAIL SHELVES?

A: In today's competitive pet food market, packaging is no longer just protective—it's a key brand differentiator. Knack Packaging's PLWPP bags allow pet food brands to stand out with vivid graphics, premium finishes, and multi-layer protection that preserves nutrients and oils. Multiple features and customizable designs enhance convenience and build consumer trust, while eco-friendly materials strengthen brand perception. In this way, packaging has become a strategic tool that drives shelf impact, loyalty, and competitive advantage.

Q: WITH THE COMPANY'S STRONG MANUFACTURING CAPACITY AND GLOBAL FOOTPRINT, WHAT ARE YOUR EXPANSION PLANS IN THE PET FOOD PACKAGING SEGMENT?

A: With our strong manufacturing capabilities and global reach, we are well-positioned to expand in the pet food packaging segment. We are already supplying leading pet food brands in India and across international markets with high-strength, customized solutions like printed & laminated woven polypropylene bags and pinch-bottom bags.

Our focus is on enhancing capacity, innovating value-added products, and deepening global market presence —enabling us to meet growing demand while reinforcing our position as a preferred packaging partner for premium pet food companies worldwide.



What It Really Means to Feed Your Dog Well

The philosophy behind a brand that refuses to cut corners and why Beneficial Grains was introduced.

There's a word that gets used a lot in pet food. *Premium*. It appears on everything from budget kibble to imported tins until it stops meaning anything at all.

Well Fed was built as an answer to that problem. Not louder marketing. Not fancier packaging. Just a quiet, uncompromising decision: **Every ingredient that goes into a Well Fed product has to earn its place.** If it doesn't do something genuinely useful for the dog eating it, it doesn't go in.

That's the whole philosophy. And once you hold it to that standard, everything else follows.

It's also what led to the introduction of *Beneficial Grains*. The name isn't a nod to trends or a position

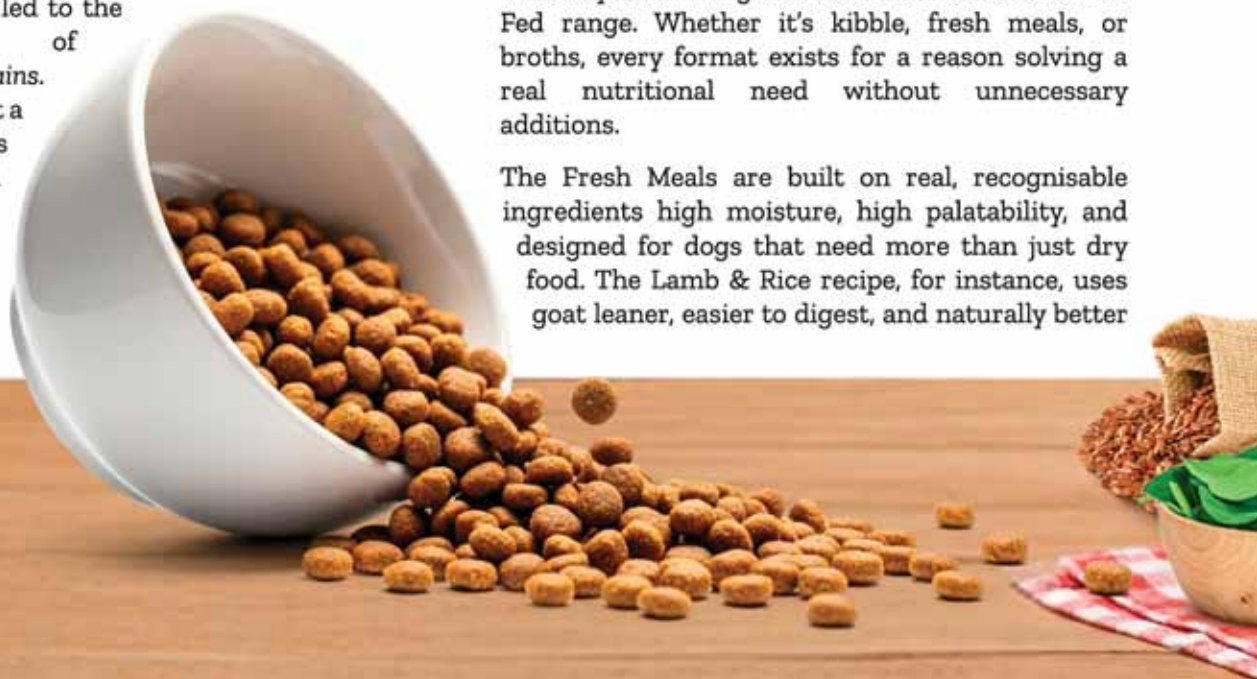
in the grain debate. It's a precise, deliberate choice because the grains in this range are there because they **benefit the dog.**

White rice is one of the most digestively gentle carbohydrate sources available easy on the stomach, rapidly absorbed, and clinically well-documented in canine nutrition. Brown rice complements it with a slower energy release, supporting consistent vitality through the day without spikes and dips. Together, they create a metabolic steadiness that you can see in a dog that finishes the day as calmly as they started it.

Not grain for the sake of grain. Grain because it genuinely helps.

This way of thinking extends across the entire Well Fed range. Whether it's kibble, fresh meals, or broths, every format exists for a reason solving a real nutritional need without unnecessary additions.

The Fresh Meals are built on real, recognisable ingredients high moisture, high palatability, and designed for dogs that need more than just dry food. The Lamb & Rice recipe, for instance, uses goat leaner, easier to digest, and naturally better



suited for sensitive systems. It also incorporates goat feet, one of the most collagen-dense sources available, delivering structural support for joints, gut, and skin directly through the food itself.

The same philosophy carries into the bone broths. The Lamb Bone Broth is a concentrated collagen source, while the Chicken Bone Broth delivers immediate nourishment and hydration especially important in warmer climates where dogs often remain under-hydrated.

Across all formats, the standard remains unchanged. Every product is independently tested batch by batch by SGS India, an NABL-accredited

laboratory, ensuring nutritional integrity and safety before it reaches the shelf. Manufacturing follows BRCGS-certified processes in the UK the same standards applied to human food production with complete transparency and traceability at every stage.

Because at this level, nutrition doesn't need to announce itself dramatically. It shows up quietly in the coat worth touching, the energy that's consistent, the digestion that simply works, and the dog at the bowl because they genuinely want what's in it.

That's what feeding a dog well actually looks like.



JUST DOGS®

Unconditionally Yours...



Summer Essentials

Caring for your pets through the heat

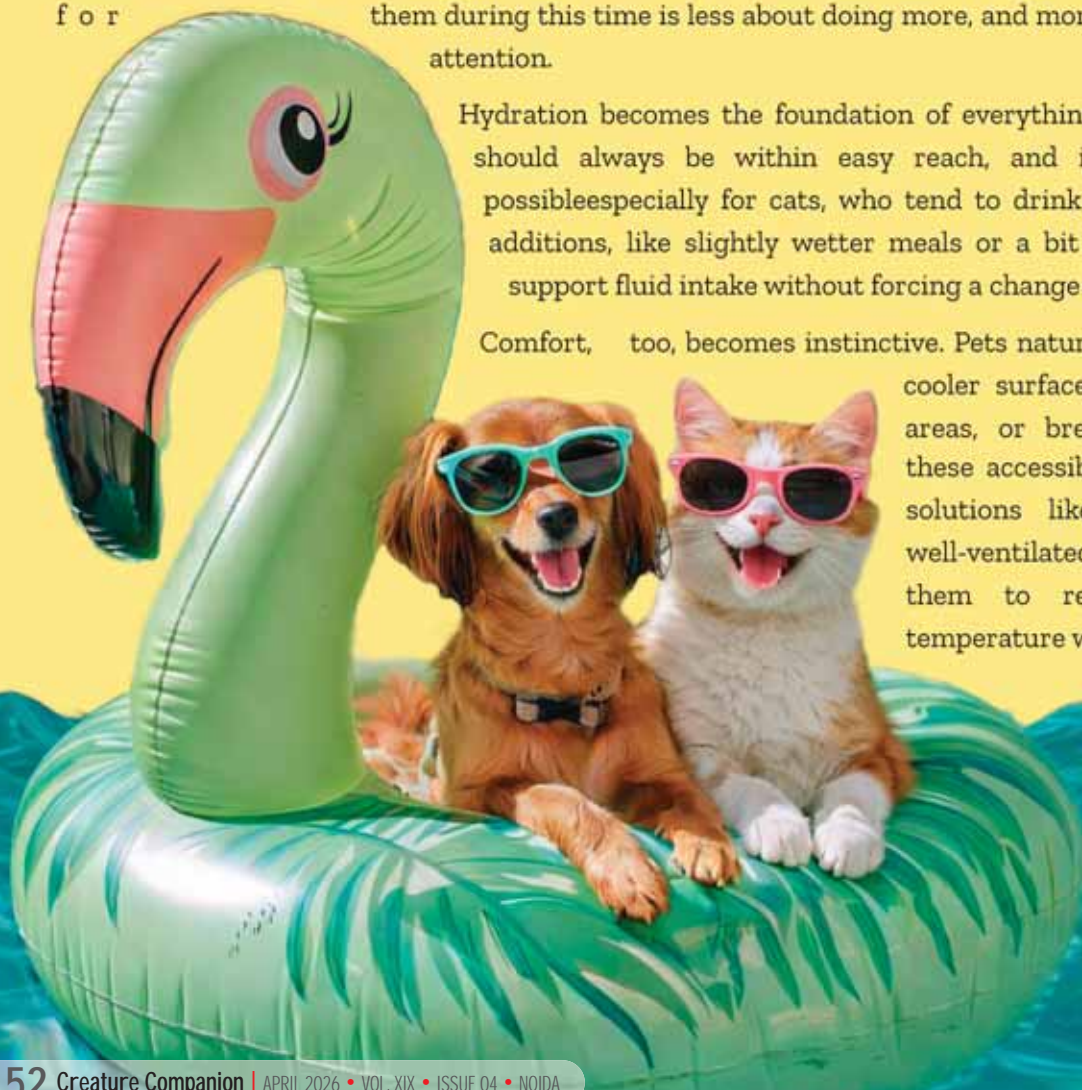
Summer arrives gradually, and then all at once.

One day feels warm, the next feels heavy, and before long, the days begin to slow down not just for us, but for our pets as well. You may notice it in small ways. A dog that prefers shorter walks. A cat that seeks out cooler corners of the house. A slight dip in appetite. Longer, quieter naps.

These are not signs of concern they are simply how animals respond to the season. Caring for them during this time is less about doing more, and more about paying closer attention.

Hydration becomes the foundation of everything. Fresh, clean water should always be within easy reach, and in multiple spots if possible especially for cats, who tend to drink less naturally. Small additions, like slightly wetter meals or a bit of broth, can gently support fluid intake without forcing a change in routine.

Comfort, too, becomes instinctive. Pets naturally gravitate toward cooler surfaces tile floors, shaded areas, or breezy spaces. Making these accessible, or adding simple solutions like cooling mats or well-ventilated resting areas, allows them to regulate their body temperature with ease.





Grooming plays a quiet but important role. Regular brushing helps remove excess fur, reduces matting, and improves air circulation through the coat. For both dogs and cats, this can make a noticeable difference in how comfortable they feel. At the same time, it is important to remember that their coat often acts as insulation, protecting them from heat rather than trapping it.

Feeding patterns may shift subtly. Pets, much like us, tend to prefer lighter, easier-to-digest meals during warmer days. Smaller portions, spaced through the day, are often better received than heavier feeding routines.

Activity, too, finds a different rhythm. Dogs may need walks during cooler hours early mornings or late evenings while cats may become more selectively playful. Indoor engagement becomes more important during peak heat hours.

A toy, a short play session, or simply interactive time helps maintain both physical and mental well-being without overexertion.

Summer does not take away from your pet's life it simply reshapes it.

- ☀️ It asks for a slower pace.
- ☀️ A little more awareness.
- ☀️ A little more intention in everyday care.

And in return, your pet remains what they have always been comfortable, secure, and quietly content in the spaces they share with you.



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