



We Help You See it Right..!

XanMax[®] - The Next Generation Natural Lutein and Zeaxanthin



KATRA



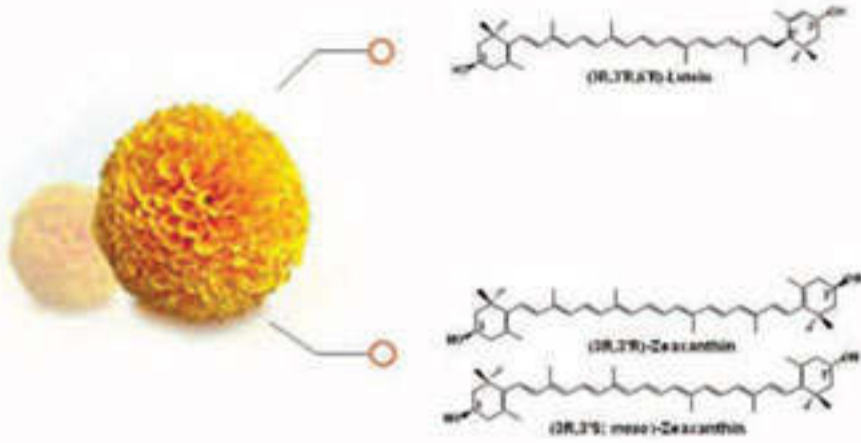
Katra produces IPR protected Formulations and Bioactives from Natural Sources,
backed by World Class Research and adhering to International Standards

www.katraphyto.com

XanMax®

The Next Generation
Natural Lutein + Zeaxanthin

Katra Phytochem's flagship product, **XanMax®** is a combination of natural Lutein with Zeaxanthin. It is developed using most eco-friendly patented process to deliver **Maximum Xanthophyll, Maximum Purity, ensuring Maximum Bioavailability** in any dosage form.



Lutein and Zeaxanthin, the carotenoids and 2 major macular pigments of human retina and lens, are responsible for central vision and visual acuity/sharpness. Zeaxanthin is an isomer of Lutein.

These carotenoids help to improve visual performance and protect the macula from harmful UV-B radiation by acting as body's **"Natural Sun-glasses"**.

One of the best commercial sources of pure Lutein and Zeaxanthin is **Marigold Flowers** (*Tagetes erecta* L.).

XanMax® ensures optimal Lutein supplementation and in turn sufficient protection for Healthy Vision, Naturally!

XanMax® can be customized as per customer requirements and hence lends itself to a variety of applications.

Specialized Offerings



XanMax® 10:2 

AREDS 2 recommended ratio
10mg Lutein + 2mg *trans*-Zeaxanthin



XanMax® 10:1

trans-Zeaxanthin enriched ratio
10mg Lutein + 1mg *trans*-Zeaxanthin



XanMax® 10:0.6

Market equivalent ratio
10mg Lutein + 0.6mg *trans*-Zeaxanthin



XanMax® 10:1:1

Lutein-Zeaxanthin enriched ratio
10mg Lutein + 1mg *trans*-Zeaxanthin +
1mg *meso*-Zeaxanthin



Distinctive Advantage

- XanMax® is made from **high levels** of natural Lutein and Zeaxanthin
- XanMax® is manufactured through a fully integrated value chain from **Seed-to-Shelf**. This ensures consistent quality, on-time delivery batch after batch
- XanMax® complies with **USP and JECFA** specifications
- XanMax® is manufactured in a state-of-the-art **NSF (US GMP)** compliant manufacturing facility certified **Kosher, Halal, HACCP, ISO 9001**
- XanMax® is **100% Vegetarian** and available in Powder, Oil Suspensions, Cold-Water-Dispersible and Beadlet formats with **high stability and bioavailability**
- XanMax® is manufactured using **global Patented manufacturing process** that eliminates in the use of harsh solvents usually employed in the purification and isolation of Lutein and Zeaxanthin
- XanMax® has higher **bioavailability and stability compared to leading market samples**
- XanMax® ratios, 10:1 & 10:1:1, are clinically proven to be very effective in increasing MPOD levels, providing optimum macular health

Forms and Applications:

XanMax® is available in a variety of forms for applications in Dietary Supplement, Pharmaceutical and Food & Beverage, Sports Nutrition, Cosmeceuticals and Feed Industries

- Powder: As Hard Gel Capsules
- Beadlets : As Tablets, Chews, Hard Gel Capsules
- Oil Suspension: As Soft Gel Capsules and in fatty foods such as cheese, butter and margarine
- Crystals/Concentrate
- Cold Water Dispersible (CWD) Powder and Beadlets



Our Patents include -

Isolation and Purification of Carotenoids Crystals from Marigold flowers

- US patent [US7622599], 2009
- India [IN 241175], 2010
- Europe [EP1877371], 2010
- Japan [JP4848420], 2011
- Australia [AU2005331246], 2011

Process for isolation of Lutein – Zeaxanthin crystals from plant sources

- US patent [US8425948 B2], 2013



XanMax®
The Next Generation
Natural Lutein + Zeaxanthin

Rigorous Scientific Process Validates

● Safety ● Purity ● Efficacy

Katra's distinct advantage

Integrated value chain , since 1996 - Cultivation to Manufacturing of formulated products
Extensive contract farming operation in India spanning over 6,500 acres
Network of over 5000 progressive farmers
Breeding and Captive seed production
Captive farming with advanced Agronomy
Eco-friendly, High yield & Patented processing
World-class manufacturing facility - NSF GMP Certified

Completely Integrated from Seed to Formulation

SEED TECHNOLOGY



CONTRACT FARMING

ENSILAGING & DEHYDRATION



SOLVENT EXTRACTION



ISOLATION & PURIFICATION



BULK FORMULATION

Value to our Customers

R&D and Science-driven Products derived from Ayurveda & Ethno-botanical sources
IP Assured Product Quality, Consistency and Traceability
Certified products and process meeting International regulatory standards
Reliable value provider and partner to customers



Driven by Scientific Research Capabilities



Validating Safety and Efficacy

RENOVEL Fremont CA, USA **DISCOVERIES**

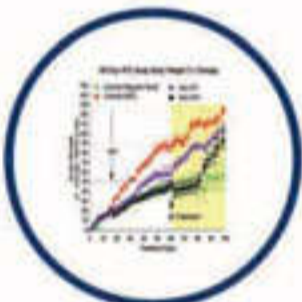
A Joint Venture of Kutra
Headed by an Eminent Scientist - Cambridge Scientist of the Year 2002
US Congressional Order of Merit
>100 patents and 200 publications
10 INDs approved
Creative Drug Discovery from Natural Botanicals
30 years of proven track record of drug discovery
130 man years of scientific expertise



Anchoring IPR's



IPR driven gold standard distinctive products
Fully integrated value chain- "Seed to Shelf"
State of the art NSF GMP manufacturing facility
Efficient & Eco Friendly Processes
Consistent superior quality products



Authentication Through Fingerprinting



Author of >100 scientific publications, Editor of books
Has >20 awarded Ph.D. Graduates
Creative extraction technology for Botanicals
Advanced organic chemistry skills
15 years of proven track record in herbal characterization
Global supplier of herbal reference standards
150 man years of scientific expertise



Claim Substantiation through Clinical Trials



BANARAS HINDU UNIVERSITY

Banaras Hindu University (BHU) is one of India's premier educational institutions
University also has an excellent Medical college & separate college for Ayurveda
Excellent opportunities for Integrating Ayurveda into mainstream medicine seamlessly
Conducts large scale clinical trials for katra



We have assembled one of the strongest Research Teams in Ethno-botanicals & Ayurveda

Inventive, Innovative with Industrial Application

Katra has a range of other exciting product offerings

Phytochemicals

- ▶ Andrographolide 95%
- ▶ Caffeine 98.5%
- ▶ Colchicine 98%
- ▶ Curcumin 95%
- ▶ Forskolin 95%
- ▶ Glabridin 95%
- ▶ Piperine 95%
- ▶ Resveratrol 95%
- ▶ Sesamin Compounds
- ▶ Thiocolchicoside 99%
- ▶ Withaferin A 90%

Certified Organic Products

- ▶ *Tinospora cordifolia*
- ▶ *Gymnema sylvestre*
- ▶ *Momordica charantia*
- ▶ *Azadirachta indica*
- ▶ *Tribulus terrestris*
- ▶ *Ocimum sanctum*
- ▶ *Curcuma longa*
- ▶ *Centella asiatica*
- ▶ *Terminalia arjuna*
- ▶ *Withania somnifera*
- ▶ *Embllica officinalis*
- ▶ *Garcinia cambogia*
- ▶ *Piper longum*
- ▶ *Trigonella foenum-graecum*
- ▶ *Bacopa monnieri*



Standardized Extracts

- ▶ Andrographis Extract – 10% Andrographolide
- ▶ *Boswellia serrata* Extract – 60% & 70% Boswellic acid; 10% AKBBA
- ▶ Coleus Extract – 10% & 20% Forskolin
- ▶ Green Coffee Extract – 50% & 60% Total Chlorogenic acids
- ▶ Ginger Extract – 5%, 10% & 20% Gingerols
- ▶ Licorice Extract – 20% Glycyrrhizic Acid
- ▶ Momordica extract – 1.5% Charantin
- ▶ *Mucuna pruriens* Extract – 10% L-Dopa
- ▶ *Ocimum sanctum* Extract – 2% & 2.5% Ursolic acid
- ▶ *Tribulus terrestris* Extract – 40% & 60% Saponins

Natural Colors

- ▶ Annatto Seed Extract
- ▶ Beetroot Juice Powder
- ▶ *Caesalpinia sappan* Extract
- ▶ Marigold Extract
- ▶ Paprika Oleoresin



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