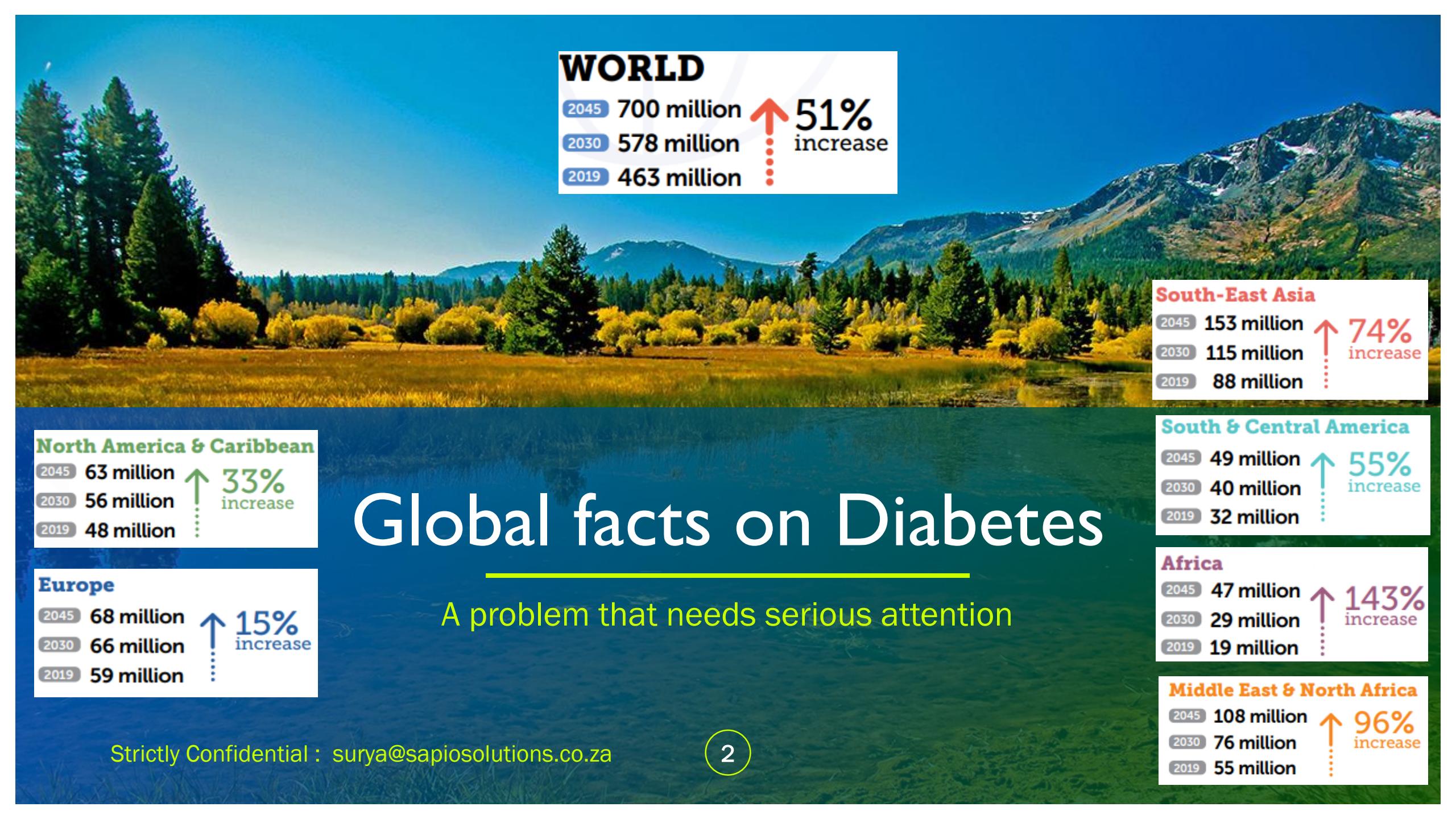


Smart food for Diabetes

A solution for a global problem



WORLD



North America & Caribbean



Europe



South-East Asia



South & Central America



Africa



Global facts on Diabetes

A problem that needs serious attention

Global Problem I

463 Million people living with Diabetes

- Diabetes is a serious threat to global health that respects neither socioeconomic status nor national boundaries. People living with diabetes are at risk of developing a number of serious and life-threatening complications, leading to an increased need for medical care, a reduced quality of life, and undue stress on families. Diabetes and its complications, if not well managed, can lead to frequent hospital admissions and premature death. Globally, diabetes is among the top 10 causes of death.
- Diabetes is a major health issue that has reached alarming levels: today, nearly half a billion people are living with diabetes worldwide.

 An estimated 463 million adults aged 20–79 years are currently living with diabetes. This represents **9.3% of the world's population in this age group**. The total number is predicted to rise to 578 million (10.2%) by 2030 and to 700 million (10.9%) by 2045.



The estimated number of adults aged 20–79 years with impaired glucose tolerance is 374 million (**7.5% of the world population in this age group**). This is predicted to rise to 454 million (8.0%) by 2030 and 548 million (8.6%) by 2045.



An estimated **1.1 million children and adolescents** (aged under 20 years) have type 1 diabetes. It is currently not possible to estimate the number of children and adolescents with type 2 diabetes.



The number of deaths resulting from diabetes and its complications in 2019 is estimated to be **4.2 million**.



An estimated **15.8% (20.4 million)** of live births are affected by hyperglycaemia in pregnancy in 2019.



Annual global health expenditure on diabetes is estimated to be **USD 760 billion**. It is projected that expenditure will reach **USD 825 billion** by 2030 and **USD 845 billion** by 2045.

Type I Diabetes

Glucose! Many of the foods we eat are broken down during digestion to this simple sugar. Glucose is carried to every cell in our body by the blood stream, where it is used as the source of energy for our bodies.

Glycogen! The stored form of glucose is called glycogen. Glycogen is made up of many connected units of glucose.

- **Insulin!** This hormone is released into the blood when blood glucose levels are **high**. It enables glucose to be transported into the cell in some tissues.

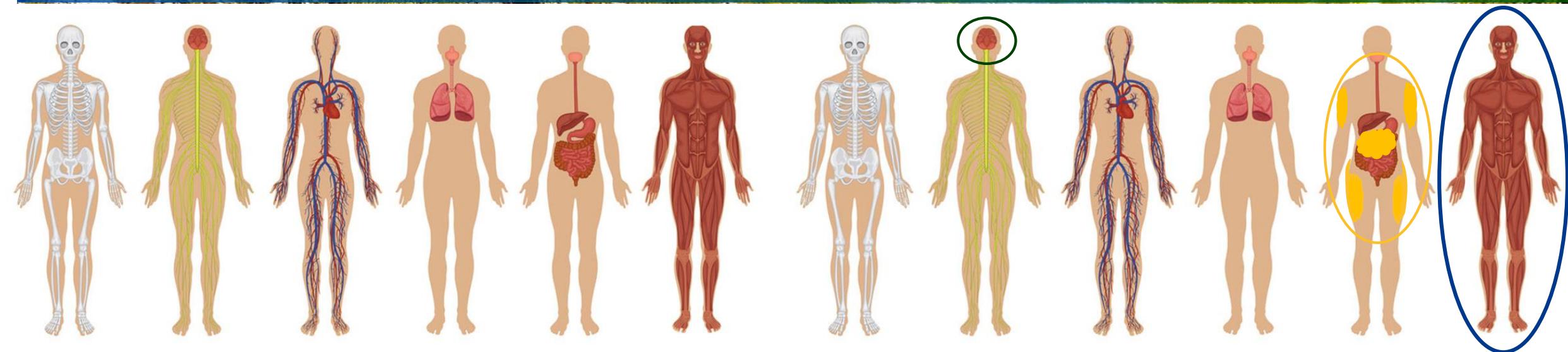
- **Glucagon!** This hormone is released into the blood when blood glucose levels are **low**. It enables glucose to be released from some tissues back into the blood stream.

	Stage 1	Stage 2	Stage 3
Stage	<ul style="list-style-type: none">• Autoimmunity• Normoglycemia• Presymptomatic	<ul style="list-style-type: none">• Autoimmunity• Dysglycemia• Presymptomatic	<ul style="list-style-type: none">• New-onset hyperglycemia• Symptomatic
Diagnostic criteria	<ul style="list-style-type: none">• Multiple autoantibodies• No IGT or IFG	<ul style="list-style-type: none">• Multiple autoantibodies• Dysglycemia: IFG and/or IGT• FPG 100–125 mg/dL (5.6–6.9 mmol/L)• 2-h PG 140–199 mg/dL (7.8–11.0 mmol/L)• A1C 5.7–6.4% (39–47 mmol/mol) or $\geq 10\%$ increase in A1C	<ul style="list-style-type: none">• Clinical symptoms• Diabetes by standard criteria

The body organs:

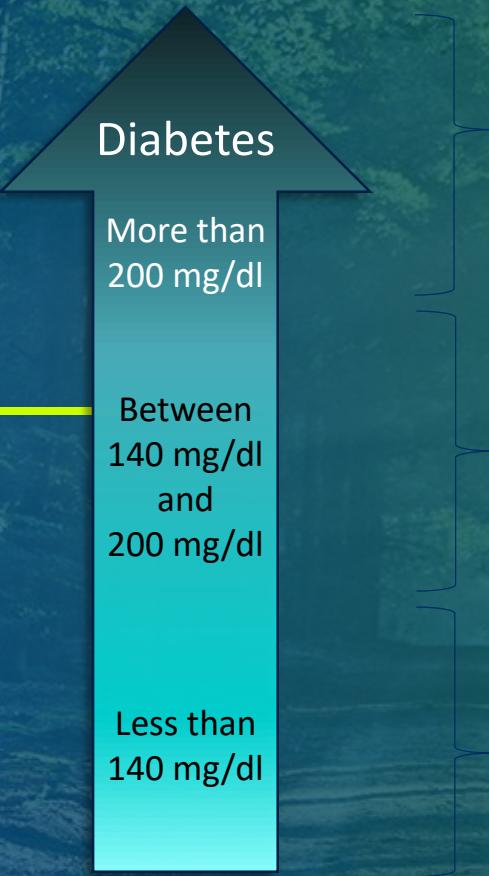
Meet the players

- **Pancreas:** One of the major players in glucose homeostasis, the pancreas releases the hormones, *insulin* and *glucagon*, that control blood glucose. The cells in the pancreas that produce insulin are called β (beta) cells.
- **Liver:** This organ takes up glucose when levels are high and releases glucose when levels are low. It stores glucose in chains as glycogen. It is key for glucose regulation
- **Muscles:** Our muscles are able to take up and store lots of glucose when insulin is present. More muscles mass means more of a reservoir for glucose.
- **Fat cells:** Fat cells take up glucose when insulin is present. Fat cells use glucose to make more fat.
- **Brain:** The brain takes up glucose whenever it needs energy, and doesn't require insulin. Glucose is the fuel the brain normally uses.



Glucose out of balance

If current trends continue, 700 million adults will have diabetes by 2045. The largest increases will take place where economies are moving from low- to middle-income status.



Type 2 diabetes

Blood glucose levels are always high because of high insulin resistance and/or low insulin levels.

Pre-diabetes

At this stage, blood glucose levels are higher than normal after a meal *and* at a resting state, but not high enough to be classified as full-blown type 2 diabetes. People with pre-diabetes are at increased risk for type 2 diabetes.

Normal

Blood glucose levels are well-regulated.

Prevalence of Diabetes in Africa

If current trends continue, 700 million adults will have diabetes by 2030. The largest increases will take place where economies are moving from low- to middle-income status.



More than 19 million people in the Region have diabetes. If we do not act now, this figure will increase by 143% by 2045, the highest predicted increase compared to other IDF Regions.



Africa is the Region with the highest proportion of undiagnosed people – 3 in 5 people living with diabetes do not know they have it.



The number of adults with impaired glucose tolerance is expected to increase by 143% by 2045.



Diabetes will cause 366,200 deaths in 2019.



3 in 4 deaths due to diabetes are in people under the age of 60 years, the highest proportion among the IDF Regions.



1 in 9 live births are affected by hyperglycemia in pregnancy.



Africa has the second lowest diabetes-related expenditure (USD 9.5 billion) associated with diabetes, 1% of global expenditure.

	2019	2030	2045
Adult population (20-79 years)	501 million	704 million	1.1 billion
Diabetes (20-79 years)			
Regional prevalence	3.9%	4.1%	4.4%
Age-adjusted comparative prevalence	4.7%	5.1%	5.2%
Number of people with diabetes	19 million	29 million	47 million
Number of deaths due to diabetes	366,200	-	-
Proportion of undiagnosed diabetes	59.7%	-	-
Number of people with undiagnosed diabetes	12 million	-	-
Diabetes-related health expenditure (20-79 years)			
Total health expenditure, USD	10 billion	13 billion	17 billion
Impaired glucose tolerance (20-79 years)			
Regional prevalence	9.0%	9.5%	10.3%
Age-adjusted comparative prevalence	10.1%	10.5%	10.7%
Number of people with impaired glucose tolerance	45 million	67 million	110 million
Type 1 diabetes (0-19 years)			
Number of children and adolescents with type 1 diabetes	25,800	-	-
Number of newly diagnosed children and adolescents each year	10,300	-	-

Solution



Food can either promote diabetes or help prevent it, depending on how it affects the body's ability to process glucose. New3 is an exhaustive research based product with combination of Pearl Millet, Kodo Millet, Jowar, Barley, Bengal gram, Cashew nut, Almond, Flax seed, Basil seeds, Groundnut, Green gram, Ginger, Garlic, Chilli, Salt & Jaggery in prescribed quantities. New 3 powder is a chemical free, 100% natural ingredient based supplement which helps in Blood Sugar Management. It lays the foundation of daily glycemic control in people with diabetes. It contains protein, fiber, omega fatty acids, vitamins, minerals, anti-oxidants and immunity boosters.

Introduction

- Diets low in fat and high in fiber and complex carbohydrates are effective in reducing the risk of developing diabetes. Clinical trials of lifestyle changes in subjects with prediabetes have shown that diet and exercise leading to weight loss consistently reduce the incidence of diabetes.
- Effective nutrition therapy interventions may be a component of a comprehensive group diabetes education program or an individualized session. **Reported A1C reductions are similar or greater than what would be expected with treatment with currently available pharmacologic treatments for diabetes. The documented decreases in A1C observed in these studies are type 1 diabetes: -0.3 to -1% and type 2 diabetes: -0.5 to -2% .**
- Individuals who have diabetes should receive Nutrition Therapy as needed to achieve treatment goals, preferably provided by nutrition professional along with physicians support. Nutrition Therapy provides a key complement to traditional medical intervention in diabetic treatment. It helps in prevention and management of existing diabetic complications in patients, apart from decreasing the chance of development of diabetic complications in borderline cases.
- New 3 is a Result of 5 years of MNT research, 2 years of clinical studies and test marketing

New 3 : Nutritional Benefits

- **Fiber fill:** This product has approx. 14.0% fiber by its weight. Insoluble fiber may help to promote weight loss, reduce risk of colon cancer and heart diseases. Fiber is essential to maintain body weight and composition, blood levels of sugar(low glycemic index), triglycerides and cholesterol. (National institute of Nutrition Recommended dietary allowances).
- **Omega Fats:** This product has omega 3 and omega 6 fats with very good ratio of 1:2 approximately. This helps vegetarians who don't consume fish. Limited data in humans suggests omega fatty acids may prevent insulin resistance. (National institute of Nutrition Recommended dietary allowances)
- **Protein push:** This product has Nuts which are rich in proteins. Whole nuts to be included in diet to increase omega fats, anti-oxidants, vitamins and minerals. (National institute of Nutrition Recommended dietary allowances.)
- **Wholesome Nutrition:** Major raw materials of this product are whole grains. Consuming whole grains may reduce the incidence of type 2 diabetes. (As per dietary guidelines by USDA)
- **Safe Ingredients:** This is safely designed diet and not a medicine, which was developed after years of extensive research on safe and natural ingredients like Cereals, Millets, Spices, Nuts etc., which are regularly consumed in our day to day life

New 3 Brand

Certified for
Good manufacturing Practices
by Department of Ayush,
Government of Telangana

Approved by Department
of Ayush, Government of
Telangana



Easy to prepare & consume



New3 comes in easy-to-consume Sachets. To start, cut the sachet.



Pour in a vessel a glass of water, stir the powder and cook for 2-3 minutes on a stove. Breakfast is ready.

HbA1c reduction (Gold standard for diabetes management) possible with New 3, in both genders, across age groups



HbA1c (gms%)

Patient Age	Week 0	Week 8	Week 12
50	9.9	7.1	6.9
69	8.6	7.0	6.8
72	11.1	9.7	9.6
56	6.7	5.2	5.0
54	7.6	7.1	7.0
53	8.2	8.0	7.8



Patient Age	Week 0	Week 8	Week 12
48	8.1	6.9	6.5
46	8.6	8.8	8.1
43	12.5	9.6	9.0
55	11.8	9.4	9.0
60	8.9	7.8	7.1
43	8.3	7.6	7.2
63	6.9	4.8	4.5
52	7.5	7.1	6.8
49	9.8	9.0	8.6

How New 3 Helps ?

Improves quality of life – People feel energetic due to controlled blood glucose levels and minimized medication

	Pre Diabetes	Diabetes (Controlled)	Diabetes (Uncontrolled)
Condition	FBG ~100-125 mg/dL HbA1c 5.7-6.4	FBG < 125 mg/dL PBG < 200 mg/dL HbA1c < 7	FBG > 125 mg/dL PBG > 200 mg/dL HbA1c > 7
Current Practice	<ul style="list-style-type: none"> Following diet regulations Exercise, Losing weight 	<ul style="list-style-type: none"> Following diet regulations Exercise, Medication 	<ul style="list-style-type: none"> Following diet regulations Exercise, Increased medication, Insulin
What happens If you miss advice	<ul style="list-style-type: none"> Diet regulations are confusing and non adherence may lead to diabetes 	<ul style="list-style-type: none"> Non adherence to diet regulations leads to uncontrolled diabetes and additional medication 	<ul style="list-style-type: none"> Leads to kidney disease, diabetic foot, heart attacks, other serious medical conditions
New3 usage	2-3 times a week	5-7 times a week	Once daily
Benefits with New3	<ul style="list-style-type: none"> ✓ Significantly reduces the chances of becoming a diabetic patient ✓ This was observed even without doing exercise and losing weight 	<ul style="list-style-type: none"> ✓ Blood glucose levels get controlled more effectively ✓ Minimized medication ✓ Prevents disease progression 	<ul style="list-style-type: none"> ✓ Helps in bringing back blood glucose levels to normal range without increase in oral medication or insulin dose ✓ This avoids side effects that may arise otherwise with excessive medication

Fasting blood sugar levels after using New 3 for 12 weeks



Fasting blood sugar
(mg/dL)

Patient Age	Week 0	Week 8	Week 12
50	194	117	102
69	175	139	120
72	261	218	224
56	92	99	106
54	146	119	107
53	188	148	133

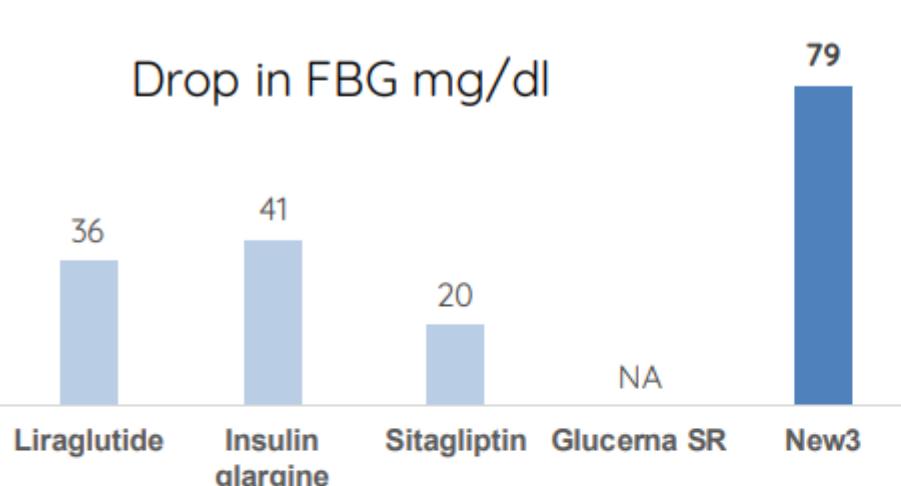


Patient Age	Week 0	Week 8	Week 12
48	160	107	98
46	243	148	129
43	348	157	134
55	281	240	199
60	191	143	149
43	199	171	166
63	99	94	106
52	120	116	108
49	238	169	144

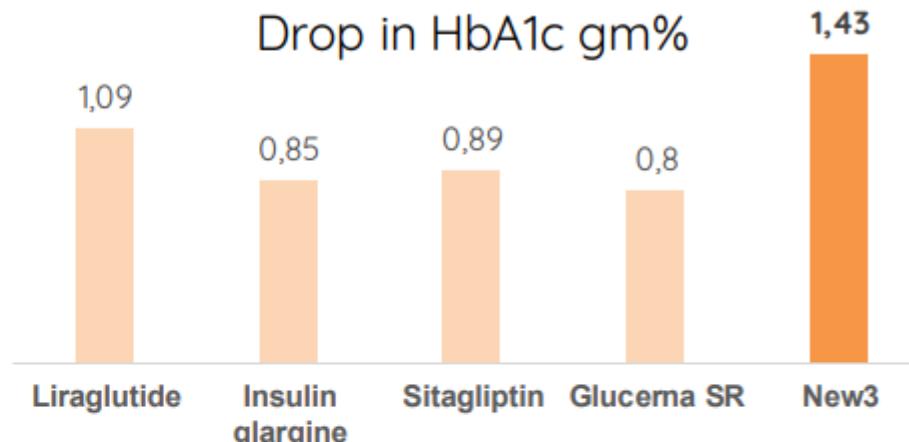
New3 as Triple Combination Therapy

Product + Metformin + SU / TZD Vs Metformin + SU / TZD

Drop in FBG mg/dl



Drop in HbA1c gm%



Hypoglycaemia

Liraglutide	Insulin glargine	Sitagliptin	Glucerna SR	New3
Yes	Yes	Less Chance	Less Chance	Not reported

No Direct Competition

	New 3	Medical health drinks	Generic Health Mixes
Less Preparation time			
Easier adoption			
Breakfast			
Clinical efficacy			
Packaging convenience			

Product Supply is an important core capability

Product Supply is a strategic partner bridging R&D and Commercial operations



Research & Development

Manufacturing Development

Supply Chain Development

Upscale for Production

Pack Product Shelf Life

Logistics Management

Investor Management

Customer Management

Patient Management

Alliance Model

Approve for White Label in a specific country of Export from India.

Lift USD 150,000 worth of product around 10 Tons + Shipping charges at actuals. Taxes extra as per statutory GST.

Partner should get all the necessary licenses for trade and compliance as per the law of the land.

Scale Annuity Sales by 50% YOY. Road map of potential should be agreed for quarterly supply. When the Sales is above 50 Tons per year, its recommended to have a sourcing unit locally as partners.

Packed in sachets and Larger Boxes for shipment.

Local branding by the Country Partner as 0.5 Kg and 1 Kg packs. This is positioned as 15 day and 30 Day meal.

Payment : 50% advance and balance 50% upon shipping the product.

Less than a dollar a meal

35% top up margin to the partner

Country Partners can raise capital based on their strength to reach all segments of utility of the product.

Diabetic Patients, Hospitals and Pharmacies, Restaurants, Railways, Airlines, Bus Stands and Corporate Canteens.

Diabetes free society connected with Nature

Care is better than Cure.. Currently there is no cure for Diabetes. It has to be managed with good diet and healthy living. We are happy to create impact on humanity to be healthy and happy.



