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## Avesthagen gets patent registration for Trapezoidal design

Announcement / Corporate January 22, 2010, 14:30 IST



Avesthagen Limited was granted registration for its appealing and innovative trapezoidal design by the Indian Patents Office. The sub-category 09-03 includes Boxes, Cases, Containers, (Preserve) Tins and Cans and is effective from Jan 31, 2008.

In the consumer age where marketers make all out efforts to attract customers, the one thing that really matters is the design/shape of the container that adds to the buying experience.

Avesthagen began its foray into retail in 2005 through an acquisition. Avesta Good Earth Foods, the B2C platform of Avesthagen's bioNutrition vertical, offers the "Good Earth" range of health and functional foods that deliver enhanced nutrition in convenient forms. Good Earth with its range of "health foods" targets health conscious consumers who believe that

health is a priority and can be managed better through diet rather than medication. Good Earth "functional foods" ranges are an extension of Avesthagen's "Food for medicine" program wherein plant-based, clinically validated bioactives are integrated into convenient consumable formats leading to Preventive Personalized Healthcare. Currently, the Good Earth range comprises Muesli, Muesli Bars, and Whole Wheat Crackers (including Teestar Crackers for pre-diabetics).

Meanwhile, with the intent to modernize the look of its popular cereal boxes, Avesthagen's design team worked on various options to come out with the Trapezoidal look that is not only unique but stylish as well. The trapezoid-shaped boxes have helped cut the clutter on the retail shelves and created a distinct identity for Good Earth range of breakfast cereals.

As per Dr. Viloo Morawala – Patell, Chairperson and CMD, "I am very pleased with the grant of the patent for the Trapezoidal design to Avesthagen. Our company has always thought differently and has a legacy of innovating. I congratulate the design team at the Agency Contract and Trapeze who worked with Avesthagen to achieve the design. We have an interesting range of products that are validated with good science, the new packaging will add to the "feel good" experience for our consumers."

### About Avesthagen

AVESTHAGEN LIMITED ([www.avesthagen.com](http://www.avesthagen.com)) is India's leading integrated systems biology platform company that focuses on achieving convergence of food, pharma and population genetics leading to predictive preventive and personalized healthcare. It employs 400 people worldwide and is headquartered in Bangalore. Avesthagen Limited has established world class, state-of-the-art laboratory facilities in Bangalore. It began business operations in 2001. Since its inception Avesthagen has grown into one of India's, leading healthcare biotech companies in addition to its agri-biotechnologies product pipeline, development of clinically validated botanical bioActives, derived from Indian medicinal plants, as well as the development of a pipeline of bio-similar drugs.

Avesthagen Limited has four strategic business units: bioPharmaceuticals, bioNutrition, bioAgriculture and Science & Innovation. Its partners include multiple top 10 global companies in each of its fields of research. Avesthagen Limited collaborates at every stage in the value chain with appropriate partners, both public and private, for access to and exchange of technology and overall commercial expertise to leverage the 'India advantage'.

Recently, AVESTHAGEN Limited announced that it plans to raise approximately Rs 600-700 crores from the domestic and international markets through an initial public offering. The funding will be used to commercialize 40 products that are in various stages of development. AVESTHAGEN is expected to touch a turnover of Rs 100 crores this fiscal. The Company, which currently holds 560 patents, will be valued based on its patent and product portfolios.

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## Avesthagen receives patent for packaged-food carton news

22 January 2010



Bangalore: Bangalore-based biotechnology research firm Avesthagen has been granted a patent for an innovative trapezoidal packaging design by the Indian Patents Office.

Avesthagen's patent falls under sub-category 09-03, which covers boxes, cases, containers, (preserve) tins and cans and is effective retrospectively from 31 January 2008.

In stores stacked with a wide variety of products, as marketers make all out efforts to attract customers, a product can be distinguished by the design, shape and colour scheme of the

packaging.

Avesthagen entered the retail segment in 2005 through an acquisition of the health foods business started by actress Waheeda Rehman, Good Earth Foods, since renamed Avesta Good Earth Foods.

Avesta Good Earth is now the B2C platform of Avesthagen's bioNutrition vertical, and retails the Good Earth brand of health and functional foods.

Good Earth has a range of "health foods" targeted at health conscious consumers. Good Earth "functional foods" ranges are an extension of Avesthagen's food-for-medicine programme, wherein plant-based, clinically validated bioactives are integrated into convenient consumable formats leading to preventive personalized healthcare.

Currently, the Good Earth range comprises muesli, muesli Bars, and whole wheat crackers, including Teestar Crackers for pre-diabetics.

Aiming to modernize the look of its popular cereal boxes, Avesthagen's design team worked on various options to develop the stylish trapezoidal look, which the company says, "have helped cut the clutter on the retail shelves and created a distinct identity for Good Earth range of breakfast cereals."