



PRESS RELEASE

Prevention is Better than Cure - Avesthagen launches Whole wheat crackers with Teestar™ - a clinically validated bioactive that would help those who are prone to Type II diabetes

Bangalore, April 23, 2008:

Avesthagen is pleased to announce its introduction of Good Earth Whole Wheat Crackers, enriched with Teestar™, a proprietary ingredient that has been clinically proven to significantly reduce blood glucose levels. With this, consumers, particularly those who are susceptible to the onset of Type II Diabetes, will have the possibility of being able to manage their blood glucose levels through a diet regimen, without necessarily needing to rely on medication alone.



Teestar™ is prepared from a single herb that has been selected from Avesthagen's proprietary medicinal plant database "ADePt™", Avesthagen's discovery Platform. It normalizes the rise in blood glucose levels by slowing the carbohydrate breakdown process. In clinical trials that have been recently concluded at Avesthagen, Teestar has been shown to bring about a significant reduction in blood glucose levels, when compared to a control group. Teestar™ also promotes a feeling of satiety, by providing viscosity to the texture of the diet. In that respect, it helps with weight management for its target consumer.

Whole Wheat Crackers with Teestar™ are being launched through its subsidiary Company, Avesta Good Earth Foods Pvt Ltd. (AGEF), a Health and Wellness consumer food product Company which supports the Avesthagen philosophy of promoting preventive personalized healthcare through its products and programs. AGEF has a range of health foods in breakfast cereals, cereal bars and biscuits, and now, with the launch of Whole Wheat Crackers with Teestar™, it makes an entry into the functional food space, a market it will look to occupy with a number of different product

offerings which would emanate from the BioNutritional program at Avesthagen.



The cracker biscuit market in India is growing appreciably. It has for long been dominated by products, which use a refined maida flour base, as well as products with high oil/fat content. Dr. Viloo Morawala Patell, Founder, Chairperson and Managing Director of Avesthagen Limited said, "AGEF with its range of whole wheat crackers (WWC) which have zero trans fat, high fibre content and a close-to-ideal blend of saturated, monounsaturated and polyunsaturated fats occupies the

high end health segment of the cracker market. With the introduction of WWC with Teestar™, AGEF is set to further strengthen its position in this market."

Diabetes is one of the most serious life-threatening diseases worldwide, with over 180 million people afflicted with the condition, of which 90-95% are Type II diabetics. India alone is estimated to have 35 million diabetics, and is slated to become the diabetes capital of the world by 2025. "The BioNutritional program at Avesthagen is working actively on diabetes, and will be bringing to market in the not-so-distant future, a number of unique and clinically proven product offerings which address different aspects of this life-threatening condition. Teestar is, in this respect, the pioneering front-runner in the Avesthagen functional food portfolio for diabetes", said Dr. Viloo Morawala-Patell, Founder and CMD, Avesthagen Limited.

About Avesthagen Limited

Avesthagen Limited 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 500 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 technology group in India, and its activities include, 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'.

For Avesthagen on the web: <http://www.avesthagen.com/>

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