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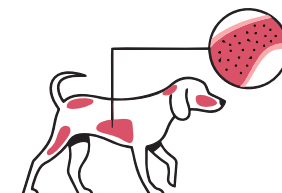
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Publisher's Note

Dear Readers,

The September Edition of Creature Companion Magazine is the post-IPTF highlights edition, bringing together the moments, conversations, and milestones from the 16th India International Pet Trade Fair and the 7th edition of Aquagic. Held on 29th and 30th August at Bharat Mandapam, New Delhi, this year's edition reaffirmed something we have seen building steadily over the years: India's pet industry is growing, becoming more diverse, and increasingly connected to the global market.

The numbers tell a remarkable story. With 210 exhibitors from 16 countries, international visitors from 12 countries, and a total footfall of 12,425 across two days, the exhibition floor remained full of activity throughout. But beyond the numbers were the conversations and connections that make IPTF what it is, brands meeting retailers and distributors, new partnerships taking shape, industry professionals exchanging ideas, and businesses discovering new opportunities.

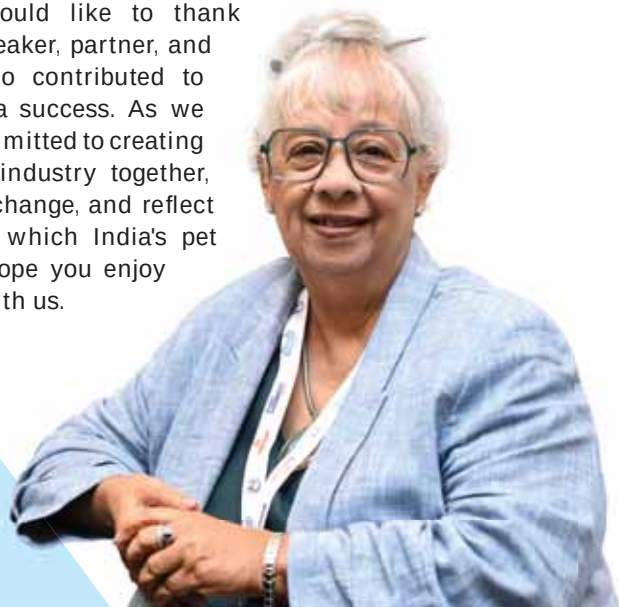
This year's IPTF also reflected the changing needs and ambitions of the industry through its extensive programme. From the Pet Industry Dialogue and Pet Industry Awards to market insights, technology, new product launches, grooming, veterinary care, and professional training, the Creature Companion Huddle and Hub brought together knowledge and expertise from across the sector. The strong response to the New Product Launches segment, in particular, highlighted the growing spirit of innovation among emerging Indian brands.

Alongside IPTF, the 7th edition of Aquagic brought the aquatics community together once again, showcasing the growing interest in aquariums, ornamental fish, aquatic plants, and related products. Together, the two exhibitions offered a broad view of the many facets of India's evolving pet and aquatics ecosystem.

In this edition, we take you back to the exhibition floor and bring you the highlights, voices, launches, conversations, and people that shaped this year's event. We also continue to bring our readers veterinary insights, nutrition, industry developments, and stories from across the world of pets, keeping the issue grounded in the subjects that matter to our community beyond the fair.

The response to this year's IPTF and Aquagic has been immensely encouraging, and we would like to thank every exhibitor, visitor, speaker, partner, and industry professional who contributed to making the 16th edition a success. As we look ahead, we remain committed to creating platforms that bring the industry together, encourage meaningful exchange, and reflect the exciting direction in which India's pet industry is headed. We hope you enjoy revisiting the highlights with us.

Linda Brady Hawke



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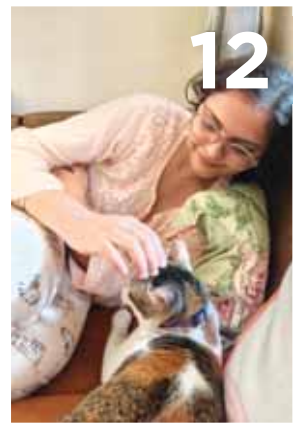
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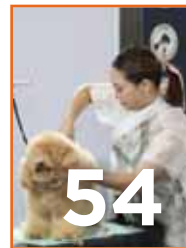
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A Legacy of Nurturing Healthier Pets & Happier Families

ORANGE
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the Pet Food People..

Very few companies can say that their founding philosophy remains just as relevant today as it was on day one. For the people behind Orange Pet Nutrition, that philosophy has always been rooted in three simple words: Passion. People. Pets.

For 25 years, these principles have shaped every decision from the products the company chooses to bring to India, to the relationships it has built with veterinarians, breeders, retailers, distributors, and pet parents across the country. More than a philosophy, they have become the foundation of Orange Pet Nutrition's journey.

Passion

Long before Orange Pet Nutrition became one of India's leading pet care companies, it began with two passionate pet parents searching for something better.

Growing up with pets, founders **Bharat Pittie** and **Aiyaz Hamirani** were always looking for products they could trust for their own animals. At a time when choices in India were limited, curiosity led them to international trade fairs, conversations with global manufacturers, and discoveries that would eventually shape the company they would build together. That search was never about bringing in more products. It was about bringing in better ones products they would confidently choose for their own pets.

Today, that same belief continues to shape every brand Orange Pet Nutrition chooses to represent and every product it develops under its own in-house portfolio.

People

Behind every healthy pet is a community of people who make that possible. Veterinarians, breeders, retailers, distributors, and, most importantly, devoted pet parents all play an essential role in improving the lives of animals.

Over the past 25 years, Orange Pet Nutrition has focused on strengthening those relationships just as much as expanding its portfolio. Today, the company works with more than 8,000 dealer and distributor partners across 26 states and over 1,600 cities, supported by a dedicated team of more than 200 people. Together, they have helped make global trusted pet care brands more accessible to families across India.

Because great products alone don't create better outcomes. It's the people behind them who do.

Pets

Whether they bark, purr, chirp, hop, or swim, every pet enriches our lives in its own unique way. At Orange Pet Nutrition, that belief has always shaped the way the company approaches pet care that every animal deserves the opportunity to live a healthier, happier life, supported by products that are safe, nutritious, and thoughtfully chosen.

It's why Orange Pet Nutrition has never limited its focus to dogs and cats alone. Over the years, its carefully curated portfolio has grown to include birds, aquatic pets, rabbits, reptiles, and other small animals, alongside its own in-house ranges in pet food and grooming. Every addition reflects the same unwavering belief: every pet deserves the very best.

For co-founder Aiyaz Hamirani, that purpose has always been clear. For the past 25 years, that north star has guided Orange Pet Nutrition's journey and it continues to shape every step forward.



"This trade is more from the heart, because people in the pet space love their pets as their own kids. This whole journey is about love bringing the best products in the world here as soon as we can and offering them to our clients."

—Bharat Pittie



"Improving the quality of life for pets has been our north star, and it has helped us reach where we are today."

—Aiyaz Hamirani

The Journey Continues.....

Over the past 25 years, the pet care landscape in India has transformed tremendously, and Orange Pet Nutrition has transformed with it. While the company continues to expand its portfolio, embrace innovation, and respond to the evolving needs of pet parents, its purpose remains unchanged.

Looking ahead, Orange Pet Nutrition does so with the same curiosity, care, and conviction that inspired its founders from the very beginning. Guided by Passion. People. Pets., the next chapter promises even more.





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From Street Struggle to Soul Sisters

HOW I FOUND MY FOREVER HOME

By **Meenu***

If you had told me a year ago that I'd be reclining on an ergonomic desk chair like a royalty-tier supervisor while my human works, I would have given you a classic feline glare and walked away.

First, let me introduce myself properly: I'm Meenu, a gorgeous, 3-to-4-year-old, neutered Calico Indie queen. Yes, a tricolor street-born masterpiece! But back then, "personal space" was my entire personality. I was a street-smart cat with zero interest in human

affection. Touch me? Absolutely not. Let you pet me? Dream on. I was fiercely independent—until my body completely betrayed me.

It started with a deep, burning ache in my belly that made even the sight of food sickening. Day by day, I grew frailer, losing my glossy fur and my spirit. When you're a street cat without any energy left to run or hide, pride goes out the window. One evening, completely out of steam, I literally dragged myself toward my

local feeder. I didn't have a voice left to meow; I just looked at them with what must have been the ultimate white flag of surrender.

THE GREAT PILL WRESTLING CHAMPIONSHIP

My angel of a feeder didn't hesitate for a second and rushed me to the clinic. Tests, pokes, prods, and finally a diagnosis: **Pancreatitis**.

My road to recovery was less of a smooth highway and more of a daily



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wrestling match. The worst part? The dreaded *Pre-Meal Pill Routine*. Before a single bite of food could touch my whiskers, a bitter tablet had to go down my throat. I fought like a warrior, but my caretakers were relentless with their love.

For six long months, everyone poured their heart into saving me. Eventually, I fully recovered, went off medicines, and was ready to live a normal life (albeit with a strictly monitored diet). But my heart broke for my rescuers. I knew what they were thinking: *Who is going to adopt a former street cat with a sensitive belly and a history of health scares?* Returning to the alleys was a strict no-no for my delicate gut, but my chances of finding a home seemed nearly zero.

Falak had never parented a cat before. You could practically see the anxiety hovering over her head like a tiny storm cloud, but beneath the nervousness was an overwhelming willingness to learn, adapt, and care for a high-maintenance sweetheart like me. She didn't care about my medical history or my strict diet; she



Enter Falak: My First-Time Human

Then, on an ordinary day, she walked in. Her name was Falak.

Profile Attribute	Details
Human Name	Falak
Experience Level	First-Time Pet Mom
Vibe	Nervous, anxious, but 100% committed
Current Duty	Personal assistant, treat distributor, and lap provider to Meenu

just looked at me and decided I was worth the chance.

At first, I kept my street guard up. *Who is this new lady? Why is she watching me breathe while I sleep?* But patience is a powerful thing. Slowly, day by day, her soft voice and gentle hands broke down my walls. I realized I didn't need to be tough anymore. I was safe.

LIFE AT HOME: SQUEAKS, ZOOMIES, AND LAPTOP HIJACKS

Fast forward to today, and if you saw us together, you'd never guess I was once an aloof street cat! I have

Meenu's Daily Mantra

“ If the lap is open,
I sit.
If the laptop is open,
I ALSO sit. 🐾
❤️

officially blossomed into the most chatty, opinionated house boss you'll ever meet.

The Squeaky Conversations: I don't just meow—I chirp, trill, and hold full-blown debriefs with Falak. If she walks into the room, I greet her with a squeak. If my specialized meal is thirty seconds late, she gets a stern lecture!

The "Co-Working" Hijack: Whenever Falak works, my station is right next to her laptop. If I decide she's been staring at the screen for too long, I slowly stretch my paws across her keyboard or flop my head right onto her wrists. Work-life balance, human!

The Nighttime Snuggle Routine: The moment the lights go off, I curl up right next to her. Listening to her breathe while I purr like a tiny engine gives me a sense of peace I never knew existed on the streets.



Home made Meals Show Love



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DISABILITY IS JUST A HUMAN WORD: LOVE HAS NO PREREQUISITES

Looking back, both Falak and I took a leap of faith. People often think adopting a pet is about finding the "perfect" animal—the flawless kitten or the pedigree breed. But let me tell you a secret from a street survivor: **it is never about finding a perfect cat, but about whom you can love to the fullest.**

Humans worry so much about labels. "Disability" is a word humans invented that makes them see less in an animal. But to us animals, a physical difference or a health condition is just another way of living life!

A **three-legged cat** runs, zooms, and plays with just as much chaotic joy as any four-legged cat.

A **blind cat** maps out your home with



their heart and whiskers, navigating straight into your lap for cuddles.

A cat with a sensitive stomach like me will love you with every ounce of her soul if you just give her a chance.

Special-needs and street cats are just as fun, quirky, and loving as any other cat. They don't feel "lesser"—they just live in the moment and offer a soulful connection that can heal parts of your heart you didn't even know were broken.



Falak rescued me from an uncertain future, but I rescued her from a life without feline commentary and endless lap snuggles. We gave life a chance, and in doing so, we found our soul sister in each other.

So to anyone reading this: give every street cat a chance. Look past the scars, the missing limbs, or the strict diets, and open your heart—your absolute soulmate might just be waiting for you!

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Stressza For Festival Session: Managing Pet Anxiety

If you've ever watched your dog fold himself under the bed the moment the first firecracker goes off, you already know what pet anxiety looks like up close. Festival season with its firecrackers, loud music, unfamiliar crowds, and days that stretch late into the night, is one of the toughest stretches of the year for anxious dogs. And it catches a lot of pet parents off guard, because a dog who's calm all year round can suddenly turn into a shaking, panting, hiding mess the second the celebrations start.

This is where Stressza comes in. Developed by Goel Vet Pharma,

Stressza is formulated specifically to help dogs cope with the kind of situational stress that festivals bring. But before we get into how it works, it helps to understand what pet anxiety actually is, why festivals make it worse, and what you can do starting today to make this season easier on your dog.

WHAT PET ANXIETY REALLY MEANS

Pet anxiety isn't just "a dog being dramatic." It's a real physiological response, the same fight-or-flight mechanism that kicks in for humans during stressful moments. If a dog

perceives a threat, real or not, its body releases cortisol and adrenaline; its heart rate increases; and its instincts kick in, telling it to run away, go still, or fight back.

For most dogs, this response is temporary. It fades once the trigger disappears. But for dogs with heightened sensitivity or those who've had a bad experience with loud noises in the past, anxiety can build up over hours or days, especially during a multi-day festival stretch when the noise never really stops.

Anxiety for dogs can be triggered by a wide range of things, but festival season tends to hit several triggers at once:

- Loud, unpredictable noises (firecrackers, fireworks, loudspeakers)
- Crowds and unfamiliar visitors in the house
- Changes in routine (later meals, disrupted walks, less attention)
- Bright flashing lights
- Separation, if you're out at gatherings without them

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SIGNS OF ANXIETY IN DOGS YOU SHOULDN'T IGNORE

Some dogs make their distress obvious. Others mask it well until it boils over. Knowing the early signs of anxiety in dogs means you can step in before things escalate into a full-blown panic episode.

PHYSICAL SIGNS

- Excessive panting, even in a cool room
- Trembling or shaking
- Drooling more than usual
- Pacing or an inability to settle
- Dilated pupils
- Loss of appetite

BEHAVIORAL SIGNS

- Hiding under furniture or in bathrooms
- Destructive chewing or scratching at doors
- Excessive barking or whining
- Clinginess following you from room to room



- Attempts to escape the house or yard
- Accidents indoors, even in a fully house-trained dog

If you notice a cluster of these signs—not just one—it's a strong indicator your dog is struggling, not just being restless.

WHY FESTIVALS ARE A PERFECT STORM FOR ANXIOUS DOGS

Dogs perceive sound very differently than we do. Their hearing is far more sensitive; their ears pick up sounds and volumes we don't even register as loud. A firecracker that makes you flinch for a second can feel like an explosion happening inside a dog's skull. Multiply that across several nights of a festival, layered with visitors, disrupted sleep, and general household chaos, and you've got a recipe for a dog who's running on empty by the third day.

This is why treating dog anxiety during festival season needs a slightly different approach than managing everyday nervousness. It's not just about calming one moment of fear; it's about helping your dog get through a sustained period of stress without it wearing them down physically and mentally.

HOW TO REDUCE ANXIETY IN DOGS BEFORE THE NOISE EVEN STARTS

The biggest mistake pet parents make is waiting until the anxiety episode is already happening to act. Prevention works far better than damage control. Here's how to reduce anxiety in dogs proactively, well before the festivities kick off:

1. Create a safe den space. A crate, a covered corner, or even a closet lined with blankets gives your dog somewhere to retreat. Set it up days in advance so it feels familiar, not like a last-minute hiding spot.
2. Desensitize gradually if you have time. Playing low-volume recordings of firecracker or fireworks sounds in the weeks leading up to the festival while rewarding calm behavior can genuinely reduce reactivity over time.
3. Exercise your dog earlier in the day. A tired dog has an easier time self-soothing than one who's wound up with pent-up energy right as the noise starts.



4. Keep windows and curtains closed after dark. This muffles sound and blocks the flashing lights that often accompany fireworks.
5. Update ID tags and check microchip details. Anxious dogs bolt. Festival season sees a spike in lost pets simply because a scared dog found a gap in the gate.
6. Talk to your vet about supportive options in advance, especially if your dog has a history of severe reactions.

HOW TO CALM A STRESSED DOG IN THE MOMENT

Even with the best prep, some dogs will still get overwhelmed once the noise actually starts. Knowing how to calm a stressed dog in real time matters just as much as the planning.

- Stay calm yourself. Dogs pick up on your energy. If you're tense and hovering anxiously, it confirms to them that something is wrong.
- Don't force comfort. If your dog wants space, let them have it. Forcing a scared dog into a hug can backfire.
- Use white noise or calming music. A fan, TV, or dog-specific calming playlist can mask sudden bangs.
- Try gentle pressure wraps. Snug-fitting anxiety wraps or even a well-fitted T-shirt can have a mild calming effect on some dogs, similar to swaddling.
- Avoid punishing anxious behavior. Scolding a dog for whining or hiding only adds fear on top of fear.
- Keep them indoors and supervised during the loudest hours, even if they normally have yard access.



STRESS RELIEF FOR DOGS: WHERE STRESSZA FITS IN

For dogs whose anxiety is more than mild jitteriness, behavioral tricks alone often aren't enough. This is where a dedicated stress relief product can make a real difference. Stressza, from Goel Vet Pharma, is designed as a supportive formulation for situational anxiety in dogs, the kind triggered by festivals, travel, thunderstorms, or vet visits.

Rather than sedating a dog into a stupor, the goal with a product like Stressza is to take the edge off the stress response, helping a dog stay alert and responsive while feeling noticeably calmer during high-stress windows. For pet parents managing a dog who reacts strongly every single festival season, having this kind of support on hand introduced under veterinary guidance can turn a miserable few nights into a manageable one.

It's worth pairing any calming aid with the environmental steps above. Medication or supplements work best as part of a bigger strategy, not as a standalone fix.

TREATING DOG ANXIETY LONG-TERM, NOT JUST FESTIVAL BY FESTIVAL

If your dog struggles every single year, it's worth thinking beyond just getting through this one festival. Treating dog anxiety as an ongoing pattern rather than a once-a-year emergency tends to produce dogs who cope noticeably better over time.

- Work with a vet or a certified dog behaviorist if reactions are severe or worsening year over year
- Build noise desensitization into regular training, not just pre-festival cramming
- Track what specifically triggers your dog (certain pitches, certain times of night) so you can prepare more precisely
- Reassess your dog's overall stress load dogs already dealing with other stressors (a new baby, a move, a new pet) often react more intensely during festivals

FINAL THOUGHTS

Festival season doesn't have to be something you and your dog just white-knuckle through every year. Pet anxiety is manageable with the right mix of preparation, in-the-moment support, and for dogs who need it a reliable calming aid like Stressza. Pay attention to the early signs, build a routine that protects your dog's sense of safety, and don't wait until the fireworks start to figure out your plan. A little groundwork now means a much calmer, quieter festival for your dog and honestly, a much easier one for you too.



Socialization and Mental Stimulation in Birds



Happy Birds, Happy You.

(Manufacturer of Bird Food)

Birds are among the most cognitively sophisticated animals we share our homes with, yet their psychological needs are often underestimated. Whether it's a backyard flock, a companion parrot, or a rescued cockatiel, birds require far more than food and shelter to thrive. Two pillars of avian welfare stand out above the rest: social connection and mental stimulation. Without them, even a physically healthy bird can develop serious behavioral and emotional problems.

WHY SOCIAL INTERACTION MATTERS

Many popular pet bird species such as parrots, cockatoos, African greys, and lovebirds among them, are flock animals by nature. In the wild, they spend their days surrounded by

dozens or even hundreds of others, communicating constantly through calls, body language, and preening rituals. This social fabric isn't a luxury; it's central to how these species regulate stress, learn, and feel secure.

When a bird is kept alone without adequate interaction, it may begin to treat its human caretaker as its sole flock member. This can lead to intense bonding, but also to separation anxiety, feather plucking, and excessive vocalization when that person is away. Conversely, birds that are ignored entirely may become

withdrawn, fearful, or aggressive. Regular, gentle interaction, talking to the bird, hand-feeding treats, or simply sitting nearby while it goes about its day, helps satisfy this deep-seated need for companionship without creating unhealthy dependency.

For households with multiple birds, compatibility matters. Not all species get along, and even birds of the same species can clash over territory or resources. Slow, supervised introductions and enough space for each bird to retreat are essential for peaceful cohabitation.

Healthy Interaction



TALK

Speak gently and regularly.



PLAY

Spend meaningful time together.



BE NEAR

Simply being nearby can provide companionship.



THE COGNITIVE LIVES OF BIRDS

Birds, particularly parrots and corvids, rank among the most intelligent animals on the planet. Studies have shown some species can solve multi-step puzzles, use tools, and even grasp basic numerical concepts. This intelligence comes with a cost: boredom. A bird left in a bare cage with nothing but a perch and a food dish is, cognitively speaking, understimulated and understimulation often manifests as destructive or self-harming behavior.

Foraging toys are one of the simplest and most effective tools for mental enrichment. In the wild, birds spend a significant portion of their day searching for and processing food. Puzzle feeders, shreddable treat wraps, and hidden-food toys recreate this challenge, engaging problem-solving skills and giving birds a sense of purpose.

Rotating toys regularly prevents habituation, where a bird simply stops noticing an object it sees every day. Introducing new textures, wood, leather, paper, natural branches, also encourages the natural behavior

of chewing and shredding, which is both mentally engaging and important for beak health.

Training sessions, even short ones, offer another powerful form of enrichment. Teaching a bird to step up, target a stick, or perform simple tricks builds trust and gives the bird's mind a workout. Positive reinforcement methods, using favorite treats or praise, tend to work far better than dominance-based approaches, which can damage trust and increase anxiety.

BRINGING IT TOGETHER

Ultimately, social connection and mental stimulation aren't separate needs, they reinforce each other. A

bird that interacts regularly with its caretaker and has access to varied, engaging activities is far less likely to develop the anxiety, aggression, or self-destructive habits that plague neglected birds. Investing time in conversation, play, and problem-solving isn't just enrichment; it's a fundamental part of responsible bird care, and it pays off in a calmer, healthier, and more trusting companion.

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SEPTOVAT

An Advanced Homeopathic Veterinary Formulation for the Supportive Management of Uterine Infections and Septic Conditions in Dogs and Cats



By **Akshay Prakash**

ABSTRACT

Reproductive tract infections and septic conditions are among the most critical disorders affecting female companion animals, particularly dogs and cats. Uterine diseases such as pyometra, metritis, and endometritis frequently lead to systemic toxemia, immunosuppression, and life-threatening complications. While conventional veterinary medicine relies heavily on antimicrobial therapy and surgical intervention, there is growing clinical recognition of the role of supportive homeopathic formulations in enhancing immune

response, improving tissue recovery, and supporting overall systemic balance. **SEPTOVAT**, a scientifically structured homeopathic veterinary formulation from **P S VAT PHARMA**, combines **Echinacea** and **Arnica Montana** to provide immune modulation, anti-inflammatory support, and tissue restorative action in pet animals. This article presents an in-depth scientific discussion on its formulation rationale, pharmacodynamic concepts, clinical relevance, safety, and role in integrative veterinary practice for dogs and cats.

1. BACKGROUND AND CLINICAL SIGNIFICANCE

The rising emphasis on companion animal health has significantly advanced veterinary diagnostics and treatment modalities. However,



Chief Executive Officer,
P S VAT PHARMA

uterine infections in dogs and cats remain a major clinical concern, particularly in intact females. Pyometra is one of the most commonly diagnosed reproductive emergencies in small animal practice and is associated with high morbidity if not managed promptly.

The pathophysiology of uterine infections involves bacterial colonization of the uterine lumen, inflammatory exudate accumulation, hormonal influence (especially progesterone), and subsequent systemic dissemination of bacterial toxins. As the condition progresses, affected pets may exhibit lethargy, anorexia, fever, vomiting, polydipsia, polyuria, and signs of systemic inflammatory response syndrome (SIRS).

Septic conditions arising from uterine infections or other infectious foci further complicate clinical outcomes, often placing additional strain on hepatic, renal, and cardiovascular systems. In such scenarios, supportive therapies that enhance immune response and assist physiological recovery become critically important.

2. INTEGRATIVE VETERINARY APPROACH AND HOMEOPATHY

Modern veterinary medicine increasingly embraces integrative treatment models, combining conventional interventions with complementary therapies to improve patient outcomes. Homeopathy, when used responsibly and scientifically, offers several advantages:

- Gentle stimulation of the body's self-healing mechanisms
- Minimal risk of adverse effects

- Compatibility with conventional pharmacotherapy

- Suitability for long-term and supportive use

Homeopathic formulations are particularly valuable in pets requiring prolonged recovery support, post-surgical rehabilitation, or immune enhancement during systemic illness.

3. PRODUCT OVERVIEW

SEPTOVAT, developed and marketed by P S VAT PHARMA, is a veterinary homeopathic oral liquid spray formulated **specifically for dogs and cats**.

Composition:

- **Echinacea**
- **Arnica Montana**

Dosage Form: Oral Liquid Spray

Pack Size: 50 ml

Target Species: Dogs and Cats

Route: Oral

The spray formulation allows accurate dosing, ease of administration, and improved compliance—especially in cats and stressed or debilitated animals.

4. SCIENTIFIC RATIONALE OF INGREDIENTS

4.1 Echinacea – Immune Defense and Septic Modulation

Echinacea has a long-standing reputation in homeopathic and integrative medicine as a remedy for septic and infective states. It is particularly indicated where the organism demonstrates:

- Reduced immune responsiveness
- Tendency toward septicemia
- Chronic or recurrent infections
- Poor tissue regeneration



P S VAT PHARMA,
represents
an advanced
homeopathic
veterinary formulation
designed exclusively
for dogs and cats.



In canine and feline uterine infections, immune dysfunction plays a central role in disease severity. Echinacea supports physiological immune balance, assists detoxification processes, and helps the organism respond more effectively to infectious challenges.

Homeopathically, Echinacea is associated with improving vitality and resistance, making it valuable in pets suffering from systemic weakness and prolonged inflammatory states.

4.2 Arnica Montana – Inflammation Control and Tissue Restoration

Arnica Montana is one of the most extensively utilized remedies in veterinary homeopathy. Its therapeutic relevance extends beyond trauma to include internal inflammatory conditions and tissue damage.

In dogs and cats, Arnica is indicated for:

- Inflammatory congestion
- Tissue injury due to infection
- Post-operative recovery

- Pain and soreness related to internal inflammation

In uterine pathology, inflammatory damage compromises tissue integrity and delays recovery. Arnica Montana assists in restoring normal tissue physiology, reducing vascular congestion, and promoting healing without causing pharmacological stress.

5. THERAPEUTIC INDICATIONS IN PET ANIMALS

SEPTOVAT is indicated as supportive homeopathic therapy for dogs and cats in:

5.1 Reproductive Disorders

- Pyometra (open and closed)
- Metritis
- Endometritis
- Post-partum uterine infections
- Delayed uterine involution
- Uterine inflammation following

abortion or dystocia

5.2 Systemic and Septic Conditions

- Septicemia
- Toxemic states
- Systemic inflammatory response
- Septic conditions originating from uterine or extra-uterine sources

6. MECHANISM OF ACTION

SEPTOVAT functions by stimulating endogenous regulatory mechanisms in accordance with homeopathic principles.

6.1 Key Actions

- Modulation of immune response during infection
- Support of systemic resistance in septic states
- Assistance in uterine tissue repair and recovery
- Reduction of inflammatory stress

- Improvement in vitality, appetite, and behavior

The combined action of Echinacea and Arnica Montana provides a comprehensive therapeutic approach by addressing both systemic infection and local tissue pathology.

7. CLINICAL UTILITY IN SMALL ANIMAL PRACTICE

In small animal clinics, uterine infections often necessitate immediate intervention. SEPTOVAT may be used as supportive therapy:

- Alongside antibiotics and fluid therapy
- During post-surgical recovery following ovariohysterectomy
- In chronic or recurrent uterine inflammation
- In pets requiring gentle, long-term immune support

Its oral spray format is especially advantageous in cats and small dogs, reducing administration stress and improving compliance.

8. SAFETY AND TOLERABILITY PROFILE

SEPTOVAT demonstrates excellent tolerability in dogs and cats.

- Non-toxic formulation
- Safe for repeated and prolonged use
- Compatible with conventional medications
- Suitable for geriatric and debilitated pets
- No known adverse interactions

This safety profile makes it suitable for integrative and long-term supportive protocols.

9. ROLE OF P S VAT PHARMA

P S VAT PHARMA is dedicated to developing scientifically structured, high-quality homeopathic veterinary products. The company focuses on rational formulation, quality manufacturing, and therapeutic reliability. SEPTOVAT reflects P S VAT PHARMA's commitment to advancing companion animal healthcare through safe, effective, and integrative homeopathic solutions.

10. DISCUSSION

The increasing incidence of uterine infections and septic conditions in dogs and cats underscores the need for comprehensive therapeutic strategies. SEPTOVAT provides

a rational homeopathic option that complements conventional veterinary care by enhancing immune response and supporting tissue recovery. Its formulation aligns with contemporary integrative veterinary practices and addresses the growing demand for safe supportive therapies in pet medicine.

11. CONCLUSION

SEPTOVAT, marketed by P S VAT PHARMA, represents an advanced homeopathic veterinary formulation designed exclusively for dogs and cats. By combining immune-modulatory and tissue-restorative remedies, it offers effective supportive management of uterine infections and septic conditions. Its safety, ease of administration, and compatibility with conventional treatments make it a valuable addition to modern small animal veterinary practice.

website: www.psvatpharma.com



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THE 6TH PET INDUSTRY DIALOGUE: KEY TAKEAWAYS

The 6th Pet Industry Dialogue, India's foremost conference on the pet industry, brought together 258 domestic delegates and international delegates from 10 countries, along with key policymakers, CEOs, entrepreneurs, and industry stakeholders, to deliberate on the nuances of the Indian pet industry while fostering an ecosystem for future generations.

Here are the key takeaways from the sessions:



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**KEY TAKEAWAYS FROM
ENGAGEMENT WITH
GOVERNMENT OFFICIALS
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MAHESWARAPPA, ANIMAL
HUSBANDRY COMMISSIONER
AND DR. DEBASISH MAHALIK,
SCIENTIST-C/DEPUTY DIRECTOR,
FOOD & AGRICULTURE
DEPARTMENT, BIS**

Government Assistance:

- Key financial support includes the Animal Husbandry Infrastructure Development Fund (3% interest subvention for manufacturing, laboratories, or waste utilization projects) and a new state-level capital infrastructure scheme (₹ 100–300 crore per state) that can fund private clinics, diagnostic labs, or pet food facilities.
- The Department of Animal Husbandry and Dairying has rolled out minimum infrastructure standards and is building a national accreditation framework for private veterinary clinics and diagnostic labs, the front line of pet healthcare delivery.

Suggestions:

- Unlike livestock sectors built on livelihood, companion animals represent biological bonding and emotional attachment. Success in this space should be measured not by sales figures but by welfare standards, food safety, and consumer trust.
- With India adding 3–5 lakh new pets annually, the current pool of 50,000 veterinarians falls dramatically short of the estimated 1.2 lakh required. New certified paraprofessional diploma

courses are being introduced to formalize grooming, boarding, and training roles currently operating informally.

- India produces the world's largest milk supply and ranks among the top producers of poultry and meat, yet exports the resulting by products cheaply as raw rendered meal, only to re-import them as finished pet food. Domestic manufacturing investment could reverse this cycle and position India as a global pet food exporter.

in companion-animal disease surveillance, antimicrobial resistance management, and pet waste disposal, both public health imperatives and untapped business opportunities.

- While imports are governed by sanitary certification through Animal Quarantine Certification Stations (21-day quarantine, sample testing), domestic pet food manufacturing currently operates only under voluntary standards, creating inconsistency in labeling and nutritional claims.



(L-R) Ms. Linda Hawke, Convener IIPF and Publisher Creature Companion Magazine, Govind Suryawanshi, Corporate Affairs Director at Royal Canin, Dr Naveena B. Maheswarappa, Animal Husbandry Commissioner, Debasish Mahalik, Scientist-C/Deputy Director, Food & Agriculture Department, BIS

- Growth strategy must extend to tier-2 and tier-3 cities, expand focus to include cats alongside dogs, and champion indigenous breeds such as the Mudhol Hound and Himachali Hound, for their climate resilience and disease tolerance over imported alternatives.
- With India targeting a rabies-free status by 2030, urgent gaps remain
- Because pet food sits between "feed" and "food" classifications, the Department of Animal Husbandry, the Food Safety and Standards Authority of India (FSSAI), and the Bureau of Indian Standards (BIS) are in active discussion to determine which body will develop and enforce mandatory pet food standards.

- The pet food standard is being updated to separate nutritional requirements by life stage (growth vs. adult maintenance), add toxin and microbiological limits, and harmonize with US and European standards, so Indian manufacturers meet export requirements by default.
- Import or manufacture of vaccines, diagnostics, feed ingredients, and pet food ingredients requires approval from this committee (meeting every 15 days), operating through subcommittees split between veterinary biological and feed/food ingredients.
- The regulatory view frames quality standards as essential for scaling manufacturing and enabling exports, since mandatory conformance (via a Quality Control Order and ISI mark) would apply equally to domestic and imported products, leveling the playing field.

FROM LEFTOVERS TO LIFESTYLE: INDIA'S PET FOOD JOURNEY

Key takeaways from the historical retrospective by Dr. Dhananjay Pundit, President, R&D, Freedom Pharmaceuticals

- The country's pet food story begins with Glenand, a dog biscuit named after two dogs, Glenn and Eddie, belonging to a departmental store owner in MG Road. It marked the first food product made specifically for dogs in India, decades before pet care existed as a category.
- Petcare company's founder experimented with pellet technology already used for cattle and poultry feed, adapting it to produce India's first extruded dog

food, a technical leap that laid groundwork for modern kibble manufacturing in the country.

- In the early 1990s, a young entrepreneur trained in canine nutrition in the US returned with a single 40-pound bag of imported dog food, repackaged it into half-kilo samples, and distributed them to breeders and vets and formed grassroots market test with no corporate research behind it.
- Through the 1990s, importing pet food meant navigating 47% duty, a 100-ton annual cap, and heavy licensing bureaucracy. Regulatory easing came gradually, first with

and puppy development to build trust from the ground up.

- Constrained by import quotas, early players allocated a portion of limited stock to kitten formulas, inadvertently creating India's first dedicated cat food market alongside the dog-led growth.
- The Open General License era brought global brands into Indian shelves, while the 2010s saw pets move fully into family life, from guard animals to household companions sharing beds and daily routines, reflecting a broader cultural shift now driving premiumization.



Dr. Dhananjay Pundit, President, R&D, Freedom Pharmaceuticals

a duty reduction to 30%, then the shift to Open General License in 1998, enabling wider market entry.

- With almost no organized retail or willing veterinarian prescribed in the late 1990s, the industry grew by sponsoring dog shows and converting breeders into de facto distributors, demonstrating visible results in coat condition, stamina,

PET CARE LANDSCAPE IN INDIA: TIER TWO & TIER THREE MARKETS PANEL

Key takeaways from the industry leaders' panel - Satinder Singh, GM - Royal Canin, Manish Syag, Managing Director of India, Mars Pet Care India, Dr. Shashank Sinha, CEO, Drools Pet Food Pvt Ltd., Varun Sharma, Co-Founder - GNV



(L-R) Dr. Shashank Sinha, CEO, Drools Pet Food Pvt Ltd., Satinder Singh, GM - Royal Canin, Varun Sharma, Co-Founder - GNV Commodities Pvt Ltd., Bharat Pittie, Director - Orange Pet Nutrition Pvt Ltd., Pallavi Anand, Business Head - Nestlé Purina Pet Care, South Asian Region, Manish Syag, Managing Director of India, Mars Pet Care India and moderator Dr. Saurabh Shekhar, Managing Partner- Pet Care, Wipro Consumer Care and Lighting

Commodities Pvt Ltd., Bharat Pittie, Director - Orange Pet Nutrition Pvt Ltd., Pallavi Anand, Business Head - Nestlé Purina Pet Care, South Asian Region moderator Dr. Saurabh Shekhar, Managing Partner- Pet Care, Wipro Consumer Care and Lighting

pet parents as unusually engaged and eager for information, often more receptive than time-starved metro consumers, with e-commerce and quick commerce closing the product-access gap that once separated big cities from small towns.

of Indian households today, with significant headroom to double. Alongside this, rising per-capita spending offers a second growth path, but panelists cautioned that unchecked growth in pet population without better breeding standards risks shorter lifespans and rising genetic disease.

- Tier 2 and 3 towns contribute close to 40% of India's GDP, on par with tier-1 cities, and are already delivering faster industry growth rates off a smaller base. The Indian consuming class, 65 million households earning above \$15,000 annually is spread across roughly 200 cities, not confined to metros.
- Rising disposable income and fast-democratizing digital access mean smaller-town consumers can reach the same information and products as metro pet parents. The industry's stated goal is consistent nutrition, trust, and access regardless of location.
- Panelists describe smaller-town
- With pet food penetration still below 10% of households, the panel repeatedly stressed that scale won't come from more players alone, it depends on building consumer trust through science-backed claims, transparent labeling, and consistent quality.
- India has roughly 15,000 pets per veterinarian, compared to about 1,000 in the US and 1,300 in Europe. Veterinary curricula have also historically focused on livestock rather than companion animals, leaving a training gap the industry is trying to fill through hands-on programs.
- Pet ownership sits around 10-11%
- Strong parallels were drawn between the two categories: a consumer who cannot speak (pet or baby), a caregiver making decisions, and influencers (vets/pediatricians) driving trust. Unlike baby care's 15–20 year build-up, pet care is expected to reach similar maturity in a fraction of the time, accelerated by e-commerce and AI.
- Several panelists flagged a lack of trained, category-experienced talent, with high job-hopping between companies as a bigger near-term bottleneck than product or capital, and called for greater industry investment in people

who understand the space.

CRACKING THE CODE OF GROWING PET PARENTS IN INDIA

Key takeaways from the panel with Andrea Cyrill Khurana, Founder - Petsburgh & PPGAI, Srikanth Ramaswamy, PSR Sales & Marketing Director, Royal Canin, Viren Sharma, Managing Director at International Dog Bazar, Adnaan Khan, Founder of K9 School, Moderator- Tejas Parulekar, Co- Founder of Saffron Stays

- India is home to an estimated 75+ million potential middle-income

than functioning as product-only outlets.

- Ownership perception has shifted from dogs being tied up outside like property, to status symbols, to today's framing as family members, yet many owners still resist treating dogs according to their natural behavioral needs, creating friction between emotional attachment and responsible care.
- While veterinarians, trainers, and business owners increasingly pursue international

shaping and sometimes distorting, how new pet parents make decisions.

- The pandemic drove a surge in impulsive pet acquisition followed by a wave of abandonment once lockdowns lifted; dogs acquired during that period are now reaching adulthood with documented socialization gaps, contributing to rising cases of anxiety and reactivity.
- Negative media coverage around stray dog incidents and breed-specific bans triggered a wave of abandonment and public hostility toward pet ownership, underscoring how vulnerable the sector is to narrative shifts, and the need for large, credible brands to lead public education efforts.
- Panelists converged on a common view: rather than competing over today's market, the industry's collective goal should be expanding the overall pool of pet parents, doubling India's pet population from an estimated 46 million dogs and cats through better education, reduced fear around ownership, and stronger physical touchpoints for adoption.



(L-R) Srikanth Ramaswamy, PSR Sales & Marketing Director, Royal Canin, Ms. Linda Hawke, Convener IIPTF and Publisher Creature Companion Magazine, Andrea Cyrill Khurana, Founder - Petsburgh & PPGAI, Viren Sharma, Managing Director at International Dog Bazar, , Adnaan Khan, Founder of K9 School, Moderator- Tejas Parulekar, Co- Founder of Saffron Stays

pet parents, yet actual ownership levels stay well below this ceiling, with no formal census of dogs or cats in the country, current figures rely on estimates from agencies like Euromonitor.

- Over the past decade, standalone pet stores grew from roughly 3,000 to over 10,000 pet-specialty stores nationwide, increasingly bundling veterinary services, grooming, and retail under one roof rather

certification, the ground-level staff who directly handle animals in clinics and grooming spas often have no formal training or vetting, a risk flagged as a reputational liability for the industry as it scales.

- Search engines have overtaken traditional word-of-mouth as the primary source pet owners turn to for advice, with social media and online research increasingly

HOW MARS IS BUILDING BETTER CITIES FOR PETS, WITH C40

Key takeaways from Sarika Chakravarty, Director of Implementation for the Regional & Mayoral Engagement Team at C-40 Cities

- The Better Cities for Pets program, run by Mars Petcare in partnership with C40 Cities, works to expand pet-friendly parks and public spaces across five global cities,



Sarika Chakravarty, Director of Implementation for the Regional & Mayoral Engagement Team at C-40 Cities

model parks, the program's strategy is to get its guidelines formally adopted by city government, making pet-friendly design mandatory for all future park development and renovation carried out by municipal horticulture departments.

- Beyond recreation, green spaces are positioned as critical infrastructure for mitigating urban heat and supporting rainwater percolation, meaning pet-friendly park design is framed as advancing both climate resilience and social inclusion simultaneously.

THE MIDDLE EAST & NORTH AFRICAN PET MARKET: OPPORTUNITY FOR INDIAN MANUFACTURERS

Key takeaways from the presentation by Sidarth Mahindra, Founder, Pet Corner LLC

- Saudi Arabia alone, with just 30 million people, generates an estimated \$3.5 billion in pet market value, nearly matching India's ~\$3.6 billion market

London, Bangkok, Los Angeles, São Paulo, and Bangalore, by embedding pet parents and pets within the standard definition of urban inclusivity alongside women, children, the elderly, and people with disabilities.

- C40 is a network of nearly 97 major global cities representing roughly one-twelfth of the world's population and a quarter of global GDP, working across sectors like transportation, waste management, and urban planning, the pet-friendly parks initiative marks an expansion of this mandate into companion-animal infrastructure.
- Bangalore joined the program to develop city-level guidelines for climate-resilient, pet-inclusive parks, with the explicit goal of eventually replicating the model across other Indian cities once proven.

- The Bangalore framework centers on fit-to-purpose park infrastructure, climate resilience, accessibility and inclusion, pet-friendly design (including designated pet zones and non-toxic native plantings), and long-term monitoring and maintenance protocols.
- Rather than developing isolated



Sidarth Mahindra, Founder, Pet Corner LLC



(L-R) Dr. Kunal Dev Sharma, Chief Veterinary Surgeon- MaxPetZ, Dr. Sathya Sooryan, Founder and Head of Nutrition of Treat Unusual Pet Hospital., Dr. Gautam Unny, Founder of Amrita Pet Clinic

despite India's population being over 50 times larger; GCC-wide figures are projected to reach \$7 billion by 2026.

- Average annual pet spent in the Middle East ranges from \$1,000–2,500, compared to roughly \$600 in India, a 3-4x difference, with North Africa (Morocco, Egypt) averaging around \$800.
- While India's pet population skews roughly 87% dog to 9% cat, the GCC and North Africa run in the opposite direction, with cats making up about 65% of pets and Saudi Arabia showing notably high bird ownership (~22%), suggesting India's cat segment has substantial headroom to grow.
- Under the India-UAE CEPA framework and the emerging India-Middle East-Europe Economic Corridor (IMEC), goods

manufactured in either country moving between them can qualify for 0% tariffs, creating an opportunity for Indian pet food and product manufacturers to establish UAE production and re-export across the GCC and into Europe.

- Rather than Indian brands independently setting up UAE operations (estimated to cost around \$1 million annually to sustain), Pet Corner is offering warehousing, distribution, retail access, and e-commerce listing at no upfront cost, with brands only needing to invest in inventory.
- Around 60% of Middle East pet industry revenue now flows through e-commerce, with the UAE positioned as an early adopter of AI and quick-delivery logistics, some regional quick-commerce platforms have already reached unicorn valuations.

- 2025–2026 has been described as "the year of the turtle," with small animals, reptiles, and aquatics driving outsized revenue growth globally, an emerging category India

GROWING THE HEALTHCARE ECOSYSTEM

Key takeaways from the panel with Dr. Kunal Dev Sharma, Chief Veterinary Surgeon- MaxPetZ, Dr. Sathya Sooryan, Founder and Head of Nutrition of Treat Unusual Pet Hospital., Dr. Gautam Unny, Founder of Amrita Pet Clinic, Dr. Vinay Chhabra, Co-Founder of MyFurries, Moderator- Dr. Akanksha Diwakar, Head of Marketing, Allana Group

- India produces roughly 4,300 veterinary graduates a year, but a large share enter practice without hands-on clinical exposure, since university curricula remain

focused on large/livestock animals rather than companion-animal specialization, a gap institutions are being urged to address in partnership with government.

- Beyond funding, the harder transition is building standard operating procedures, training pipelines, and institutional processes that don't depend on any single doctor, a multi-year effort that includes running in-house residency and training programs to compensate for weak formal education infrastructure.
- An RTI filed with the Delhi government revealed no land parcels have been allocated specifically for veterinary clinics or hospitals, forcing most practices into spaces not designed for the purpose, a structural constraint on the sector's growth.
- Clients arriving pre-informed from online research is increasingly viewed as a positive rather than a threat to professional authority, pet parents now ask about outcomes rather than simply requesting treatment, reflecting a more engaged, informed client base.
- While tele-consultation is broadly seen as essential for underserved tier-2/3 and remote regions, including successful outreach to Ladakh and the Nicobar Islands, some practitioners maintain that physical examination is irreplaceable for diagnosis, suggesting a hybrid model where remote specialists consult through a local vet or para vet.
- Rising legal awareness among pet parents is pushing veterinarians

toward more diagnostic testing before treatment, shifting the old "health is wealth" mindset toward a more defensive "health versus wealth" posture driven by liability concerns.

- Pet parents increasingly pay for high-cost interventions (MRI, CT, surgery) once the value and necessity are clearly explained; new products like family-inclusive pet insurance (e.g., HDFC ERGO's recently launched offering) signal a maturing market, even though under 1% of pets are currently insured.

PET INDUSTRY INVESTMENTS: WHAT VCS ARE ACTUALLY LOOKING FOR

- Key takeaways from Shashank Randev- Founder and General Partner at 247VC, Kuldeep Mirani, Founder and Group CEO of BeyondSeed, Moderator- Dr. Madhurita Gupta – Veterinarian & Founder, GOANGEL Network
- Beyond Seed looks to invest once a startup is generating a steady `20-25 lakh in monthly revenue with low cash burn, signaling the MVP stage is proven and the business



Shashank Randev- Founder and General Partner at 247VC, Kuldeep Mirani, Founder and Group CEO of BeyondSeed, Moderator- Dr. Madhurita Gupta – Veterinarian & Founder, GOANGEL Network

- Despite rapid growth in food, apparel, and accessories, only one or two companies supply veterinary equipment across all of India, flagged as an overlooked, high-potential segment as thousands of new veterinarians enter private practice each year needing outfitted clinics.
- model works, rather than backing pure concept-stage pitches.
- Rising single-child or child-free households seeking companionship, combined with pet ownership spreading from metros into tier-2/3/4 cities, are cited as the twin forces pulling

significant capital into the sector over the past five years.

- One investor's personal thesis: while pet food purchases tend to stay loyal to whatever is already working, it's actually service providers, groomers, trainers, vets, who influence a pet parent's decisions most, since these professionals are trusted the way a paediatrician is trusted for a child who "can't talk."
- Food, pharma, and formulation-heavy pet products require specialist expertise on the team, similar to how a human-cosmetics or FMCG brand would need a formulation specialist — and investors say they actively evaluate for this when writing cheques
- Beyond Seed's stated differentiation is pairing capital with a category-expert advisor for every check written, on the belief that "smart capital", not just money, reduces a startup's probability of failure and speeds up market entry.
- While traditional VC math chases power-law out sized returns (100x on a handful of winners), Beyond Seed explicitly targets a more measured 5x-in-5-years thesis across its portfolio, exiting mainly through follow-on funding rounds or acquisitions rather than IPOs.
- Investors flagged growing interest not just in mainstream categories but in adjacent opportunities, birds, exotic pets, deep-tech applications in pet care, and even stray-animal welfare infrastructure, as India's "consuming class" (1.4 billion strong) increasingly

extends humanization trends once reserved for people onto companion animals.

THE INDIAN CAT ECOSYSTEM: BREEDS, NUTRITION, PRODUCTS & MARKET TRENDS

Key take aways:

- The cat ecosystem consists of a few stakeholders the cat breeders, pet parents, nutrition, veterinary healthcare, pet products industry and marketing dynamics. The cat

everyday.

- Some people feed milk to a stray cat in India but cat is lactose intolerant. They are, unknowingly, harm cats rather than supporting.
- A lot of new breeds of cats are being kept at homes. There are 15 visible breeds in our country right at the moment which is domestic, domestic shorthair. Long haired pedigreed cats are Persians, Maine Coons, being our favorite classic breeds.



Saqib Pathan, Founder and CEO of FCI (Feline Club of India)

food market in India will double, but there is also a chance that the cat service industry will triple, right?

- FCI is also a registry where we register cats. We have provisions to register seven generations of the cat. We microchip every cat. Cat registrations are in upward trend.
- Cats are obligatory carnivore so home cooked food is not suitable in India we do not consume meat

- Persian cats are very calm, cozy cats, low on energy but beautiful, really gracious. They need quality proteins, Omega three omega six essential amino acids because they have long, long, long hair. They will pick the kibble from the back of the tongue. So they require a specific, shape of kibble, which is goes with their anatomical.
- Maine Coon, world's biggest domesticated cat. They are hunting cats. Maine Coon comes from US State of America. They

are huge cats. I have a boy which is 16, 16.5 Kg in weight. They require good amount of protein and fat and calcium phosphorus to make sure that calcium phosphate is balanced, to make sure that growth is optimum. When they break kibbles, it should sound like they are breaking the bones of the prey because it's an actual hunting cat. These are the consideration

pet food companies must keep in mind.

- Dry food versus wet food. Cats do not drink water. The doctor advises you to make cats drink more water. You need to make sure that the water content in your cat's daily life is fulfilled by various means.
- Cat scratch posts and toy which

keeps the cat active and enrich so they don't have boredom.

- We are not even one fourth, one fifth of dogs in the country, but we have surpassed the overall dog food consumption in quick commerce and in E-Com we are head to head now. Sales of cat food growth. This is something which has been constant growth in our country.

8th

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BUSINESS PITCH



1. **Hye Pets** Is Building a Goat & Camel Milk Category From an Accidental Discovery

Originally in the human camel and goat milk business, the founders pivoted into pet nutrition after a cancelled order left them with surplus stock, goat milk's smaller fat globules and lower lactose make it easier for pets to digest than regular milk, while camel milk's altered protein structure suits animals with milk protein sensitivities; the brand has expanded into milk replacers, treats, and even camel milk cheese.



The brand's premise is that most pet skincare products are generic across species and designed for temperate climates, ignoring India's heat, humidity, and pollution and uses probiotic formulations to preserve pets' natural skin microbiome rather than stripping it with harsh products.

1. **Doctor Pet Little** Is Targeting a Gap in Species-Specific, Climate-Adapted Skincare



1. **Bowl D'Amour** Offers Personalized Fresh-Food Subscription for Dogs

Built from the founder's own struggle feeding a Rottweiler, an aging Lhasa Apso, and a rescue dog with mobility issues, the platform builds individualized diet plans based on a dog's age, breed, weight, activity level, and health conditions, currently operating in Delhi NCR with a year of beta testing behind it.

1. **YouEvolve Paws** Is Building an "Apple Ecosystem" for Preventive Pet Health



The startup pairs smart feeders, collars, and water fountains with an AI layer that turns feeding, hydration, and activity data into preventive health insights, citing that 93% of Indian pets currently have no health data between vet visits, and explicitly targeting underserved tier-2/3 city pet parents.





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REAL HAPPY CATS



CAT GRAVIES

SCRUMMY

MAKES EVERY MEALS "EXCITING"



WELL FED

The Complete Food



WHERE PET BUSINESS MEETS EDUCATION & FUN

A dynamic platform that brings together the entire pet ecosystem for trade, knowledge, networking and and **full with pet** all under one roof.

Creature Companion
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FOR BUSINESSES (B2B)



FOR PET PARENTS (B2C)

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16th IIPTF + 7th Aquagic | 29-30 August 2026
Hall 6, Bharat Mandapam, New Delhi



IIPTF 2026

The Pet Industry Comes Together

Two days of business, innovation and meaningful connections - IIPTF 2026 brought together pet industry professionals, exhibitors and enthusiasts under one roof to celebrate the people, products and ideas shaping the future of the pet care ecosystem.



A look back at the highlights, faces and memorable moments from the show.







"16th IIPTF and 7th Aquagic Reaffirm India's Pet Industry Boom with Record Turnout"

The 16th edition of the India International Pet Trade Fair (IIPTF) and the 7th edition of Aquagic, India's largest exhibition on aquariums, concluded successfully on August 30, 2026, at Hall No. 6, Bharat Mandapam (formerly known as Pragati Maidan), New Delhi. Organised by Creature Companion Magazine, the two-day show once again established itself as the Indian subcontinent's biggest B2B platform for the pet industry, bringing together brands, distributors, retailers, importers, and Industry professionals from across the country and overseas.

This year's edition was a resounding success by every measure. The show welcomed **210 exhibitors from 16 countries and international visitors**



from 12 countries. The total footfall over the two days reached **12,425 visitors.** Aisles across the exhibition hall remained packed through both days, with the Creature Companion

Hub and the Creature Companion Huddle, the fair's dedicated seminar hall and stage area respectively, drawing consistently full audiences for back-to-back sessions.



"We are happy to see the pet industry's growth and proactivity this year. We hope to continue the momentum and make the platform as comprehensive as possible for all our stakeholders," said Ms. Linda Hawke, Convenor of IIPTF, reflecting on the edition's outcomes. She added that the fair had brought stakeholders from across the industry together under one roof, reinforcing IIPTF's role as the pet trade's most comprehensive meeting ground in India.



A COMPREHENSIVE PRE-SHOW AND SHOW LINE-UP

The energy at Bharat Mandapam built well before the exhibition floor opened. The **Pet Industry Dialogue** was held one day ahead of the fair, convening industry leaders for candid conversations on the market's direction, followed by the **Pet Industry Awards** on the opening night, which recognized outstanding businesses, entrepreneurs, and organizations working to serve pets and pet parents across India.



CREATURE COMPANION HUDDLE: MARKET INSIGHTS AND NEW LAUNCHES

The Huddle stage opened with an **Indian Pet Market Overview session**, setting the tone for a day of market intelligence. This was followed by a look outward with the **South Asian Pet Market** session from **Famsun**, and the **European Pet Market** session from **Jonas Berndt**, Head of Sales at **MB Food Group**.

Day two carried the momentum forward with Anil Reddy, Founder of Happy Pet, presenting a **Pet Technology Playbook for the Industry**, followed by back-to-back new product launches. New Product Launches were introduced by IIPTF last year as a dedicated feature to build greater awareness for emerging brands and their innovations. The segment saw a marked rise in popularity this year, with launches from **AYURK9**, **Vetz Petz India LLP**, and **15 Furies**, drawing strong exhibitor and audience interest. Building on this momentum, IIPTF plans to expand the platform further from next year, opening it up to more companies and brands looking to showcase their offerings.



CREATURE COMPANION HUB: MASTERCLASSES, SEMINARS AND GROOMING

The Hub hosted a dense schedule of learning sessions. Day one opened with a masterclass on **How to Sell in the US Pet Market** hosted by Punit Bhatia, Academy Specialists (Training and Operations), Walmart Vriddhi, followed by a well-attended panel on **Pet Food Manufacturing** featuring Mr. Dheemant Jain (Sales Manager, Dr. Froeb), Ms. Rachna Gujral (Founder, Skylish Pet Care) and Mr. Manish Jain (Managing Director, Cilicant). The day concluded with the

International Grooming Symposium, Asian Fusion, presented by **PPGAI** with speakers **Sukhee Lee**, an expert in Asian Fusion grooming from South Korea, and Kitty Ponnet, an international grooming judge from Belgium, covering round-head styling and canine structure and anatomy.



Day two brought a hands-on **Canine Workshop on professional dog handling** led by Roohi Kulkarni Kale (Founder, Coach the Pooch) and Chetna Malik (Founder, Unleash Dog Academy), followed by a veterinary seminar on **Canine Hip Dysplasia: Decode, Diagnose & Deliver Better Outcomes**, presented by Dr. Kunal Dev Sharma, Director and Chief Veterinary Surgeon of Veterinary Orthopaedics & Neurosurgery at MaxPetZ Hospitals.



AQUAGIC: LARGEST EXHIBITION ON AQUARIUMS

Running concurrently, the 7th edition of Aquagic reaffirmed its position as India's largest exhibition dedicated to aquariums, ornamental fish, aquatic plants, and pond products. The show brought together aquarium shop representatives, manufacturers, hobbyists, and the general public around live aquascaping, seminars and competitions, with a strong exhibitor line-up spanning aquarium equipment, feed, and accessory brands.



A WIDE SPECTRUM OF EXHIBITORS

The exhibition floor showcased the full breadth of the Indian Pet Industry, along with International stakeholders. From established global names in pet nutrition and grooming to a large contingent of emerging domestic brands. Exhibitors across the two days included international and Indian pet food and nutrition companies such as Drolls Pet Food, Nestlé Purina, Growel Feeds, Organge Pet Nutrition, , Acana, Orijen, Champion Petfoods, Josera, Kormotech, Symrise Pet Food, and Dr. Froeb; grooming and care brands including Wahl, Andis, Igroom and Groom Pro; aquatics specialists such as Taiyo Feed Mills and Zewa; and a wide cross-section of Indian pet-care, retail and technology businesses, alongside platforms such as Heads Up For Tails, reflecting the sheer scale and diversity that has come to define IPTF and Aquagic.

LOOKING AHEAD

With record participation and packed sessions across both the Hub and the Huddle, the 16th IPTF and 7th Aquagic underscored the continued momentum of India's pet industry. The response reinforces IPTF's commitment to building an increasingly comprehensive platform for the industry's stakeholders in the years ahead.



ABOUT IPTF

The India International Pet Trade Fair (IPTF), organised by Creature Companion Magazine (L B Associates Pvt. Ltd), is the largest pet trade event in the Indian subcontinent, which has been at the forefront for 16 years. A B2B platform, IPTF connects pet brands, distributors, retailers, importers, and industry professionals

from India and abroad, and has forged relationships with international fairs and entities over its sixteen editions. Aquagic, its concurrent aquarium-focused exhibition, is India's largest showcase for aquarium and aquatics trade.





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Creature Companion Hub & Huddle

29–30 August 2026 | Hall 6, Bharat Mandapam, New Delhi

The **Creature Companion Hub & Huddle** at IIPTF 2026 brought together industry experts and pet professionals for insightful discussions, knowledge sharing and exciting product launch sessions, celebrating innovation and a stronger pet care community.

Pet Food Manufacturing Seminar



(L to R) Dheemant Jain- Sales Manager, Dr. Froeb Ms. Rachna Gujral- Founder of Skylish Pet Care Mr. Manish Jain- Managing Director, Cilicant (Ms. Khusbhu in the group is coordinator) Mukund Mohan- BU Head - Nutradried Food Pvt. Ltd. Moderator, Binoy Sahee- Director of IIPTF :

How to Sell in the US Pet Market



Mr Punit Bhatia Academy Specialists (Training and Operations)

European Pet Market



Jonas Berndt, Head of Sales at MB Food Group.

International Grooming Symposium by PPGAI



Andrea Cyrill Khurana, President & Founder PPGAI

New Product Launch, AYURK9



Representative from AYURK9

South Asian Pet Market



Mr. Arun Kumar, Country head, Famsun

The Canine Workshop, Professional Dog Handling



Roohi Kale Kulkarni, Founder Coach the Pooch, Chetna Malik, Founder, Unleash Dog Academy

GLYPSES FROM CREATURE COMPANION HUB & HUDDLE

Veterinary Seminar - Canine Hip Dysplasia: Decode, Diagnose & Deliver Better Outcomes



Dr Kunal Dev Sharma, Director & Chief Veterinary Surgeon, MaxPetZ Hospitals - Veterinary Orthopaedics & Neurosurgery

New Product Launch, 15 Buttons



Representative from 15 Buttons

Indian Pet Market Overview



Priyasha Mohanty, Editor, Creature Companion Magazine

Pet Technology Playbook for the Industry



Anil Reddy, Founder of Happy Pet and Priyasha Mohanty, Editor, Creature Companion Magazine

New Product Launch, Vetz Petz India LLP



Representative from Vetz Petz India LLP



PROFESSIONAL PET
GROOMERS ASSOCIATION

7th International GROOMING COMPETITION & CERTIFICATION EXAM



The **PPGAI Grooming Competition** at IIPTF 2026 brought together talented professional groomers from across the country to showcase their skill, creativity and passion for pet grooming. From precision styling to expert techniques, the competition celebrated grooming excellence and the dedication of professionals shaping the future of pet care.







PROFESSIONAL PET
GROOMERS ASSOCIATION

WINNERS







The **Pet Industry Awards 2026** celebrated outstanding achievements, innovation and dedication across the pet industry. The evening continued with a gala networking dinner, bringing together industry leaders, brands and professionals to honour excellence, share meaningful connections and celebrate the journey towards a stronger pet care community.



Pet Food Company of the Year, Mars Pet Nutrition





Pet Food Brand of the Year, Dogsee Chew



Pet Accessories Brand of the Year, Petter World



Accessories Company of the Year, Dokitti
(A Brand of Mibish International)



NGO and Animal Welfare Award





Sliver Jublie Award, Orange Pet Nutrition Pvt Ltd



Petcare Industry Thought Leadership Award, Royal Canin



John Richardson's Award, Philip Butt, Commando Kennels



FRESH, SAFE, SIMPLE:

*Why Drools' New Tetra Pak Packaging
Is a Win for Indian Pet Parents*



Feed real. Feed clean.



For Indian pet parents, feeding fresh, wholesome food has traditionally come with its own set of challenges. Home-prepared meals require time and planning, while fresh food often needs refrigeration and has a limited shelf life. Shelf-stable alternatives, meanwhile, may not always offer the kind of ingredient profile that today's increasingly conscious pet parent is looking for.

Drools is addressing this gap with its new fresh food range in collaboration with Tetra Pak, bringing fresh, ready-to-serve meals to pets in innovative Tetra Recart cartons. The launch combines thoughtfully prepared recipes with packaging technology designed to preserve food quality, simplify storage, and make fresh feeding more accessible.

BRINGING HOME-STYLE FOOD TO THE PET BOWL

The new Drools fresh food range includes four real-chicken variants: Chicken & Vegetables, Chicken & Turkey, Chicken & Pumpkin, and Chicken Biryani, available in 150 g and 350 g packs.

The range is built around human-grade ingredients and is designed to offer pets a wholesome and enjoyable meal experience. For instance, the Real Chicken & Veggies recipe features real chicken alongside vegetables and fruits, with the ingredients gently cooked in bone broth. The recipes are free from fillers, preservatives, corn, wheat, soy, and GMO ingredients, and are developed with pet nutritionists to meet dogs' nutritional needs.

While the recipes are an important part of the offering, what truly sets this range apart is the technology used to package them.

WHAT TETRA PAK TECHNOLOGY BRINGS TO FRESH FOOD

Tetra Recart packaging combines specialised food processing with advanced carton packaging to preserve food safely for an extended period without refrigeration before opening. For pet parents, this brings several practical benefits.

Preservation without preservatives:

One of the most significant benefits is that the food can achieve a long shelf life without relying on added preservatives. The processing and protective packaging help safeguard the product from microbial contamination and external

exposure, allowing it to remain stable at room temperature while helping maintain ingredient quality.

Protection of food quality: The multi-layer structure of Tetra Recart cartons creates a protective barrier against external factors such as light and oxygen. This helps protect the food throughout its shelf life and maintain its intended quality until the pack is opened.

Gentle thermal processing: Controlled thermal treatment helps ensure food safety while helping retain the nutritional and sensory qualities of the ingredients. This allows the food to undergo the processing required for safe, long-term storage while helping preserve its intended taste, texture, and nutrient quality.

No refrigeration before opening: The thermal processing and sealed packaging allow unopened packs to be stored safely at room temperature. This removes one of the biggest practical challenges associated with fresh food—the need for cold storage—making the range convenient for travel and holidays

Lightweight and convenient: Compared with conventional rigid packaging formats, cartons are lightweight and easy to handle. The compact packs are convenient to store, stack, and carry, whether they are kept in the kitchen cupboard or packed for a trip with a pet.

Practical portion sizes: Available in 150 g and 350 g formats, the range offers flexibility based on a dog's needs and feeding recommendations. Convenient pack sizes can also help minimise unnecessary food handling and wastage.

GOODNESS YOU CAN TRUST

Everything that goes in, goes in for a reason.

✓ 90% Real Chicken

✓ Cooked in Bone Broth

✓ Fresh Veggies & Fruits

✓ Functional Ingredients



MAKING FRESH FEEDING MORE ACCESSIBLE

Fresh feeding has traditionally required pet parents to plan ahead—whether by preparing meals at home or arranging suitable cold storage for refrigerated products. Drools' Tetra Pak range offers a more convenient option by combining ready-to-serve fresh food with packaging designed for easy everyday storage.

Unopened packs can be stored safely at room temperature, with refrigeration required only after opening. This makes it easier to keep meals on hand, manage available refrigerator space, and carry familiar food while travelling with a pet. The practical pack sizes also allow pet parents to serve the food according to their dog's needs while reducing unnecessary handling.

As India's pet care landscape evolves, this balance of nutrition and convenience is becoming increasingly relevant. Pet parents are paying closer attention to ingredients and food quality, but they also need feeding options that suit busy routines. By making fresh meals simpler to store, carry, and serve, the range helps make fresh feeding a more practical

part of everyday pet care.

WHERE FOOD AND PACKAGING INNOVATION MEET

The significance of the Drools Tetra Pak launch lies in bringing food and packaging innovation together. The focus is not merely on creating a fresh food product, but also on finding a processing and packaging solution that can protect it while addressing the practical challenges associated with fresh feeding.

By combining real-ingredient recipes with Tetra Recart technology, Drools is making fresh food easier to store, transport, and serve. For pet parents, it offers a practical way to introduce fresh meals into their dogs' routines without the refrigeration and short shelf-life challenges traditionally associated with fresh feeding.

Ultimately, innovation in pet food is not only about what goes into the bowl; it is also about how that food reaches the bowl. With its new Tetra Pak range, Drools is bringing together food quality, preservation technology, and everyday convenience, giving Indian pet parents a simpler way to offer their dogs something fresh, wholesome, and special.



Mansi Verma

Author of My Friend My Dog

By Piu Sur*

Q. Hi Mansi can you tell us about yourself?

Mansi: I am Mansi Verma, a 7th-grade student at Adarsh World School in Dwarka Delhi. I live in Delhi

I love balancing my school studies with my passion for creative writing and art.

Q. What inspired you to write this book?

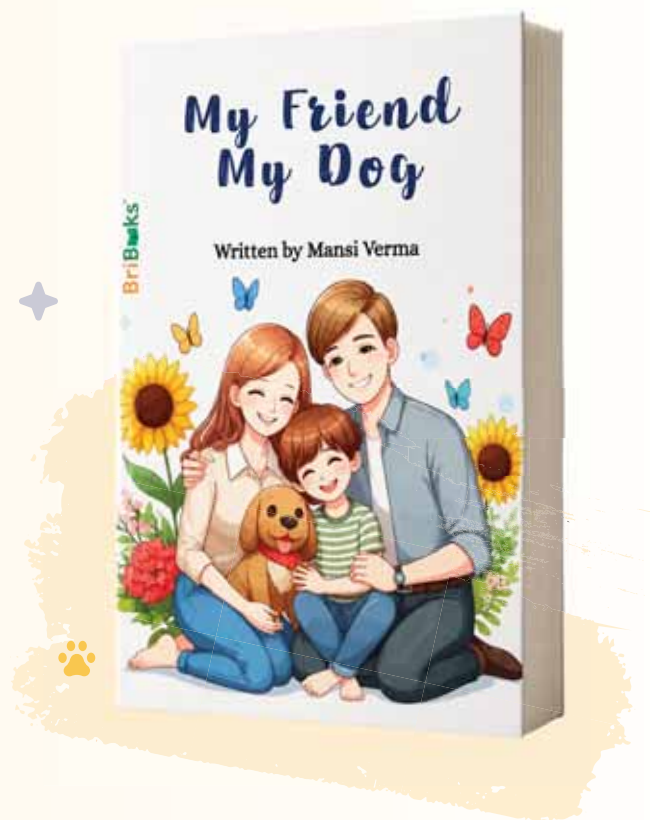
Mansi: The inspiration for this book came from the unconditional love I share with my own dog. I also see many street dogs in my neighborhood struggling without food or care, often ignored by others. It made me sad to see them treated unkindly. I wrote this book to show everyone that dogs have feelings too—they need our love, food, and protection. I want to teach others that even a small act of kindness can change a dog's whole world.

Q. Is this your first publication?

Mansi: I wrote 3 books on different topics. "My Friend My Dog" is my second published book. After successfully publishing my first story, I felt confident and excited to share this new journey about my best friend.

Q. What is the book about?

Mansi: It is a heart-warming story about the special bond between a child and their dog, but it is also an educational guide for young readers. The book highlights the importance of dogs in our lives as true



companions, and why it is so important for us to care for them. It provides practical tips on how to properly feed and protect them, and also raises awareness about rabies, teaching children how to be both kind and responsible pet friends.

Q. Who inspired her to write the book?

Mansi: My biggest inspiration are my parents. They work for animal welfare and also for the ngo Alliance of Animals and People (AAP). I have grown up surrounded

by a deep sense of care for animals. Their work taught me to be empathetic and compassionate toward dogs from a very young age, which gave me the courage to write this story.

Q: Tell us about your love for pets

Mansi: I believe animals understand human emotions better than we think. Spending time with my dog is how I recharge. Writing about our bond has helped me appreciate nature and living creatures so much more.

Q: Do you also plan to write in the future?

Mansi: Absolutely! Writing has become a part of who I am. I am already excited about my next project and definitely plan to keep writing.

Q: Have you received reviews from friends and others who have read your book?

Mansi: My friends have been my biggest cheerleaders. Their support and the way they connect with my stories give me the confidence to keep sharing my voice with the world.

Q: How do you plan to reach this book to a wider audience?

Mansi: My plan is to focus on children, who naturally care about animals. I've started by sharing the book within my school and my circle of friends. Beyond that, I hope to introduce the book at the Delhi Book Fair and at animal festivals. I want a platform to share my message and inspire more people to value the special bond between humans and pets.

“Even a small act of kindness can change a dog's whole world.”

-Mansi Verma

Q: Have you decided on what to write about in the days ahead?

Mansi: In the future, I would love to write more stories based on themes of nature and our love for animals. Beyond that, I am eager to explore different genres like mystery and science fiction, blending scientific concepts with creative stories to spark curiosity in young readers. Most importantly, my goal is to write stories that inspire people to be truly sensitive toward animals and encourage them to care for and protect them.

Thank you, Mansi. We all wish you the very best as we look forward to your next publication.

ABOUT THE BOOK



MY FRIEND MY DOG

A heart-warming story about the bond between children and dogs, combined with practical lessons about pet care, protection and rabies awareness.



PREVENTION IS CARE

A Modern Approach to Responsible Pet Parenting

Bringing a dog or a cat into our lives is about far more than companionship. It is a commitment to their health, happiness and overall well-being throughout every stage of life. As veterinary medicine continues to evolve, responsible pet care is increasingly moving away from treating problems only after they arise and towards preventing them in the first place.

Preventive healthcare begins with the essentials:

Regular veterinary check-ups

Timely vaccinations and consistent parasite control.

Vaccines help protect dogs and cats against serious infectious diseases, while routine protection against fleas, ticks and internal parasites can prevent discomfort, illness and, in some cases, risks to human health. Since preventive requirements differ between dogs and cats, and even between individual pets, a veterinarian can recommend the right schedule based on age, lifestyle, environment and health history.

Nutrition plays an equally important role in long-term wellness. Dogs and cats have different nutritional requirements, and these needs continue to change with age, activity levels and health conditions. Feeding a complete and balanced diet, ensuring access to fresh water and maintaining a healthy body weight can significantly influence quality of life. Portion control is equally important, as

overfeeding and excessive treats can gradually contribute to obesity and related health problems.

Good health, however, extends beyond the veterinary clinic and the food bowl. Dogs benefit from regular walks, play, training and social interaction, while cats need opportunities to climb, scratch, explore, hunt through play and engage with their environment. Providing species-appropriate physical activity and mental stimulation can help maintain fitness while reducing boredom, stress and unwanted behaviours.



Dental health is another important yet often overlooked part of preventive care. Regular oral checks, appropriate at-home dental care and professional veterinary cleaning when recommended can help protect both dogs and cats from painful dental disease and associated complications.



Preventive care becomes even more valuable as pets grow older. Senior dogs and cats may require more frequent veterinary examinations, nutritional adjustments and closer monitoring of mobility, appetite, weight, behaviour and energy levels. Cats, in particular can be skilled at hiding signs of discomfort, making subtle behavioural or routine changes worth paying attention to. Early detection can often provide more options for treatment and long-term management.

Responsible pet parenting also extends beyond the home. Keeping vaccinations up to date, maintaining hygiene, ensuring pets are safely supervised and preventing uncontrolled breeding all contribute to healthier animals and safer communities.

Ultimately, preventive medicine is not a single appointment, vaccine, or product. It is a collection of thoughtful choices made consistently throughout a pet's life.

At

JUSTDOGS

We believe the best care often begins long before there is a problem to solve. By staying informed, understanding the unique needs of dogs and cats, and working closely with trusted veterinarians, pet parents can give their companions the opportunity to live healthier, happier and more comfortable lives.

JUSTDOGS®

Unconditionally Yours...

JUSTDOGS EXPANDS ITS BLUE HEART TO **NASHIK**





India's pet care landscape is evolving rapidly. As more families welcome pets into their homes, expectations around nutrition, wellness, grooming and everyday care are changing too. Pet parents today are looking beyond products. They seek trusted guidance, convenience and reliable solutions that can support them through every stage of their pet parenting journey.

Continuing its mission to make quality pet care more accessible across India, JUSTDOGS has expanded its presence with the launch of its newest franchise store in Nashik, Maharashtra. The new store marks another step in the brand's growing retail journey and brings the JUSTDOGS experience closer to Nashik's expanding community of pet parents.

With a growing network of stores across India, JUSTDOGS' expansion is about more than increasing its retail footprint. Each new location creates another opportunity to encourage conversations around responsible pet parenting, better nutrition, preventive healthcare and overall pet wellness.

In Nashik, the new store is envisioned as more than simply a place to shop. Through expert guidance, community engagement, awareness initiatives and pet-focused experiences, it aims to become a familiar destination for the city's pet-loving community.

As India's relationship with its pets continues to evolve, JUSTDOGS remains committed to evolving alongside it.



Designed as a comprehensive destination for pet care, the Nashik store brings together a wide selection of pet food, treats, toys, accessories, grooming essentials, wellness products and JUSTDOGS' exclusive in-house brands under one roof. More importantly, the store has been designed as a space where they can explore, ask questions, and make more informed choices for their pets.

At the heart of the JUSTDOGS retail experience is the belief that every pet is different. From finding the right food and treats to choosing everyday essentials and understanding changing requirements across life stages, the aim is to make pet parenting simpler and more informed. The Nashik store carries this philosophy forward by combining choice with guidance and a welcoming shopping experience.

The launch also represents the continued growth of the JUSTDOGS franchise network. By partnering with entrepreneurs who share its passion for pets, JUSTDOGS is building a model that combines local entrepreneurship with the strength of an established pet care ecosystem. Franchise partners benefit from the brand's retail expertise, operational systems, marketing support, technology and extensive product portfolio while bringing a trusted pet care destination to their local communities.

With every new city and every new store, the Blue Heart travels a little further, bringing quality, expertise, and care closer to pets and the people who love them.



JUSTDOGS®

Unconditionally Yours...



Shed less. Shine more.

Hairfall
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Dogs & Cats



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Blend of vitamins,
zinc and selenium



Boosts the
immune system



Helps prevent skin
associated diseases



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itching. No flakiness.



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BIGGEST EXHIBITION

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6TH & 7TH
NOVEMBER
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