



**CHOLINE CHLORIDE (CC)
CHOLINE BITARTRATE (CBT)**

HUMAN NUTRITION & HEALTH SOLUTIONS





COMPANY OVERVIEW & PRESENCE

3rd Largest Company in Jubilant Bhartia Group, in terms of market cap and revenue



~ US\$ 10 Bn

Group Revenue FY 24-25



1500+

Customers catered globally



130+

Products Commercialized across business segments



130+

Qualified scientists Including 26 PhDs with strong leadership team



State-of-the-art Manufacturing Facilities

5 Sites

KEY HIGHLIGHTS

5 Nutrition Ingredients & 18+ Branded Solutions
(For Animal Health)

Entered into **Choline** Business for Human Health

Full Backward Integration for Vitamin B3 via green route; 5 manufacturing facilities across 2 sites

FOUR DECADES OF TRANSITION AND PROGRESS

Total Supply Chain Control

Finest Quality raw materials for excellence

Delivering consistent quality

Championing sustainability

Controlled manufacturing practices

Dependable customer service

Leading innovation with a strong R&D foundation

Unwavering focus on purity

Technical proficiency & dedicated assistance

Manufacturing strength across multiple sites

Extensive range of solutions

Corporate social responsibility

Global presence

CHOLINE - DRIVEN BY BACKWARD INTEGRATED BUSINESS

FOOD GRADE CHOLINE SALTS (CC & CBT)

Processed Vitamin Salt



APPLICATIONS



Infant Formula



Multi-Vitamins



Therapeutic Nutrition



Gummies

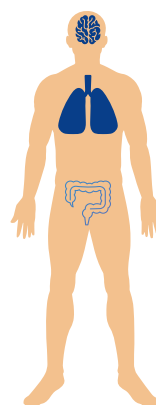


Fortified Beverages /Energy Drinks

AVAILABLE CHOLINE SALTS

Product Name	Choline Chloride (CC)	Choline Bitartrate (CBT)
Synonyms	2-Hydroxy-N,N,N-trimethylethanaminium chloride Vitamin B4	(2-Hydroxyethyl) trimethylethanaminium-L-(+)-tartrate salt Vitamin B4
Chemical Formula	C5H14NOCl	C9H19NO7
CAS Number	67-48-1	87-67-2
Pharmacopeia Compliance	USP/FCC	USP/FCC
Grades Available	CC- USP/FCC	CBT FCC- 20/40 Mesh
		CBT FCC Cond- 20 Mesh
		CBT USP- 20/40 Mesh
		CBT USP Cond- 20/80 Mesh

Choline is a water soluble macro-nutrient that's similar to Vitamin B. It plays a vital role in various physiological processes in Human Body



- **Brain Development & Support.**
 - A medication for Alzheimer
 - Improves Cognitive abilities
- **Heart Support**
 - Lower levels of Cholesterol and Triglycerides
- **Facilitates Weight Loss**
 - Restores Human Growth
 - Hormone (Hgh)
- **Liver Support**
 - Lower levels of Cholesterol and Triglycerides
- **Manage Inflammation**

NUTRITIONAL GAP VS CHOLINE REQUIREMENT

JUBILANT ADVANTAGE



Product Consistency- Free Flowing Powder & Batch to batch consistency



USP 46 – In-house capabilities to analyse & manufacture USP 46.



Sustainable and backward integrated with 30 years of traceable value chain expertise. In-house technology from Key Starting Material produced in a GMP-certified facility. Use of L-Tartaric Acid enhances bioavailability



Compliance - USP, FSSAI, FCC, GB & EUFDA.

Adequate Intake of Choline

Life stage	Age	Males (mg/day)	Females (mg/day)
Infants	0-6 months	125	125
	7-12 months	150	150
Children	1-3 year	200	200
	4-8 year	250	250
	9-13 year	375	375
Adolescents and Adults	14-18 year	550	400
	19 years and older	550	425
Pregnancy and Breastfeeding	All ages	-	450
	All ages	-	550

Services Offered:



Customised Grade solutions for dry premixes/tablet/capsules containing choline salts



Customised Grade solutions for liquid premixes containing choline salts

CERTIFICATIONS

The product meets the specifications laid down by the FAO/WHO, the EU regulation on food additives, USP and the US Food Chemical Codex.



MANUFACTURING FACILITIES:

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