



VIV ASIA 2025 (**Page 03**)

*Celebrating Women:  
The Power of Self-Care (**Page 6**)*

*SALES as a Fine Dining Experience  
(**Page 09**)*

*The Marks of Love  
(**Page 11**)*

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# PROVET PHARMA'S PARTICIPATION IN

## VIV ASIA 2025



Provet Pharma Private Limited, a leading name in the animal healthcare industry, marked a significant presence at **VIV Asia 2025**, held from **March 12 - 14** at the **IMPACT Exhibition and Convention Center in Bangkok, Thailand**. This premier event, renowned as Asia's most comprehensive feed-to-food trade show, attracted over 51,000 professionals from 129 countries and featured more than 1,500 exhibitors across 63 nations.

Provet Pharma's participation underscored its commitment to advancing animal health solutions in the global market. The company's booth became a focal point for attendees interested in innovative animal healthcare products and services. Representatives from Provet Pharma, **Mr. Arun Shah, Head of International Business** and **Dr. Stephen, Head of Technical Services**, engaged with industry leaders, potential partners, and clients, discussing the latest trends and challenges in animal health.



At VIV ASIA 2025, our existing partners and customers not only visited our stall but also had a significant discussion with the Provet team about the future plans and business expansions in their respective countries. New prospects from different countries like **South Korea, Japan, Taiwan, Peru, Sri Lanka, Vietnam, Thailand, Iran, Iraq etc.** also visited the booth and actively discussed Provet's solutions and showed their interest in the collaboration with Provet for the distribution of our products in their respective countries.

The exhibition provided an ideal platform for Provet Pharma to showcase its latest product line, emphasizing advancements in feed supplements designed to enhance the productivity and profitability of poultry, livestock, and the aquaculture industry. The company's display highlighted its dedication to research-driven solutions tailored to meet the evolving needs of the animal healthcare sector.

Beyond product demonstrations, the Provet Pharma team actively participated in knowledge-sharing sessions and networking events, reflecting the collaborative spirit of VIV Asia 2025. These interactions facilitated the exchange of insights on disease management, sustainable practices, and technological innovations shaping the future of livestock production.

Provet Pharma's engagement at VIV Asia 2025 not only reinforced its position as a key player in the animal healthcare industry but also demonstrated its proactive approach to fostering global partnerships and contributing to the advancement of animal health standards worldwide.

**Overall, it was a very successful event from Provet Pharma's business point of view in both international and domestic business segments.**





## Provet Pharma Successfully Completes FAMI-QS Surveillance Audit

**Provet Pharma**, a **FAMI-QS certified** manufacturer of animal feed supplements, recently underwent **Surveillance Audit II** on 7<sup>th</sup> and 8<sup>th</sup> March. The external auditor, **Ms. LA. Hemprabha Patki**, conducted a comprehensive assessment of the facility and systems and found them satisfactory. The audit was headed by **Mr. Sam Moses** and focused on verifying compliance with FAMI-QS standards, ensuring product safety, quality, and regulatory adherence.



Key areas covered in the audit included **Good Manufacturing Practices (GMP)**, documentation, feed fraud prevention, vulnerability assessments, and threat analysis. The successful completion of this audit highlights Provet Pharma's commitment to maintaining the highest standards in animal feed production and supply chain integrity.

## Festival of Colors

Painting Happiness at Work!



# *Celebrating Women:* **The power of Self-Care**



As we celebrated Women's Day this month, let's take a moment to recognize the countless roles women juggle and the importance of self-care. Prioritizing personal well-being isn't indulgent—it's essential. Empowered and refreshed, women can continue to thrive and inspire. This Women's Day let's celebrate strength by embracing self-love.

## **The Invisible Weight: Juggling Hats**

Women are told that they can have it all — parenthood, families, careers, relationships, and community involvement. Women are not told, however, that by juggling all these hats they put themselves at risk for feeling perpetually burned out.

Many women become so busy taking care of kids, partners, parents, in-laws, pursuing careers, and managing the day-to-day maintenance of running a home (cooking, cleaning, shopping), that everyone else gets their best. Having it all leaves you with no strength and no time to care for yourself.

Some women even put basic needs on hold — doctor's appointments, haircuts, coffee with a close friend. If this resonates, you might feel dissatisfied, lonely, unappreciated, haggard, cranky, dishevelled and even unattractive.

Women today are less happy than they have been over the past 40 years. Theories abound, but a lack of “me-time” is a major reason. All the hats we juggle leave many women not taking adequate care of ourselves -the very thing we need to give us the strength and energy to address all the responsibilities we have.

It's a depletion loop. We keep taking and taking and taking from ourselves without giving anything back.

In fact, the chronic underlying stress of keeping all these hats in the air can lead to serious health conditions, such as anxiety, depression, headaches, digestive problems, weight gain, memory issues and even autoimmune disease. Self-care is an important antidote in battling all these conditions.



## Self-Care Isn't Selfish: Breaking the Guilt Cycle

There is an insidious undercurrent of guilt for taking care of herself. Many women internalize the implied message that it's her "duty" to minimize her needs in order to care for others. That, if she is taking care of herself, then she is taking time away from caring for someone else.

Every woman requires self-care for peak performance and heightened self-esteem. After all, if you don't carve out the time to truly care and love yourself, if you avoid things that make you feel mentally and physically well, you deplete your self-esteem. Essentially, you're robbing your own bank!



### Prioritize your Well-being:

From adolescence to menopause and beyond, every phase of a woman's life demands special attention to nutrition, fitness, and preventive healthcare, and hence, regular check-ups, healthy diet, and keeping an eye on physical changes are vital.

A woman's body undergoes several changes throughout life, necessitating a diet rich in iron, calcium, folic acid, and protein. These nutrients are essential for hormonal balance, strong bones, and overall energy. However, women often prioritize their families' health over their own, resulting in deficiencies that can lead to fatigue, osteoporosis, and hormonal disorders.



### Reasons to Put You First on Your List:

1. You will be better equipped to communicate your needs, and the support you require, to your partner, family, friends and co-workers.
2. Putting yourself first will make you stronger and healthier and will also raise your level of contentedness and happiness.
3. Setting compassionate boundaries will make you feel cared for, nurtured and loved.
4. Putting yourself first will recharge your battery, make you better rested and give you the space to discover (or rediscover!) your passions.
5. You will feel more appreciated, and in turn, you will feel more appreciative and grateful toward the people in your life.
6. You will be a more patient, attentive and attuned partner, parent, sibling, daughter, and/or professional.
7. If you are a parent, you will demonstrate to your children what it looks like respect yourself. Kids learn from their parents. Do you want to teach them to put their needs last, or do you want to role model what it looks like to take care of themselves?

Ultimately, self-care is essential and non-negotiable. From getting enough sleep, to taking care of our basic needs, to setting personal limits and boundaries, to being honest with our partners, it's making our health and wellness a non-negotiable priority.



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# SALES

## as a Fine Dining Experience:

### The Five-Course Meal Analogy

A five-course meal is a structured dining experience commonly found in formal or fine dining settings, where each course is served in a specific order. Each course complements the others, creating a comprehensive culinary journey from start to finish. Here's what a typical five-course meal includes:

01

#### Appetizer (Starter)

The meal begins with a small, flavorful dish to stimulate the appetite. This course sets the tone for the meal and is usually light and elegantly presented.



#### An Appetiser in Sales:

A good sales call begins with small talk designed to spark interest in the conversation. This initial interaction sets the tone for further discussion and is characterised by mutual understanding.

02

#### Salad

The salad course often follows the entrée to provide a refreshing and light interlude. This course serves as a palate cleanser between heavier dishes and desserts.



#### Salad in Sales:

Just as salads provide a balancing role between heavy courses, successful sales stories should be shared to make the discussion more practical and easier to digest.

03

#### Soup

The second course usually consists of a warm, comforting soup. This course serves as a transition, cleansing the palate and preparing diners for the heartier main course.



#### Soup in Sales:

A successful sales call features a warm, comforting conversation without a rush to sell. During this dialogue, trust is built to ensure the salesperson addresses the prospect's needs. Just as soup prepares the stomach for the main course, this conversation sets the stage for the prospect to be inquisitive about our products or services.

04

#### Main Course

The main course is the focal point of the meal. It typically consists of a substantial dish containing a protein (like meat, fish, or a plant-based alternative) paired with vegetables and starch. This course is richer and more filling than the preceding ones.



#### Main Course in Sales:

Just as the main course combines various nutrients for well-being, a sales call should provide the correct information to help prospects make informed decisions. It should appeal to emotions and be visually presented with the appropriate materials.

05

### Dessert

The meal concludes with a sweet course, offering a satisfying finish. Desserts vary widely and are often beautifully presented to leave a lasting impression.



### Dessert in Sales:

A good sales call should end on a sweet and pleasant note, enhancing the information shared during the call.

**Purpose of a Five-Course Meal:** The structure of a five-course meal is designed to create a balanced and harmonious dining experience. Each course typically increases in complexity and richness, allowing diners to fully appreciate a range of flavors, textures, and culinary techniques. Traditionally, the sequence and pacing of courses are carefully planned to enhance enjoyment and culinary satisfaction. This format is popular in upscale restaurants, during celebrations, or at formal dinner parties, where the focus is on both the quality of the cuisine and the dining experience itself.

**Purpose of Using the Five-Course Meal Analogy in Sales:** Just as a five-course meal is carefully planned, prepared, and presented, a successful sales call should be tailored to the prospect's profile. The entire presentation should be thoughtfully prepared to engage both the mind and heart and delivered in a way that leaves a positive impact at the end of the call.

A good five-course meal is not only sumptuous but also nutritious and eye-catching. Similarly, when following the five-course meal analogy in sales, the sales call is not only informative but also productive, and it aids in creating a positive image of the organisation and salesperson.

*Courtesy Mr. M. L. Narendra Kumar*

## Defying the Odds: Sunita Williams & Butch Wilmore's 286-Day Space Odyssey



**NASA astronauts Sunita Williams and Butch Wilmore** set out for space aboard Boeing's Starliner capsule on June 5, 2024, expecting an eight-day mission. Instead, they found themselves in a 286-day test of resilience, facing technical failures, isolation, and physical challenges. Yet, through it all, their determination never wavered.

### Overcoming Challenges:

**Technical Malfunctions:** The spacecraft suffered helium leaks and thruster failures, preventing their scheduled return.

**Endurance in Microgravity:** Prolonged space exposure led to muscle atrophy and bone density loss, pushing their physical limits.

**Mental Strength:** Facing an uncertain return, they relied on sheer willpower, a strong bond, and NASA's continuous support.

**Cosmic Radiation Risks:** Extended exposure increased potential health concerns, requiring careful monitoring.

### Triumphant Return:

After months of troubleshooting, March 18, 2025, marked their heroic return aboard a SpaceX Crew Dragon capsule, splashing down off the Florida coast. Greeted by NASA teams, they stepped back onto Earth as symbols of perseverance, ready to share invaluable lessons from their unprecedented mission.

Their journey wasn't just about surviving in space – it was about conquering adversity. Their legacy will inspire future astronauts, proving that determination and teamwork can overcome even the toughest cosmic challenges.



## The Marks of Love

My father was growing old, and his body frailty required him to lean against the wall for support as he walked. Over time, the walls of our home bore the signs of his touch-discoloration and imprints of his fingerprints wherever his hands had rested.

My wife disliked this. She would often complain about the dirt and stains accumulating on the walls. One day, my father, battling a headache, applied oil to his head. As he walked, oil stains marked the walls alongside the usual fingerprints. Seeing this, my wife lost her temper and yelled at me about the state of the house.

Feeling frustrated and embarrassed, I let my own temper get the better of me. I scolded my father and spoke harshly to him, telling him not to touch the walls while walking. My words cut deeply, and I saw the hurt in his eyes. Still, I said nothing further, though guilt settled heavily in my heart.



From that day onward, my father stopped using the walls for support. But his determination to obey my harsh words had consequences. One day, he lost his balance, fell, and broke his hip. Though we rushed him for surgery, he never fully recovered. He passed away soon after.

The guilt I felt for my unkindness was overwhelming. His silent expressions haunted me, and I could never forgive myself for his untimely passing.

Not long after, we decided to repaint our home. When the painters arrived, my son, who had adored his grandfather, stood in their way. He refused to let them wash away the fingerprints his grandfather had left on the walls.

The painters, kind and creative, assured my son that they wouldn't erase the prints. Instead, they would draw elegant circles around each mark and incorporate them into a beautiful design. With time, those fingerprints became a unique part of our home—a tribute to my father and his loving presence.

Visitors would often marvel at the design, unaware of its true meaning. As the years passed, I too grew old. Now I needed the wall's support to move around. One day, I remembered the words I had spoken to my father and tried to walk without leaning on the walls.

My son noticed and rushed over, urging me to use the wall for support. He feared I might fall. As he stood by me, holding me gently, my granddaughter approached with innocent kindness. She asked me to put my hand on her shoulder instead.

Overwhelmed with emotion, I silently wept. My heart ached with regret as I thought of how differently I could have treated my father, how much longer he might have lived had I shown him the care my family now showed me.

Later, my granddaughter brought me her drawing book and proudly showed her latest work. Her teacher had praised her art and left an encouraging comment. The painting depicted my father's fingerprints on our walls. Beneath it, the teacher's words read: **"We want every child to love their elders the same way."**

I returned to my room that day and wept deeply. I whispered an apology to my late father, carrying the weight of my regret.

We all grow old someday. If there are still elders in our homes, let us cherish and care for them. Let us teach our children the same, not just through words but by setting an example.

***This story is a reflection of many hearts—a reminder of the love, care, and respect our elders deserve. Let's change before it's too late.***



[www.provet.in](http://www.provet.in)



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