

NutrifyToday co-founder Dr Anand Swaroop to lead India Chambers USA desk

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India Chambers USA has appointed Nutrify Today cofounder Dr Anand Swaroop as Country Representative (USA) and Head of the India Chambers USA Desk, a new industry interface designed to build a high-velocity corridor between India and the United States in responsible nutrition. The Desk will be housed at NutrifyToday's office in Somerset, New Jersey. It will operate as an open venue for leaders from both countries to meet, negotiate partnerships, and run technical workstreams.

The mandate reflects a maturing industry ambition: move beyond raw material exports and incremental category growth to a mainstream, outcome-driven preventive health sector powered by science, standardized quality, and cross-border commercialization. Dr. Swaroop's long recognized for advancing science's first nutraceutical development in the U.S. will use the Somerset office as a convening hub for C-suite roundtables, regulator-ready documentation sprints, and joint R&D sessions.

According to NutrifyToday, the India Chambers USA Desk will focus on practical, time-bound initiatives that convert intent into market outcomes:

R&D highway in responsible nutrition: Establish joint working groups linking U.S. brand R&D teams, Indian clinical sites, and method development labs to accelerate evidence-backed formulations in metabolic, cognitive, women's health, and healthy aging.

Transparent access to India's organic land bank: Create a digital "data room" that maps certified acreage, wild's harvest zones, and seasonality giving U.S. buyers visibility on traceability, volumes, and harvest windows for active nutraceutical ingredients (ANI).

Policy and standards harmonization: Align supplier practices with U.S. expectations on quality systems, labeling, and new ingredient pathways; translate those requirements into supplier playbooks and audit readiness toolkits for Indian MSMEs.

Investment channeling: Convene U.S. and Indian investors to co-fund dual-market innovations pairing India-grown ANI and Ayurveda formulations with U.S. clinical endpoints and delivery technologies.

Startup exchange across incubation hubs: Launch a two-way "Nutra Startup Bridge" to provide soft-landing services, lab access, and mentors for young companies on both shores.

Standardization for polyherbal science: Publish industry SOPs for identity, purity, and potency combining chemical fingerprinting, DNA barcoding, and

metabolomics to help Ayurveda's polyherbal formulations meet global expectations.