

BRI, Jubilant to bring XylaMax to the South Asian market

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BRI ties with Jubilant to bring XylaMax to South Asia poultry market



BioResource International Inc (BRI) has signed a marketing agreement with Jubilant Life Sciences for marketing and distribution of selected feed enzyme products in South Asia.

Jubilant, recognized as the second largest manufacturer of Vitamin B3 (Niacin and Niacinamide) in the world and for its leadership in vitamins for the animal nutrition market, will be the exclusive marketing partner of BRI's Xylamax and XylaQuick products in South Asia. It will market and distribute the products to large volume poultry producers, feed integrators, and animal health and nutrition consultants throughout India, Pakistan, Sri Lanka, Nepal, Bangladesh, and Bhutan.

"The addition of Jubilant Life Sciences to our alliance of global business partners marks the beginning of the next phase of our strategic growth plan," said Dr Giles Shih, CEO, BRI. "We look forward to a successful, long-term partnership with Jubilant and their customers in the South Asia market." BRI is a global biotechnology company specializing in the research, development and manufacture of high-performance, cost effective enzyme solutions for animal nutrition.

Xylamax, BRI's newest product, is an intrinsically thermo-stable xylanase feed enzyme delivering consistent, all-around performance in both nutrient release and absorption. It has been scientifically proven to help producers optimize animal nutrition safely and sustainably. The unique XylaQuick (Xylamax Qualitative In-feed Colorimetric Kit) test allows for easy, on-site testing to confirm that Xylamax has been added and properly distributed within the animal feed.

"Strategically, it is a very positive development for us. Jubilant is a significant player in the nutrition market and manufactures a wide range of Nutrition Ingredients for application across feed, food, pharmaceutical, agrochemical, technical, and personal care. We are already present in the animal nutrition segment through a range of feed additives. We are happy about our association with BRI as it will help us accelerate and expand our product portfolio into enzymes," said Mr Pramod Yadav, CEO, Advance Intermediates and Nutritional Products, Jubilant Life Sciences.

"BRI, with its expertise in the design and development of safe, effective and economical enzyme solutions, made an appealing partner consistent with our corporate commitment to long-term sustainability through reduced environmental

footprint," added Mr Yadav.

According to the Investment Information and Credit Rating Agency of India (ICRA), Indian poultry sector has been growing at around 8-10 percent annually over the last decade with broiler meat volumes growing at more than 10 percent, while table egg which is growing at 5-6 percent is mainly driven by increased domestic consumption.

"Partnering with Jubilant provides BRI an important strategic opportunity to showcase our newest enzyme solution, Xylamax, in the South Asia market," commented Mr Julian Young, chief operating officer, BRI. "This partnership brings together two like-minded companies, both committed to managing rising feed costs and feed ingredient quality variations in a way that is safe for animals, humans and the environment.