

US based Hysun Inc forays into India market

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Hysun Inc. USA based biotechnology company specializing in the production of health supplements that improves microcirculation of the body has made its debut in the Indian market with the launch of its revolutionary diabetic supplement, "Suga Balanz" to tackle root cause of diabetes.

In India, the company has joined hands with one of the country's biotechnology company, Phyto Biotech to manufacture and sell the product with an initial capacity of 1M bottles. Both the partners jointly plan to invest 15 million USD in the initial phase. The companies are expected to launch more than 10 products in the coming year.

Speaking at the occasion, Dr Samuel Yue, founder, Hy-sun Biomedical Inc, said, "We are delighted to bring Suga Balanz to India. With the launch of our maiden product, we look forward to make a significant contribution to the growing healthcare industry in India. We see huge market potential here, given the large number of diabetic & pre-diabetic people in the country. We believe that diabetes can be better managed if we address the root cause of the problem, which our product Suga Balanz has successfully done for a number of patients globally." CirQ-Life, the brand of Hy-sun Biomedical, was awarded Mediazone's most valuable companies in Hong Kong for this year.

"As part of our mission, we intend to offer best quality products at affordable prices to our consumers in the sub-continent. We constantly strive to transform and better the lives of our customers suffering from chronic diseases like diabetes, blood pressure, heart disease, joint pain & many more through innovative health supplements backed by cutting edge R&D. The launch of our first product "Suga Balanz" in India represents an exciting first step and we are confident that we will receive a positive response from this important market," he further added.

Mr Karan Kakkad, director-marketing, Phyto Biotech, said "We are excited to join hands with Hysun Inc & manufacture high quality health supplements under Make in India policy. Suga Balanz which was being manufactured only in US, will now be manufactured in India also. The manufactured product will be made available in India and will also be exported to global markets. The lower manufacturing cost will make it more viable for some of the global price sensitive market. ".

"Suga Balanz targets and decreases the insulin resistance i.e. makes insulin receptors more sensitive to insulin at cellular level among many of its functions. Many of the Indian diabetic patients have used Suga Balanz and have controlled their blood glucose extremely well & naturally" Mr Kakkad further added.

According to Mr K K Singhania, one of the Suga Balanz users, "I have been suffering from an elevated Sugar levels since last 18 years and been taking 56 units of insulin every day, 32 units in the morning and 24 units in the evening. After I started taking Suga Balanz, my fasting glucose started stabilizing to normal & gradually I could stop all my insulin injections. I am now taking Suga Balanz from quite sometime now & my Sugar levels & HbA1C are now under complete control. To me Suga Balanz is one of the best diabetes management supplement".