



✉
premix@rits.co

✉
info@rits.co

☎
+91 6359422555

☎
+91 7874144144

📍
81-84, Jay Maa Kali Estate, Olpad-Sayan Road,
Surat-394540, Gujarat, India.

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Brochure update by Oct. 2022



Fighting against nutritional
DEFICIENCY
To
HEALTHY PLANET

RITS
RITS LIFESCIENCES PVT. LTD.

"Innovation always impacts"



When you serve the Human race, then health is always on the top of mind, adding mineral and vitamins is the easiest way of supplying nutrients to human body, which can help to reduce the nutrient deficiency in general.

The regular under supply of vitamins and minerals could lead to serious consequences to the health and growth of children. Large group of people around the world are at risk of such micronutrient deficiencies and especially children and women are affected by “unnoticed hunger”.

Fortified flour can help to tackle this certainly. Wheat and maize is an important constituent of the diet in many parts of the world – that is why strategic flour fortification is seen as an effective way of improving people’s health status around the world. Fortification with micronutrients during flour production is therefore a very effective way of supplying large sections of the population with iron, zinc, Vitamin B9, vitamin B12 or vitamin A, etc.

	Pregnancy	Lactating mother	6–23 mo	2–5 years	5–18 years	WRA (15–49 years)	Adult men	Elderly
Micro-nutrient need	very high	very high	very high	high	moderate to high	moderate to high	low to moderate	moderate to high
Amount of food eaten	moderate	moderate	low	low, increasing with age	increases with age	moderate	high	moderate
Potential to benefit	high	high	low	low, increasing with age	increases with age	high	high	high
Potential to fully meet need	low	low	no	low, increasing with age	increases with age	high	high	high

Boosting the immune system

Folic acid, vitamin B12, zinc and iron play a particularly important role in the growth of immune cells. Vitamins A and E act as antioxidants and protect against cell damage during immune defense reactions.

Bone health

Calcium is THE bone building block. In addition, vitamin D encourages bone mineralisation: The sunshine vitamin increases the uptake rate of calcium in the gut and helps, at a later stage, to incorporate it into bones.

- Magnesium, calcium and potassium contribute to normal muscle function
- Magnesium and calcium contribute to normal energy metabolism
- Magnesium contributes to a good electrolyte balance
- Calcium is needed to maintain normal bones
- Vitamin D contributes to normal muscle function
- Vitamin D contributes to normal functioning of the immune system
- Vitamin D contributes to the maintenance of normal bones

The most important aspect of nutrient mix is the formulation where we got experts in our R & D department who can reach to the excellence of quality and perfection that suits to the Healthy Society. A standard ready Premix for Flour Fortification is available; Changes and customization are welcomed.

