

A bioengineered aqueous dispersible turmeric derived formulation for product development

Product developer:

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A formulation has been developed using nanotechnology interventions, to create an aqueous dispersible form of turmeric, using a unique combination of components. This nanoformulation has been used to develop functional beverages. This product overcomes the challenges of dispersibility of turmeric in aqueous formats such as milk, buttermilk, and the likes. Turmeric used is also unique, such that it contains upto 6.0% curcumin, one of the highest reported so far in any turmeric variety, and has been obtained from Horticultural Research Station, Vishakhapatnam. It is reiterated that since a biological resource of India has been used, therefore, procedures under National Biodiversity Act will be followed diligently.

Product Profile:

1. Products developed using the turmeric formulation: Segment: Functional Beverage

TurMin: The Haldi Doodh, and variants thereof

2. Products under development using the turmeric formulation: Segment: Functional Beverage

Haldi Shot: the detox drink (anti-hangover; anti-oxidant, health supplement)

Haldi Shot: khelo (special target customers- sportspersons)

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