

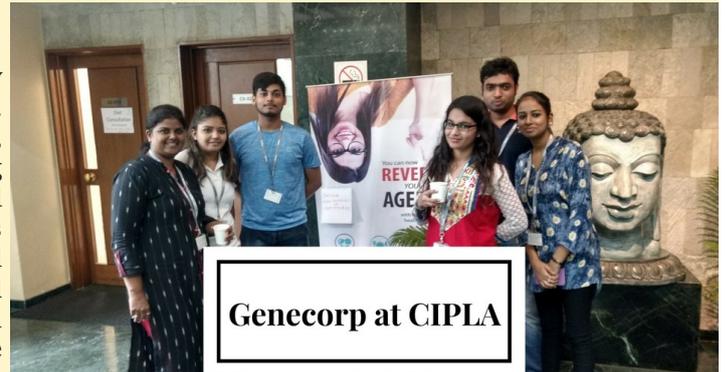
## GENECORP – Pioneering Gene-based healthcare in India



“You are unique is not a compliment but a result of your genetic analysis” says Genecorp, a venture by one of our alumnus. Genecorp is transforming the way people are looking into healthcare, leading the shift from CURATIVE to PREVENTIVE.

Studying our genetic makeup can help identify risks of certain diseases, which run in the family. The idea is to suppress health conditions, uncovered by your DNA analysis, using modified nutrition. The science behind it, called Nutrigenetics and Nutrigenomics, provides nutritional advice to people based on Personal genome analysis. Studies have proved that natural selection and other evolutionary changes plays an important role in defining our body’s response to macro or micronutrients, hence making our dietary needs unique.

Genecorp provides complete health protection and the surest prevention - by analyzing your genetic data.



### Humble beginnings

Amit, joined by a couple of his friends (Anand & Sandip), started his journey with Clubyantra – an ERP solution for fitness clubs. This stint in fitness industry made them realize the importance of diets and how everyone gets a BMI-BMR specific diet in the name of personalized diet. During their quest to find something effective and personalized, they stumbled upon Gene-based diets – a revolution in healthcare.



This concept was already popular in UK and US, a leap towards preventive healthcare. With a family history of Cancer and Diabetes, the founding team wanted to make a dent in preventive healthcare space. They reached out to their alma mater for guidance. Dr. Meena Galliara at NMIMS connected them to the Dean, NM School of Pharmacy. They also sought guidance from IIT Bombay. With the first tech product around genes, they headed to create Genecorp – the only product in the market which makes Nutrigenomics available on your phone. It is also recognised under the Start-Up India initiative of the government.

### If food can be your medicine, why eat medicine

Genecorp fundamentally believes in the above idea by Hippocrates. We have acquired a lifestyle which has reduced the scope of eating unadulterated, healthy food, breathe fresh air and do physical labour. This leads to many health issues – obesity, anxiety, CVD, diabetes, cancer to name a few. Genecorp uses our DNA data to fine tune our diet, exercise and lifestyle habits to facilitate protection from the above-mentioned health conditions. Integrating lifestyle choices to sync to an individual’s genetic makeup ensures health and body goals, both optimally and sustainably.

They have an extensive portfolio of 62 parameters, selected on the basis of ethnicity and size of the study population. This ensures that the ethnic genetic variations are accounted for and statistical errors are reduced by studying a sizeable population. Their labs are ISO Certified (quality and reporting) and NABL accredited, apart from being compliant with International standards.

Genecorp wants to make India preventive, not curative. They are soon launching an app for their users which will have user’s genetic information, track their lifestyle and provide dietary recommendations based on these factors. They are actively working towards creating awareness regarding this life-saving concept, as it is relatively new. They aim to create a stronghold among hospitals, corporates, clubs etc. They have successfully organized literary seminars, free health check-up camps in hospitals like Axis Hospitals, Lokhandwala and free yoga camps at Worli and Kurla on International Yoga Day. At CIPLA, they organized a 6-day health event where they sensitized more than 500 employees about the benefits of gene-based diets. In this way, they have helped people understand and plan their gene-based diet, so that they get first-hand experience of how they can achieve a healthier version of themselves through it.

Genecorp has hence paved a path for a personalized diet plan, giving us the power to know our future with respect to health and change it too.



Please note:

- You should not go for this test if
- You eat, work and sleep right, and
- There is no disease history in your family, and
- You know what food and exercise suits your body genetically, and
- You always achieve your fitness goals easily

**For more details:** Contact our Alumni Mr. Amit Singhi at [amit@genecorp.in](mailto:amit@genecorp.in) or visit [www.genecorp.in](http://www.genecorp.in)



Dear Alumnus,

Launched by the NMIMS Business School Alumni Association, the “Lend a Hand” initiative aims to provide an interest free loan to deserving candidates who lack the financial resources to pursue a higher education.

We request you, our esteemed Alumni, to support us in our efforts to help students succeed in their lives!

You may contribute via:

### **1. Netbanking**

Bank account details for the scholarship fund are as follows:

**Account name: NMIMS B S Alumni Assn A/C Scholarship**

**Account no: 50200015368537**

**IFSC code: HDFC0001027**

**Bank address: 108/D, Ramnivas Lajpatrai Rd, Vile Parle West, Mumbai-400056**

**2. Cheque/DD** in favour of "NMIMS B S Alumni Assn A/C Scholarship", payable at Mumbai

Cheque/DD can be posted to:

**Alumni Relations Office, W-828, 8th Floor, New Building, Narsee Monji Institute of Management Studies, Vile Parle West, Mumbai - 400056**

### **Invitation for GAMM 2017**

I would also like to take this opportunity to cordially invite all of you to Mumbai for the Grand Alumni Mumbai Meet event to be held on 11th November, 2017. It is an event where all our alumni can come together as a family, strengthen old ties and build new ones. I am looking forward to meeting all of you on 11th November, it will be an evening worth remembering.

I hope you will join us in supporting this cause and helping a deserving candidate. I wish you all the best for your future endeavors.

Warm Regards,

**Ajit Gupte,**

**Chairman, NMIMS Business School Alumni Association**