

750AD Healthcare Introduces Kiwifruit-Derived PLATOMAXX in India

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750AD Healthcare Pvt. Ltd., a science-led wellness and nutrition company, has announced the India launch of PLATOMAXX, featuring KFE-GENACTIN, a patented & FSSAI approved bioactive technology derived from kiwifruit.

The introduction of PLATOMAXX marks an important step in 750AD's efforts to bring globally researched, nature-derived nutritional technologies to India. The collaboration aligns with the company's vision of supporting quality health through scientifically studied ingredients, responsible product development and stringent quality standards.

Kiwifruit is widely recognised for its nutritional profile, including naturally occurring vitamins, antioxidants and other bioactive compounds. Beyond its conventional nutritional value, the fruit has also been studied for specific low-molecular-weight bioactive fractions and their activity in laboratory-based platelet aggregation research.

The technology associated with KFE-GENACTIN originates from scientific work linked to Professor Asim K. Duttaroy of the University of Oslo, Norway. The underlying patent, titled "Cardio-protective agents from kiwifruits," describes bioactive fractions obtained from fruits of the Actinidia family and their observed activity in in-vitro platelet aggregation assays.

"With PLATOMAXX, we aim to offer a thoughtfully formulated nutritional product for people seeking support for normal platelet function. It brings together Genactin, our patented and FSSAI-approved kiwi fruit extract, and papaya leaf extract. We want healthcare professionals and consumers to have clear information about what the product contains, how it is intended to be used, and the evidence behind its ingredients", says Dr Asim K. Duttaroy, Nobel Panelist & Padmashree nominee from Oslo University (Inventor and Formulator).

The patent documentation also describes water-soluble, low-molecular-weight kiwi fruit extract, along with processing and stability characteristics involving techniques such as ultrafiltration and heat treatment. These findings provide the scientific foundation behind the bioactive technology incorporated into PLATOMAXX.

“Bringing this patented kiwifruit bioactive technology to India is closely aligned with our vision of making quality health solutions more responsible, research-oriented and accessible. We see this collaboration as an opportunity to connect nature's nutritional potential with rigorous scientific work and robust quality standards. PLATOMAXX is not simply a product launch for us; it represents the direction in which we want to build 750AD—as an Indian healthcare company that approaches wellness with evidence, transparency and long-term responsibility,” said Shabnum Khan, Founder, 750AD Healthcare Pvt. Ltd.