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CONTRIBUTORS

- Sakshi Makkar
- Bowlers
- Dr. Dibyendu Kumar Dey
- Mr. Sarwar Ali
- Dr. Gourab Basak
- Dr. M. Bindu Pushpa
- Dr. Mrinmoyee Sarma
- Dr. Nur Abdul Kader
- Dr. Ummadi Giri Prakash Reddy
- Dr. Yamini Verma
- Dr. Madhu Swamy
- Dr. Amita Dubey
- Dr. Manish Jatav
- Dr. Ashutosh Tripathi
- Dr. Roshani Patil
- Dr. Urfeya Mirza
- J. Allan

About PET'n'VET

OUR TEAM

Editor : Sudhir Aheriya

Designer : Gurdeep Singh

**Sales
Manager** : Vivek Soni

Editorial & Publisher Address

1325-P, Second Floor, Sector-32, Karnal-132001,
Haryana, INDIA

Ph. : +91-70150-26527 | +91-98965-23333

E-mail: petnvetmags@gmail.com
infohousepublication@gmail.com



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or contact Vivek Soni +91-82950-11122

For Advertisement Related Queries Contact at
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Publisher/Editor : **Dinesh Kumar Arora**

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Editor: **Sudhir**

Editor's Note



As we move into the festive season, filled with lights, love, and celebration, PETnVET extends warm wishes to all our readers for a **Happy and Prosperous Diwali!** May this season bring joy to your homes and peace to your beloved pets.

The Indian pet care industry continues to evolve at a remarkable pace. Once considered a niche market, it has now become a thriving sector fueled by compassion, awareness, and innovation. Pets have truly become family members — offering companionship, emotional support, and unconditional love. This bond has encouraged a new wave of responsible pet parenting across India, creating an ever-growing demand for **quality nutrition, grooming, healthcare, and lifestyle products.**

With India now home to over **32 million pets**, the market for pet care products and services is expanding rapidly — projected to touch **INR 10,000 crore by 2028.** Both global and homegrown brands are stepping up to meet this demand, introducing science-backed nutrition, safer formulations, and more sustainable solutions for our four-legged friends. Yet, as the sector grows, so does the need for education and awareness about responsible pet ownership, health management, and welfare.

As the lights of Diwali brighten our surroundings, let's also illuminate our understanding of animal health, compassion, and coexistence. Together, we can make India not just a country that loves pets — but one that truly cares for them.

Happy Reading and a Joyous Diwali!

Sudhir Aheriya

✉ petnvetmags@gmail.com 🌐 www.petnvet.in

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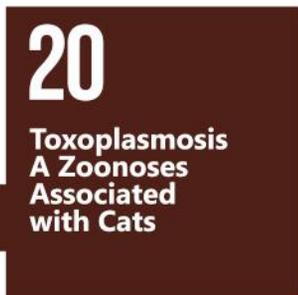


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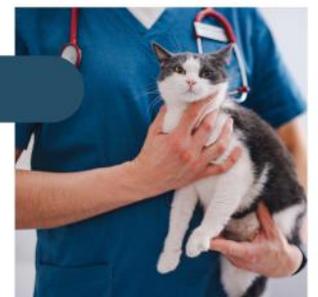
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Stress Free Diwali | No Crackers

Save Your Pets From Stress



By - Sakshi Makkar

Diwali is a festival of love, happiness, and wealth. Your sensation of joy shouldn't result in the suffering of another living thing. Because of the residents' annual cracker-bursting frenzy around Diwali, thousands of animals all over the nation experience complete trauma. Animals are disturbed when crackers are exploded, but people are also at risk from the noise, air pollution, and light pollution that results. As a result, a holiday that is meant to bring us joy and happiness instead causes a great deal of suffering for animals. Give your pet anti anxiety medication to prevent your dogs and cats from being nervous or revved up when the fireworks go off outdoors.

The cracker noise not only impairs the animal's hearing but also affects its heart rate and stress levels. So exercise caution when subjecting them to loudness.

1. Keep them in a cozy and cool room with the windows and door closed to reduce noise. Additionally, place cotton balls in the pet's ears to reduce their stress.
2. To prevent an unintentional fire, keep candles and lamps (diyas) away from your dogs and cats.
3. Early in the evening, walk or run with them so they are well-rested and can unwind easily as the evening wears on.

Every animal has a place where they feel most at ease. Before making changes to the environment, observe their body language and give them time to acclimate.

Put on some calming music to help your pet relax.

Pets should wear cotton earplugs. Animals experience dread, uncertainty, anxiety, and panic when a cracker bursts. Their terror causes them to act in a variety of bizarre ways, such as hiding under a car or a bed or racing erratically along the street or out of their homes, not eating anything, taking no walks, and other insane things.

Pets most frequently exhibit fright, salivation, shaking, trembling, shivering, excessive barking, loss of hunger, aggressiveness, etc. during cracker shattering. Animals can hear exceptionally well, but they can't stand the sounds of crackers shattering. The hearing range of animals, such as dogs, is about 40 to 60 hertz, which is much higher than that of humans. Because of this, their ears are more sensitive than those of humans.

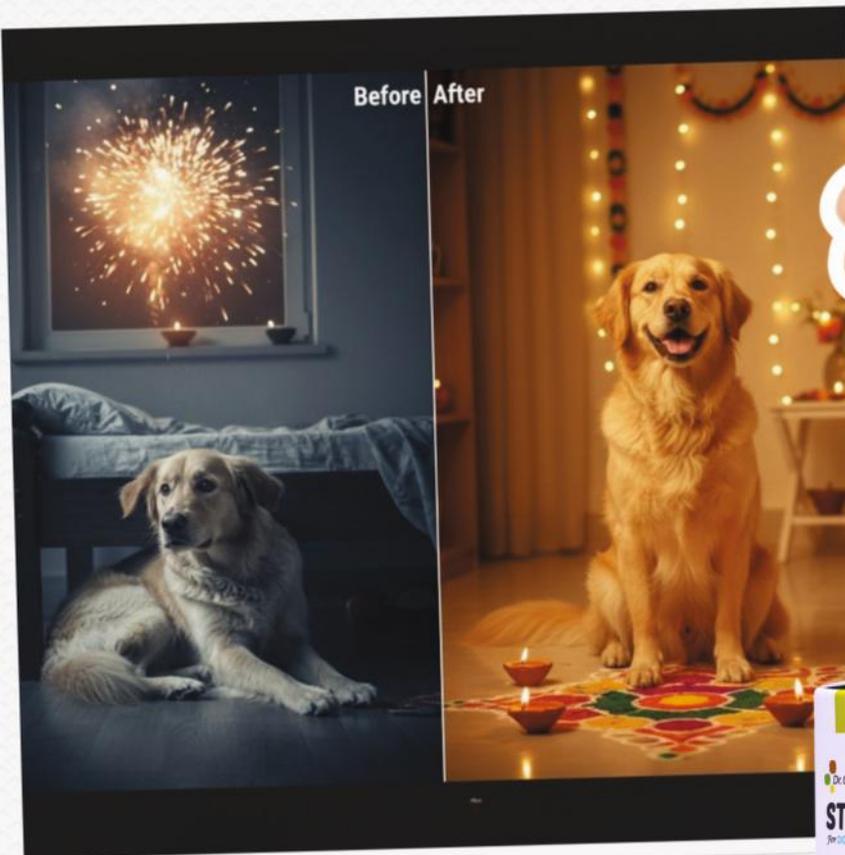
People need to be made more aware of animals' emotions immediately. Most people assume that animals are emotionless because they are mute. Animals are living things just like us, and they experience emotions. Children must be taught to have sympathy for animals and not to enjoy tying and popping crackers on their tails. Children should be reminded to be cautious and crack fewer crackers far from domestic animals and stray animals. Societies and colonies should forbid people from popping crackers, and if someone insists on doing so, they should designate a location and time for it so that no one bothers or annoys the stray animals. Diwali should be celebrated peacefully by encouraging kids to decorate Rangolis with colors, flowers, and sweets, light candles and diyas, dance, and sing...





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Are anxiety, stress, and nervousness some common traits in your pet? There often comes a moment when your pet may feel stressed due to underlying causes like loud noises, firecrackers, separation from humans, traumatic past, and unfamiliar people as well as surroundings.

STRESSZA is a unique homeopathic veterinary formulation to relieve stress & anxiety in pets. Quality, efficacy, and safety are the utmost priorities of STRESSZA formulation. It is 100% safe and side effect free. STRESSZA is so safe that you can give it to your pet after every half an hour, for quick and fast relief.

With the upcoming festive season in India, especially Diwali, let's prepare ourselves so our pets can have a better festive week than usual. With 15 drops of STRESSZA, twice a day, there will be some relaxation our pets may feel during all the festivities – its noise and celebrations!

This medicine especially comes in handy during the festive season when dogs, cats, and other animals are restless and scared due to all the loud noises and firecrackers.

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Fredun Pharmaceuticals Acquires Wagr.ai



Fredun Pharmaceuticals Limited (BSE - FREDUN | 539730) is one of the leading pharmaceuticals formulation manufacturing companies in India. The Company, diversified into Generics, Cosmeceuticals, Nutraceuticals, Mobility and Animal Healthcare Products, **today announced the strategic acquisition of all assets of Wagr, a leading pet tech platform, marking the launch of India's first truly neutral online marketplace for pet products and services.**

This strategic move positions FPL at the forefront of India's rapidly growing pet care industry, projected to reach \$6 billion by 2030.

The acquisition includes Wagr's comprehensive technology platform, user base of 140,000+ pet parents, patented pet fitness tracking technology, and established veterinary network—creating an unprecedented ecosystem that addresses critical gaps in the Indian pet care market.

FPL will relaunch the Wagr marketplace and services in Q4 FY 2025-26.

About Fredun Pharmaceuticals Limited

Fredun Pharmaceuticals Limited is a leading innovator in India's pet care industry, specializing in functional food and prescription food categories. Committed to supporting the holistic well-being of pets across India, FPL combines quality products with technology-driven solutions to enhance the pet parenting experience.

About Wagr

Wagr is a comprehensive pet care technology platform that pioneered a neutral pet e-commerce marketplace, pet health monitoring and GPS tracking, and veterinary consultation services in India. As the creator of India's first GPS and fitness tracker for dogs and the world's first AI pet care chatbot, Wagr has established itself as an innovation leader in the pet tech space...



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Shubman Gill Joins



as Brand Ambassador



The collaboration marks a significant step towards making high-quality, science-backed dog nutrition readily available to more pet households across India.

Allana Pet Solutions (APS), the pet food division of Allana Consumer Products Ltd. (ACPL), has teamed up with Indian cricket star and youth icon **Shubman Gill** to be the new brand ambassador for **Bowlers**, its flagship dog nutrition brand. The association connects a high-performing athlete with a brand dedicated to providing science-backed, affordable premium pet nutrition, marking a pivotal milestone in Bowlers' journey to reshape India's pet nutrition landscape.

In response to the rising demand for quality pet care, Bowlers and Shubman Gill aim to inspire pet parents to make informed nutritional choices and ensure that trusted, high-quality, and affordable food is easily accessible to pet parents across India.

As one of the young leaders in Indian cricket, Gill embodies performance, discipline, and excellence — qualities that resonate deeply with bowlers' brand philosophy of providing trusted science backed and optimum quality balanced nutrition for dogs across India.

Mr. Nitin Kulkarni, Business Head – Allana Pet Solutions, ACPL said, “Our partnership with Shubman Gill represents a strategic milestone in Bowlers' journey to disrupt India's rapidly growing pet food market. With pet ownership increasing across the country, particularly in Tier 2 and Tier 3 cities, there is a significant opportunity to drive adoption of affordable premium, science-backed dog nutrition. Shubman's influence among the youth and aspirational pet parents aligns seamlessly with our goal of making world-class nutrition accessible and establishing Bowlers as a trusted brand.”

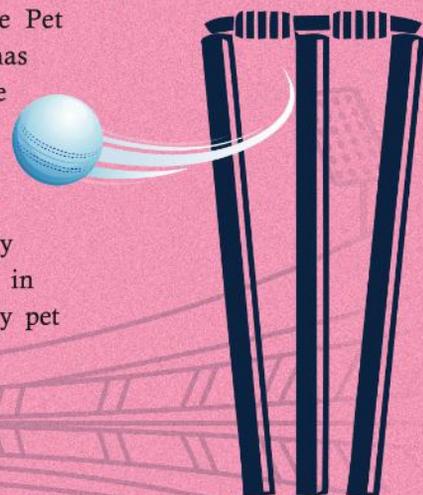
Bowlers has always reflected the industry trend of humanising pets, positioning them not just as companions, but as family members with their own identities and aspirations. The brand itself embodies the spirit of an all-star pet sports team, where Shubman represents excellence, performance, and commitment. Beyond brand visibility, this collaboration will enable us to educate pet owners on importance of complete and balanced nutrition, strengthen engagement through targeted campaigns and activations and reinforce long-term growth strategy in both urban and emerging markets,” **Kulkarni adds further**

Since its inception, Bowlers has been recognized for creating engaging and fun initiatives that resonates with pet parents such as the Instagram contest **#TasteThatMakesYourDogFly**, which generated widespread excitement online. Building on this, the new association will roll out a coordinate mix of digital initiatives, regional outreach, and on-ground consumer activations, reinforcing the brand's commitment to trusted, science backed and affordable dog nutrition across all social channels.



The Bowlers portfolio brings together a comprehensive range of high quality, specialized nutrition products from dry & wet food formulated for puppies, adults, large breeds and their offerings in the pet care and treat category with high protein jerky treats & meat bars designed for training & rewarding. This association with Shubman Gill marks a pivotal next phase for Bowlers — one focused on scaling nationwide reach, deepening awareness, and building enduring trust with India's rapidly growing community of pet parents.

Complementing Bowlers is Purrfeto, APS's dedicated cat nutrition brand which reinforces its position as a truly holistic pet nutrition player. Powered by Asia's largest PLC-automated pet food plant in Zaheerabad, Telangana, Bowlers and Purrfeto maintain complete control over the value chain, from sourcing to packaging, ensuring consistency, quality, and safety. Its R&D-led formulations, created in collaboration with veterinary nutritionists, are specifically tailored for India's climate and evolving needs of pets. Strengthened by Allana's global expertise, the Pet Solutions segment has recently crossed the ₹200 crore revenue milestone, marking a strong growth trajectory and a rapidly expanding presence in domestic and globally pet food industry...



The Co-Existence of

HUMANS AND PETS in

Society

The bond between humans and pets has been a cornerstone of human society for millennia, evolving from utilitarian partnerships to deep emotional connections. Today, pets are integral to our communities, shaping social dynamics, influencing mental and physical health, and raising important questions about how we coexist in shared spaces. The co-existence of humans and pets in society reflects a delicate balance of mutual benefits, responsibilities, and challenges, creating a richer, more compassionate world when approached thoughtfully.

Pets—whether dogs, cats, birds, or more exotic companions—offer profound emotional and psychological benefits. Studies consistently show that pet ownership reduces stress, anxiety, and depression. The simple act of stroking a dog or listening to a cat's purr can lower cortisol levels and boost serotonin, fostering a sense of calm. For many, pets provide companionship that combats loneliness, particularly for the elderly or those living alone. In urban societies where isolation is increasingly common, pets serve as social catalysts, sparking interactions among neighbours during walks or at dog parks. These moments of connection strengthen community ties, proving that pets are not just individual companions but contributors to societal cohesion.

Beyond emotional benefits, pets encourage healthier lifestyles. Dog owners, for instance, are more likely to meet daily physical activity recommendations through regular walks. This not only improves human health but also fosters a culture of outdoor

engagement, making neighbourhoods more vibrant. Pets also teach responsibility and empathy, particularly in children, who learn to care for another living being. These lessons translate into broader societal values, promoting kindness and accountability.

However, the integration of pets into society is not without challenges. Urban environments, with their dense populations and limited spaces, often strain human-pet co-existence. Issues like pet waste, noise, and aggressive behaviour can spark conflicts among neighbours. For example, uncollected dog waste in public parks or barking that disturbs the peace can erode community goodwill. To address this, many cities have implemented regulations, such as leash laws and waste disposal mandates, to ensure responsible pet ownership. These rules highlight the need for mutual respect—pet owners must consider their neighbours, while non-owners should recognize the value pets bring to shared spaces.

Another challenge is ensuring equitable access to pet-friendly environments. Many rental properties restrict pets, limiting who can enjoy their benefits. This disproportionately affects lower-income individuals, who may lack access to pet-friendly housing or the resources to cover pet-related costs. Advocacy for inclusive policies, such as pet-friendly housing initiatives or subsidized veterinary care, is crucial to making pet ownership accessible and sustainable across socioeconomic lines.

Animal welfare is a critical aspect of this co-existence. Society must balance the desire for pets with ethical considerations, such as preventing overbreeding and ensuring proper care. Shelters are often overwhelmed with abandoned animals, a reminder that pet ownership is a long-term commitment. Adoption campaigns and spay/neuter programs are vital steps toward reducing stray populations and promoting responsible ownership. Education also plays a role—teaching owners about proper nutrition, training, and healthcare ensures pets thrive, which in turn enhances their positive impact on society. The co-existence of humans and pets also extends to public policy and innovation.

Service animals, for instance, highlight the remarkable ways pets support humans, aiding those with disabilities and performing roles in therapy and law enforcement. Meanwhile, advancements like pet-friendly workplaces and pet insurance reflect society's growing recognition of pets as family members. These developments signal a shift toward a more inclusive, empathetic society where the needs of both humans and animals are

considered. Ultimately, the co-existence of humans and pets is a testament to our capacity for connection and care. By fostering responsible ownership, inclusive policies, and mutual respect, society can ensure that this relationship continues to enrich lives. Pets remind us of our shared humanity, teaching us to nurture, connect, and coexist in harmony—a lesson that resonates far beyond the human-pet bond...



Dr. Dibyendu Kumar Dey
Executive Director
Immeureka Animal Health Pvt Ltd



Mr. Sarwar Ali
Vice President,
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Pocket-Sized Fun, Fame

Instagram Loves Urban India's Micro-Pet Affair

Beyond companionship, the micro-pet trend thrives on social media spectacle — generating endless 'cute' content and aligning perfectly with the aspirational lifestyle of young, urban Indians.

Love affair with pets is no longer limited to dogs and cats — it's now hopping, scuttling, and chirping into **micro-pet territory**. From dwarf rabbits and hamsters to exotic miniature birds, hedgehogs, gerbils, chinchillas, pygmy mice, geckos, anoles, African dwarf frogs, axolotls, hermit crabs, degus, and Australian sugar gliders — small pets have become the new urban obsession.

A Trend Fueled by Social Media and Lifestyle

The micro-pet phenomenon isn't just about companionship. It thrives on **social media appeal** — tiny pets fit easily into apartment living and look irresistibly photogenic on Instagram and YouTube. Micro-influencers frequently feature their pets in fashion reels, café visits, or themed stories, flaunting hamsters in hoodies, parrots on macrame swings, turtles with bow ties, and rabbits dressed for virtual red carpets.

The growing demand has inspired a wave of **specialized brands** offering miniature carriers, custom food blends, pawdicure kits, and even “pet influencer kits” complete with LED-lit enclosures and reel-ready backgrounds.

For many, this merging of fashion and pet care is not just about aesthetics — it's about bonding, creativity, and joyful expression. Critics, however, caution that animal comfort must never be compromised for the sake of social likes.

Tiny Companions, Big Costs

Cuteness comes at a price. In metros like Delhi, Mumbai, and Bengaluru, small pets can range from Rs 3,000 to Rs 15,000 for miniature rabbits or hamsters, and Rs 10,000 to Rs 25,000 for exotic birds or reptiles. The variety is expanding fast — from pygmy hedgehogs to bearded dragons and miniature turtles.

India's **pet-care industry**, valued at around **\$720 million (Rs 6,300 crore)**, is projected to reach **\$25 billion (Rs 2.18 lakh crore)** by 2032, driven by urbanization, premiumization, and changing lifestyles. Within this, the **exotic and small-pet segment**, valued at approximately **\$42.6 million (Rs 375 crore)** in 2024, is expected to grow to nearly **\$76 million (Rs 665 crore)** by 2030.

The Reality Behind the Cute Filters

Despite their charm, micro-pets come with their own challenges. Many require **specialized diets, habitats, and temperature control**, which first-time owners often underestimate.

Beyond hygiene, experts also warn of **zoonotic risks** from reptiles and small mammals. Rescue organizations report seasonal **spikes in pet abandonment**, particularly during the monsoon, when illness, higher vet costs, or lack of pet-friendly housing take a toll on owners.

From Trend to Responsibility

While the micro-pet trend reflects the aspirations of urban youth — combining low-maintenance companionship with Instagrammable novelty — the path from impulse adoption to responsible care remains steep.

Veterinarians and welfare experts emphasize that these animals are **not fashion accessories but living beings** that need long-term commitment, proper veterinary attention, and emotional engagement. Awareness about legality, species welfare, and habitat suitability is crucial to ensure that curiosity doesn't turn into cruelty.

The Final Word

Micro-pets may be small, but their impact — on homes, hearts, and the pet industry — is huge. As the line between lifestyle and pet care blurs, the challenge for modern pet parents is to balance social charm with scientific understanding and compassion. After all, behind every cute reel is a life that depends on responsible love...



How Smart is Your Dog?



Here are a few fun ways to gauge canine smarts.

The Towel Test. When your dog is lying down, drape a large bath towel over his head and time how long it takes for him to lose the towel. Smart dogs master this in less than 15 seconds while slow learners can take more than 30 seconds.



The Bucket Test. Line up three containers upside down on the floor (size is not important, but use lightweight ones). Show your dog his favorite treat or toy and let him watch you place it under one of the containers. Divert his attention away from the buckets for a few seconds and then ask him to find the hidden prize. A smart dog will make a beeline to the correct bucket while a slower learner may knock over the other two containers before finally finding the prize.

The Leash Test. Pick a time that you do not customarily walk your dog—say midmorning or midafternoon. Without saying anything, pick up the leash and your house keys in full view of your dog. A smart dog associates the leash and keys with a walk and becomes excited at the prospect of going out. A not-quite-so-bright dog won't make the connection and may need to hear "Want to go for a walk?" before jumping for joy. (Of course, a more phlegmatic dog may just not be in the mood for a walk!)

Remember that canine IQ tests have limitations, one of which is that the results are subjective and evaluated by people, not other dogs. So a dog who may seem dumb to us could be the leader of the pack in the eyes of other dogs. Whatever the test results, the important thing is to value the love your dog gives you more than the number of brain cells he maximizes.





Addressing Regulatory Gaps and High GST, Rödl & Partner Paper Calls for Policy Reforms to Unlock India's \$2B Pet Food Industry

Alongside World Food India 2025, organized by the Ministry of Food Processing Industries (MoFPI), Rödl & Partner released a landmark paper outlining strategic pathways to strengthen India's fast-growing pet food sector. MoFPI and EY also co-hosted a special session on “India's Pet Food Industry: Scaling for Domestic & Global Growth” at Bharat Mandapam, Pragati Maidan.

The paper highlighted that India's pet food market is expanding rapidly with the country's pet population at an estimated 42.2 million in 2024, projected to surpass 100 million by 2035. In revenue terms, the industry was valued at USD 720 million in 2024 and is expected to reach USD 2 billion by 2035. While dog food accounts for over 85% of the market, cat food is the fastest-growing segment, and e-commerce has become a key growth enabler.

Despite this momentum, the sector continues to operate under frameworks not designed for it. The paper calls for a harmonized and science-backed regulatory framework to enable trust, affordability, and access. Recommendations include rationalizing GST to align pet food with essential nutrition categories, adopting BIS standards as enforceable benchmarks, creating a single-

window system for compliance, expanding accredited testing infrastructure, and ensuring consistent labelling and product standards across offline and online markets.

In his preface to the paper, Dr. Umesh Kalahalli, Independent Veterinarian, noted: “As veterinarians, we see daily how nutrition impacts pet health. Many pets in India are still fed improvised diets that lack essential nutrients. Dedicated, enforceable regulations would give pet parents confidence, enable vets to guide responsibly, and ensure pets receive the same quality of nutrition as globally.”

The panel discussion at World Food India brought together leading voices from across the industry, including Salil Murthy, Managing Director, Mars Petcare India; Satinder Singh, Managing Director, Royal Canin; Rinka Banerjee, Founder & CEO, Thinking Forks Consulting Pvt. Ltd; Ram Soni, Partner, Food & Agriculture, Praxis Global Alliance; and Abhishek Agarwal, Founder & CEO, Innomalous, moderated by Ms. Pallavi Anand, Business Head, Nestlé Purina Petcare – South Asia Region.



On the Day 1 of the WFI event, Ministry of Food Processing Industries highlighted the pet food sector's strategic alignment with the **Make in India** initiative. At the CEO roundtable, the Ministry called for a **harmonized, science-backed regulatory framework** that would secure **nutrition and consumer trust**. The discussion reinforced that regulation must serve as an enabler, supporting balanced growth and positioning India more confidently in the global pet food landscape.

About World Food India 2025

World Food India is the Ministry of Food Processing Industries' flagship international event, serving as a premier platform for stakeholders across the food value chain to connect, collaborate, and invest in India. Following successful editions in 2017, 2023, and 2024, the 4th edition will be held from 25–28 September 2025 at Bharat Mandapam, New Delhi...

Salil Murthy, Managing Director, Mars Petcare India said, “India is home to over 35 million pets today, a number set to double within the next five to seven years. Yet, penetration of manufactured pet food remains below 10% in Indian households, compared to near-universal adoption in developed markets. Unlocking the true potential of India's pet food sector requires three structural shifts: First, a responsible and science-aligned regulatory framework to build consumer trust and ensure transparency. Second, rationalizing the current 18% GST on pet food which is essential nutrition — an anomaly while other pet care items like pet shampoos are now taxed at just 5%. Third, a nationwide effort to raise awareness so that pet parents move from home-cooked meals to complete, science-backed nutrition that ensures a longer, healthier life for pets. And finally, recognizing the sector's ability to create jobs and value across manufacturing, retail, veterinary care, and allied services. Together, these steps can accelerate India's journey to becoming a truly better nation for pets and a future export hub for pet food.”



Satinder Singh, General Manager, Royal Canin, added, “The sector is already a USD 720 million industry, growing at double digits annually. Despite this growth, pet food is still seen as discretionary and lacks a clear regulatory identity in India. Giving the sector the recognition it deserves through dedicated regulations will provide clarity for companies and veterinarians, strengthen India's Make in India initiative and establish the country as a key export hub for global markets, as well as reassure millions of pet parents through consistent, quality, safe, and hygienic food for cats and dogs. When policies treat pet nutrition as essential rather than optional, India will be able to close the nutrition gap and align with global best practices.”



INDIA'S PET FOOD MARKET



Renal Calculi

In Domestic Animals: A Silent Threat

UmmadiGiri Prakash Reddy*, Yamini Verma¹, Madhu Swamy¹,
Amita Dubey¹, Manish Jatav¹, Ashutosh Tripathi²
*MVSc Scholar, ¹Department of Veterinary Pathology,
² Department of Veterinary Medicine
College of Veterinary Science and A.H., NDVSU, Jabalpur (M.P.)

What Are Renal Calculi and Why They Matter in Domestic Animals

Renal calculi or kidney stones are hard mineral deposits that form in the kidneys or urinary tract of animals. Often unnoticed until they cause painful blockages, these stones can vary in size and composition. Common types include struvite, calcium oxalate, urate, cystine, and even silica each forming under different circumstances. While stones can form invisibly over time, they often become problematic when they interfere with urine flow, leading to pain, infection, or even kidney damage. They can cause economic loss, especially in livestock. For pets, symptoms like bloody urine, frequent straining, or accidents in the house can indicate trouble. For farm animals, stones may reduce productivity or lead to emergencies requiring costly veterinary care. The disease becomes particularly tricky because of its stealth. In many cases, stones remain asymptomatic until they grow large, occlude the urinary tract, or spark a severe infection. That's why understanding the types, risk factors, and prevention strategies is so important for veterinarians, pet owners, and farmers alike.

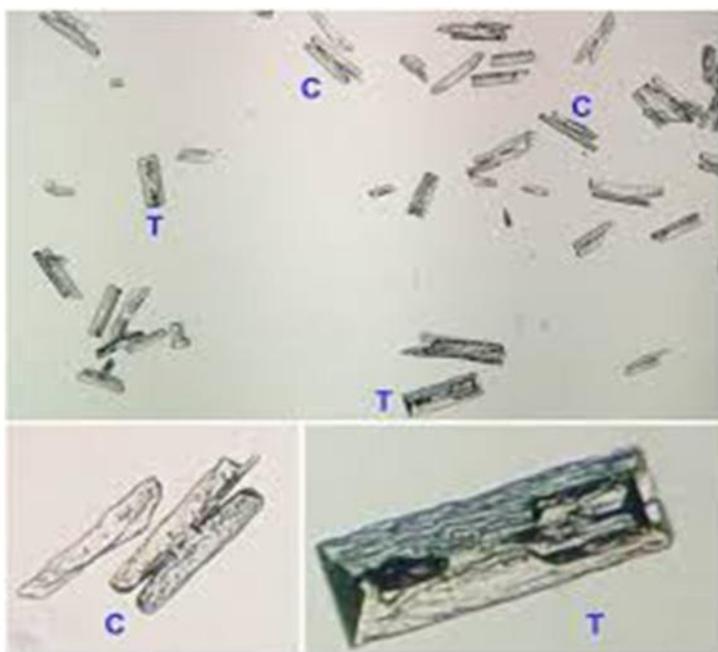


Fig.01: Urine analysis revealed triple phosphate crystal

What Causes Kidney Stones in Animals

Kidney stones result from a mix of dietary, physiological, environmental, and genetic risk factors. A key factor is urine supersaturation when mineral levels exceed what the liquid can keep in solution, crystals form and eventually clump into stones (Allen *et al.*, 2016).

The type of stone depends on urine pH and which minerals are excessive.

- 🐾 Dietary imbalances play a major role. In ruminants fed high-grain, low-roughage diets, excess phosphorus or silicon can predispose to phosphatic or siliceous stones. Ensuring a proper calcium-to-phosphorus ratio (ideally 1.2–2:1) and supplementing salt to encourage drinking help reduce risk.



Fig.02: Types of stones gross picture

- 🐾 In dogs and cats, infections by urease-producing bacteria raise urine pH and favour struvite stone formation. Meanwhile, breed predispositions such as urate stones in Dalmatians, cystine stones in certain terrier breeds, and calcium oxalate stones in miniature Schnauzers also play vital roles.
- 🐾 Low water intake concentrates urine, speeding crystal formation. Similarly, certain plants (e.g., oxalate-accumulating pasture plants) or feed components contribute specific minerals that lead to stone formation.
- 🐾 On the molecular level, urinary proteins and organic debris such as bacteria, sloughed epithelial cells, or even drug residues can serve as a “nidus,” or seed, for stone formation.

Together, these factors combine in complex pathways of urine chemistry, breed genetics, dietary composition, hydration, and even behavioural factors like grazing patterns all influence stone formation.

Diagnosis, Treatment, and Prevention

Diagnosis begins with recognizing symptoms: straining to urinate, blood in urine, frequent attempts, or non-specific signs like lethargy. Palpation may reveal a firm bladder. Laboratory testsurinalysis, blood chemistryhelp detect infection or kidney dysfunction. Imaging like X-rays or ultrasound confirms stone presence; certain types (e.g., urate) may need contrast studies(Langstonet al., 2008).

Treatment depends on stone type and severity:

🐾 Medical dissolution: Some stonesparticularly struvitecan be dissolved with diet changes (low-magnesium, acidifying diets) and infection control. Dogs and cats often benefit from these diet-based therapies (Bartgeset al., 1999).

🐾 Surgical intervention: When stones block urine flow or fail to dissolve, surgery (e.g., cystotomy in small animals, tube cystostomy in ruminants) may be needed. Advanced options like lithotripsy (breaking stones with shock waves) have been experimentally used in dogs.

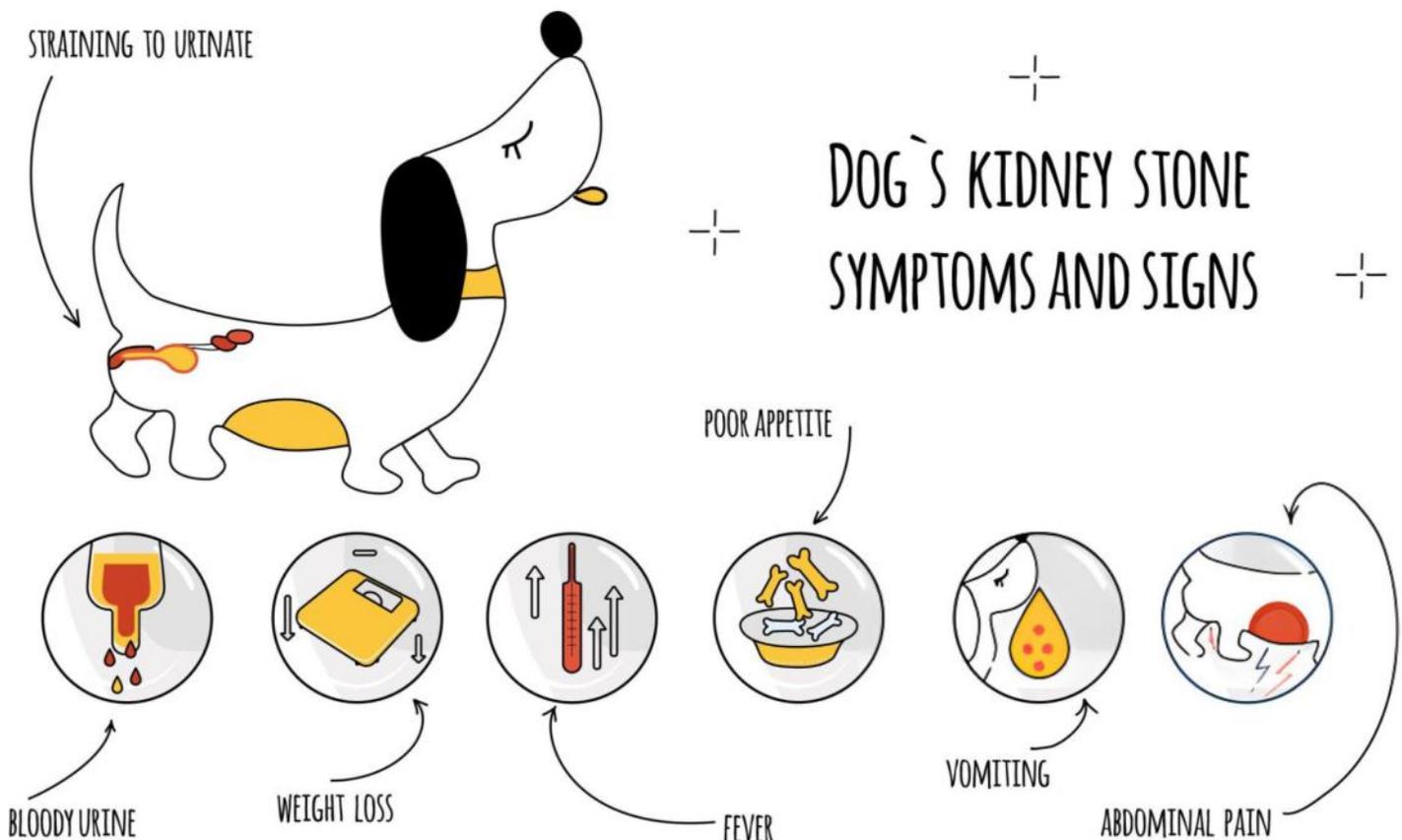
Prevention is pivotal:

- 🐾 In ruminants, balancing dietary Ca:P ratio, adding salt to increase water intake, and using ammonium chloride to acidify urine help prevent stones, especially in feedlot lambs and steers(Radostitset al., 2006).
- 🐾 In pets, avoiding high-magnesium diets, encouraging water consumption, using specialized diets, and treating infections early are key strategies.
- 🐾 Kidney stones in domestic animals are not rare hidden illnesses they follow clear patterns we can understand and

manage. Breeds like Dalmatians, Shihtzus, and miniature Schnauzers are more at risk. Diet, hydration, infection, and urinary chemistry all influence whether a stone forms and whether it recurs.

Conclusion

Renal calculi are a significant health challenge in both livestock and pets, affecting productivity, welfare, and longevity. Their occurrence is closely linked to diet, hydration, breed predispositions, and urinary infections. While treatment through surgery or dietary management is possible, prevention remains the most effective strategy. Ensuring balanced nutrition, promoting adequate water intake, and regular veterinary monitoring greatly reduce risks. By combining research insights with practical management, we can safeguard domestic animals from the pain and losses caused by kidney stones...





TOXOPLASMOSIS

A Zoonoses Associated with Cats

Cats are one of the most common household pets. However, they may be a direct or indirect source of human infections. There are numerous illnesses that cats can transmit to humans, many of which don't show symptoms in the animal but can result in severe illness in humans. In addition, *Toxoplasma* infection has serious socioeconomic effects on humans. Families incur many costs while caring for sick children, especially those with mental retardation and blindness (Roberts and Frenkel, 1990, Roberts et al., 1994). The zoonotic diseases associated with cats include toxoplasmosis, cryptosporidiosis, giardiasis, rabies, capnocytophagosis, pasteurellosis, cat scratch disease, ringworm, sporothrichosis, tularaemia, plague, Q fever, and external parasites, campylobacteriosis, salmonellosis, infections with pathogenic *E. coli*, cryptosporidiosis, giardiasis, and MRSA. In various places throughout the world, it has been shown that more than 60% of some populations have been infected with *Toxoplasma*. (Centres for Disease Control and Prevention, USA).

What are Causes of Toxoplasma in Cats?

Toxoplasmosis is caused by the parasitic protozoan *Toxoplasma gondii*. Cats can acquire *Toxoplasma* by eating infected rodents, birds, or anything contaminated with faeces from another infected animal.

How Toxoplasma get Transmitted to Humans?

🐾 Food Borne

The tissue form of the parasite (a microscopic cyst consisting of bradyzoites) can be transmitted to humans by Eating undercooked, contaminated meat

🐾 Animal-to-human (zoonotic)

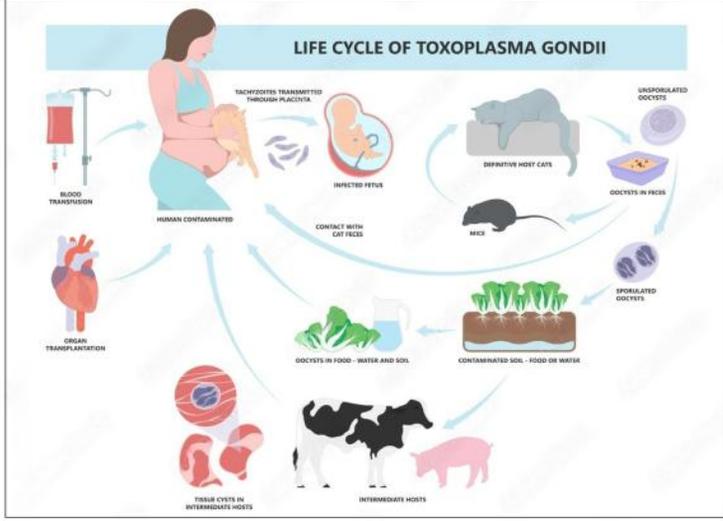
Cats play an important role in the spread of toxoplasmosis. They become infected by eating infected rodents, birds, or other small animals. The parasite is then passed in the cat's feces in an oocyst form, which is microscopic.

🐾 Mother-to-child (congenital)

A woman who is newly infected with *Toxoplasma* during or just before pregnancy can pass the infection to her unborn child (congenital infection). The woman may not have symptoms, but there can be severe consequences for the unborn child, such as diseases of the nervous system and eyes

🐾 Rare instances

Organ transplant recipients can become infected by receiving an organ from a *Toxoplasma*-positive donor.



Which Humans are at High Risk?

Toxoplasmosis is most dangerous in pregnancy and for those with weakened immune systems, like people living with HIV and cancer. While *T. Gondii* can infect anyone, most people won't have symptoms. Your body usually fights off the parasite without you knowing it was there.

What are Symptoms of Toxoplasmosis in Human?

Toxoplasmosis In Pregnant Human.

Pregnant patients can pass the parasite through the placenta to the foetus. This increases the risk of miscarriage, stillbirth. Complications of being born with toxoplasmosis include vision problems, blindness, developmental delays and learning differences.

Toxoplasma in Immunocompressed Patient.

The symptoms of toxoplasmosis depend on where the parasite is active. Headaches, Confusion, Seizures, fever, facial paralysis, Vision changes, Numbness, Weakness or loss of motor skills, Toxoplasmicencephalitis, Coma.

How to Identify a Toxoplasma Infected Cats?

Clinical signs develop very rarely in infected cats. The most commonly affected tissues are the CNS, muscles, lungs and eyes. Cats with toxoplasmosis show neurological signs (eg, seizures, ataxia), muscle hyperaesthesia, dyspnoea, uveitis, icterus, diarrhoea, fever, depression, anorexia and weight loss (Dubey JP et al., 2006).



Ocular toxoplasmosis



The cat presented in lateral recumbency, and showed severe muscle hyperaesthesia.

How Toxoplasmosis is Diagnosed in Humans?

Symptoms, blood tests, biopsies, imaging (CT scan or MRI), a lumbar puncture or, if you're pregnant, amniocentesis or ultrasound.

How Can Humans Prevent Toxoplasmosis?

Basic hygiene can prevent the spread of *Toxoplasma* from cats to humans.

Wear gloves when handling potentially contaminated material (for example, when gardening or scooping the litterbox). Don't eat raw or undercooked clams, oysters or mussels. Keep pet cats indoors. Cover outdoor sandboxes. Don't feed cats raw or undercooked meats. If you're pregnant or have a compromised immune system avoid changing cat litter yourself if possible.

Conclusion

The Centres for Disease Control and Prevention (CDC) has recently identified toxoplasmosis as one of five neglected parasitic infections of people due to its high prevalence. Toxoplasmosis isn't typically a serious illness, but it's a unique threat to people during pregnancy or those who have compromised immune systems. It can be only prevented by following above preventive measures as there is no vaccines of toxoplasmosis in cats and humans...

How to Reduce the Risk of Toxoplasmosis



Peel fruits & vegetables or wash thoroughly.



Cook meat to safe temperatures.



Wash food prep surfaces & utensils after use.



Have someone else change cat litter. (if pregnant/compromised immune system)



Wear gloves & mask to change cat litter. Wash hands thoroughly afterwards.



Wear gloves & wash hands after working in soil/sand.

A REFRESHER ON RECENT ACTION REPORTS OF RABIES IN INDIA

Gourab Basak, M. Bindu Pushpa, Mrinmoyee Sarma and Nur Abdul Kader

Department of Veterinary Public Health and Epidemiology

Institute of Veterinary Science and Animal Husbandry

Siksha 'O' Anusandhan (Deemed to be University)

Bhubaneswar 751030, Odisha

Rabies is one of the world's deadliest and oldest known zoonotic diseases. Zoonotic diseases are those which are naturally transmitted between vertebrate animals and humans. Rabies is such a dangerous disease that once it shows symptoms, it is already too late and death is inevitable. Rabies is a fatal, vaccine-

Rabies is a major public health issue, causing an estimated 59,000 deaths worldwide each year, with the highest burden in Asia and Africa. The virus spreads to people and animals through bites or scratches, typically from the saliva of an infected animal. Approximately 40% of human rabies deaths occur in children under 15 years of age. Reports imply the more number of children death from rabies in India than any other nation.

Owners should vaccinate their pets and keep them away from wildlife. On exposure of dog bite, immediate cleaning of the wound and seeking medical attention for PEP, can aid in preventing the disease from developing. Hydrophobia, a historical synonym for rabies, refers to the later stage symptoms where the patient has difficulty swallowing and experiences spasms when trying to drink.

Rabies deaths are massively under reported and systemically ignored, affecting the most disadvantaged, the most vulnerable and the most isolated of society. The vicious zoonotic disease can infect and kill any mammal. Dogs are one of the animals most prone to rabies. They serve as a reservoir for the disease and serve as the main source of transmission to humans.

Lack of knowledge is a key reason why people and most often children, die from rabies. Without knowing how to behave around dogs, how to avoid getting bitten or scratched or the crucial steps to take for life-saving treatment, they are constantly at risk. The human rabies vaccine, though is available but often inaccessible either due to distance or cost and it only protects one person at a time on administration. But at the same time, it plays a vital part in the elimination of death from rabies.

India is endemic for rabies, and accounts for 36% of the world's rabies deaths. True burden of rabies in India is not fully known; although as per available information, it causes 18 000-20 000 deaths every year. Though a complete national tally for all of 2025 is not available yet, but reports as of July 2025, over 2.6 million dog bite cases were reported nationwide leading to a significant number of rabies deaths across the country.

Several states have reported significant increases in cases, highlighting a public health concern that the government is attempting to address through enhanced medical college training and public awareness campaigns. Karnataka reported a 36.2% increase in dog bites and a growing number of rabies deaths compared to the same period in 2024.

Recent news focuses on increased rabies deaths in India, with 180 reported in 2024 from 22 in 2022, despite a drop in reported presumptive cases. The increased tally also lies with the significant

preventable viral disease, caused by Lyssa virus of *Rabdoviridae* family, affecting over 150 countries, primarily in Asia and Africa, causing thousands of deaths annually which are mostly from dog bites. In fact, 99% of human transmissions are from dog bites and once clinical symptoms appear, the disease is virtually 100% fatal, making timely intervention critical.

Prevention is crucial that includes mass vaccination of dogs, which is the most cost-effective strategy to control and eliminate canine rabies, and seeking immediate medical care, like wound cleansing and Post-Exposure Prophylaxis (PEP) after a potential exposure (if exposed to a potential rabid animal, prompt medical care is essential).





vaccination efforts in cities like Mumbai and Nagpur. In fact, cities across India are initiating large-scale vaccination campaigns.

Nagpur has launched a month-long anti-rabies vaccination campaign in early September 2025, with the goal to vaccinate over 20,000 stray dogs by September 28; in order to combat rising dog-bite incidents. Nagpur Municipal Corporation (NMC) in collaboration with international non-profit Mission Rabies and Worldwide Veterinary Services (WVS) has deployed the city-wide drive involving veterinary teams, dog-catching squads, and community volunteers to reach dogs across the city's ten zones by the stipulated time. The drive consists a joint effort with the local organization Nirmiti Peoples and Animal Welfare Society (NPAWS) also.

The drive also includes sterilization efforts at Animal Birth Control (ABC) centers, with thousands of dogs already sterilized and vaccinated in early September. The initiative aligns with Supreme Court directives that mandate sterilization and vaccination measures to address the stray dog population. The NGOs aim to avoid using catching nets to prevent traumatizing the animals.

Pune has also extended hand in the same by implementing a mass vaccination drive for stray dogs. To curb rabies and eliminate dog-mediated human rabies by 2030, as per the Union government's directives. Pune Municipal Corporation (PMC) spearheads these efforts, with support from animal welfare NGOs like Saahas for Animals in the city.

PMC has set a target to vaccinate a significant number of stray dogs, aiming for 1.80 lakh dogs in a six-month period. The drives are part of a comprehensive strategy, including the Animal Birth Control (ABC) Programme, which involves sterilization, vaccination, and release of stray dogs.

From 26th February to 1st March 2024, Mission Rabies, delivered an intensive vaccination drive across Mumbai and surrounding

cities in India. The campaign focused on the vaccination of free-roaming dogs to stop the spread of the deadly disease and protect both dogs and people.

Brihanmumbai Municipal Corporation (BMC), Mumbai launched a major rabies vaccination drive in 2024. BMC's mass anti-rabies vaccination of stray dogs in Mumbai aimed to vaccinate approximately 70% of the dogs in the city by the end of March 2024. As per reports of The Hindu, published on 18 February, 2024, around 25,000 stray dogs were vaccinated in Mumbai already.

A notable campaign of free mass dog vaccination was launched at Shillong, the capital of Meghalaya from March 11-18, 2024 due to a significant increase in dog bite cases in East Khasi Hills, with bites doubling in the previous year. Free vaccination was offered for both pet dogs and street dogs in the Greater Shillong area to combat rising rabies cases and achieve the National goal of rabies elimination by 2030.

Various community centers and halls served as vaccination sites, including Mawlai Nongkwar, Nongmysong, Lawsohtun, Madanrtng, Laitumkhrah, and Umpling. The state government is actively implementing its State Action Plan for Dog-Mediated Rabies Elimination, which prioritizes mass vaccination through collaboration between health and animal husbandry departments, local administrations, and community efforts.

Delhi is developing a state action plan and launching a large-scale comprehensive action plan for stray dog management, including microchipping one million stray dogs over two years and digitizing vaccination records to strengthen rabies control; implementing a city-wide dog census, and mandating pet shop registration. The rising dog bite incidents have led to public outrage and calls for better stray dog management and increased awareness about prompt treatment after a bite.

Delhi is collaborating with the United Nations Development Programme (UNDP) to implement the microchipping program. The overall goal is to improve public safety by reducing dog bite incidents and rabies cases, while also enhancing animal welfare in the city.

The government of Odisha has declared human rabies a notifiable disease in 16 September 2023, making it mandatory for all healthcare facilities to report all suspected, probable and confirmed cases and deaths to the integrated disease surveillance programme (IDSP) portal to track and plan for rabies elimination. This move was enacted under the Epidemic Diseases Act of 1897. This action was aligned with National Rabies Control Programme (NRCP) to eliminate human deaths from rabies by 2030 and was in alignment with recommendations from the Union Health Ministry.

Henceforth, rabies deaths in human are 100% preventable through prompt and appropriate medical care. Vaccinating dogs is the most cost-effective strategy for preventing rabies in people. Health authorities are continuing awareness drives on timely treatment, vaccination and responsible pet ownership to curb the spread of rabies. As always, prevention is better than cure, government is also working on strategies to eliminate human rabies deaths by 2030 in India...

Urolithiasis in Canines – an overview

Urfeya Mirza

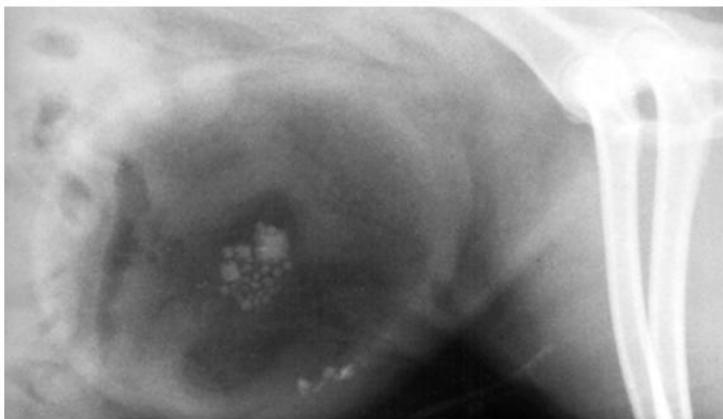
Department of veterinary surgery and radiology,
FVSc & AH, SKUAST-K

*Corresponding author: urfeyamirza@gmail.com

Urolithiasis is the process of formation of stones in the kidney, bladder, and/or urethra (urinary tract). The development of the stones is related to decreased urine volume or increased excretion of stone-forming components such as calcium, oxalate, urate, cystine, xanthine, and phosphate. The stones form in the urine collecting area (the pelvis) of the kidney and may range in size from tiny to staghorn stones the size of the renal pelvis itself.



Urolithiasis is a common health concern of multifactorial origin. This increase is largely attributable to changes in diet and lifestyle, leading to obesity. The incidence of urolithiasis has increased not only in the human population, but also in many other animals, affecting a wide range of species, including wild animals, farm animals, primarily ruminants and companion animals, largely dogs and cats. Risk factors that lead to the increase in the incidence of urolithiasis in nonhuman members of the animal kingdom seem to parallel that in humans. A number of investigators have developed models, primarily in rats and pigs, that somewhat mimic human nephrolithiasis. An accurate and reliable animal model may allow us to develop newer treatment algorithms and medications that may help to better understand the pathogenesis of stone formation and direct improved methods of stone prevention. We reviewed the incidence of stone disease in animals, describe the currently used animal models of nephrolithiasis and



document the surgical and medical treatment of animal stone disease. The incidence of urolithiasis has not been established for the animal kingdom, although dogs, cats, and horses are the most common mammals to receive treatment for stone disease. Other animals, including non-mammals and mammals, have also been reported to form renal and bladder calculi, including pigs, sheep, birds, turtles, cattle, goats, whales and deer. The table provides an overview of various animal species affected by urinary tract stone disease. Most information on animal urolithiasis comes from the canine and feline literature.

The incidence of urolithiasis in dogs and cats is believed to be between 0.2% and 3.0% (Bartges *et al.*, 2004). Of the varying stone types magnesium ammonium phosphate hexahydrate (struvite) and calcium oxalate are the most common compositions in each species with calcium oxalate present in 55% of feline and 46% of canine lower urinary tract stones, and in 90% of feline upper tract stones. Traditional urological discussions of stones in canines involve urate stones in Dalmatian dogs. However, stones have been identified in more than 26 breeds of dogs. The implication of this high stone prevalence suggests a potential resource of animal subjects to better understand human stone disease. Even the changing epidemiological pattern in the struvite and calcium oxalate prevalence in canines is an interesting phenomenon that suggests dietary influences on stone disease and which ultimately may help us understand dietary factors in human stone disease (Stevenson *et al.*, 2004).

Calculous formation involves a complex sequence of events, including the state of urinary saturation of calculogenic materials,



and the presence of urinary inhibitors of crystallization, and various urinary promoters of crystal aggregation and growth (Bartges *et al.*, 2004). To better understand the process of calculous formation and its promoting factors various animal models ranging from rats to dogs have been used, including diet induced urolithiasis; drug induced urolithiasis and genetically altered animals that form stones. Diet induced urolithiasis has been investigated for more than a quarter of a century.

Types of Stones:

Uric acid stones: Although they can form other types of calculi, Dalmatian dogs are traditionally recognized as being uniquely predisposed to uric acid calculi because of heritable defects in uric acid metabolism. There are 2 potential mechanisms promoting the formation of uric acid calculi in Dalmatians. The most significant one quantitatively appears to be that the liver does not oxidize available uric acid completely despite containing an adequate concentration of uricase. To a lesser extent the proximal renal tubules in Dalmatians reabsorb less uric acid than those in non-Dalmatians (Osborne *et al.*, 1989). Little information is known about the mechanism of development of uric acid calculi in non-Dalmatian dogs.

Potential predisposing factors are:

- 🐾 increased renal excretion and urine concentration of uric acid,
- 🐾 increased renal excretion, renal production or microbial urease production of ammonium ions,
- 🐾 low urine pH and
- 🐾 promoters or absent inhibitors of uric acid calculi formation.

Calcium oxalate stones: Excessive urinary excretion of calcium is a significant risk factor for calcium oxalate stone formation in

humans, dogs and cats. As in humans, in dogs gastrointestinal hyper-absorption appears to be the most common reason for hyper-calciuria, followed by impaired renal absorption of calcium (renal leakage). In cats the consumption of diets supplemented with the urinary acidifier ammonium chloride is associated with increased urinary calcium excretion, which is analogous to human consumption of a high protein diet.⁴ Acidosis is known to increase urinary calcium excretion. Calcium ions and oxalate, which are the metabolic end product of ascorbic acid and several amino acids, complex to form a relatively insoluble salt, leading to increased urinary excretion of these compounds that may prompt calcium oxalate formation. Hyperoxaluria has been observed in cats consuming diets deficient in vitamin B6 and in those with decreased quantities of hepatic D-glycerate dehydrogenase. Hyperoxaluria has not been identified in dogs (Bartges *et al.*, 2004).

Calcium Phosphate Stones: Calculi Calcium phosphate stones in animals are relatively uncommon and their underlying metabolic explanations are not as well understood as in humans. Renal tubular acidosis in dogs produces struvite stones. Primary hyperparathyroidism, hypercalcemic states and normocalcemic hypercalciuria are associated with brushite stone formation. Addressing the underlying cause is the main primary treatment and sometimes surgery is indicated if symptoms persist.

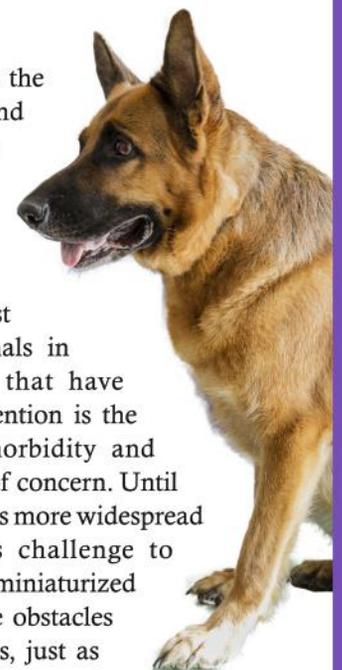
Surgical treatment

Surgical treatment of calculi should be reserved for animals with outflow obstruction and functional impairment of the associated kidney, and when there is no effective dissolution medical therapy available, i.e., calcium oxalate stones. Surgery also is indicated in cases in which there is a contraindication to low protein, mineral restricted diets, increasing stone growth despite medical therapy, anatomical defects of the urogenital tract that predispose to recurrent urinary tract infections and poor medical compliance. As in treating stone disease in humans, the surgical procedure of choice is determined primarily by the likelihood of complete removal of the calculus based on stone size, location and configuration (Ross *et al.*, 1999). Surgical interventions range from endoscopic procedures with laser lithotripsy to open stone extraction.

Management

Dietary management appears to be the predominant therapy for canines and felines; medical therapy protocols aimed at arresting further calculi growth, dissolution and prevention have made a significant impact on recurrent urolithiasis. However, medical therapy is not always the most feasible treatment option. For animals in which medical therapy fails and that have symptomatic calculus surgical intervention is the option of choice. However, the morbidity and mortality of open surgery are an area of concern. Until minimally invasive technology becomes more widespread surgical stone removal still poses challenge to veterinary urology. Equipment costs, miniaturized endoscopes and adequate training are obstacles that veterinary medicine must address, just as human urology has faced in the past.

References available on request...



ASIA PACIFIC'S PET CARE REVOLUTION

CHINA'S SCALE, INDIA'S GROWTH, AND A CHANGING MARKET

By J. Allan

As urbanization and nuclear family structures reshape lifestyles across India, China, Japan, and Australia, pets are steadily moving from the backyard to the bedroom. No longer just companions, they are family — and with that shift, the demand for quality, often premium, veterinary care has surged.

From Food Animals to Family Members: A Market Transformed

Once centered largely around livestock and food animals, the Asia Pacific animal health industry is undergoing a profound transformation. Rising pet ownership, growing awareness of animal welfare, and rapid advances in veterinary medicine are driving this evolution toward **companion animal care and preventive health**.

Fuelled by new technologies — from telemedicine to AI-based diagnostics — veterinary services are being reimagined for the digital age. As urbanization continues and disposable incomes rise, demand for high-quality veterinary solutions is expected to soar, positioning Asia Pacific as a **global powerhouse in pet healthcare innovation**.

The region's **companion animal health market** is projected to grow from **USD 4.51 billion in 2024 to USD 11.26 billion by 2033**, at a robust **CAGR of 10.73%**. This is not merely a regional uptick — it is a revolution reshaping how Asia cares for its pets.

China Leads in Scale, India in Speed

China remains the dominant force in Asia Pacific's companion animal health landscape, backed by sheer population and scale. With an estimated **124 million pets** — including 52.6 million dogs and 71.5 million cats — the country accounted for **19.1% of regional revenue** in 2024.



However, its leadership is also driven by a rapidly evolving consumer mindset. Urban pet parents in China increasingly seek **high-tech, wellness-focused, and preventive care** — from smart pet devices and genetic testing to specialized nutrition and telehealth platforms. Companies like JD Health have capitalized on this by offering targeted supplements and online consultations for immunity, mobility, and aging support.

Meanwhile, **India's growth story is even more dynamic**. Though its pet population is smaller, India boasts the **fastest growth rate in the region**, driven by rising incomes, tech adoption, and expanding veterinary infrastructure.

Recent developments — such as the **Tata Group's 200-bed animal hospital in Mumbai** and **AI-based diagnostic tools like Pet Scan Pro by MimiBowBow** — are redefining accessibility and innovation in the Indian pet care ecosystem. Expansion of diagnostic centers and specialty clinics into **Tier 2 and Tier 3 cities** is also bridging the care gap and making advanced veterinary services more inclusive.

These trends highlight a broader cultural shift: pets in Asia are increasingly viewed as integral family members, deserving of long-term, preventive healthcare rather than reactive treatment.

Diagnostics and Super-Specialization: The New Pillars of Veterinary Care

Asia Pacific's animal health sector is rapidly evolving from **reactive medicine to proactive precision care**. Clinics across the region are adopting **advanced diagnostic tools** — from digital X-rays and blood analyzers to ultrasound and genetic testing — to enhance early detection and treatment accuracy.

In early 2025, **Veterinary Cardiologists Australia** launched the region's first **cardiac-focused veterinary hospital**, signaling a new era of specialization in animal medicine. Similarly, AI-driven platforms like **SK Telecom's X Caliber** enable cloud-based X-ray analysis, delivering near-instant results and improving accessibility in resource-limited areas.

Such innovations are addressing veterinarian shortages, supporting rural clinics, and ensuring that quality care is no longer restricted to metropolitan centers.

Global Giants, Local Innovators

The Asia Pacific pet care market remains moderately consolidated, with global leaders such as



Zoetis, Elanco, Boehringer Ingelheim, and Merck Animal Health collectively holding over 60% market share. Their strengths lie in R&D capacity, extensive product lines, and strong distribution networks.

However, **local and regional players are quickly rising**. Startups across India, Thailand, and China are using **digital-first platforms, AI tools, and customized wellness products** to reach underserved markets. Companies like **Petdoc in Thailand** and **JD Health in China** are democratizing access to teleconsultations and cloud diagnostics for semi-urban and rural pet owners.

Partnerships, strategic acquisitions, and hybrid models between startups and established firms are becoming increasingly common, as both sides

leverage each other's strengths in innovation and scale.

Regulatory Balancing: Innovation Meets Oversight

Regulatory frameworks across Asia Pacific vary widely, influencing the pace and direction of innovation.

In mature markets like **Australia and Japan**, stringent approval processes and labeling standards ensure safety and quality but can delay new product launches. Conversely, **India and China** are tightening regulations to address challenges like antimicrobial resistance, vaccine quality, and ethical breeding standards — crucial for building global credibility.

Another evolving area is the regulation of **natural and functional therapies**, such as **Ayurveda-based pet supplements in India** and **TCM (Traditional Chinese Medicine) formulas in China**. While consumer interest in holistic care is strong, these products often operate in a regulatory grey area, lacking standardized clinical validation. Balancing tradition with scientific rigor will be a key challenge for policymakers and businesses alike.

From Following to Leading: Asia Pacific's Global Moment

Asia Pacific is no longer catching up — it is **leading the next wave** of veterinary innovation. The region's pet care ecosystem is now a convergence of **technology, compassion, and commerce**, driven by emotionally invested, tech-savvy pet parents who expect the same quality of care for their animals as for themselves.

From smart clinics and AI diagnostics to cloud-based veterinary platforms and specialized hospitals, **the transformation is both cultural and clinical**.

While multinational corporations continue to dominate in scale, **true innovation is emerging from local ingenuity** — startups, research labs, and entrepreneurs building solutions tailored to Asian markets.

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The collaboration marks a significant step towards making high-quality, science-backed dog nutrition readily available to more pet households across India.

Allana Pet Solutions (APS), the pet food division of Allana Consumer Products Ltd. (ACPL), has teamed up with Indian cricket star and youth icon **Shubman Gill** to be the new brand ambassador for **Bowlers**, its flagship dog nutrition brand. The association connects a high-performing athlete with a brand dedicated to providing science-backed, affordable premium pet nutrition, marking a pivotal milestone in Bowlers' journey to reshape India's pet nutrition landscape.

In response to the rising demand for quality pet care, Bowlers and Shubman Gill aim to inspire pet parents to make informed nutritional choices and ensure that trusted, high-quality, and affordable food is easily accessible to pet parents across India.

As one of the young leaders in Indian cricket, Gill embodies performance, discipline, and excellence — qualities that resonate deeply with Bowlers' brand philosophy of providing trusted science backed and optimum quality balanced nutrition for dogs across India.

Mr. Nitin Kulkarni, Business Head - Allana Pet Solutions, ACPL said, "Our partnership with Shubman Gill represents a strategic milestone in Bowlers' journey to disrupt India's rapidly growing pet food market. With pet ownership increasing across the country, particularly in Tier 2 and Tier 3 cities, there is a significant opportunity to drive adoption of affordable premium, science-backed dog nutrition. Shubman's influence among the youth and aspirational pet parents aligns seamlessly with our goal of making world-class nutrition accessible and establishing Bowlers as a trusted brand."

Bowlers has always reflected the industry trend of humanising pets, positioning them not just as companions, but as family members with their own identities and aspirations. The brand itself embodies the spirit of an all-star pet sports team, where Shubman represents excellence, performance, and commitment. Beyond brand visibility, this collaboration will enable us to educate pet owners on importance of complete and balanced nutrition, strengthen engagement through targeted campaigns and activations and reinforce long-term growth strategy in both urban and emerging markets." Kulkarni adds further

Since its inception, Bowlers has been recognized for creating engaging and fun initiatives that resonates with pet parents such as the Instagram contest **#TasteThatMakesYourDogFly**, which generated widespread excitement online. Building on this, the new association will roll out a coordinated mix of digital initiatives, regional outreach, and on-ground consumer activations, reinforcing the brand's commitment to trusted, science backed and affordable dog nutrition across all social channels.

The Bowlers portfolio brings together a comprehensive range of high quality, specialized nutrition products from dry & wet food formulated for puppies, adults, large breeds and their offerings in the pet care and treat category with high protein jerky treats & meat bars designed for training & rewarding. This association with Shubman Gill marks a pivotal next phase for Bowlers — one focused on scaling nationwide reach, deepening awareness, and building enduring trust with India's rapidly growing community of pet parents.

Complementing Bowlers is Purrito, APS's dedicated cat nutrition brand which reinforces its position as a truly holistic pet nutrition player. Powered by Asia's largest PLC-automated pet food plant in Zabeerabad, Telangana, Bowlers and Purrito maintain complete control over the value chain, from sourcing to packaging, ensuring consistency, quality, and safety. Its R&D-led formulations, created in collaboration with veterinary nutritionists, are specifically tailored for India's climate and evolving needs of pets. Strengthened by Allana's global expertise, the Pet Solutions segment has recently crossed the ₹200 crore revenue milestone, marking a strong growth trajectory and a rapidly expanding presence in domestic and globally pet food industry.



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