

Title Code
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PETnVET

Vol.6 Issue 6 | JUNE-JULY | 2025

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www.petnvet.in

A Product by **Info House Publications**,

Bi-monthly Magazine Single Copy cost Rs. 150/-

Annual Subscription Rs. 900/-

For Subscription email at petnvetmags@gmail.com

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Publisher of

"Poultry Technology" and "Livestock Technology" Magazine

Publisher/Editor : Dinesh Kumar Arora



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Printed by **Earth Printers** and Published by **Info House Publication** on behalf of **Info House Publication** and Printed at 212, New Char Chaman, Karnal and Published at 1325-P, 2nd Floor, Sector-32, Karnal.

Editor : **Sudhir**

Editor's Note



Dear Readers,

As the monsoon showers arrive, they bring not just a refreshing change in the weather but also a unique set of challenges and opportunities for pet parents and the animal care community. This June-July edition of **PET'n'VET Magazine** dives deep into the world of pets in the rainy season — offering timely insights, wellness tips, and market trends that matter most in this vibrant and evolving industry.

From smart monsoon care for your feline companions to understanding flea and tick threats during this humid season, we've curated a well-rounded selection of articles to keep you informed and your furry friends protected. Don't miss our feature on **eco-conscious pet parenting**, a growing movement that aligns perfectly with the spirit of renewal that monsoon brings.

This edition also touches on critical issues like the **impact of abrupt diet changes**, **regular veterinary check-ups**, and effective **management of canine atopic dermatitis**, all crucial during fluctuating weather conditions.

On the industry front, there's exciting news — from **Nestlé SA's investment in Drools**, to the rise of **India's insect protein segment**, and new data on **global pet food production**, reflecting the dynamic shifts shaping the future of pet care. We also explore **India's Pet Care Economy 2025**, giving you a sneak peek into trends, opportunities, and what lies ahead.

Finally, we bring you uplifting insights — including the **MARS x Calm survey**, and a gentle nudge to avoid "no more monsoon blues!" for your furry companions, even when skies turn grey.

Let this issue be your rainy-day read, packed with value, awareness, and a little inspiration to help you navigate the monsoons with joy and confidence — paws and all.

Warm regards,

Sudhir Aheriya

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HOMEOPATHIC VETERINARY

Medicines for Dogs & Cats: Homeopathy Remedy

Homeopathy is a Science

Other than the conventional medicines, which are based on the principle of “*poison kills poison*,” the Homeopathic system, pioneered by Dr. Samuel Hahnemann in Europe in the 19th century, works on the principle of “*Similimumsimilibuscurantur*” or “*Like cures like*,” Homeopathic practitioners have found that substances that produce symptoms similar to the symptoms of the disease can be used to cure the same disease.

Homeopathy for Animals

Most veterinarians or pet practitioners accept homeopathy as the best alternative to conventional treatment because of its nature to cure even the chronic diseases that we commonly see in animal patients. The goal of a homeopathic veterinarian is not merely to treat the disease but to cure it. That is the most important concept of the Homeopathic System of Medicine. Homeopathic medicine cures any chronic disease with added benefits like no side effects or no contraindications.

Diseases that can be treated with homeopathy

A lot of chronic problems that cannot be treated by conventional western medicine can be treated by homeopathy. Conditions like skin allergies, ear infections, asthma, diabetes, inflammatory bowel disease, epilepsy, thyroid disease, and many other conditions have a cure for homeopathy.

Homeopathic Veterinary Medicines for Pets in INDIA

In the current scenario of Pet Medicines, especially Homeopathic Veterinary Medicine for Dogs and Cats, there is very little awareness among Pet Practitioners and Pet Parents regarding the ready-to-use of Homeopathic Medicines for Pets. India's first and foremost company of Veterinary Homeopathic Medicine, “Goel Vet Pharma Pvt Ltd,” had launched a complete range of ready to use, a sure shot, Homeopathic Medicines for Pets. People can find details through the website of company:

Easy to Give & Side Effect Free Medicines

Homeopathic Medicines are always easy to give. You can give these medicines to your pet in drinking water, on bread, or directly on the tongue. But please do not give medicine mixed in food or meat or Egg etc. Homeopathic medicines are always Side Effect Free Medicines and can be given for a long time without any side effects.

HOMEOPATHIC CURE

Homeopathy: a system of complementary medicine in which ailments are treated by minute doses of natural substances which in larger amounts would produce symptoms similar to the actual ailment in a healthy one. A lot of studies say Homeopathy cures incurable diseases too.

“Homoeopathic medicine = Energy e.g. $E = mc^2$ ”

HOMEOPATHY IN VETERINARY

Since then, the effectiveness of Homeopathy has been proven in a huge number of patients. The same principle has been explored and extended to all kinds of life, including animals. Now, Homeopathic Veterinary Medicine has an emerging market in the field of small and large animals. People are positive toward better alternatives to conventional treatment with better cures and probably without side effects or contraindications. Homeopathic Veterinary Medicines for all domestic animals are the best available option that can solve most of the problems of poor livestock farmers and pet parents as well as veterinarians.

WAY TO CLEAN MILK

Homeopathic Veterinary Medicines for livestock like cow, buffalo, sheep, goat, camel, etc., are very useful in case of the procurement of clean milk because it does not contain any chemicals of any kind. Homeopathic Veterinary Medicines are even proven to reduce the residue level of antibiotics and chemicals from milk. Homeopathic Veterinary medicines are much more effective in animals suffering from mastitis, repeat breeding, anoestrus, endometritis, and even other common complaints like diarrhea, constipation, hepatic disorders, etc.

HEALTHY PET NATURALLY

Homeopathic Veterinary Medicines for pets are highly advantageous for those who are looking for easily administrable, highly effective, side-effect free, and contraindications free treatment for conditions like distemper, pseudo-pregnancy, pyrexia, indigestion, vomiting, or any other general disorders of liver or urine infections. Homeopathic Veterinary Medicines for dogs and cats are the best alternative for side-effect-free medication ever known.

PET SUPPLEMENTS

We always try to give the best food to our pets for their long, happy, healthy lives. The supplements provided by our company are exclusively for those pet parents who are worried about their pet's weakness or poor eating habits even after supplying the best healthy food. As supplements are very important for maintaining a healthy balance in every dog, pet parents should be aware of all the important pet supplements required for the proper growth of a young dog. Though the food we provide has mixed supplements, they may not fill the requirements of young puppies. Hence, supplements must be given for at least 12 months of age of the dog. Many types of supplements are available in the market but choosing the right supplements which contain only the necessary supplements like ours is important.

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DERMISULE For All Kinds of Skin Issues in Pets:

DERMISULE for pets is the best remedy for dogs suffering from different skin conditions like eczema, allergies, rashes, lesions with hair loss, redness, dry, scaly, pus, or bloody discharge. Specific or general lesions or spots as in Mange disease can also be improved.

ME and MY SKIN AND COAT Homeopathic Supplement

Me & My SKIN & COAT Pet Supplement is a peerless medicine for our pet's skin and coat. It helps regain natural skin and coat after injuries, chaps, cracks, scaly eruptions, or any acute skin lesion in pets. It is highly recommended to treat hair fall for any reason.



ME and MY IMMUNITY Homeopathic Supplement

Me & My IMMUNITY Pet Supplement is a unique formula of valuable supplements for Dogs & Cats which help in maintaining and raising the IMMUNITY of your lovable pets. It is made for weak and old pets as it improves immunity, helps better utilization of food, and allay minor ailments or complaints of non-specific nature. It also gives strength to the body's mechanism for fighting against germs of all kinds.



STRESSZA FOR PETS STRESS AND ANXIETY

STRESSZA for pets is an excellent remedy for treating Anxiety, Stress, and Canine Distemper. When your fur baby is unanimously scratching, barking, hiding behind, feeling anxious, eating nothing, even sometimes behaving wild or attacking unknowingly, etc. these all symptoms may be due to Anxiety and Stress or due to various causes of Canine Distemper. We have the best solution to all your problems, We have STRESSZA is a unique homeopathic veterinary formulation to relieve stress in pets.



Stressza for pets works for Stress due to Traveling, Crackers in Festive Season, Fighting with stray dogs, Home alone, Visiting Hospital for Vaccination, etc.

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GOHEAL SPRAY is the best Homeopathic Veterinary Medicine for external use only to treat animal wounds caused due to any injury, FMD, burns, etc. It can also be used for mouth ulcers and cuts or burns on sensitive parts of the body. GOHEAL SPRAY works very fast to stop bleeding and start healing immediately...



Nestle SA picks up minority stake in Indian pet food company Drools



This marks the global FMCG major's first investment in India. Financial details were not disclosed, but Drools will remain operationally independent.

Swiss food giant Nestle SA, the parent company of Nestle India, has made a minority investment in the Indian pet food company Drools Pet Food Private Limited. The financial details of this investment, Nestle SA's first in India, were not disclosed. Nestle SA owns popular brands such as Kit Kat and Milo.

Drools will remain operationally independent after the investment, according to a statement released on Monday.

The investment follows a \$60-million fundraise by the company in 2023 from LVMH-backed private-equity firm L Catterton. The firm's investment in Drools amounted to 10% of the company's valuation at the time, making it one of the largest investments in the Indian pet care industry.

In its statement announcing the funding, Drools said it recently joined the ranks of India's unicorn companies. Nestle SA said on its website that this was a financial investment and that Drools would remain strategically and operationally independent. No other terms of the agreement would be disclosed, it added.

High-protein and prescription diets

Founded in 2010 by Fahim Sultan, Drools sells high-protein and prescription diets for pets. Its products are distributed across more than 40,000 retail outlets and exported to 22 countries.

The company operates six manufacturing units and has a large warehousing footprint. It is also a key player in India's cat food market and a leading seller on e-commerce platforms including Amazon.

Nestle has a large pet food business. In 2024 its pet care business reported 18.9 billion Swiss francs in sales, accounting for 20.7% of the company's total sales that year.

It sells pet food for dogs and cats under brands such as Purina and Felix, according to the company's 2024 annual report. Purina Petcare was launched in India in 2017, albeit as a separate entity. In 2022 Nestle India acquired the pet food business Purina Petcare India for an estimated ₹125.3 crore to operate and scale the brand in India.

Pandemic pet boom

Pet ownership in India surged during the pandemic as people were confined to their homes. The country now has an estimated 100 million pets, including 30 million in households.

The pet food market, currently valued at \$551 million, is projected to reach \$1.8 billion in the next seven to eight years.

The broader pet care sector has seen a rise in homegrown brands

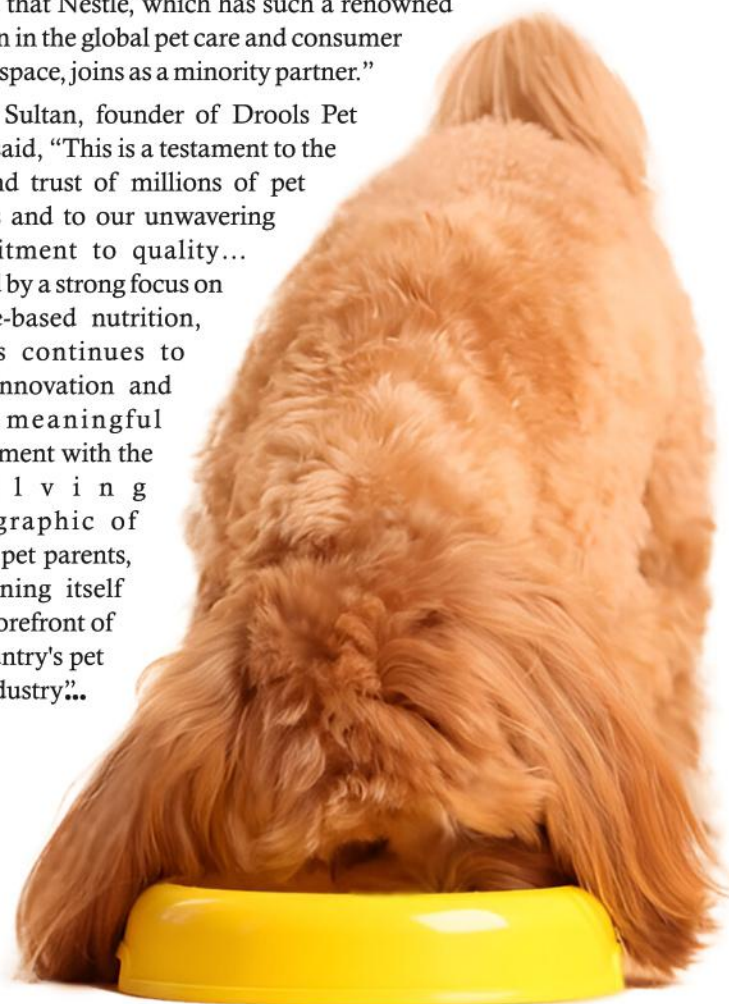
selling food, toys and accessories. Last August consumer products company Godrej Consumer Products Ltd (GCPL) announced plans to enter the pet food market in FY26 with the launch of its subsidiary Godrej Pet Care. GCPL will invest ₹500 crore in Godrej Pet Care over the next five years, partnering with Godrej Agrovet Ltd (GAVL) for manufacturing and R&D, the company said at the time.

Other major pet food sellers include Mars Pet Nutrition, the maker of Pedigree and Royal Canin, and Nestle India.

Anjana Sasidharan, partner and head of India at L Catterton, said, "Drools has achieved significant growth since we invested in the company two years ago, through high-quality in-market agility and execution, and a range of operational initiatives we have been working on with its management team to create value. We are thrilled that Nestle, which has such a renowned position in the global pet care and consumer brands space, joins as a minority partner."

Fahim Sultan, founder of Drools Pet Food, said, "This is a testament to the love and trust of millions of pet parents and to our unwavering commitment to quality...

Backed by a strong focus on science-based nutrition, Drools continues to drive innovation and build meaningful engagement with the evolving demographic of Indian pet parents, positioning itself at the forefront of the country's pet care industry..."



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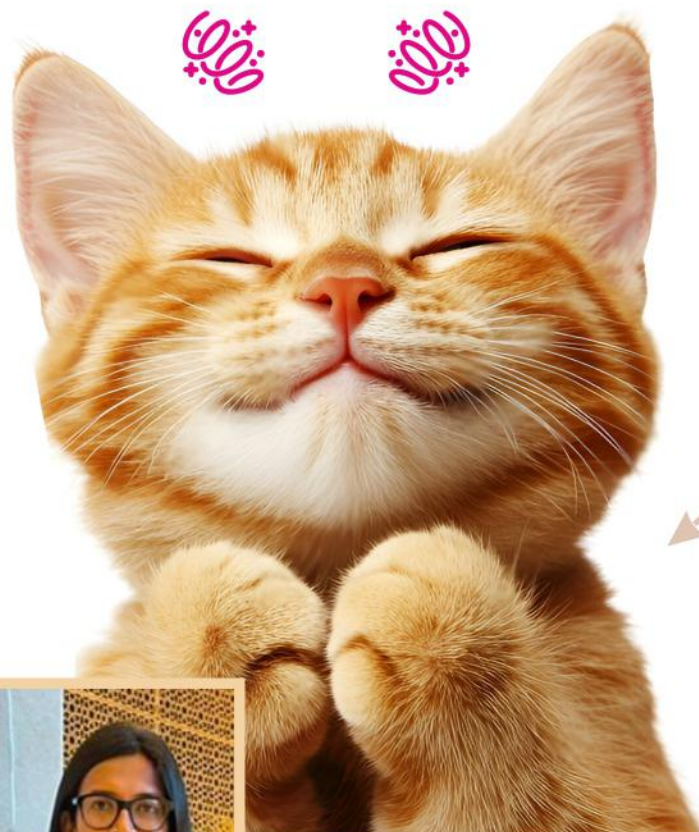
SMART TIPS TO KEEP YOUR CAT HAPPY AND HEALTHY THIS RAINY SEASON

As monsoon clouds gather and the scent of petrichor fills the air, we humans reach for our hot cocoa, fuzzy socks, and cozy corners. But for our feline companions, the rainy season can bring a mix of confusion, discomfort, and even health concerns.

Cats are creatures of comfort and cleanliness, and the damp, humid, unpredictable nature of monsoon weather can throw their well-balanced world off track. But here's the good news — with just a little extra care, a touch of mindfulness, and the right nutrition, your cat can enjoy the season just as much as you do (well, almost!).



Here's your ultimate monsoon guide for cat parents — filled with purractical tips, meow-worthy advice, and food recommendations from Purrfeto, your go-to for premium cat nutrition.



Dr Akanksha Diwakar

Head - Marketing
Allana Consumer Products Pvt Ltd

1. Wet Paws? No Thanks. Wipe Those Beans Clean

Ever seen your cat leap over a tiny puddle with Olympic-level precision? That's because cats hate wet paws. And when they do get wet, those tiny toe beans become breeding grounds for bacteria and fungus — especially in monsoon conditions.

Pro Tip: Keep a soft towel or pet-safe wipes near the door. After every outdoor moment — be it a quick balcony stroll or a curious window escape — gently clean and dry your cat's paws. Not only does this prevent infections, but it also keeps your home cleaner (bonus!).



2. Tackling the Frizz: Keep That Fur Fresh and Fabulous

Humidity can do a number on your cat's coat — think tangled fur, frizz, and excess shedding. A damp environment can also encourage fungal growth and matting, especially in long-haired breeds.

Solution: Make grooming a daily ritual. Use an anti-static brush or a wide-toothed comb to prevent tangles and distribute natural oils evenly. For those water-shy furballs, waterless shampoos or dry grooming sprays can freshen up their coat without triggering a bath-time battle.



3. Hydration + Nutrition = One Happy Cat

Cats are notoriously poor water drinkers, and during cool, rainy days, they drink even less. This can lead to dehydration and urinary tract issues. The trick? Sneak hydration into their meals.

Enter Purrfeto — a brand known for its deliciously hydrating jelly-based and gravy-style wet cat food. Whether your cat is a fussy eater or has a sensitive stomach, Purrfeto's wide variety (including kitten-friendly formulas) ensures mealtime is both tasty and nourishing. The moisture content in these meals keeps your kitty hydrated, while the flavors keep them coming back for more.

4. Don't Let the Rain Dampen Their Spirits — Keep Playtime Going

Rainy days often mean less sunlight and less stimulation, which can lead to a lethargic, bored cat. Just like us, they need daily mental and physical stimulation to stay healthy and happy.

Rainy Day Play Ideas:

- 🐾 Feather wands and laser toys for some action.
- 🐾 Puzzle feeders or treat-dispensing toys to engage their mind.
- 🐾 DIY fun with cardboard boxes, paper bags, or crumpled foil balls.

After playtime? Reward your furry champion with a crunchy treat or a spoonful of their favorite Purrfeto meal.



5. Monsoon Allergies? Keep an Eye (and Nose) Out

Monsoon moisture can trigger skin allergies or flare-ups of existing conditions. If you notice signs like:

- 🐾 Excessive licking or scratching
- 🐾 Redness, rashes, or bald spots
- 🐾 Watery eyes or sneezing

...it's time to consult your vet. Also, revisit their diet — choosing good cat food for kittens or cats from reliable brands like Purrfeto ensures your cat stays protected inside out.



6. A Cozy Monsoon Retreat = One Content Kitty

Create a monsoon-safe haven at home — a warm, dry, comfortable space where your cat can retreat during thunder, downpours, or just lazy afternoons.

Build the perfect rain-day nook:

- 🐾 A soft blanket or a heated cat bed
- 🐾 Their favorite toys nearby
- 🐾 Easy access to fresh water and a bowl of Purrfeto's tasty dry food

This space gives them a sense of security and calm, especially during noisy thunderstorms.



Final Meow: Purr Through the Monsoon with Love, Care & Purrfeto

The rainy season doesn't have to be a challenge for your feline friend — with a thoughtful routine, engaging activities, and the nourishing benefits of high-quality cat food like Purrfeto, you're setting up your cat for a season filled with comfort, wellness, and lots of purring.

Because rain or shine, your cat deserves the best — and Purrfeto delivers exactly that.

Purrfeto – Nourishing Every Purr...

ECO-CONSCIOUS

PET PARENTING



Dr. S. Preethi

Assistant Professor

Dept. of Livestock Production Management
Veterinary College and Research Institute,
Udumalpet, TANUVAS.

Eco-friendly pet products are items designed and produced to minimize their negative impact on the environment while still meeting the needs of pets and their owners. These products are crafted using sustainable materials, processes, and designs that aim to reduce waste, conserve natural resources, and promote environmentally responsible practices. The primary focus of eco-friendly pet products is to lessen the carbon footprint and ecological harm associated with conventional pet products.

Conventional Pet Products and its Environmental Impact

Conventional pet products, similar to many other consumer products, have various environmental impacts throughout their lifecycle, from production to disposal. Some of the key environmental concerns associated with conventional pet products are

- 🐾 **Resource Intensity:** The production of pet products often requires significant amounts of resources, including energy, water, and raw materials. The manufacturing process for items like pet food, toys, and accessories can contribute to carbon emissions and resource depletion.
- 🐾 **Waste Generation:** Conventional pet products contribute to waste generation at the end of their lifecycle. Discarded items like toys, bedding, and accessories can end up in landfills, contributing to the accumulation of waste.
- 🐾 **Disposal:** Many conventional pet products are not designed for easy recycling or composting, leading to challenges in proper disposal. This can result in items taking up space in landfills or contributing to litter.

Benefits of Eco-friendly Pet Products

Eco-friendly pet products offer several benefits for both the environment and pet's well-being. Here are some of the key advantages of using eco-friendly pet products:

Reduced Environmental Impact: Eco-friendly pet products are designed to have a lower environmental footprint throughout their lifecycle. They often use sustainable materials, such as organic cotton, bamboo, hemp, and recycled plastics which minimize resource consumption, and have less harmful effects on ecosystems compared to conventional products. They are easily biodegradable and compostable.

Lower Carbon Footprint: Eco-friendly pet products typically have a smaller carbon footprint due to reduced energy consumption and fewer greenhouse gas emissions during production and transportation.



Allergy and Sensitivity Reduction: Natural and organic materials used in eco-friendly pet products can be gentler on pets with allergies or sensitivities to certain chemicals.

Durable and Long-Lasting: Many eco-friendly products are designed for durability, which can result in longer product lifespans and fewer replacements. This can save money in the long run and reduce the overall consumption of pet products.

Preservation of Natural Habitats: Some eco-friendly pet products, such as those made from sustainable materials or supporting conservation initiatives, can contribute to the preservation of natural habitats and biodiversity.

Community and Social Impact: Many eco-friendly pet product companies prioritize social responsibility and may engage in community and charitable initiatives, further contributing to positive change.

Examples of Eco-Friendly Pet Products

Biodegradable Poop Bags: Instead of using traditional plastic bags, opt for biodegradable poop bags made from materials like cornstarch, which break down more quickly and reduce plastic pollution.

Recycled and Sustainable Pet Toys: Choose toys made from recycled materials or sustainable resources, like hemp or organic cotton. These options are not only better for the environment but can also be safer for your pet.

Upcycled Pet Accessories: Consider accessories like collars and leashes made from upcycled materials, such as old seatbelts or repurposed fabrics.



Plant-Based Cat Litter: Instead of traditional clay-based litter, opt for plant-based alternatives like those made from bamboo, corn, or recycled paper. These options are biodegradable and often more environmentally friendly.

Reusable Pet Water Bottles and Bowls: Instead of single-use plastic water bottles and disposable bowls, choose reusable options made from stainless steel or other durable materials.

Natural Flea and Tick Control: Explore natural alternatives to chemical-laden flea and tick treatments, such as essential oil blends or cedar-based products.

Consumer Awareness of Eco-friendly Products

With increasing awareness of environmental issues and sustainability, many Indian consumers are becoming more conscious of their purchasing decisions, including those related to pet products. Consumer awareness about eco-friendly pet products is often higher in urban centers, where access to information and a more environmentally conscious lifestyle is more prevalent. Social media platforms and pet influencers have contributed to spreading awareness about eco-friendly pet products. Pet owners and influencers often share information about sustainable pet products and practices. The availability of eco-friendly pet products in India has been improving, although it might still be limited compared to conventional pet products. Many pet stores and online retailers now offer a variety of eco-friendly options. But price sensitivity is a factor that can influence consumer adoption of eco-friendly pet products. Some eco-friendly options may be perceived as more expensive, which can affect purchasing decisions. In some cases, government policies and initiatives related to environmental conservation and waste reduction may indirectly contribute to raising awareness about eco-friendly pet products.

Challenges in shifting to eco-friendly pet products

Transitioning to eco-friendly pet products comes with its own set of challenges, but they are not insurmountable. Limited availability, higher cost, lack of awareness, and resistance to change are some of the major challenges. Besides, personal preference and misconception about the product also remain a big challenge in shifting to eco-friendly products. To overcome these challenges, manufacturers, retailers, and organizations need to work together to improve product availability, educate consumers about the benefits of eco-friendly options, address misconceptions, and provide affordable alternatives.

Conclusion

In conclusion, the shift towards eco-friendly pet products is a testament to our commitment to creating a sustainable future. As pet owners, our choices have the power to shape industries, drive innovation, and protect our environment. By embracing products that prioritize the well-being of our pets and the planet, we are taking a meaningful step towards a harmonious coexistence with nature. As the importance of sustainable living continues to grow, so do our responsibility to make choices that reflect our dedication to a greener world for generations to come...

Mars X Calm survey

MARS



Reveals How Pets Are Quietly Powering a Mental Health Paradigm Shift in India

The world's largest survey exploring mental health benefits of pets, spotlights findings from India; pets playing a critical role in overcoming daily stress, digital fatigue and loneliness in India



92%

of Indian pet owner says their pet helps them to unplug from screens



79%

say their pet positively impacts their mental well being

Mars, a global pet care, snacking, and food company with a 100+ year legacy, has partnered with Calm, a leading mental health company, to unveil the largest-ever global survey underscoring the powerful potential of human-animal interaction to enhance wellbeing. Conducted by YouGov, the research* spans 30,000+ pet parents across 20 countries — including in India.

Key India & Global Findings: A Powerful Case for Paws and Presence

- Mental Health Boost:** 79% of Indian pet owners say their pet positively impacts their mental wellbeing.
- Most Preferred companions in times of stress:** 57% prefer spending time with their pet when stressed — more than with their partner (37%), family (44%), or friends (38%).
- Work-Life Reset:** 93% say their pet prompts them to take a break from work or chores, with 55% saying this happens daily.
- Digital Detox:** 92% report their pet helps them unplug from screens, while 74% say they spend less time on social media because of their pet.
- Sleep Support:** 79% say their pet improves their sleep — a powerful reminder of the comfort and calm pets bring.
- Combating Anxiety:** 88% Indians say pets help reduce anxiety or overthinking, offering presence without pressure.
- Social Connectors:** 69% pet parents in India say their pet has improved their social life. While the mental health benefits of having pets have been acknowledged before, this global survey offers a deep dive into the many ways pets are helping pet parents — in India and worldwide — cope more effectively with anxiety, work-life stress, disrupted sleep patterns, social media fatigue, and overall emotional wellbeing. What is remarkable is not just the consistency of these findings across markets like the US, UK, Australia, and Germany — but how strongly India stands out.

Indian pet parents ranked among the highest globally when it came to screen-time reduction (92% vs. global ~74%), taking regular breaks from work (93% vs 77% global), feeling more relaxed by talking to their pet (82% vs 77% global), and improved sleep quality (79% vs. 55% in the US and 43% in the UK). Furthermore, 88% of Indian pet owners say their pets help reduce overthinking — significantly higher than most Western markets — while 76% Indian pet parents report they feel more present and mindful because of their pets. These standout numbers underscore the unique depth of the human-animal bond in India and its powerful role in enhancing daily wellbeing.

Salil Murthy, Managing Director, Mars Petcare India, said, “This survey arrives at a defining moment. India, as the rest of the world, is navigating the twin challenges of digital burnout and a

growing mental health burden — and what we have found is both moving and urgent. **82% of pet parents surveyed globally say talking to their pet helps them feel more relaxed. 81% pet parents globally feel calmer when their pet settles beside them** — a moment of shared peace. 76% of those surveyed say their pet encourages them to stop overthinking while 75% are more likely to go outdoors, and 74% spend less time on social media due to their pet's influence. These are not just statistics — they reflect a transformative, under-recognized role pets play in our lives.

Salil added, “At Mars Petcare India, we believe in our purpose: A BETTER WORLD FOR PETS which also means creating stronger, more compassionate communities. Through our work in driving adoptions, raising awareness about pet homelessness, we're helping shape a more pet-inclusive India. This commitment

Key Insights from the Mars X Calm global survey:



Preferred companions in stress:

When stressed, pets are the top choice for pet parents.

57% Indian pet parents



Gentle reminders to pause, breathe and reset:

In our always-on mode pet owners say their pet encourages them to take a break from work, chores, or other tasks.

93% Indian pet parents | **78%** Global pet parents



Social connectors:

Pet parents say their pet has improved their social life.

69% Indian pet parents | **54%** Global pet parents



Work-life reset:

Pet parents say their pet prompts them to take a break from work or chores.

93% Indian pet parents | **78%** Global pet parents



Sleep support:

Pet parents report their pet improves their sleep, highlighting the comfort and calm pets bring.

79% Indian pet parents | **59%** Global pet parents



Silent therapist:

Pet parents find their pet offers companionship without the need for conversation during stressful times.

44% Indian pet parents



Combating anxiety & overthinking:

Pet parents say pets help reduce anxiety or overthinking, offering presence without pressure.

88% Indian pet parents | **49%** Global pet parents

Pet parents say that their pets reduce stress/anxiety.

50% Indian pet parents | **45%** Global pet parents



Digital detox:

Pet parents spend less time on social media, preferring 'real time cuddles' with their pets.

57% Indian pet parents



Motivators for outdoors and movement:

Pet owners walk to relieve stress specifically because of their furry friend.

61% Indian pet parents | **50%** Global pet parents

begins in our own workplace. Our Hyderabad office is designed to welcome pets — and our in-house 'pet associates', Maya and Milo, are an integral part of our Mars Petcare family. They receive care, nutritious food, and affection from our associates and their families. Their presence brings a unique sense of warmth, happiness, connection, and wellbeing to the workplace — a reflection of the culture we are proud to foster at Mars. As a business deeply rooted in science-backed pet care and purpose-led growth, Mars wants more and more people to adopt and welcome pets in their homes and partner with communities, policymakers, and shelters to build more pet-inclusive environments."

The survey marks the launch of a first-of-its-kind partnership between Mars and Calm which aims to explore and celebrate the deep connection between people and pets as a force for everyday wellbeing. Turning insight into action, Mars and Calm have teamed up to create new content to help support wellbeing while nurturing the bond with your pet. The Mars x Calm content collection is a series of pet-inspired content to help you relax, reflect and recharge. This is Calm's first collection created just for pet lovers and inspired by the mutual relationship between people and their pets.

Greg Justice, Chief Content Officer, Calm said: "Yet another reason to love our pets: the data shows they have a profound impact on mental health. That's why we're proud to partner with Mars, the global leader in pet care, to celebrate how pets enhance

wellbeing for millions worldwide and to highlight diverse approaches to mental health support. Together, we are helping more people — and their pets — experience the proven benefits of the human-animal bond through real stories, science-backed tools, and supportive content."

The survey marks the beginning of a long-term global collaboration between Mars and Calm. The new Mars x Calm content collection — now available on the Calm app — includes guided meditations, sleep stories, and mindfulness tools inspired by the human-animal bond.

By combining Mars' deep commitment to pet care with Calm's leadership in mental wellness, the initiative encourages a shift in how society views pets: not just as part of the family, but as part of our mental wellness toolkit.

The research was conducted by YouGov Plc on behalf of Mars. Total sample size was 31299 adults across 20 markets (UK: 2507, Brazil: 2502; Canada: 1347; Germany: 1584; Indonesia: 2510; India: 1001; Mexico: 1567; Malaysia: 1036; Poland: 1349; US: 3748; China: 1054; Belgium: 1084; Australia: 1525; New Zealand: 1066; Spain: 1322; Netherlands: 1074; France: 1526; Denmark: 1093; Sweden: 1070; Italy: 1334). Fieldwork was undertaken between 19th February - 31st March 2025. The survey was carried out online. The figures have been weighted at an individual country level to be representative of all dog and cat owners (aged 18+) in the respective markets...

Abrupt diet change may model illness in dogs

A study examined how abrupt dietary changes in dogs can serve as a controlled method to study gut microbiota resilience and test digestive health additives.



Many travelers or dieters have experienced for themselves how an abrupt diet change can influence the intestines. While the sudden shift in digestive system functioning can be uncomfortable and inconvenient, it's generally not dangerous. Likewise, changing a pet's diet can cause digestive disruption, but isn't hazardous to the animal's health as long as the foods are nutritious. Researchers used this temporary gut upset caused by diet shifts as a model for true illness in order to evaluate feed ingredients aimed at enhancing gastrointestinal stability in companion animals. Their study examined how abrupt dietary changes in dogs can serve as a controlled method to study gut microbiota resilience and test digestive health additives.

"This model offers potential for evaluating the efficacy of additives in fostering a resilient microbiota, thereby promoting strategies to enhance canine digestive health," the researchers wrote in the *Journal of Animal Science*.

Experiment using dietary shift to induce digestive upset in dogs

The research involved 24 adult Beagles going from kibble to a high-protein wet dog food. Researchers first fed the dogs a standard extruded dry kibble containing 26% protein, 12% fat and 52% carbohydrates. The Beagles ate that diet for 29 days. The experimenters then abruptly transitioned the dogs to a high-protein canned formulation with 43% protein, 29% fat and only 16% carbohydrates, which they consumed for another 29 days.

This sudden dietary difference resulted in measurable physiological and microbiological changes. Apparent total tract digestibility of dry matter, organic matter, crude protein and gross energy increased. However, digestibility and the diet's

metabolizable energy declined, suggesting a trade-off between macronutrient absorption and energy utilization.

Fecal consistency also shifted. After the diet switch, dogs produced wetter, less formed stools. On a microbial level, the transition reduced beneficial genera such as *Turicibacter* and *Lactobacillus*, while opportunistic and potentially pathogenic bacteria including *Fusobacterium*, *Peptacetobacter hiranonis*, *Escherichia coli* and *Clostridium perfringens* proliferated. These shifts were reflected in a temporary spike in the dysbiosis index and inflammatory biomarkers such as plasma immunoglobulin A and C-reactive protein.

Metabolically, the change in diet led to significant alterations in fecal short-chain fatty acid profiles and increased fecal ammonia concentrations. Polyamines, typically linked to gut cell health, declined under the wet diet, while monoamines such as indole and indole-3-acetic acid rose, further indicating microbial stress or turnover.

However, several indicators began normalizing by the end of the study, suggesting an adaptive microbial response to the new diet. The researchers noted that this adaptive capacity points to the utility of this model in evaluating the performance of functional ingredients intended to enhance gut resilience.

While the study reinforces the importance of gradual dietary transitions for digestive stability, it also offers a framework to assess how specific additives might support or accelerate microbial adaptation, without relying on genuinely sick dogs that need treatment instead of experimentation...

THE IMPACT OF REGULAR VETERINARY CHECK-UPS ON PET SAFETY



Regular veterinary check-ups are essential for maintaining pet safety and health. These routine visits provide an opportunity for veterinarians to monitor your pet's overall well-being, detect potential health issues early, and administer preventative care. This blog explores the myriad benefits of routine vet visits and how they contribute to the early detection and prevention of diseases, ensuring your pet leads a long and healthy life.

The Benefits of Regular Vet Visits Routine check-ups allow veterinarians to monitor your pet's health, detect potential issues early, and provide preventative care. Early detection of diseases often leads to better treatment outcomes and can prevent serious health problems. Regular vet visits help in identifying conditions such as dental diseases, skin issues, and internal health problems before they become severe. This proactive approach not only extends your pet's life but also improves its quality of life.

Preventative Care Measures Veterinarians provide important preventative care measures during regular check-ups, such as vaccinations, parasite control, and dental care.

Vaccinations protect pets from common yet potentially fatal diseases like rabies, distemper, and parvovirus. Parasite control prevents infestations of fleas, ticks, and heartworms, which can cause severe discomfort and health issues. Regular dental check-ups prevent periodontal disease, which can lead to pain and other systemic health problems. These preventative measures are crucial for maintaining overall health and preventing diseases that could otherwise be costly and difficult to treat.

Monitoring Chronic Conditions For pets with chronic conditions, regular vet visits are essential for monitoring and managing their health. Conditions such as diabetes, arthritis, and kidney disease require ongoing management and regular adjustments to treatment plans. Regular check-ups enable vets to track the progression of these conditions and make necessary adjustments to medications, diet, or lifestyle. This ensures that pets with chronic conditions live comfortable, happy lives and reduces the likelihood of emergency situations.

Building a Trusting Relationship with the Vet Regular check-ups help pets become more familiar with the veterinary environment, reducing stress and anxiety during visits. A trusting relationship between the vet, pet, and owner is beneficial for effective healthcare. When pets are comfortable with their vet, they are less likely to experience fear or anxiety during visits, making the experience smoother and more positive for everyone involved. This trust also allows pet owners to communicate more effectively with their vet, ensuring that all concerns are addressed promptly.

Conclusion In conclusion, regular veterinary check-ups play a pivotal role in ensuring pet safety and health. By prioritizing routine vet visits, pet owners can provide their pets with the best possible care and a healthier, happier life. Regular vet visits enable early detection and prevention of diseases, ensure ongoing management of chronic conditions, and build a trusting relationship between pets and their healthcare providers. Investing in regular veterinary care is a key aspect of responsible pet ownership and the foundation of a long, healthy life for your furry friends...



Management Strategies *for* Canine Atopic Dermatitis

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Canine atopic dermatitis is a complex multifactorial genetically predisposed inflammatory and pruritic allergic skin disease. It has been linked to allergic reactions to food and environmental allergens. The muzzle, periocular region, ear pinnae, interdigital areas and other contact areas are the sites of predilection. Clinical signs and response to treatment differ from individual to individual. Staphylococci and *Malassezia* are easily colonised on atopic skin. Secondary infections should be diagnosed and treated promptly in atopic cases. Feeding trials should be conducted to predict the possibility of food allergen in some dogs. Each dog should be treated as an individual, and no single treatment is likely to be beneficial in all cases. Once the potential causes of the flare have been identified and removed, acute flares should be treated with a combination of non-irritating shampoos and topical glucocorticoids. The use of dietary supplements, cytokine and inflammatory mediator, allergen specific immune therapy and treatment with recombinant interferons should also be considered in chronic flares. CAD is a chronic condition that lasts a lifetime. The best outcomes are linked to long-term treatment that keeps the clinical symptoms in remission without any harmful side effects. The present state of knowledge and updated information on CAD are presented in this article, with prospects for future research highlighted.

Canine atopic dermatitis (CAD) is a multifactorial chronic inflammatory skin disease of dogs with an approximate prevalence of 10 to 15% (Jackson and Mueller, 2012). CAD is a pruritic allergic condition which originates from interactions between dog's genetics, epigenetics, exposure to environmental allergens and the resultant immune response (Martins *et al.*, 2016). House dust mites, storage mites, mould spores and pollens are the common allergens associated with CAD, which triggers allergen specific IgE release and clinical manifestations of atopy (Shaw *et al.*, 2004). Immunosuppressant is the mainstay of treatment and long term treatment with such agents may create undesirable side effects. Therefore, it is essential to study or compare different treatment strategies for the better outcome of the atopic patient. Moreover, being a genetically determined condition, implications of breeding from affected dogs should be explained to owners.

Clinical picture of atopic dermatitis

Onset of clinical signs has been noticed mainly in dogs aged between 6 months to 3 years. Beagle, Boxer, Boston terrier, Shar Pei, Dalmatian, English bull dog, Golden retriever, Cocker spaniel, Pug, Labrador retriever and Lhasa Apso breeds are genetically predisposed to CAD. Indoor pets are mostly affected. In early stages, affected dogs develop pruritus without any obvious skin lesions or sometimes may be associated with primary lesions

such as erythema, papules and self-induced alopecia. It affects parts of the body where the allergen is more easily absorbed via skin. The face (muzzle, periocular region), distal extremities of limbs, concave aspects of the ear pinnae, axilla, inguinal and perineal region are most commonly affected in CAD. Distribution of lesions differ from breed to breed. 50% of dogs with CAD develops otitis externa. Skin lesions around the ear margins (mostly in *Sarcoptes*) and dorso-lumbar area (common in flea allergy dermatitis) are unusual in CAD (Favrot *et al.*, 2010). Chronically affected dogs have been shown to develop hyperpigmentation, lichenification and bilateral otitis externa. Secondary skin infections with bacteria and yeast are very common which tend to exacerbate the clinical signs of CAD.



Fig. Dalmatian dog with CAD before (a,b) and after treatment (c,d) with oclaciniib

Diagnosis

Diagnosis of CAD is mainly based on the assessment of clinical criteria and excluding other diseases which shares similar clinical signs. A step-by-step evaluation of the pruritic dog correlating with the history, findings of physical examination, basic diagnostic tests and response to the treatment should be considered to get a definite diagnosis. Demodicosis is also seen concurrent with CAD. Staphylococcal pyoderma and malasseziosis seen concurrent with CAD, can be confirmed by cytological examination of skin impression smear. Flea combing, hair plucking, skin scrapings and cytological examination of ear samples helps to rule out the differentials. Gastrointestinal signs such as vomiting, diarrhoea, flatulence, tenesmus and increased bowel movements may be evident in food induced atopy (Picco *et al.*, 2008). However, the possibility of food related pruritus can only be rule out by exclusion diet trials. Beef, chicken, wheat, corn, soya and dairy products are common food allergens in dogs. Ideally an exclusion diet trial is performed by incorporating new ingredients into the diet, to which the patient has never been exposed before (Favrot *et al.*, 2010). Hydrolysed proteins based on chicken or soya, or home

prepared novel ingredients can be used in the diet trial. All diet trials should be performed with continuous monitoring. Relapse of the clinical signs while introducing of the original diet is a typical indication for dietary involvement.

Allergy testing can be done as intradermal testing (IDT) and allergen specific IgE serology testing (ASIS). Both these methods lack standardization and chances of getting false reaction is common. Once the clinical diagnosis of CAD has been made, the allergy testing is justifiable only if the patient is suffering from severe clinical signs persist for more than 3 months, unsatisfactory response with symptomatic therapy and poor owner or animal compliance to the therapy. IDT indirectly measures the reactivity of cutaneous mast cells to environmental allergens (Hillier *et al.*, 2001). Selection of allergens is critical in IDT to obtain a reliable result. IDT is usually performed on the lateral thorax by injecting suspected allergen solutions intradermally and reaction at the injection site is evaluated after 15 to 20 min. by comparing between positive (histamine phosphate) and negative (saline) control. ASIS mostly based on solid phase ELISA, is used to detect the allergen specific IgE antibodies in the serum. Allergy testing is mainly performed in order to identify the allergens for the formulation of allergen specific immune therapy (ASIT).

Treatment

Management of acute flares of CAD includes identification and control of allergenic causes (flea control, avoidance of food or environmental allergens), treatment of secondary infections (use of topical or systemic antimicrobials), improvement of skin care and hygiene (use of emollient or antipruritic shampoo) and management of pruritus using topical glucocorticoid sprays or short course of oral glucocorticoids or oclacitinib. Antihistamines, essential fatty acids (EFA) and calcineurin inhibitors (e.g. cyclosporine) are not likely to be beneficial in management of acute flares of CAD (Olivry *et al.*, 2010). Treatment of chronic CAD includes detection and avoidance of flare factors by performing exclusion-provocation diet trial, regular flea control, house dust mite control, allergy testing, antimicrobial therapy, bathing with non-irritant shampoo, supplementation of EFA, topical application of glucocorticoids or tacrolimus, oral administration of glucocorticoids, cyclosporine or oclacitinib, allergen specific immune therapy and treatment with recombinant interferons. Antihistamines such as hydroxyzine and its metabolite cetirizine is preferable choice in dogs (Olivry *et al.*, 2015).

Drug	Action	Dosage	Remarks
Hydrocortisone aceponate	Topical glucocorticoids: suppress inflammatory mediators and produce non-specific anti-inflammatory effect	Apply q12-24h	Intended for short term use (effective in acute flares) Prolonged use can lead to scaling, comedones, cutaneous atrophy and follicular cyst Contraindication: ulcerative keratitis
Triamcinolone acetonide			
Prednisolone, prednisone, methylprednisolone	Oral glucocorticoids: suppress inflammatory mediators and produce non-specific anti-inflammatory effect	Initial dose: 0.5-1 mg/kg PO q24h, taper to lowest dose controlling clinical signs	Long term use produce side effects: polyuria, polydipsia, polyphagia, predisposed to calcinosis cutis (especially in Bulldogs), urinary tract infections, demodicosis Contraindications: pregnancy, renal disease, diabetes mellitus
Tacrolimus (0.1%)	Topical calcineurin inhibitor: inhibits T-cell proliferation by binding to FK506 binding protein (FKBP; intracellular protein) and reduces secretion of cytokines	Apply q12-24h	Intended for long term use Effective in localized chronic CAD Delayed initiation of effect, making them inappropriate for treating acute CAD flares.
Cyclosporine	Oral calcineurin inhibitor: blocks nuclear factor of activated T cell transcription factor and reduces secretion of cytokines	Initial dose: 5mg/kg PO q24h	Slow onset of response (4-6 weeks) Faster response can be achieved by combining with oral glucocorticoids or oclacitinib for first 2 weeks Side effects: vomiting and diarrhoea Contraindications: dogs <6 months old, do not give live vaccines during treatment period
Oclacitinib	Janus kinase inhibitor: blocks JAK1, result in decreased activity of JAK1 dependent cytokines involved in allergy and inflammation	0.4-0.6 mg/kg PO q12h for up to 14 days, then q24h	Fast acting Useful in acute flare as well as long term management Should not be given to dogs <12 months (risk of demodicosis and bacterial pneumonia) In about 5 to 10% of dogs, its long-term use is linked to the development of de novo urinary tract infections, vomiting, otitis, pyoderma, and diarrhoea. Contraindications: pregnancy, lactation, neoplasia
Lokivetmab	Monoclonal antibodies: targets pruritogenic canine cytokine IL-31	1-2 mg/kg SC, q30-60 days	Safe and highly effective Can be used at any age

Supplementation of EFA such as omega-3 and omega-6 fatty acids are commonly used as adjunctive in the treatment of CAD. Omega-6 fatty acids improves the skin barrier regeneration and omega-3 fatty acids (300 mg/4.5 kg PO q24h) alters eicosanoids synthesis and reduces the production of inflammatory mediators. Oral administration of palmitoylethanolamide (PEA) (a bioactive lipid compound elucidates down regulation of mast cell degranulation) at dose rate of 15 mg/kg/day causes reduction in CAD extent and severity index. Several studies have been conducted for assessing the role of probiotics in prevention and

treatment of CAD. Supplementation of vitamin D have shown to be beneficial in cases of CAD. Antioxidant action of vitamin E improves the clinical status of CAD affected dogs.

Conclusion

CAD is a complicated skin disease. Its diagnosis and management is a highly challenging task to the clinicians. CAD is not a curable disease but can be kept under control and can provide quality life to the patients by strategic interventions. A multimodal therapeutic approach tailored to the individual animal needs is required for the successful management of CAD...

FLEA & TICK ALERT



MONSOON SEASON



The monsoon season, with its increased humidity and dampness, provides an ideal breeding ground for ticks and fleas, making pets more susceptible to infestations and the diseases they carry. In India, this is a particularly relevant concern for pet owners.

Here's why ticks and fleas thrive in the monsoon and what you can do about it:

Why Ticks and Fleas are a Monsoon Problem:

- 🐾 **Humidity and Warmth:** Ticks and fleas love warm, moist environments. The high humidity during the monsoon allows them to breed rapidly and increases their survival rates.
- 🐾 **Dense Vegetation:** Rainy weather leads to lush green grass and bushes, which are prime hiding and breeding spots for these parasites. Pets often come into contact with these areas during walks.
- 🐾 **Stagnant Water:** Waterlogged areas and stagnant puddles can also harbor these pests.
- 🐾 **Poor Hygiene:** If pets are not kept clean and dry, especially after walks in the rain, their damp fur becomes an inviting habitat for ticks and fleas.

Common Diseases Transmitted by Ticks and Fleas in Pets (especially in India):

- 🐾 **Tick Fever (Babesiosis/Ehrlichiosis):** This is perhaps the most dangerous and common tick-borne disease in India.
- 🐾 **Babesiosis:** Caused by the parasite *Babesia*, transmitted through tick bites. Symptoms include fever, lethargy, loss of appetite, pale gums, dark urine, and sometimes jaundice. If left untreated, it can lead to severe anemia, kidney failure, and even death.
- 🐾 **Ehrlichiosis:** Caused by *Ehrlichia* bacteria, also transmitted by ticks. Symptoms are similar to Babesiosis, including fever, lethargy, joint pain, nosebleeds, and swollen lymph nodes. It can lead to chronic illness and bone marrow suppression.
- 🐾 **Flea Allergy Dermatitis (FAD):** This is a very common allergic reaction to flea saliva. Even a few flea bites can cause intense itching, redness, inflammation, hair loss, and secondary skin infections (bacterial or fungal) in allergic pets.
- 🐾 **Anaplasmosis:** Caused by *Anaplasma* bacteria, transmitted by ticks. Symptoms can include fever, lethargy, joint pain, and bleeding disorders.
- 🐾 **Hepatozoonosis:** In India, *Hepatozoon canis* is a common pathogen, often transmitted when a dog ingests an infected tick (rather than through a bite). Symptoms can range from mild to severe, including fever, muscle pain, weight loss, and anemia.
- 🐾 **Mycoplasmosis:** *Mycoplasma haemocanis* can cause hemolytic anemia in dogs, especially those with weakened immune systems.

Prevention and Care During Monsoon:

1. **Year-Round Parasite Prevention:** The most effective defense is a consistent, vet-approved flea and tick preventive. This could be:

- 🐾 **Oral Medications:** Chewable tablets that work systemically.
- 🐾 **Topical "Spot-on" Treatments:** Applied to the skin, typically on the back of the neck.
- 🐾 **Anti-tick Collars:** Some collars release chemicals that repel or kill parasites.
- 🐾 **Sprays/Powders:** Can be used as an additional layer of protection, especially before walks.
- 🐾 **Consult your vet:** They will recommend the best product and schedule for your pet based on their species, age, weight, and local parasite prevalence.

2. **Daily Checks:** After every outdoor excursion, thoroughly inspect your pet's fur. Pay close attention to:

- 🐾 Behind and inside the ears
- 🐾 Around the neck and under the collar
- 🐾 Armpits and groin area
- 🐾 Between the paw pads and toes
- 🐾 Around the tail and underbelly
- 🐾 If you find a tick, remove it promptly and carefully with fine-tipped tweezers, grasping it as close to the skin as possible and pulling straight up.

3. Grooming and Hygiene:

- 🐾 **Regular Brushing:** Helps to dislodge fleas and ticks and makes it easier to spot them. Special flea combs can be very effective.
- 🐾 **Thorough Drying:** After walks in the rain or baths, ensure your pet is completely dry, especially areas like the armpits, groin, and between paw pads. Dampness promotes skin infections that can be exacerbated by parasite bites.

- 🐾 **Trim Hair:** Keep hair shorter, especially around the paws and belly, to reduce areas where mud and moisture can accumulate, making it harder for parasites to latch on.
- 🐾 **Anti-tick Shampoos:** Can help remove existing parasites during a bath, but their residual effect is usually limited. They are best used as part of a broader prevention strategy.

4. Environmental Control:

- 🐾 **Clean Home:** Regularly vacuum your home, especially areas where your pet spends time, including carpets, rugs, and pet bedding. Wash pet bedding frequently in hot water.
- 🐾 **Yard Maintenance:** If you have a garden, keep grass mowed short and trim bushes and dense vegetation, as these are common hiding spots for ticks. Clear any stagnant water.

5. Avoidance:

- 🐾 Try to avoid walking your pet in heavily overgrown or waterlogged areas during the monsoon.
- 🐾 Keep your pet away from stagnant puddles, as they can contain not only parasites but also harmful bacteria (like those causing Leptospirosis).

6. **Veterinary Check-ups:** Regular vet visits, especially before and during the monsoon, are crucial. Your vet can advise on the best preventive measures, deworming schedules, and vaccination updates. They can also detect and treat any infections early.

By taking these proactive measures, you can significantly reduce the risk of ticks and fleas bothering your pet and safeguard them from the serious diseases these parasites can transmit during the monsoon season...

REPORT: PET FOOD PRODUCTION GROWS 4.5% GLOBALLY IN 2024

Alltech

Agri-Food Outlook | 2025

Pet food remains one of the fastest-growing feed sectors, according to Alltech's 2025 Agri-Food Outlook.

Pet food production reached 37.692 million metric tons (mt) in 2024, a 4.5% increase from the previous year, according to Alltech's newly released 2025 Agri-Food Outlook report. Growth was driven by trends in premiumization — including functional diets and the ongoing "humanization" of pets — along with rising global pet ownership and continued product innovation.

Africa saw the largest percentage increase (60%) in pet feed production, albeit from a small base, while Asia-Pacific recorded double-digit gains, reflecting surges in pet adoption and premium diets in developing markets, noted the report. Although the pace of growth slowed somewhat last year, pet food remains one of the fastest-expanding feed sectors globally.

Alltech's report is based on its 14th annual global feed survey, which collected data from 142 countries and over 28,000 feed

mills. The findings show global feed production rebounded in 2024, growing 1.2% year-over-year to 1.396 billion mt.

Other highlights from the report include:

- 🐾 Poultry feed, especially for broilers, remains the largest species segment with 27.6% of total global tonnage.
- 🐾 Pig feed declined by 0.6%, with mixed regional results.
- 🐾 Dairy and beef feed saw modest gains of 3.2% and 1.8%, respectively.
- 🐾 Aquaculture feed declined 1.1%, continuing a downward trend, while equine feed grew by 2.3%.

Asia-Pacific remained the top feed-producing region at 533.1 million mt, followed by North America at 290.7 million mt and Latin America at 198.4 million mt.

To explore more insights or access Alltech's interactive global feed map, visit alltech.com/agri-food-outlook.

One in five (19%) pet owners

are turning to social media platforms to get information and advice about nutrition, healthy weight: ROYAL CANIN® Conducts Survey

🐾 ROYAL CANIN®'s multi-market study engaged 14,016 pet owners and 1,750 veterinary professionals, exploring key barriers to effective pet weight management

🐾 17% of pet parents cite misinformation as a major barrier to keeping their pets at a healthy weight

🐾 More than a quarter of (26%) pet parents don't know what the ideal weight for their pets

🐾 45% of pet professionals believe that pet owners underestimate the risks associated with pets being overweight or having obesity

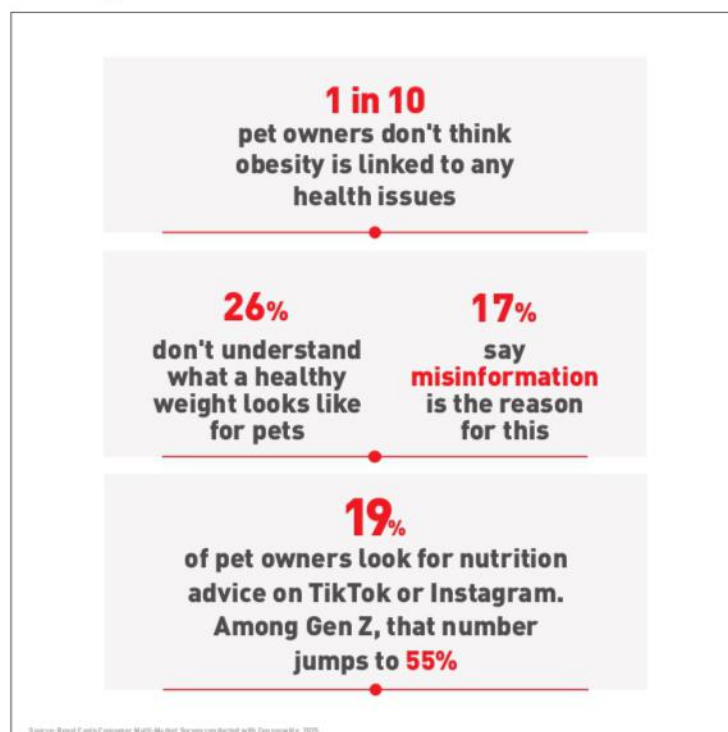
Approximately 40% of adult cats and dogs globally are considered overweight or living with obesity¹. To understand this, ROYAL CANIN®, a leader in 'Health through Nutrition' for cats and dogs conducted a survey, which revealed a widespread lack of awareness and persistent misinformation being the primary reasons contributing to a growing pet obesity crisis.

The issue of obesity is only aggravated by the prevalence of misinformation with nearly a fifth of people (17%) saying it's one of the biggest barriers that prevents them from keeping their four-legged friend at a healthy weight.¹ What's more, nearly a third (29%) of veterinary professionals believe that misinformation or conflicting information is causing challenges with having conversations with pet owners about managing a healthy pet weight.¹ This is particularly true during early development, as the nutrition they receive during this life stage may impact their health for the rest of their lives.³

The multi-market study of more than 14,000 pet owners and 1,750 veterinary professionals across eight countries (including India, UK, France, China, Mexico, Spain, Portugal and Brazil) found

that nearly one in five (19%) pet owners are turning to social media platforms to get information and advice about nutrition, healthy weight, or obesity in pets.¹ This number rises significantly to 55% amongst Gen Z pet owners. Another significant finding from the survey shows that over one in four pet parents (26%) are unaware of their pet's ideal weight.

The survey also revealed, 44% of veterinary professionals believe that pet obesity has increased in the last few years, and nearly half (45%) agree that pet owners underestimate the risks associated with overweight and obesity in pets.¹ When looking into factors that contribute to pet obesity, 41% of pet owners say they give their pets special treats when they seem sad, bored, or lonely.¹ Three in four feed their pet human food, but a third (31%) of those believe that doing so doesn't cause harm.¹



ROYAL CANIN®'s study showed that the biggest perceived contributing factors to obesity, according to pet owners are¹:

1. Overfeeding (39%)
2. Lack of exercise (36%)
3. Poor quality pet food (17%)
4. Feeding pets human food (14%)
5. Lack of recognition by pet owners that their pets are overweight (11%)

To address this gap, this year, as part of the 25th edition of its annual Vet Symposium, ROYAL CANIN® is stepping up support for veterinary professionals in tackling the issue of pets with obesity. With science-backed storytelling, creator-led education, and interactive content, ROYAL CANIN® launched

How do you reward your pet?
Here's what owners are doing:



Regularly feed their
pets human food



Give special treats when pets
seem **sad, bored, or lonely**



Believe **human food**
doesn't cause harm

Source: Royal Canin Consumer Multi-Market Survey conducted with Genesys, 2025.

#ScalingTheConversation, a global campaign which aims to strengthen the dialogue between veterinary professionals and pet owners around pet nutrition and weight management. The campaign will reach Gen Z pet owners via veterinary professionals, vet behaviourists, and nutritionists across, Instagram, YouTube and other social media platforms. This campaign was introduced at Vet Symposium 2025 this week, and is based on the recent survey conducted by ROYAL CANIN®.

The 2025 Vet Symposium in Montpellier welcomed over 550 participants, including veterinarians and pet professionals from 70 countries.

Through this new initiative, ROYAL CANIN® continues its commitment to creating precise nutritional solutions while supporting veterinarians in guiding pet owners to make better-informed decisions.

“At Royal Canin, we believe that better health starts with better conversations,” shared Dr Tabitha Hookey, a veterinary nutritionist and member of the ROYAL CANIN® R&D team focused on obesity and diabetes. “Through providing accessible and credible information, we’re aiming to support pet owners with clear, science-based advice to help more pets live their healthiest lives. Through partnering with an expert panel and using social media to maximise our outreach, with this campaign, we hope to be able to empower even more pet owners with a better understanding of healthy pet nutrition and weight management and, ultimately, to promote dialogue with the veterinary professionals that care for their pets.”

Dr. Alex German, Professor of Small Animal Medicine at the University of Liverpool, UK, comments: “Pet obesity can have a serious impact on both quality of life and lifespan. Helping pets maintain a healthy weight is one of the most important things we can do to ensure they live longer, happier lives. Encouraging open, supportive conversations between veterinary professionals and pet owners is key to making good nutrition and weight management a natural part of everyday pet care...”



INDIAN INSECT PLAYER GREENGRAHI SECURES NEARLY \$4 MILLION



The Delhi-based firm aims to scale sustainable protein production after seed funding.

GreenGrahi recently raised ₹23 crore (\$3.8M/€3.3M) in seed funding to support its insect farming efforts, led by climate-focused investors in India.

The company focuses on a broad range of sustainable agricultural solutions and pet nutrition and expects to accelerate its growth in these segments.

“We’ve co-developed innovative pet food products with several leading pet food brands, enabling them to diversify their offerings

and improve customer satisfaction with clean-label, performance-oriented formulas,” Co-Founder and CEO Siddharth Sharma

In addition to expanding production and research and development (R&D) capacity, GreenGrahi is also investing in sales and marketing infrastructure across the US, the UK and the EU to meet “rising global demand for sustainable and functional pet nutrition.”

GreenGrahi was founded in 2021 and has secured grants from various sources to develop its technology. Earlier this year, Forbes India recognized the company as one of the nation's top 100 most promising startups.

Booming insect market

Companies around the world have been racing to scale up insect protein production, which is billed as an eco-friendly protein source for pet food.

Earlier in the year, Indian insect startup Loopworm secured a certification to export its silkworm pupae-derived products to Europe. This development follows the accreditation of another Indian insect producer, Arthro Biotech, in October 2024 and Veolia, a Malaysian player, in late 2023.

In Canada, Oberland Agriscience recently opened a black soldier fly (BSF) facility and began seeking partnerships in the pet food industry. Bulgarian firm Nasekomo claims it has reached new benchmarks in the industry...

India's Pet Care Economy 2025:

Market Trends, Key Players, and Growth Opportunities

India's pet care industry is projected to reach INR 2.1 trillion by 2032, driven by rising pet ownership, premiumization, and digital innovation. We explore key trends, market players, and growth opportunities reshaping the sector in the country.

By: Yanyan Shang

The global pet care industry, valued at US\$320 billion in 2023, is projected to reach nearly US\$500 billion by 2030, driven by rising pet ownership and the growing trend of pet humanization. This global momentum is clearly reflected in India, where pets have come to occupy an increasingly cherished role in households.

Pet parenting in India has become mainstream among urban middle-class and millennial consumers. Today, pets are seen not just as companions but as integral family members—entitled to dedicated healthcare, curated diets, luxury accessories, and even social outings. This shift is fueling demand for high-quality products and services. According to a market report released on October 17, 2024, India's pet care market reached US\$3.6 billion in 2024 and is expected to double by 2028, marking it as one of the fastest-growing segments in the country's consumer economy.

India's pet care market size and growth drivers

India's pet care industry is projected to reach INR 2.1 trillion (US\$25.03 billion) by 2032, with a CAGR of 20 percent. Considered a thriving market by market experts, the domestic pet economy is fueled by rising pet ownership, investment, and evolving consumer behavior. As per reports, in 2025, India is home to an estimated 100 million pets, including 30 million in urban households.

Central to this boom can be seen spending on premium food, wellness, grooming, and pet lifestyle services. Rising disposable incomes, urbanization, and smaller households have also made pet ownership more attainable and desirable, especially among young professionals.

Millennials and Gen Z are shaping the market with their preferences for organic food, health supplements, tech-enabled care, and designer accessories. These dynamics are setting the stage for sustained long-term growth in India's pet care market, opening up new avenues for brands, investors, and entrepreneurs alike.

Pet food and accessories manufacturing in India

Domestic production and local brands

India's pet care sector has witnessed rapid growth in homegrown brands like Heads Up For Tails (HUFT), Drools, Fresh for Paws, and Just Dogs, which range from nutritious food and grooming supplies to high-end accessories. Domestic brands are catering to a new wave of health-conscious pet owners. In addition, boutique ventures for pet care further reflect the demand for small-batch, organic products tailored to dietary sensitivities and life-stage needs. The market is also seeing a surge in preventive wellness offerings, including natural supplements, Ayurvedic remedies, and CBD-infused treats—underscoring modern pet parents' growing focus on informed choice.

Expansion by global players

In parallel, global players are increasingly investing in India's pet care market, recognizing its high growth potential. Mars Petcare, which owns popular pet food brands like Pedigree, Royal Canin, Whiskas, and Sheba, has invested



INR 5 billion (US\$59.6 million) to expand its Telangana facility and aims to transition to full domestic production. Currently, 60 percent of its products sold in India are locally manufactured. The company is also establishing regional research and development and deepening partnerships to boost accessibility and affordability. As pet ownership rises and digital platforms expand reach, other multinational brands are also eyeing India, contributing to a more self-sufficient ecosystem poised for export.

Companies dominating the pet care market in India

Foreign companies like Mars Petcare dominate India's pet care space with brands such as Pedigree, Royal Canin, and Whiskas. Since entering the market in 2002, Mars has expanded local manufacturing and R&D, aiming to make India one of its top five global markets. Meanwhile, Nestlé is preparing to enter India's premium pet food segment, signaling strong multinational interest.

On the domestic front, brands like HUFT and Drools are leading with tailored products. HUFT has built a lifestyle brand around pet wellness, while Drools, valued at US\$600 million, focuses on affordable nutrition. Other notable brands are diversifying into grooming, insurance, and telemedicine countrywide.

Pet tech—including GPS trackers and smart feeders—is gaining popularity, while subscription boxes offer personalized, convenient care. Additionally, there's rising demand for organic supplements like CBD-infused and Ayurvedic treatments.

Together, these players and trends illustrate a fast-evolving ecosystem extending far beyond basic pet food into full-spectrum pet care and lifestyle services.

Import and export of pet care products

Despite the rapid expansion of the domestic pet care market, India remains heavily reliant on imported premium pet products, especially in the luxury segment. Several high-end international brands have introduced exclusive pet accessory lines globally—ranging from handcrafted beds to designer collars—however, the collections are not yet available in Indian retail stores or official online platforms. Indian consumers seeking such luxury goods must resort to purchasing from global e-commerce sites or while traveling abroad, raising costs and limiting access.

Indian companies are reportedly serving the mass market and venturing into premium segments, thereby reducing dependence on imported goods. With the rise in awareness, affordability, and



customization, these Indian brands are positioning themselves as viable substitutes for international products, especially in pet food, grooming supplies, and lifestyle accessories.

Looking ahead, there is significant potential for India to evolve into an export hub for pet care products. As manufacturing capabilities continue to scale—supported by investments in infrastructure, localized R&D, and innovation in organic and tech-enabled products—India could emerge as a competitive player in global supply chains.

Challenges and opportunities

Despite rapid growth, India's pet care sector faces challenges such as fragmented regulations, poor infrastructure, and limited awareness of pet health. Many new pet owners rely on generic products due to lack of guidance, while premium goods remain costly and hard to access—highlighting the need for domestic innovation.

Nonetheless, demand continues to grow for grooming, insurance, wellness, travel, and daycare, reflecting a shift toward holistic pet parenting. Pet insurance, though nascent, is gaining ground through tailored pricing and awareness efforts. Affordable, quality services are also thriving in Tier 2 and 3 cities. Industry stakeholders are pushing for policy reforms—including inclusion in the PLI scheme—to spur domestic growth. Meanwhile, a wave of startups in pet tech and sustainable wellness is redefining the market, supported by increasing digital adoption and investor interest. These trends firmly position India as a rising global force in pet care innovation...



No More Monsoon Blues!

Fun Indoor Games for Your Furry Friends



When the monsoon rains arrive, bringing with them a sense of calm and lush greenery, they often come with a downside: less outdoor time for our beloved pets. Wet streets, muddy paws, and a higher risk of infections mean our furry friends are often cooped up indoors for days, or even weeks. But being stuck inside doesn't mean they have to be bored! With a little creativity and planning, indoor games can keep your pets active, mentally stimulated, and emotionally balanced throughout the rainy season.

Here's a list of fun, safe, and enriching indoor games for dogs, cats, and small pets to help them beat those monsoon blues.

Rainy Day Fun for Dogs

Tug of War: This classic is both mentally and physically engaging. Grab a strong, soft rope toy or even a knotted towel. It's fantastic for bonding, builds strength, and helps your dog burn off energy in a controlled way.

Hide & Seek: This is a fun twist on an old favorite! Hide behind furniture or in another room and call your dog's name. When they find you, reward them with a treat or plenty of praise. It's a great way to reinforce recall and provides excellent mental stimulation.

Sniff & Search: Dogs absolutely love using their noses! Hide small treats around the house and let your pup sniff them out. This foraging-style activity satisfies their natural instincts and helps keep boredom at bay.

Indoor Fetch: If you have a long hallway or a clear room, enjoy a gentle game of fetch using soft, plush toys to avoid any damage. This is a great way to burn off some energy while keeping your dog entertained.

DIY Obstacle Course: Get creative with household items! Use chairs, cushions, and blankets to build a mini agility course. Guide your dog through tunnels, over hurdles, and around obstacles for a fantastic indoor workout.

Trick Training Sessions: Rainy days are the perfect opportunity to teach new commands like "shake," "roll over," or even some more advanced tricks. These training exercises strengthen your bond and provide essential mental stimulation.



Monsoon Magic for Cats

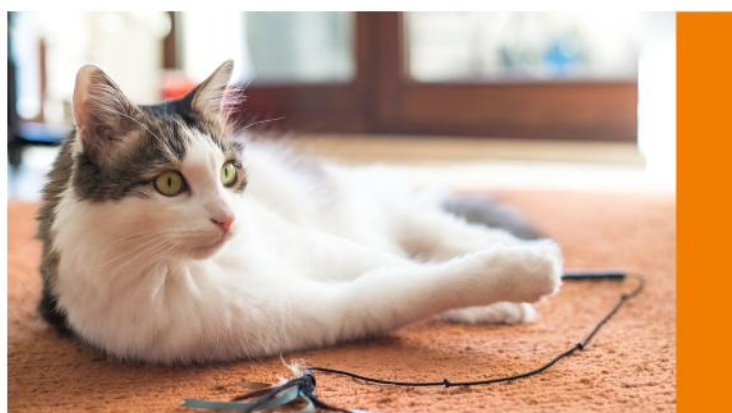
Laser Chase: A laser pointer can provide endless entertainment. Let your cat chase the moving light, but remember to end the game by letting them "catch" a toy to avoid any frustration.

Feather Wand Fun: Cats are natural hunters, and a feather wand perfectly mimics the fluttering of prey. Wiggle it around furniture or behind cushions for an irresistible playtime session.

DIY Cardboard Castles: Got some delivery boxes lying around? Stack and cut them into hidey-holes, tunnels, or climbing towers. It's a free playground for curious cats!

Tablet Games: Believe it or not, there are apps designed just for cats! Animated fish, insects, or mice moving across a tablet screen can keep your cat captivated.

Treat Puzzle Games: Stuff kibble or treats into puzzle feeders, or create your own DIY version using a muffin tray and tennis balls. Your cat will love the challenge of earning their reward.



Small Pet Play Ideas

Rabbits, guinea pigs, and hamsters may be tiny, but they need stimulation too!

Towel Tunnels: Lay a towel over small boxes to create safe, cozy tunnels for them to explore. Just make sure they're stable and chew-safe.

Cardboard Maze: Design a maze using toilet paper rolls or small cardboard boxes. Hide tiny treats or hay inside to encourage exploration.

Foraging Fun: Hide leafy greens in hay or crumpled paper for a natural foraging experience. It mimics their wild behavior and can keep them busy for hours.

Tips for Safe Indoor Play

- Supervise all games, especially when you're using DIY toys or household objects.
- Avoid slippery surfaces by laying down rugs or play mats.
- Watch for signs of fatigue — keep play sessions short but regular.
- Keep paws dry and clean after any wet activity, even indoors.

The Monsoon Doesn't Have to Be Boring!

Rainy days might limit outdoor adventures, but they offer the perfect chance to deepen your bond with your pet indoors. Whether it's a game of hide and seek, a laser pointer chase, or a foraging maze, these interactive games help keep your pet happy, healthy, and mentally sharp.

So, roll out that amazon delivery boxes, get the treats ready, and let the indoor fun begin...

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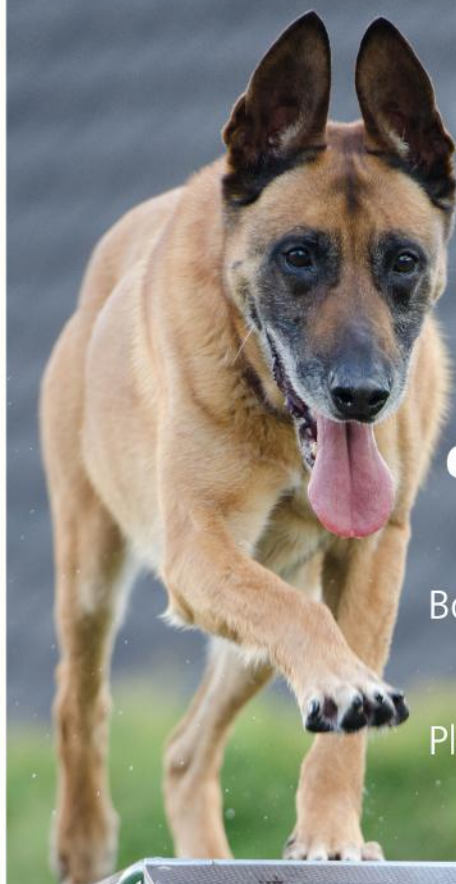
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