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Editor: **Sudhir**

Editor's Note

Beating the Heat — and Rising to the Moment

Dear Readers,

As April arrives and the mercury climbs across India's plains, hills, and coastlines, we are reminded once again that the season of summer is not merely a change in weather — it is a call to action for every responsible pet parent and veterinary professional in the country.

India's pet care story is no longer unfolding quietly in the background. It is loud, it is urgent, and it is full of promise. From the surge of Gen Z pet parents redefining what love and care look like, to FMCG giants racing to claim space in our pet food aisles, to an airline policy evolving in real time to welcome our four-legged companions on board — change is not coming. Change is already here.

And yet, at the heart of all this industry momentum, the most important story remains the simplest one: a dog panting in the afternoon heat, a cat curled in a warm corner, a pet depending entirely on the human beside them to make the right choice.

That is why this edition opens with what we consider the most urgent seasonal concern for Indian pet owners — summer stress. The Indian summer is not gentle. For our pets, who cannot regulate body temperature the way we do, it can be genuinely dangerous. Our feature on canine heatstroke goes beyond the basics, drawing on veterinary science to explain exactly why a hot day can become a life-threatening emergency — and precisely what to do when it does. We urge every reader to study it carefully and share it widely.

Alongside this, we explore the extraordinary transformation underway in how Indians relate to their pets. The Gen Z pet parent — proactive, premium-minded, digitally connected, and deeply invested — is reshaping demand in ways that will define this industry for the next decade. Our special report on this cohort draws on data from Flipkart, Bain & Company, and Redseer to paint a picture that is both exciting and instructive. Whether you are a veterinarian, a brand, a retailer, or a distributor, understanding this new pet parent is no longer optional.

For our veterinary readers, this edition carries particular weight. The rise of biometric wearables, the growing appetite for telehealth, the entrance of global nutrition giants into the Indian market — all of these trends are converging to create a new standard of care. India currently has approximately one veterinarian for every 50,000 to 60,000 animals. That number should give every one of us pause — and purpose.

At PET'n'VET, our commitment has always been to serve as a bridge — between science and practice, between industry and the everyday pet parent, between where Indian pet care is and where it deserves to be. Each edition, we work to carry information that is not just interesting, but genuinely useful — information that makes animals healthier and the people who love them more confident.

This summer, keep your pets cool, keep yourselves informed, and keep doing the extraordinary ordinary work of caring for lives that cannot speak for themselves.

With warmth — and a cool breeze,

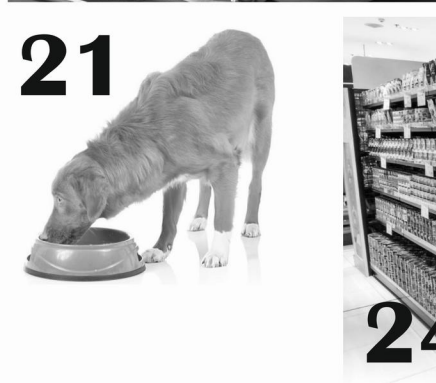
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CONTENTS

TABLE OF



BEAT THE HEAT

SUMMER STRESS AND STRESSZA

06

CAT DIARRHOEA EXPLAINED

CAUSES, SIGNS, AND HOW TO HELP YOUR FELINE FRIEND

10

GOLDEN OPPORTUNITY FOR INDIAN PET PRACTITIONERS/LEADERS

12

EVOLVING AIRLINE POLICIES

TO ACCOMMODATE PET.

14

THE GEN Z PET PARENT

HOW INDIA'S YOUNGEST SHOPPERS ARE SUPERCHARGING ONLINE PET CAREARE

16

THE DIGITAL PAWS

THE RISE OF BIOMETRIC MONITORING IN INDIA'S PET CARE REVOLUTION

18

SUPERTAILS RAISES \$30 MILLION

TO BUILD INDIA'S MOST COMPREHENSIVE PET CARE ECOSYSTEM

20

THE SILENT SUMMER KILLER

A SCIENTIFIC APPROACH TO PREVENTING CANINE HEATSTROKE

21

PET CARE WARS: GIANTS & STARTUPS

24

C-PEX CHANDIGARH PET EXPO

26

BEAT THE HEAT

SUMMER STRESS AND STRESSZA

Ah, summer. A time of year filled with happiness, laughter, and limitless opportunities. It is a time when happiness fills our hearts as the warm sun greets our days and nature blooms in vibrant hues. And dogs add even more brightness to our lives in this delightful tapestry of summer by radiating an undeniable and contagious enthusiasm. Dogs come alive with an eagerness that is simply infectious when the first summer sunbeams caress the ground. They joyfully welcome the season of warmth and exploration, tails wagging like metronomes and eyes shining with enthusiasm. Dogs like the beauty of nature, running through fields of wildflowers or chasing butterflies with pure joy as the world outside bursts into a kaleidoscope of colors.

The sweltering heat and constant sun of summer present a variety of difficulties for our devoted canine companions. Summer stress in dogs, a condition that can have serious effects on their health, is at risk when the heat increases. Due to their inability to control their body temperatures and reliance on us for care, dogs are especially at risk during this time of year. This blog examines the intricate relationship between the summer heat and the stress it causes in dogs, highlighting any potential dangers and outlining the need to take preventative measures to guarantee their well-being.

The Lazy, crazy, and cool summers: Life with a 4-legged Companion.

Dogs and their human friends have countless opportunities to create priceless memories during summer's long, languid days. Dogs run wild on beaches, their paws twirling in time with the crashing waves as they play in the sand with uncontrolled joy. They dig in the sand and enjoy the cool beach wind as their contagious

laughter fills the air. Remember to cherish the simple pleasures that summer bestows upon us by observing their sheer freedom while splashing in the water or relaxing on the shore.

Dogs and their owners are encouraged to go on thrilling adventures over the summer. Exploration playgrounds are created along hiking paths that pass through beautiful forests or along mountainsides. Dogs make the ideal traveling companions for these outdoor adventures because of their limitless energy and interest.

"In these moments, dogs teach us the art of living in the present, reminding us to cherish the beauty that surrounds us."

Summer Blues: Having fun or stressing out?

The intense heat of summer is one of the main issues since it might cause heat-related illnesses in dogs. Dogs, unlike humans, sweat mostly by panting and a small number of sweat glands located in the pads of their paws. Therefore, they are more prone to overheating, particularly when exposed to high ambient temperatures over an extended period.

"Heat exhaustion and heatstroke are two common heat-related conditions that can arise, posing serious threats to a dog's health."

Prolonged exposure to extreme heat can cause-

- 🐾 Dehydration
- 🐾 Organ dysfunction
- 🐾 and, in severe cases, even fatalities.

The consequences of heat-related ailments highlight the critical need to protect our furry friends from excessive heat during the summer months.



Summer is Not the
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Them It's **Heat Stress.**

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**"Choose comfort
this summer."**





Besides the physical challenges, the summer heat can also induce psychological stress in dogs and contribute to anxiety and restlessness. Other things which may cause stress in pets this summer are-

- 🐾 Changes in routine
- 🐾 Increased outdoor activities
- 🐾 Heightened noise levels during summer
- 🐾 Thunderstorms
- 🐾 Fireworks
- 🐾 Bustling social gatherings
- 🐾 Summer festivities,

these can trigger fear and distress in dogs, leading to behavioral changes and heightened stress levels.

Here's what you can do

Recognizing the signs of stress, such as excessive panting, pacing, drooling, or hiding, is vital for pet owners to provide a supportive environment for their canine companions.

1. Recognize the problem:

Take note of any small alterations in your pets' conduct. An early diagnosis aids in improved problem management. Keep an eye out for any symptoms or indicators that your pet may be showing.

Pets under stress display certain symptoms, such as:

- Your pet may refuse feed and water.
- They tend to hide away.
- Socialising with fellow pets and humans is a big no-no for them.
- They bark or get agitated quickly.

- They exhibit signs of diseases (if suffering from any) for instance Diarrhea/Vomiting/etc.
- Tail is tucked away beneath their body.
- Other odd behavioural modifications.

2. Eliminate the problem:

Try to solve the issue if you are aware of it. For instance, if your pet is uncomfortable in a new area, attempt to assist them gradually acclimatise. Do not force them into arbitrary situations.

3. Remember the patterns.

Keep in mind how your pet often responds to certain circumstances. If your dog becomes anxious around other neighborhood pets, observe their behavior patterns and try to determine how they can adapt to the social dynamics. You can even consider employing a behavioral or canine expert to assist you with this

Stress & the train of problems:

Along with the risks associated with heat stress, dogs may experience pain and damage from walking on hot pavement and other surfaces throughout the summer. When they touch scorching sand or other heated surfaces, their delicate paw pads are vulnerable to burns. In order to prevent unpleasant burns and blisters, pet owners must use caution when walking their pets on surfaces that have been heated by the sun. Additionally, due to their impaired capacity to cool down effectively, some dog breeds, such as those with thick coats or brachycephalic (short-nosed) types, are more vulnerable to heat-related illnesses. Owners must be aware of the unique traits of their dogs and take the necessary precautions to prevent heat-related discomfort.

To mitigate the impact of summer heat and associated stress, pet owners should take proactive measures, such as:

- 🐾 Creating shaded areas in outdoor locations and making sure there is enough airflow indoors can provide relief from the heat.
- 🐾 Providing access to fresh, cool water at all times is essential in helping dogs regulate their body temperature.
- 🐾 Planning walks and workouts at cooler times of the day, such as the early morning or late at night, can help reduce overheating.
- 🐾 Regular grooming is necessary to maintain optimum airflow and for effective heat dissipation, including brushing to remove extra fur and avoid matting.
- 🐾 Dogs who are experiencing heat stress should speak with their veterinarian about appropriate solutions, such as wearing cooling vests or mats.
- 🐾 Homeopathic treatments for anxiety, stress, and other related issues, including Stressza for pets, are quite effective.

In conclusion, dogs have substantial obstacles as a result of summer heat and the stress it causes. High temperatures, insufficient cooling systems, and potential psychological triggers may all have a negative impact on their general health and well-being. We can make sure our beloved friends enjoy a safe and comfortable summer by being aware of the risks and taking preventative measures to safeguard them.

Above all, the unfailing affection and steadfast friendship that dogs provide are what define summer and dogs. Dogs wrap up at our sides as the sun sets, sending golden hues across the sky, their warmth and love surrounding us like a loving embrace. In these peaceful times, we recognize dogs' significant influence in our lives.

“They teach us the importance of living in the present, appreciating the little things, and appreciating each season.”

Dogs brighten our lives with their unlimited energy, contagious enthusiasm, and unshakable love in the radiance of summer. They serve as a reminder to enjoy the wonders of nature, go on adventures, and make treasured memories.

Keep an eye out for any stress-related signs and symptoms as we immerse ourselves in the magic of this season!

Homeopathic Solution For Stress And Anxiety



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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Cat Diarrhoea Explained

CAUSES, SIGNS, AND HOW TO HELP YOUR FELINE FRIEND



Dr Akanksha Diwakar
Head - Marketing
Allana Consumer Products Pvt Ltd



You know that feeling when something's wrong before you even see it?

You're halfway down the hallway when the smell hits you. You peek into the litter box and there it is - loose, watery mess that's nothing like your cat's usual routine. Cue the panic: Did they eat something toxic? Is it serious? Do I need to rush to the vet? Here's an article to help you manoeuvre your way through cat diarrhoea.

What Is Cat Diarrhoea?

Many pet parents refer to cat diarrhoea as cat loose motion, but medically, it reflects a disruption in the normal digestive process.

In most cases Diarrhoea is a visible sign of a cat digestive issues, varying from mild sensitivity towards certain food items to gastrointestinal conditions, but that doesn't mean you should brush it off. While a single episode might just be a minor upset, persistent or severe diarrhoea can signal anything from dietary issues to something more serious that needs a vet's attention.

Acute Vs Chronic: What's The Difference

Cat diarrhoea can be acute or chronic. Acute means that the diarrhoea just happened suddenly or doesn't go on for a long period of time.

Let's break it down further:

Category	Acute Diarrhoea in Cats	Chronic Diarrhoea in Cats
Duration	Less than 14 days (up to 2 weeks)	Lasts 2–3 weeks or longer
Nature	Sudden onset of loose or watery stools	Persistent or recurring loose stools
Common Causes	Diet change, mild infections, stress	Underlying medical conditions
Body Response	The body's natural healing mechanisms often help with recovery	Does not resolve on its own
Treatment	Conservative care, such as probiotics, supplements, or a short-term diet change	Requires veterinary diagnosis, diagnostic tests, and long-term treatment
Home Remedy Role	May benefit from probiotics or a temporary diet adjustment	Home remedies usually not sufficient
Medical Attention	Often manageable at home if mild	Veterinary care and possible hospitalization are needed



Causes of Cat Diarrhoea

It could be anything from a sudden food change or spoiled meal to parasites, infections, or food intolerances. Understanding what's causing it is the first step to helping your cat feel better.

1. Dietary Issues

Sudden food changes, overeating, or table scraps can upset the gut.

2. Infections & Parasites

Worms, bacteria, viruses, or toxins—especially common in kittens and outdoor cats.

3. Food Intolerance & Allergies

Certain ingredients can trigger inflammation and recurring diarrhoea.

4. Underlying Health Conditions

Issues like kidney disease, liver disease, hyperthyroidism, or IBD may show up as diarrhoea.

5. Stress & Environment Changes

New pets, relocation, or routine disruptions can affect digestion.

Warning Signs to Watch:

- 🐾 Watery or frequent stools
- 🐾 Mucus or unusual colours (red, black, green)
- 🐾 Vomiting or loss of appetite
- 🐾 Lethargy or dehydration
- 🐾 Abdominal discomfort or bloating

How to Manage Mild Diarrhoea

1. Simplify Diet

Stick to regular, balanced food. Avoid treats and table scraps.

If a new food triggered it, revert to the old one.

2. Choose Digestive-Friendly Nutrition

Highly digestible food can help stabilise the gut. Options like Purrfeto dry cat food support digestion with balanced nutrients and fibre like psyllium husk.

3. Keep Them Hydrated

Fresh water is essential. You can also add moisture-rich meals like Purrfeto wet food to boost hydration.

4. Add Probiotics

They help restore healthy gut bacteria and improve recovery.

When To See A Vet.

Here's the bottom line: if your cat has any of the following, don't wait - call your vet immediately:

- 🐾 No appetite and has stopped eating
- 🐾 Vomiting along with diarrhoea
- 🐾 Blood in the stool
- 🐾 Diarrhoea lasting more than 48 hours
- 🐾 Lethargy, weakness, or dehydration
- 🐾 Kitten diarrhea requires immediate attention, as young cats dehydrate quickly and are more vulnerable to infections and parasites

Diarrhoea can be a minor hiccup or a symptom of something serious—autoimmune disorders, IBD, or organ failure. When in doubt, get it checked.

How To Prevent It

You can't prevent every bout of loose stools, but you can reduce the risk:

- 🐾 Stick to a consistent feeding schedule – Cats thrive on routine
- 🐾 Introduce dietary changes gradually – Mix new food with old over 7–10 days
- 🐾 Skip the table scraps – Human food can wreak havoc on feline digestion
- 🐾 Stay on top of parasite prevention – Regular deworming keeps giardia and roundworms at bay
- 🐾 Minimize stress – Keep their environment stable and predictable
- 🐾 Regular vet check-ups – Catch issues early before they become chronic

Conclusion

So, your cat has diarrhoea. It's messy, it's stressful, and yes—it's a little gross. But here's what you need to remember:

Most cases resolve on their own with a little dietary support. Monitor their behaviour, keep them hydrated, and give their digestive system time to reset. But if you see blood, persistent vomiting, lethargy, or diarrhoea that won't quit after two days? Don't second-guess yourself. Call your vet. Early intervention can make all the difference. Your cat depends on you to read the signs and act when it matters. Trust your instincts, stay calm, and give them the care they need.

And remember - you're not just a cat parent. You're their first line of defense. You've got this...





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GOLDEN OPPORTUNITY FOR INDIAN PET PRACTITIONERS/LEADERS

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The Indian pet care market is at a pivotal crossroads, experiencing an unprecedented CAGR as pet ownership transforms into "pet parenting." To lead in this evolving landscape, Indian practitioners and industry leaders must look toward global benchmarks. PETnVET, in proud partnership with Value Consultants (Value Tours), is thrilled to announce a first-of-its-kind knowledge and innovation tour to Thailand—the heartbeat of Asia's pet industry.

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- 🐾 **Asia's Leader:** Thailand is the #1 pet food exporter in ASEAN and ranks 2nd globally, trailing only the United States.
- 🐾 **Manufacturing Prowess:** With world-class processing standards (GMP, HACCP, and ISO), Thailand sets the "Global Standard" that India is now aspiring to reach.
- 🐾 **Research & Development:** Home to some of the world's leading veterinary universities and high-tech hospitals, Thailand offers a unique blueprint for scaling businesses in tropical climates similar to India.

From "Know-How" to "Do-How": The Itinerary

This is not a traditional seminar; it is a hands-on immersion designed to help you implement global technologies in Indian conditions.

- 🐾 **Technical Mastery:** Exclusive seminars at prestigious Tech Universities featuring India-specific workshops.
- 🐾 **Industrial Insight:** Behind-the-scenes access to prominent Pet Food Factories to witness cutting-edge production and packaging.
- 🐾 **Clinical & Retail Excellence:** Guided visits to state-of-the-art Veterinary Hospitals and high-concept Pet Retail Outlets to study consumer behavior and modern care.
- 🐾 **Expert Networking:** Direct interaction sessions with Thai industry titans and technical experts to foster bilateral business growth.

Premium Experience & All-Inclusive Comfort

We believe that the best learning happens in the best environments. Your journey is curated for maximum comfort:

- 🐾 **Stay:** Luxury accommodation in premier star hotels.
- 🐾 **Dining:** Hand-picked gourmet meals and a signature Chao Phraya River Cruise Dinner.
- 🐾 **Hassle-Free:** From pickup on Day 1 to drop-off on Day 3, all local transportation, food, and stay expenses are fully covered. (Participants are requested to book their own airfare).

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This is a high-level delegation with strictly limited seats to ensure quality interaction. Bookings are accepted on a first-come, first-served basis.

- 🐾 **Tour Dates:** 21st – 23rd June 2026
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Evolving Airline Policies to accommodate pet.



As the summer vacation season approaches, the demand for pet-inclusive travel is reaching a new peak. For many families, a holiday isn't complete without their four-legged companions, but navigating the complexities of air travel has historically been a significant hurdle.

Akasa Air has emerged as a frontrunner in this space, transforming the landscape of Indian aviation since the launch of its "Pets on Akasa" service in 2022. In this exclusive interview, a spokesperson for Akasa Air sheds light on the latest policy enhancements—including increased weight limits and simplified health certifications—designed to make seasonal travel smoother. We dive into the operational protocols that ensure safety, the growing trends in Tier II and III markets, and what the future holds for pet parents who refuse to leave their best friends behind.

Q-Key policy developments introduced by Akasa Air for pet travel

Since the launch of Pets on Akasa service in November 2022, Akasa Air has steadily evolved its pet travel offering to make it more inclusive, flexible, and reliable for pet parents.

The service allows pets to travel both in-cabin and in the cargo compartment across domestic routes in India, aligned with the airline's vision of enabling a humane and accessible flying experience. A key recent enhancement includes allowing up to two pets in the cabin per flight (within a total cap of three pets per flight), with the third pet accommodated in cargo.

Other policy enhancements include increasing the in-cabin weight limit to 10 kg (including the carrier), simplifying booking processes, and introducing more flexible health certification norms. These enhancements have been shaped by continuous customer feedback and are designed to balance safety with convenience.

This positive impact is evident in the strong repeat usage, with 26% of pet parents choosing to travel with Akasa more than once, which highlights the growing trust in the service.

Q-Operational and safety protocols for handling pets

Akasa Air follows clearly defined and standardised operational protocols to ensure the safety and comfort of pets throughout their journey.

Pets are required to travel in secure carriers and must remain inside their closed containers at all times during airport handling and the flight. Specific size guidelines are prescribed for both cabin and cargo travel to ensure safety and comfort.

From a regulatory standpoint, pets must have valid vaccination

records along with a health certificate issued by a registered veterinarian within 72 hours prior to travel. Once issued, this certificate remains valid for up to 15 days.

Operationally, the airline has implemented specialised training across ground services, customer care and inflight teams to ensure highest standards of care for the travelling pet. The airline also works closely with Umeed for Animals Foundation to embed best practices focused on animal welfare into its operations to enhance the safety and comfort of pets throughout their journey.

Additionally, services such as priority check-in, priority boarding, and pre-booked window seating are offered to make the travel experience smoother and less stressful for pet parents.

Q- Challenges and opportunities observed in accommodating pet parents

Pet travel requires balancing strict safety and regulatory compliance with the emotional needs of pet parents, who view their pets as family. Pets on Akasa was built around these needs, with a focus on creating a structured, safe and consistently dependable travel experience. It reflects Akasa Air's broader mission to build an inclusive, warm and humane airline, while ensuring that every journey is comfortable and stress-free for pets and their families.

At the same time, a clear opportunity lies in the strong and growing demand for pet travel. Since launch, over 10,000 pets have travelled with Akasa Air, reflecting strong and growing demand. Importantly, this demand is expanding beyond metro cities, with increasing traction across Tier II and Tier III market. Overall, the opportunity for airlines lies in continuing to build trust through consistent, reliable and accessible pet travel experiences.

**Because everyone
needs a vacation
Take off with your pets**

Pets on
Akasa

T&C apply

Q-Relevant data points and trends highlighting this evolution

Clear usage patterns highlight how pet travel is evolving in India. A notable 93% of pets have travelled in-cabin, highlighting a strong preference among pet parents to remain close to their pets during flights. In terms of pet types, dogs account for around 60% of pet travellers, while cats make up approximately 40%.

Seasonality trends also point to changing travel behaviour during festive months, with October–December contributing nearly 35% of annual pet journeys. Routes such as Bengaluru– Delhi–Bengaluru and Mumbai–Goa have emerged as popular corridors for travelling pet parents. Beyond metro cities, strong demand has emerged from Tier II and Tier III markets, with Guwahati among the most travelled routes for pet parents

Q-Perspective on how airline pet travel policies are expected to evolve further

Pet travel is seeing a shift from being a niche offering to becoming an integrated part of the overall flying experience, driven by changing travel preferences and rising demand across both metro and regional markets.

Airlines are responding by focusing on making journeys safer, more comfortable, and less stressful for pets and their families, As the industry evolves, we can expect further enhancements in standardisation, predictability, and ease of access while continuing to uphold safety and welfare standards as a key priority...

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THE GEN Z PET PARENT

How India's Youngest Shoppers Are Supercharging Online Pet Care

Data from Flipkart's pet category reveals a 50% spike in spending by Gen Z shoppers — as premiumisation, health-first nutrition, and quick commerce reshape how India's digital generation cares for its pets.



A generation raised on smartphones and social media is redefining what it means to own a pet in India. Gen Z — broadly defined as those born between 1997 and 2012 — has emerged as the single most dynamic force reshaping pet care purchasing in the country, bringing with it a sharp appetite for premium nutrition, tech-enabled services, and instant access to products. Data from Flipkart's pet care category captures this shift in vivid detail: spending by Gen Z shoppers on pet care on the platform has surged by approximately 50%, a figure that speaks volumes about a consumer cohort that treats its animals as family.

This report draws on Flipkart platform data, the Bain & Company India e-retail report, Unicommerce's FY25 e-commerce findings, and Redseer's consumer spending analysis to map the forces driving this transformation — and what it means for the veterinary and pet care industry at large.

Who Is the Gen Z Pet Parent?

India's Gen Z cohort is vast — approximately 220 to 377 million strong, depending on the demographic lens used. They currently represent 40–45% of India's e-retail shopper base and are estimated to account for 50% of all incremental online orders, according to a joint Bain & Company and Flipkart report published in April 2026. Their e-retail spending is growing faster than any other age group, particularly in lifestyle, wellness, and care-oriented categories.

In the context of pet ownership, Gen Z is not simply a new set of buyers — it is a fundamentally different kind of pet parent. Industry data indicates that 70% of Indian pet parents today are first-time owners, with Gen Z leading this wave of new adoption. Unlike previous generations that often relied on home-cooked food and occasional veterinary visits, Gen Z pet owners take a proactive, research-driven approach to animal care.

"Gen Z pet owners are adopting a more informed and involved approach to pet care, prioritising frequent vet visits, premium grooming services, and exploring offerings such as pet boarding and insurance — areas still relatively new in India."

— Unicommerce FY25 E-Commerce Report

The 50% Spending Surge: What the Numbers Tell Us

Flipkart's pet care category data points to a 50% rise in spending among Gen Z shoppers — a figure that outpaces overall category growth and reflects a structural change in both the volume and nature of purchases being made. This is not merely more of the same. The composition of what Gen Z is buying has changed markedly: premium nutrition, functional supplements, specialised grooming products, and healthcare accessories are all gaining share at the expense of basic commodity items.

This mirrors a broader national trend. India's online pet care segment recorded a 95% year-on-year growth in sales during FY25, according to Unicommerce — one of the steepest increases across all consumer categories tracked. Growth is no longer confined to metros either, with Tier II and III towns contributing meaningfully to new demand as digital access deepens and pet ownership normalises in smaller urban centres.

Platform	Flipkart (India's largest e-commerce marketplace)
Gen Z Spending Growth	~50% surge in pet care category spend
Online Pet Care YoY Growth	95% (FY25) — Unicommerce data
India Pet Spending (2024)	\$3.6 billion (Redseer), up from \$1.6B in 2019
Market Forecast	\$7 billion by 2028 (Redseer)
E-commerce Share of Pet Care	6–8% by value; 20% in accessories, 16% in food & treats
Gen Z Share of Online Shoppers	40–45% of India's e-retail shopper base 50% of all incremental online orders in India

Premiumisation: The Defining Purchase Behaviour The most consequential shift in Gen Z pet spending is the embrace of premiumisation — a deliberate move up the value chain towards scientifically formulated, nutritionally superior, and often breed- or life-stage-specific products. Gen Z shoppers on Flipkart are increasingly selecting premium wet food, grain-free dry food, probiotic-enriched treats, and nutraceutical supplements over basic, value-tier alternatives.

This preference is shaped by the same health-conscious, ingredient-aware mindset that Gen Z applies to its own food and wellness purchases. The blurring of human and pet wellness trends is a documented phenomenon: the top health claims in premium pet food today — high protein content, added vitamins, digestive support, immune function — closely echo those found in human nutritional products. For this generation, feeding a pet a quality diet is an act of care, identity, and responsibility, not merely a practical necessity.

Euromonitor International's 2025 pet care analysis confirms this trajectory in India specifically, noting the growing shift towards wet food — particularly in cat nutrition — driven by rising awareness of species-appropriate, nutritionally dense diets. Brands such as Me-O have gained rapid traction as a result, while players like Drools have expanded their wet food portfolios to meet this evolving demand.

Quick Commerce: The New Pet Care Reflex

For Gen Z, convenience is non-negotiable — and this is transforming how pet care products are distributed and accessed. India's quick commerce market (sub-30-minute delivery) reached \$10–11 billion GMV in 2025 and is projected to grow at over 40% annually to reach \$65–70 billion by 2030, according to Bain & Company. Pet care has emerged as one of the breakout categories within this channel.

Platforms including Blinkit, Zepto, Swiggy Instamart, and Flipkart Minutes have all recorded rising demand for pet food, pharmacy products, and accessories in their quick delivery inventory. Supertails' recent launch of 30-minute pet care delivery in Bengaluru and Mumbai — with plans to scale to over 60 dark stores across the top three metros — signals the formalisation of pet care as a quick commerce staple rather than a planned purchase.

Gen Z is the primary engine of this behaviour. Bain's research highlights that Gen Z shoppers made over 40% of 10-minute deliveries on Flipkart, with impulse-driven, needs-now purchasing a defining characteristic of this cohort's shopping psychology. For pet care brands, being present and stocked within quick commerce ecosystems is rapidly shifting from an optional channel to a strategic imperative.

Beyond Food: A Whole-Life Approach to Pet Care

The Gen Z spending surge extends well beyond food and treats. Pet grooming, veterinary consultations, wellness accessories, interactive toys, and even pet insurance are all seeing increased interest from younger owners. This cohort takes what researchers describe as a 'whole-life' approach — managing a pet's physical health, mental stimulation, emotional wellbeing, and social experiences as an integrated responsibility.

Key categories capturing this expanded spend on platforms like Flipkart include:

- Therapeutic and functional foods — products enriched with probiotics, omega-3 fatty acids, and immune-support compounds
- Grooming and hygiene products — including de-shedding

conditioners, pet serums, ear care, and dental hygiene kits

- Accessories and lifestyle products — personalised collars, orthopedic beds, anxiety wraps, and enrichment toys
- Healthcare and pharmacy items — tick and flea treatments, supplements, and prescription diet products
- Pet insurance — 70% of Indian pet parents being first-time owners has accelerated interest in financial protection for veterinary costs

The Tier II Signal: Pet Premiumisation Goes National

One of the most significant findings in the Flipkart and Bain data is that premiumisation is no longer a purely metropolitan phenomenon. Tier II and III cities contributed approximately 50% of incremental online orders across categories in 2025, with pet care following this pattern. Cities like Cuttack, Bardhaman, East Godavari, and Medinipur are recording meaningful pet care purchases, signalling a cultural normalisation of pet parenting well beyond India's four major metros. For brands and distributors, this geographic expansion presents an immediate opportunity to build reach ahead of competitors.

What This Means for Veterinary Professionals

The Gen Z pet parent is, in many ways, the ideal patient advocate. They arrive at veterinary consultations informed, having researched symptoms, dietary needs, and treatment options online. They are more likely to pursue preventive care, complete vaccination schedules, and invest in specialist referrals. They are also the primary drivers of the growing demand for tele-veterinary consultations — a channel that platforms like Supertails, Wiggles, and others have built precisely to serve this segment.

For veterinary professionals, this shift presents both opportunity and obligation. The opportunity lies in a client base that is engaged, spending, and genuinely invested in their pet's long-term health — far more likely to follow through on recommended treatment plans and dietary changes. The obligation is to meet this generation where it is: digitally accessible, transparent in communication, and capable of integrating into the seamless care ecosystems that Gen Z pet parents are actively seeking out.

India's veterinary infrastructure is still developing relative to the pace of demand. The country has approximately one veterinarian per 50,000–60,000 animals — a ratio that underscores the urgency of expanding both physical and digital veterinary access. The growth of integrated platforms and clinic networks is beginning to address this gap, but the window for veterinary professionals to position themselves within this evolving ecosystem remains wide open.

Key Takeaways for the Pet Care & Veterinary Industry

- Gen Z's 50% spending surge on Flipkart's pet care category is a leading indicator — not a lagging one — of where the entire market is heading.
- Premiumisation is not a niche: grain-free, functional, and breed-specific nutrition is now mainstream demand among India's fastest-growing buyer cohort.
- Quick commerce is becoming the default channel for pet care restocking — brands without q-commerce presence risk losing repeat purchase loyalty.
- Tier II and III cities are no longer trailing metros in pet care adoption; national distribution strategies must account for this shift now.
- Veterinary professionals who build accessible, digitally integrated practices will be best positioned to serve — and retain — the Gen Z pet parent.

The Digital Paws

The Rise of Biometric Monitoring in

India's Pet Care Revolution

- Ms. Megha Verma - Digipaw



In recent years, technology has revolutionized nearly every aspect of human healthcare, and now, it is doing the same for our beloved companions. Across India, from bustling metros to developing urban hubs, wearable devices and remote monitoring tools are transforming how we care for animals. These innovations offer unprecedented levels of insight, convenience, and early disease prevention for a new generation of proactive pet parents. As pet ownership in India continues to rise and the demand for specialized care grows, biometric monitoring is becoming an essential tool in modern Indian veterinary medicine.

What Are Pet Wearables?

Pet wearables are smart devices—often integrated into collars, harnesses, or tags—equipped with sophisticated sensors that track a range of health indicators and behaviors. For the Indian pet owner, these devices provide a "voice" to animals who cannot communicate discomfort.

These devices can track:

- 🐾 **Vital Signs:** Heart rate and respiratory patterns.
- 🐾 **Activity & Rest:** Daily movement levels and sleep cycles.
- 🐾 **Safety:** GPS location and movement patterns, which are crucial for pet security in crowded cities.
- 🐾 **Environmental Health:** Body temperature and hydration levels.
- 🐾 **Nutritional Habits:** Eating and drinking behaviors.

Many of these devices sync directly with mobile apps, giving owners real-time access to their animal's health data. Furthermore, integration into veterinary platforms allows professionals to monitor pets remotely and intervene the moment irregularities arise.

Early Detection: A Lifeline for Indian Pets

One of the most powerful benefits of pet wearables is their

potential for early disease detection. In a climate like India's, where heatstroke or seasonal infections can escalate quickly, subtle changes in behavior—like reduced activity or disrupted sleep—can signal underlying health problems long before physical symptoms become visible.

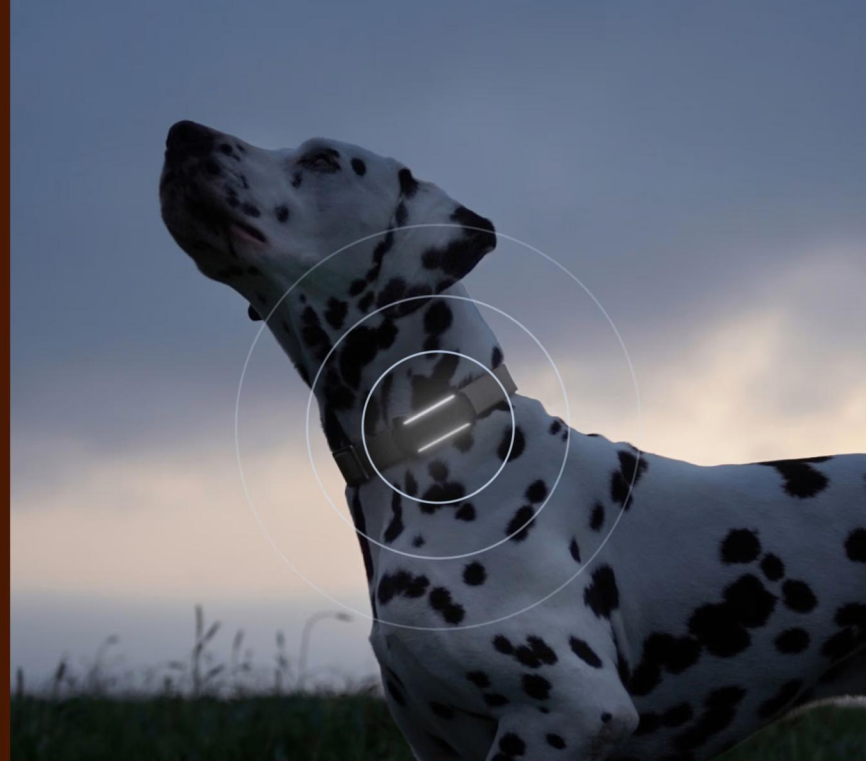
Consider these practical examples:

- 🐾 **Joint Health:** A sudden drop in a dog's daily movement may be an early sign of joint pain or arthritis, which is common in many popular breeds in India.
- 🐾 **Metabolic Issues:** A cat's erratic sleep schedule might suggest stress or hyperthyroidism.
- 🐾 **Emergency Alerts:** For a pet with a history of seizures, an alert from a wearable could prompt immediate action, potentially saving its life.

With continuous monitoring, these patterns can be flagged early, enabling timely diagnostics and treatment that are often more effective and less expensive than emergency care.

Empowering the Proactive Pet Parent

Wearable tech not only improves health outcomes but also empowers pet owners by providing peace of mind. In the Indian context, where many pet parents are working professionals, these tools encourage daily preventive care rather than waiting for an annual vet visit.



The combination of wearables and veterinary telemedicine—or "telehealth"—is a true game-changer. Indian veterinarians can now monitor chronic conditions, post-surgical recovery, and aging pets remotely. This significantly reduces the need for frequent clinic visits, which can be highly stressful for animals and time-consuming for owners navigating urban traffic. With the pet's data readily available, vets can make informed decisions and adjust treatments "on the fly" without the pet ever leaving home.

Challenges in the Indian Market

While the benefits are significant, the adoption of pet wearables in India faces certain hurdles. Data accuracy, device comfort, and battery life are areas still being refined by tech developers. Additionally, the initial cost of high-end devices and a general skepticism toward "high-tech" solutions for animals can limit adoption.

However, as the Indian market matures and more local veterinarians advocate for these tools, wearables are expected to become as routine in pet care as vaccinations and flea treatments.

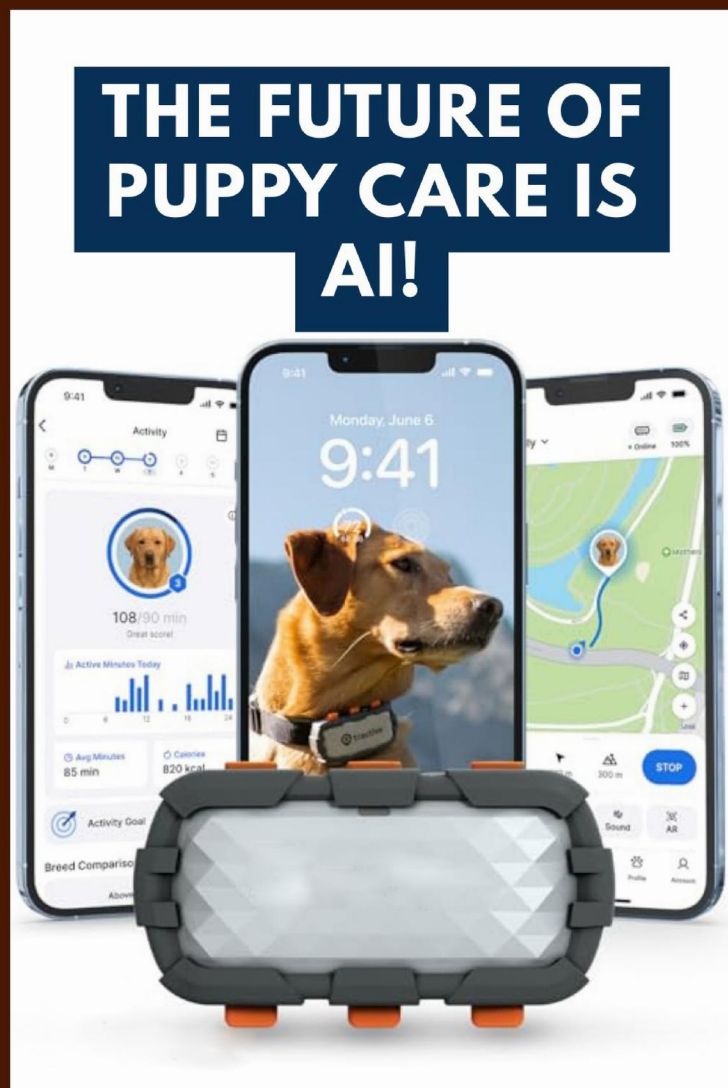
A Glimpse into the Future: 2030 and Beyond

By 2030, the global pet tech industry is projected to be worth billions, with wearable health devices leading the way. Future innovations on the horizon include:

- 🐾 **AI-Driven Alerts:** Systems that predict illness before it occurs.
- 🐾 **Smart Home Integration:** Collars that communicate with home cooling systems to prevent overheating.
- 🐾 **Advanced Biometrics:** Non-invasive blood glucose monitoring and even emotional state analysis.

Final Thoughts

The rise of biometric monitoring is redefining what it means to care for our pets in India. By catching issues early and enabling ongoing support from veterinary professionals, these tools are evolving from a luxury into a genuine lifeline. For Indian pet owners who want to give their animals the best life possible, the future of smart, connected, and proactive care has already arrived. ...



SUPERTAILS RAISES \$30 MILLION TO BUILD INDIA'S MOST COMPREHENSIVE PET CARE ECOSYSTEM



Bengaluru-based platform secures Series C led by Venturi Partners to expand veterinary clinics, at-home services, and 30-minute pet supply delivery across India.

In what marks one of the most significant funding events in Indian pet care history, Bengaluru-based startup Supertails has closed a \$30 million Series C round, led by Singapore-headquartered growth equity firm Venturi Partners. The announcement, made in February 2026, underscores the growing investor conviction that India is on the cusp of a structural shift in how pet parents access care, nutrition, and veterinary services.

The Round at a Glance

Alongside lead investor Venturi Partners, the round attracted participation from Nippon India Alternative Investments and Titan Capital Winners Fund, as well as continued backing from existing investors Fireside Ventures, RPSG Capital Ventures, Sauce VC, and Saama Capital. With this raise, Supertails' total capital mobilised since inception in 2021 stands at approximately \$56 million.

Round Type	Series C
Amount Raised	\$30 million (approx. ₹ 250 crore)
Lead Investor	Venturi Partners (Singapore)
Co-Investors	Nippon India Alternative Investments, Titan Capital Winners Fund
Existing Backers	Fireside Ventures, RPSG Capital Ventures, Sauce VC, Saama Capital
Total Raised	~\$56 million (cumulative)
Founded	2021, Bengaluru
Founders	Varun Sadana, Aman Tekriwal, Vineet Khanna

A Full-Stack Pet Care Platform

Supertails was founded by former Licious executives Varun Sadana, Aman Tekriwal, and Vineet Khanna, with a vision to build India's most comprehensive pet care ecosystem. The company operates across three core pillars: digital commerce, physical veterinary infrastructure, and rapid logistics.

Its digital platform offers over 30,000 SKUs spanning pet food, treats, accessories, pharmacy products, and care essentials, with more than 500 brands onboarded — including Heads Up For Tails, Vivaldis, and KONG. Complementing this is a nationwide veterinary network of over 100 professionals, including specialists, tele-vets, diagnostics experts, surgeons, and paravets.

On the physical side, Supertails currently operates four clinics and grooming centres in Bengaluru, offering 24-hour care, inpatient departments, diagnostic laboratories, and operation theatres. At-home services extend to veterinary consultations, vaccinations, preventive care, and grooming — with coverage reaching approximately 90% of Bengaluru within a 60-minute response window.

"Pet care in India is evolving into a much larger ecosystem opportunity. We're seeing a clear shift from pet ownership to pet parenting, where people want consistent support across nutrition, health, grooming and everyday decisions."

— Vineet Khanna, Co-founder, Supertails

Where the Capital is Going

The fresh funding will be deployed across four strategic priorities. Clinic expansion is a central focus: Supertails plans to scale from four to 15 full-service hospitals in Bengaluru within six months, with a long-term target of over 100 clinics nationwide within three to five years. Each facility will integrate pharmacy, diagnostics, prescription diets, and at-home services under one roof.

Quick commerce infrastructure represents the second major area of investment. Supertails has already launched 30-minute delivery in Bengaluru and more recently in Mumbai. By end of the current quarter, the company plans to operate over 60 dark stores across Bengaluru, Delhi, and Mumbai, making a wide assortment of pet essentials — including pharmacy products — accessible to urban pet parents within minutes. Expansion to ten cities is planned in the near term.

Product and data capabilities form the third pillar, with Supertails investing in personalisation technology to tailor recommendations and care guidance based on a pet's breed, age, health history, and life stage. The fourth area of focus is deepening its veterinary ecosystem — expanding the specialist and paravet network and enabling better community-led support for pet parents across the country.

Investor Perspective

Venturi Partners, which has built a reputation for backing high-growth consumer businesses across Asia, sees the Indian pet care market as analogous to the early stages of global category leaders.

"Globally, successful pet care platforms like Chewy have shown that the category is built on trust, repeat behaviour and deep customer engagement. In India, this evolution is just beginning. What stood out with Supertails was its customer-first approach, strong execution capabilities and steady improvement in business fundamentals."

— Sarvesh Nevatia, Managing Director, Venturi Partners

Market Context

The funding arrives at an inflection point for Indian pet care. India is currently ranked the world's fifth largest market by pet population, with approximately 40 million pets — a figure widely expected to more than double to 76 million by 2030. The market is transitioning from sporadic purchases and emergency veterinary visits to a model of continuous, everyday pet parenting — with consumers seeking integrated solutions for nutrition, healthcare, grooming, and lifestyle.

Supertails competes in this space alongside players including Heads Up For Tails, Wiggles, and Petzzco, while also facing increased competition from FMCG giants entering the sector. Financially, the company reported revenues of ₹108 crore in FY25, growing from ₹65 crore in FY24 — a 67% year-on-year increase. The company is targeting an annual revenue run rate of ₹1,000 crore and anticipates growth of 90–100% annually over the next three years.

The Silent Summer Killer

A SCIENTIFIC APPROACH TO PREVENTING CANINE HEATSTROKE

- Dr. Anshul Kumar Khare

As global temperatures continue to climb, heat-related illness (HRI) has emerged as one of the most pressing critical care challenges in veterinary medicine. For our canine companions, heatstroke is not simply a matter of “getting too hot” — it is a systemic catastrophe. Defined as a non-pyrogenic rise in core body temperature typically exceeding 104°F (40°C), heatstroke triggers a cascade of cellular damage capable of causing multi-organ failure and death. This season, PETnVET examines the science of thermoregulation and provides evidence-based strategies every owner and practitioner needs.

**“Heatstroke is not a hot day problem
it is a physiological emergency hiding in plain sight.”**

THE BIOLOGICAL COOLING SYSTEM & ITS LIMITS

Unlike humans, who dissipate heat primarily through sweat glands distributed across the dermis, dogs rely on a far more limited toolkit. Their primary mechanism is evaporative cooling through panting — and when this system fails, the consequences are swift and severe.

How Panting Works

Rapid movement of air over the moist surfaces of the tongue and nasal turbinates facilitates evaporation, carrying heat away from the body. Under normal conditions, roughly 70% of a dog’s body heat is lost through radiation and convection from the skin. However, as ambient temperature approaches the dog’s body temperature, these passive methods fail entirely — leaving panting as the sole line of defence.

The Humidity Trap

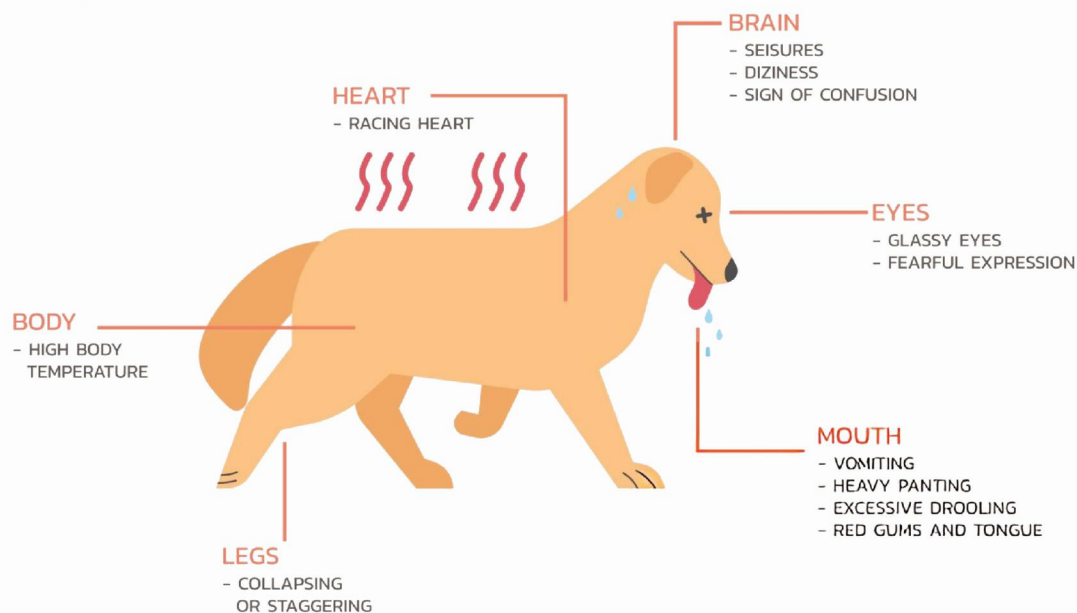
High humidity above 80% effectively neutralises evaporative cooling. Moisture-saturated air cannot absorb further water from the dog’s breath, creating a physiological trap. On hot, humid days — even with shade and water available — a dog’s cooling capacity may be critically compromised.



IDENTIFYING THE HIGH-RISK PATIENT

RISK FACTOR	WHAT THE SCIENCE SAYS
Brachycephalic Breeds	Bulldogs, Pugs, French Bulldogs and similar “flat-faced” breeds have 2.1× the odds of developing HRI. Their restricted airways and reduced nasal surface area make efficient panting nearly impossible.
Overweight Dogs	Fat acts as a thermal insulator, trapping core heat. Overweight dogs also generate more internal heat through the additional energy required for basic movement.
Giant & Senior Dogs	Dogs over 50 kg and seniors aged 12+ years carry the highest odds of fatal outcomes. Reduced cardiovascular efficiency impairs heat dissipation significantly.
Unacclimatised Dogs	Full physiological heat adaptation takes 14–60 days. Dogs exposed to sudden summer heat lack the plasma volume expansion and metabolic shifts required to cope.

SIGNS OF HEATSTROKE IN DOGS



IDENTIFYING THE HIGH-RISK PATIENT

While every dog is susceptible to heatstroke, data from the VetCompass Programme and major peer-reviewed studies consistently identify specific high-risk profiles. Knowing your dog's risk category can be life-saving.

EVIDENCE-BASED PREVENTION STRATEGIES

Prevention is always superior to treatment. The following strategies address both environmental and exercise-induced heat loads — the two primary drivers of canine heatstroke.

The “Cool First, Transport Second” Protocol

Research from the Royal Veterinary College demonstrates that immediate cooling by the owner before transport improves survival rates from 50% to 80%. Do not wait until you reach the clinic — start cooling the moment heatstroke is suspected.

The Five-Second Pavement Test

Asphalt can reach temperatures sufficient to cause second-degree burns in seconds. The rule is straightforward: if you cannot hold the back of your hand comfortably on the pavement for five full seconds, it is too hot for your dog's paws.

Exercise Management

Avoid vigorous activity during peak heat hours, typically 10 AM to 4 PM. Note that ambient temperatures often peak in the late afternoon between 3 and 5 PM — counterintuitively later than many owners expect.

Hydration Science

Ensure constant access to fresh, cool water. Keep outdoor water bowls in the shade — water that heats under direct sun discourages drinking precisely when hydration is most critical.

RECOGNISING THE EMERGENCY: WARNING SIGNS

Owners must learn to identify signs that go beyond simple panting. The clinical progression of heatstroke is rapid — minutes can determine outcomes.

IMMEDIATE FIRST AID: WHAT SCIENCE RECOMMENDS

If you suspect heatstroke, the following protocol should be enacted immediately. Every minute of delay worsens outcomes.

1 Move to Shade or AC

Immediately stop all activity. Move the dog to a well-ventilated, shaded, or air-conditioned area to halt further heat accumulation.

2 Apply Room-Temperature Water

Avoid ice-cold water — it causes peripheral vasoconstriction, shunting heat back to the core, and may induce shivering, which generates additional heat. Use cool, not cold, water.

3 Create Continuous Airflow

Position the dog in front of a fan. The combination of water and moving air maximises both evaporative and convective cooling simultaneously.

4 Monitor Core Temperature

If a thermometer is available, stop active cooling when the dog's temperature reaches 103.5°F (39.7°C) to prevent “rebound hypothermia” from overcooling.

5 Transport Immediately

Even if the dog appears to recover, always proceed to a veterinary clinic. Internal organ damage may not be immediately apparent.

STAGE	SIGNS TO WATCH FOR
EARLY	Excessive drooling (hypersalivation), bright red gums (hyperemia), glazed or “glassy” eyes. The dog may appear restless or anxious.
PROGRESSING	Staggering or loss of coordination (ataxia), vomiting, or bloody diarrhoea. These signs often indicate the onset of Disseminated Intravascular Coagulation (DIC) — a failure of the blood's clotting mechanism.
CRISIS	Seizures, collapse, or complete loss of consciousness. This is a life-threatening emergency requiring immediate veterinary intervention.

“Heatstroke is a race against time. Understanding your dog’s physiology is the first step to ensuring they survive the summer safely.”

HEAT ACCLIMATISATION FOR WORKING & HIGH-ENERGY DOGS

For Malinois, GSDs, Border Collies, and other high-drive working breeds, summer training demands a deliberate heat-adaptation protocol. Physiological acclimatisation typically requires 14 to 21 days to produce the necessary metabolic shifts, including plasma volume expansion and improved thermoregulatory efficiency.

The 14–21 Day Incremental Load Schedule

- 🐾 Days 1–5 (Passive Exposure): Allow 30–60 minutes outdoors during warmer but non-peak hours (e.g., 9 AM or 5 PM) with no task demands. This initiates basic respiratory adjustment and paw sweat gland response.
- 🐾 Days 6–10 (Low-Intensity Work): Introduce light drills — retrievals, basic obedience — for 15-minute sessions. Monitor “recovery time”: how long until the dog stops heavy panting after work ceases.
- 🐾 Days 11–21 (Gradual Intensity Build): Increase work intervals by 5 minutes every two days. By Day 21, expanded plasma volume supports meaningfully improved cooling capacity.

Monitoring the Thermal Window

High-drive dogs often override their own internal “stop” signal.

Watch for: ears hot to the touch with deep red or purple colouration; a “spatulate” tongue (wide, flat, maximally extended) indicating the dog is struggling to move sufficient air; or a working dog breaking focus to seek shade — an early sign of heat exhaustion. Stop immediately when any of these appear.

Pre-Hydration & Cooling Gaps

Two hours before training, offer a large bowl of water with a small amount of low-sodium chicken broth to maximise hydration uptake. During sessions, implement micro-breaks: 10 minutes of work, 5 minutes of rest. Apply room-temperature water to the groin, armpits, and paw pads during rest intervals — areas with the highest concentration of superficial blood vessels.

The Wet-Work Strategy

For intense protection work or agility, use evaporative cooling vests or thoroughly soak the dog’s underbelly before starting. This creates an artificial “sweat” layer enabling convective heat dissipation even during full exertion.

Post-Work Recovery: The Danger Zone

A dog’s core temperature continues to rise for 10 to 15 minutes after exercise stops. Never place a hot dog directly into a crate or vehicle without active airflow. Instead, walk the dog slowly for 5 to 10 minutes to maintain circulation and assist in moving core heat to the skin surface for dissipation.

*This article is prepared for educational purposes for the veterinary and pet-owner community. All clinical protocols referenced are evidence-based and drawn from peer-reviewed research and established veterinary guidelines. In any suspected heatstroke emergency, contact your veterinarian immediately.



PET CARE WARS: GIANTS & STARTUPS

- Ms. Nandini Sen Gupta

Brace for India's 2026 Market Explosion

How Homegrown FMCG brands & Global Corporations are **Racing** to claim India's **Booming Pet Nutrition Segment**

\$884M+
Market Size (2025)

39 Million
Pets in India (2025)

~20%
Projected Growth

India's pet care market is undergoing a dramatic transformation. What was once a niche segment is rapidly becoming one of the country's most contested consumer battlegrounds, with multinational corporations, legacy FMCG conglomerates, and agile startups all vying for the attention — and wallets — of a new generation of pet parents. As we enter 2026, the landscape is poised for an acceleration unlike anything the sector has seen before.

A Booming Market Landscape

India's pet care industry has demonstrated consistent and robust growth over recent years. The market expanded from approximately \$690.5 million in 2023 and is set to surpass \$884 million by end of 2025. Looking ahead, industry analysts project a growth trajectory of around 20%, with the sector potentially reaching approximately ₹35,000 crore in the near term.

This expansion is underpinned by two powerful engines: a rising pet population estimated to touch 39 million animals in 2025, and a steady increase in household disposable incomes. Together, these forces are translating into greater per-pet spending on nutrition, healthcare, and lifestyle products — mirroring trends long established in Western and East Asian markets.

Key Players & New Entrants

The battle lines are being drawn by some of India's most recognised corporate names — and several global powerhouses. Reliance Retail has entered the pet food arena with its brand Waggies, with plans for aggressive scaling from early 2026. Wipro Consumer Care is preparing to launch HappyFur, while Godrej Consumer Products has already introduced Ninja, its dog food offering, signalling serious long-term intent.

On the global side, Nestlé SA — through its Purina division — is significantly ramping up investments in India, identifying the country as a crucial growth market for its pet nutrition business.

"India is a mega-market in the making and is expected to rank among the top three globally."
— Hubert Wieser, CEO, Nestlé Purina Asia, Oceania

Investment & Startup Activity

The entrepreneurial ecosystem surrounding pet care has also attracted significant capital. Between 2021 and 2023, pet tech and pet care startups collectively received over \$100 million in investment. In 2025 alone, these categories raised in excess of \$12 million, underscoring sustained investor confidence in the sector's long-term potential.

However, industry observers note that the intensifying presence of well-capitalised FMCG players is likely to trigger consolidation. Several direct-to-consumer (D2C) startups may find themselves absorbed into larger corporate portfolios — a pattern consistent with market maturation seen globally in FMCG categories.

Evolving Consumer Demands

Central to this entire market shift is a profound change in how Indians relate to their pets. The humanisation of companion animals is now a mainstream phenomenon, with urban pet owners increasingly treating their dogs and cats as integral family members — complete with nutritional requirements, wellness routines, and lifestyle considerations.

This attitudinal shift is driving measurable changes in purchasing behaviour. Packaged, scientifically formulated pet food is steadily displacing traditional home-cooked meals, as owners seek verified nutritional standards and tailored dietary solutions





"Pet parents today are far more health-aware and are actively seeking Science-Backed Diets."

— *Satinder Singh, General*

The Rise of Cat Parents

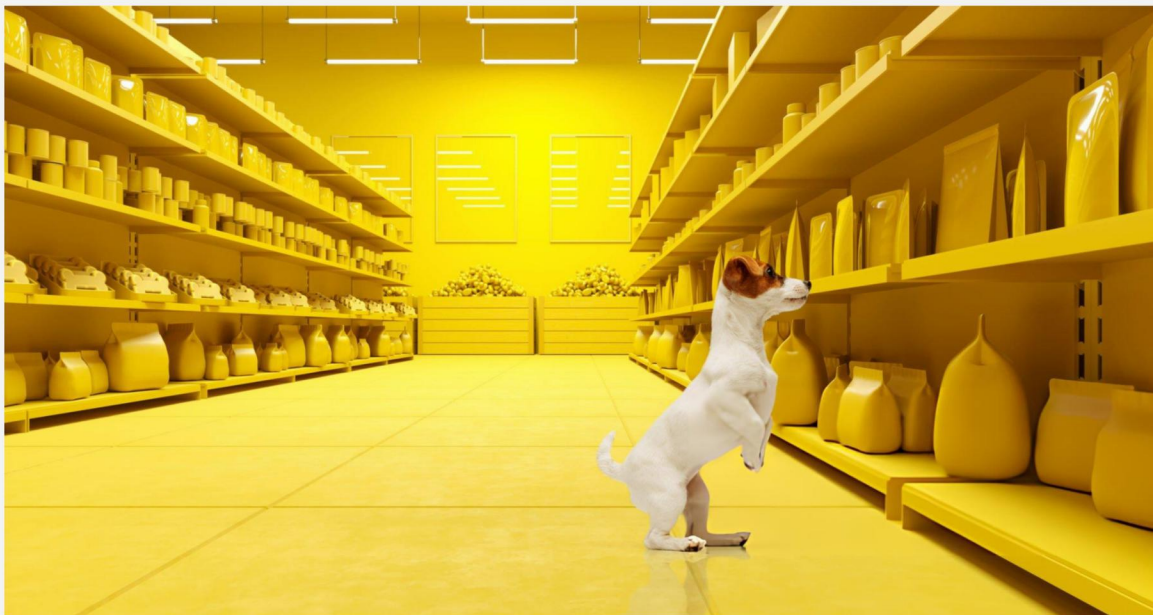
One of the most notable emerging trends within the Indian pet care market is the accelerating adoption of cats, particularly in urban centres. Cats now make up a significant share of the urban pet population, a trend driven by the practicality of apartment living, busier lifestyles, and the growing appeal of cats as emotionally engaging companions.

From a commercial standpoint, feline ownership carries particular significance: cats depend more heavily on commercial food than dogs, making them a high-value demographic for brands in the premium wet food and specialised nutrition space. This shift presents a meaningful opportunity for businesses that can tailor product ranges specifically for feline nutritional requirements — an area that remains relatively underdeveloped in the Indian market.

Outlook for 2026 and Beyond

The influx of established players, combined with the continued innovation from startups, is expected to deliver tangible benefits for pet owners across India. Greater product variety, improved quality standards, and heightened transparency in ingredient sourcing are all likely outcomes of this competitive intensification.

For veterinary professionals and industry stakeholders, this moment represents an important inflection point. As commercial pet nutrition standards rise and consumer awareness deepens, the opportunity to shape healthier, science-led feeding practices at a national scale has never been greater. India's pet care market is no longer a promise — it is very much a present-day reality in motion.



GLOSSARY OF KEY TERMS

FMCG	Fast-Moving Consumer Goods — products sold quickly and at relatively low cost, such as packaged foods and toiletries.
D2C	Direct-to-Consumer — a model where brands sell directly to end customers, bypassing traditional retail intermediaries.
Pet Tech	Technology solutions designed for pets and their owners, including health-tracking apps, smart feeders, and wearable devices
SKU	Stock Keeping Unit — a unique identifier assigned to each distinct product variant available for purchase.

C-PEX 2026

The 3rd Edition of Chandigarh Pet Expo (C-PEX 2026) was successfully held from 28th February to 1st March 2026 at Parade Ground, Sector 17, Chandigarh. The event was organized in association with the Chandigarh Kennel Club and hosted by the Department of Animal Husbandry, Punjab, further strengthening its credibility as North India's leading platform for the pet and animal care industry.

The expo was supported by esteemed knowledge partners including the Small Animal Clinicians Association (SACA) and Guru Angad Dev Veterinary and Animal Sciences University (GADVASU), bringing strong academic and professional depth to the event.

Building on the success of previous editions, C-PEX 2026 brought together pet lovers, veterinarians, breeders, industry experts, and leading brands to promote responsible pet ownership, animal welfare, and innovation within the pet ecosystem.



Event Overview

- 🐾 Event Name: Chandigarh Pet Expo (C-PEX 2026)
- 🐾 Edition: 3rd Edition
- 🐾 Dates: 28 Feb – 1 March 2026
- 🐾 Venue: Parade Ground, Sector 17, Chandigarh
- 🐾 Format: Exhibition + Knowledge Platform

Key Segments

- 🐾 Pet Products & Accessories
- 🐾 Veterinary & Animal Healthcare
- 🐾 Pet Nutrition & Wellness
- 🐾 Grooming & Services
- 🐾 Animal Welfare & Adoption





Participation Highlights

Visitors:

C-PEX 2026 witnessed an impressive turnout of 25,000+ visitors, including pet parents, animal lovers, students, and industry professionals, reflecting a significant growth from previous editions.

Exhibitors:

The 3rd edition featured participation from 80+ exhibitors, comprising a diverse mix of established brands, emerging startups, veterinarians, NGOs, and service providers across the pet and animal care ecosystem.

Experts & Speakers:

Renowned veterinarians, animal nutritionists, trainers, behaviourists, and industry experts actively engaged with audiences through workshops, interactive sessions, and knowledge-sharing platforms.

Institutions & Organisations:

The event saw strong representation from leading animal welfare organizations, veterinary institutions, educational bodies, and industry associations, further strengthening the credibility and outreach of the expo.

The consistent rise in participation across all segments highlights the growing trust, scale, and industry relevance of C-PEX as North India's leading pet expo.

EXHIBITOR HIGHLIGHTS

C-PEX 2026 featured a strong lineup of prominent and emerging brands across pet care, nutrition, healthcare, and services.

Notable participants included leading brands such as Drools, Optimum, and Nestlé Purina, showcasing advanced pet nutrition solutions and engaging directly with consumers and distributors.

The grooming segment was highlighted by brands like Scoopy Scrub, offering live demonstrations and showcasing innovative grooming products. Retail-focused platforms like Zigly enhanced B2C engagement through interactive customer experiences.

The healthcare and wellness segment saw participation from companies such as AIMIL Pharmaceuticals, focusing on veterinary and holistic treatment solutions.

Media outreach and industry awareness were supported by Pet nVet Magazine, contributing to strong communication and visibility.

The exhibition also included:

- 🐾 Veterinary clinics and diagnostic service providers
- 🐾 Pet accessory and lifestyle brands
- 🐾 Animal welfare organizations and NGOs

This diverse mix created a vibrant business environment with strong networking opportunities, product discovery, and lead generation.

Day 1 Highlights (28th February 2026)

- 🐾 Inauguration Ceremony with dignitaries and industry leaders
- 🐾 Opening of Exhibition Zone
- 🐾 Pet Industry Leadership Summit
- 🐾 ITBP Dog Squad Activity
- 🐾 Pet Grooming Session by Mr. Sanjeev Kumar (MD, Scoopy Scrub & Pet Bytes)
- 🐾 Interactive activities for pet parents and visitors





Day 2 Highlights (1st March 2026)

- 🐾 All Breed Dog Show & Competition

Continued participation of top breeders and champion dogs showcasing excellence in breed standards.

- 🐾 Pet Parent Workshop by Small Animal Clinicians Association (SACA)
- 🐾 Pet Fashion Show

A lively and engaging segment where pets showcased creativity and style, attracting significant audience attention.

- 🐾 Valedictory Session & Awards Ceremony

Industry Networking & Business Impact

The expo served as a powerful platform for:

- 🐾 Connecting brands with distributors and retailers
- 🐾 Strengthening industry relationships
- 🐾 Exploring new business opportunities
- 🐾 Launching and promoting innovative products

Media & Promotion

- 🐾 Strong digital and social media campaigns
- 🐾 High on-ground visibility and branding
- 🐾 Support from media partners and exhibitors



- 🐾 Positive word-of-mouth and audience engagement

Feedback & Response

Exhibitor Feedback

- 🐾 High-quality and relevant visitor footfall
- 🐾 Strong business enquiries
- 🐾 Positive experience with event organization

Visitor Feedback

- 🐾 Appreciated the variety of brands and activities
- 🐾 Valued expert guidance and workshops
- 🐾 Expressed strong interest in future editions

Key Achievements

- 🐾 Successfully delivered the largest edition of C-PEX till date
- 🐾 Increased participation from national-level brands
- 🐾 Strengthened industry positioning in North India
- 🐾 Enhanced visitor engagement and experience
- 🐾 Promoted awareness about animal welfare and responsible pet care

Way Forward

Following the success of the 3rd edition, C-PEX aims to:

- 🐾 Expand scale and participation nationally
- 🐾 Introduce more structured conferences and summits
- 🐾 Strengthen focus on innovation and pet healthcare
- 🐾 Enhance exhibitor and visitor experience

Conclusion

C-PEX 2026 marked a significant milestone in the journey of Chandigarh Pet Expo, reinforcing its position as a trusted and growing platform for the pet and animal care industry.

With strong participation, engaging activities, and positive industry response, the expo continues to evolve as a must-attend event for the entire pet ecosystem...

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