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Editor: Sudhir

Editor's Note

As the tricolour unfurls across the nation this August and petrichor fills the humid air, the monsoon brings both a welcome relief from the summer heat and a distinct set of challenges for our companion animals. This August–September 2026 issue of **PET'n'VET** arrives at an important crossroads where seasonal vigilance meets the broader, inspiring evolution of India's pet care ecosystem.

Monsoon in India demands deliberate, everyday care. High humidity and damp environments quickly become breeding grounds for ectoparasites, fungal flare-ups, and stubborn matting. To keep your pets comfortable and clean, our clinical and grooming contributors have assembled a comprehensive seasonal toolkit. You will find practical, actionable advice across our dedicated monsoon features—spanning **10 Essential Monsoon Care Tips for Dogs**, essential strategies on **Prevention and Control of Fleas**, targeted protocols for managing **Ear Infections During Humid Weather**, and an all-in-one guide to **Monsoon Grooming and Dog Bed Hygiene**.

Beyond the rains, this issue emphasizes vigilance and timely clinical intervention. Our feline section provides an in-depth breakdown of the **Early Signs of Kidney Disease in Cats**, offering pet parents the knowledge required to catch renal changes long before they become critical.

As we look ahead to **World Rabies Day on September 28**, we turn our attention to one of the most critical public health imperatives facing our country. Guided by this year's theme, "**Stronger Together**," our refresher on recent rabies action reports in India highlights the irreplaceable bond between veterinary professionals, public health authorities, and conscious pet owners. Eliminating rabies is not an isolated task; it is a collective duty rooted in shared responsibility and disciplined vaccination routines.

Simultaneously, the broader industry landscape is maturing at an unprecedented pace. From the **CII India Petcare Summit** charting a science-led, sustainable future to **Godrej Consumer Products Limited (GCPL)** infusing ₹200 crore into Godrej Pet Care, preventive healthcare is firmly establishing itself as the core engine driving India's pet economy.

True independence and compassionate guardianship begin with proactive care. May this issue empower you with the science, tools, and insights needed to keep your companions healthy, thriving, and safe through the rains and beyond.

Happy reading and Happy Independence Day!


Sudhir Aheriya

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Dogs in Rainy Season:

10 Essential Monsoon Care Tips for Pet Parents



The first sound of rain on your terrace probably makes you delighted. Your dog, on the other hand, is about to deal with wet paws, damp fur, and skin that's suddenly far more reactive than it was last month. During the rainy season, dogs encounter a unique set of challenges, and the most common one by far is skin trouble, which most of it starts small before escalating into a vet visit.

Here's what's actually happening: humidity across most of India sits well above 80% through the monsoon months, and a dog's coat simply doesn't dry between walks in that kind of air. That trapped moisture is exactly what fungi, yeast, and bacteria need to multiply. The result is that itching and rashes in the rainy season are one of the most common reasons pet parents end up calling their vet between June and September.

The good news: almost all skin problems in the rainy season are preventable with a few consistent habits. Here are 10 tips on how to take care of dogs in rainy season that actually make a difference because dogs in rainy season are far more vulnerable to skin issues than at any other time of year.

1. Dry Your Dog Completely After Every Walk

This is the single highest-impact habit you can build this season, and it takes less than five minutes.

- 🐾 Keep a separate "monsoon towel," ideally microfiber, right at your entrance.
- 🐾 Dry paws, belly, underarms, and the base of the tail first; these trap the most moisture.
- 🐾 Don't skip the gaps between paw pads; mud and water collect there on every single walk.
- 🐾 A hair dryer on the cool setting works well for thick-coated breeds where a towel isn't enough.

Skipping this step, even occasionally, is how mild dampness in dogs in rainy season turns into a full skin problem. Drying your dog properly after every walk is also the single best defense against itching and rashes in the rainy season.

2. Watch the Ears - They're the First Place Trouble Starts

Floppy ears are basically a warm, dark, damp pocket during monsoon, and that's the exact environment yeast and bacteria need to grow.

- 🐾 Wipe the outer ear dry after every walk and bath.
- 🐾 Look out for head shaking, scratching at one ear, or a sour smell; these are early signs of an ear infection, not things to wait out.
- 🐾 Use an ear-cleaning solution only if your vet has recommended one for your dog.
- 🐾 Breeds like Cocker Spaniels, Beagles, and Retrievers need extra attention here; erect-eared dogs are somewhat lower risk but not immune.

How to Take Care of Dogs in Rainy Season: Bathing and Grooming Rules

A lot of pet parents either over-bathe or under-groom during monsoon, and both create the same problem: skin that stays damp longer than it should. Knowing how to take care of dogs in rainy season really comes down to getting this balance right.



- 🐾 Don't increase bath frequency just because your dog got wet in the rain; over-bathing strips natural oils and actually makes skin more vulnerable.
- 🐾 Brush daily, even for short-haired breeds, to keep air moving through the coat.
- 🐾 Always dry thoroughly after a bath; a half-dried coat is worse than a skipped bath.
- 🐾 Use a mild, vet-approved shampoo; human products and harsh soaps disturb your dog's skin pH.

3. Recognize Skin Rashes in Rainy Season Early

Skin rashes in the rainy season rarely appear suddenly; they develop over a few days of unnoticed dampness or a minor allergic reaction.

- 🐾 Check the belly, armpits, groin, and skin folds regularly; these are the warmest, least ventilated zones.
- 🐾 Redness, small bumps, or a slightly raised patch are early-stage signs; don't wait for it to spread.
- 🐾 A rash that's left untreated for more than 2-3 days has a much higher chance of becoming a secondary infection.
- 🐾 If you notice a hot, swollen patch your dog keeps licking, that's likely a hot spot; these escalate quickly and need prompt attention.

Spotting skin rashes in the rainy season within the first day or two is what keeps a minor flare-up from turning into a clinic visit.

4. Don't Ignore Itchy Skin During Rainy Season

Itchy skin during the rainy season is often dismissed as "just the weather," but constant scratching is your dog's way of telling you something is already wrong.

- 🐾 Persistent scratching, chewing at paws, or rubbing the body against furniture are all signs of irritation, not harmless behavior.
- 🐾 Fleas, ticks, and mites are significantly more active in humid conditions and are a common hidden cause.
- 🐾 Continuous scratching breaks the skin barrier, which opens the door to secondary bacterial infections.
- 🐾 A consultation with your vet at the first sign of persistent itching is far cheaper and easier than treating a full-blown infection later. Left unmanaged, itchy skin during the rainy season can quickly progress into one of the more serious skin diseases in rainy season described below.

Most cases of itchy skin during the rainy season respond quickly to early intervention; it's the dogs whose owners wait it out who end up needing stronger treatment.

5. Understand the Common Skin Problems in Rainy Season

Skin problems in the rainy season tend to fall into a few repeat categories, and knowing them helps you act faster.

- 🐾 Fungal infections (ringworm, yeast dermatitis): patchy hair loss, a musty smell, and flaky or crusty skin.
- 🐾 Bacterial infections: pus-filled bumps, redness, and a noticeably bad odor.
- 🐾 Hot spots are sudden, intensely itchy, moist patches that spread fast if untreated.
- 🐾 Flea and tick allergic reactions: small red bumps, usually along the back and tail base.

6. Be Alert to Skin Diseases in Rainy Season That Need a Vet, Not a Home Remedy

Some skin diseases in the rainy season look minor at first glance but need proper veterinary diagnosis rather than guesswork at home.

- 🐾 Ringworm is highly contagious to other pets and to humans in the house and needs targeted treatment.
- 🐾 Mange, caused by mites, can look like simple dry skin in its early stage, but worsens quickly without the right medicine.
- 🐾 A skin scraping or basic vet exam is usually enough to tell these apart and start the right treatment early.

Goel Vet Pharma's free veterinary consultation is a useful first step if you're unsure whether what you're seeing is one of the more serious skin diseases in the rainy season or something that can be managed at home.

7. Protect Paws From Standing Water and Mud

Every walk during monsoon means your dog's paws are in direct contact with puddles, mud, and street runoff, none of which is clean. Protecting paws is one of the simplest ways to keep dogs in rainy season healthy and infection-free.

- 🐾 Trim the hair between paw pads short; it traps debris and holds moisture against the skin.
- 🐾 Avoid letting your dog walk through or drink from stagnant water; it's a known risk factor for leptospirosis, a serious bacterial infection in dogs.
- 🐾 A quick paw rinse with clean lukewarm water after every walk, followed by a full dry, prevents most interdigital infections.
- 🐾 Dog boots are worth considering for daily walkers in heavily waterlogged areas.



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8. Strengthen Diet and Immunity From the Inside

Skin health isn't only about what goes on the outside; what your dog eats plays a direct role in how resilient their skin is this season.

- 🐾 Omega-3 and omega-6 fatty acids support the skin's natural barrier and reduce inflammation.
- 🐾 A balanced, high-quality diet reduces the chances of food-triggered allergic flare-ups, which are more noticeable when skin is already stressed by humidity.
- 🐾 Avoid sudden diet changes during monsoon; a sensitive gut combined with skin stress is a challenging combination to manage.
- 🐾 Ask your vet about supplements if your dog has a history of dry or flaky skin.

9. Limit Outdoor Time During Heavy Rain and Keep Bedding Dry

It's not just your dog's body that needs protection; their environment matters just as much.

- 🐾 Avoid long walks during heavy downpours; a shorter walk with a full towel dry is better than a long one that leaves them soaked.
- 🐾 Wash bedding weekly in hot water and dry it fully in the sun or a dryer; damp bedding is a breeding ground for the same fungi affecting your dog's skin.
- 🐾 Keep indoor spaces well-ventilated; stagnant, humid air indoors undoes a lot of the drying effort you put in after walks.
- 🐾 Rotate two sets of bedding, so one is always fully dry and ready to use.

10. Know When It's Time to Call the Vet

Most monsoon skin issues respond well to early action, but a few signs mean it's time to stop self-managing. Itching and rashes in the rainy season that don't improve within a few days of home care are exactly the cases that need a vet, not more waiting.

- 🐾 Itching or scratching that doesn't ease up after 2-3 days of home care.
- 🐾 Any open sore, oozing patch, or strong odor from the skin.
- 🐾 Hair loss in patches, especially if it's spreading.
- 🐾 Lethargy, reduced appetite, or fever alongside any skin symptom point to something beyond a surface issue.

Goel Vet Pharma Recommends: Your Monsoon Skin Care Kit

Once your dog starts scratching this season, waiting it out usually makes things worse, not better.

- 🐾 Dermisule, what most vets in Goel Vet Pharma's network reach for first; it goes after the rash, redness, and relentless itching itself, instead of just numbing it for a few hours like a lot of over-the-counter products do. No steroids, no antibiotics, no side effects to worry about.
- 🐾 Me & My Skin & Coat Supplement helps a rough or patchy coat bounce back from the inside, especially when itching has been going on for a while.
- 🐾 Me & My Anti-Dandruff Shampoo anti-fungal, anti-bacterial protection at bath time without stripping the skin, which matters when you're already bathing more because of the rain.
- 🐾 Thuja Cream for when it's more of a hard little bump or a wart than a rash.

All from the same homeopathic range over 1,0,000 vets across India have been prescribing since 1977, so you're not experimenting, you're just catching it early.

Not sure what you're dealing with? Book a free vet consultation with Goel Vet Pharma and get a straight answer before it turns into something bigger.

Final Thoughts: Keep Your Dog Dry, Comfortable, and Itch-Free This Monsoon

Dogs in rainy season don't need an elaborate routine; they need a few habits done consistently: dry them after every walk, watch their ears and skin folds, and act early the moment you notice scratching or a rash. Catching itching and rashes in the rainy season in their first few days is the difference between a quick fix and a vet visit.

If your dog is already showing signs of skin irritation, Goel Vet Pharma's homeopathic veterinary range is formulated to treat skin problems in the rainy season without the side effects of long-term antibiotic use, backed by a network of 10,000+ veterinarians since 1977. At its core, that's really what how to take care of dogs in rainy season comes down to: consistency, not complexity.

FAQs

1. During the rainy season, why do dogs have more skin problems?

Stagnant moisture in fur, paws, and skin folds can encourage the growth of fungus and germs. This is the number one cause of skin rashes in the rainy season.

2. How can I tell if my dog has a fungal infection or just dry skin?

Fungal infections frequently result in patchy hair loss, a musty smell, and crusty or flaky patches in a localized area. Dry skin is usually more widespread, with no smell or hair loss. When in doubt, the safest option to confirm is a vet check.



3. How many times should I bathe my dog during the monsoon?

Do not bathe more frequently just because it's raining. Stick to your dog's normal bathing routine, but be more meticulous about getting them dry. How well you dry them matters more than how often you bathe them.

4. Are some breeds more prone to skin problems in the rainy season?

Yes. Breeds with floppy ears, thick double coats, or skin folds, like Cocker Spaniels, Golden Retrievers, Bulldogs, and Pugs, tend to trap moisture more easily and need extra attention this season...

Monsoon may bring rain, not **skin problems.**

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Kidney Disease in Cats

Early Signs Every Cat Owner Should Know

Pet lovers have started calling themselves pet parents, and for a good reason: a pet is nothing less than a child. And as parents, we strive to give them the best lives possible, but as our cats age, their health needs change. Aging in cats, just like humans, is a common cause of kidney disorders. One of the most common and daunting health conditions that pet parents face is kidney disease in cats, also called chronic kidney disease in cats (CKD in cats).

As common as it is, understanding this condition isn't just about medical facts; it's about preserving the quality of life for our pet children. Because cats are masters at masking pain, being proactive is the greatest gift a pet parent can provide.

What Is Kidney Disease in Cats?

Kidney disease in cats, also known as chronic kidney disease in cats (CKD in cats), occurs when the kidneys lose their ability to effectively filter waste products from the bloodstream. Think of the kidneys as a filtration system that prevents toxin buildup in the body.

CKD is a slow, progressive condition, unlike an acute kidney injury. While there's no "cure" in the traditional sense, it is remarkably manageable. With early detection and a dedicated care plan, many cats with cat kidney failure live comfortable, happy lives for years after a diagnosis.

Common Causes of Kidney Disease

Why does this happen? Age is one of the driving factors for this condition, along with renal insufficiency. But there's more than just two reasons to consider:

- 🐾 **Genetics:** Certain breeds, like Persians and Abyssinians, are more prone to renal disease in cats. A defective gene in Persian cats called 'PDK1' is responsible for CKD. And in Abyssinians, familial renal Amyloidosis is commonly seen as a hereditary condition.

- 🐾 **Infections:** Chronic urinary tract infections can eventually migrate to the kidneys.
- 🐾 **High Blood Pressure:** Hypertension can both lead to kidney damage and develop as a result of cat kidney failure.
- 🐾 **Toxins:** Ingesting lilies, antifreeze, or certain human medications can cause irreversible kidney damage.



Early Signs of Kidney Disease in Cats

Recognizing the early signs of kidney disease in cats is crucial. Cats hide discomfort naturally, but careful observation can reveal subtle clues.

- 🐾 **Increased Thirst & Urination:** Cats may drink more water and produce larger volumes of diluted urine (cat hydration for kidneys).
- 🐾 Frequent urination or discomfort can also be related to urinary infections

- 🐾 **Decreased Appetite & Weight Loss:** Subtle changes in eating habits may indicate declining kidney function.
- 🐾 **Lethargy & Behavioural Changes:** Your cat may appear less active or playful.

Why it matters: According to research published online, by the time a cat shows obvious symptoms like vomiting or extreme weakness, their kidneys have already taken the damage. Catching it in the early stage is the key to longevity. These are also some of the earliest symptoms of kidney disease in cats.

Diagnosis and Treatment of Kidney Disease

If you notice multiple signs, visit your veterinarian. They will conduct tests and find proper solutions to your cat's condition. The following are the procedures used:

- 🐾 **Blood Tests:** To measure creatinine and Blood Urea Nitrogen (BUN) levels.
- 🐾 **Urinalysis:** To check kidney function and urine concentration.
- 🐾 **(Symmetric Dimethylarginine) SDMA Test:** A blood test that is used for early detection of CKD in animals. It is used to detect symmetric dimethylarginine, as its levels rise before creatinine does in case of CKD.

These tests help detect chronic kidney disease in cats and monitor kidney function in cats over time.

Treatment of Kidney Disease in Cats

The goal of treatment is to reduce kidney workload and manage toxin buildup. Common management strategies include:

1. **Fluid Therapy:** Fluids are injected into the subcutaneous layer of the cat's skin, giving them essential hydration.
2. **Medication:** Vets may prescribe certain medications, like ACE (Angiotensin-Converting Enzyme) inhibitors, to manage blood pressure or phosphate binders. This is one way to take the strain off the kidneys during digestion.
3. **Nausea Control:** Since toxin buildup causes "uremic poisoning," which feels like a constant hangover, anti-nausea meds can restore a cat's desire to eat.

Nutrition Support for Cats with Kidney Issues

Proper nutrition is one of the most effective tools for managing cat kidney failure:

- 🐾 **Hydration:** Switching to Purrfeto Cat Wet Food increases water intake essential in managing kidney disease in cats. Wet food made of wheat gluten-free, rich in Omega fatty acids, providing 87% moisture, not only supports hydration and kidney health but may also help reduce the risk of urinary issues like FLUTD in cats
- 🐾 **Protein & Phosphorus Balance:** Kidney-support diets use high-quality, digestible proteins in lower quantities and restricted phosphorus to prevent further kidney damage. Purrfeto Dry Food provides high-quality protein from real chicken and fish, complete and balanced daily nutrition, supports muscle strength and overall immunity, and may help reduce the risk of urinary tract issues by up to 40% when combined with proper hydration and care. Ensure the food you choose has all essential nutrients.

By combining Wet Cat Food and Dry Cat Food, cat parents can provide nutrition support for cats with kidney disease that ensures hydration, controlled protein intake, and overall kidney-friendly nutrition—all while keeping mealtime tasty and enjoyable.

Risk Factors for Kidney Disease

While any cat can be affected, pay closer attention if your cat:

- 🐾 Is over seven years old (kidney disease in older cats)
- 🐾 Has a history of dental disease (bacteria can travel to kidneys)
- 🐾 Has thyroid issues

Regular senior wellness checks every six months are the best defense for high-risk cats. These are key chronic kidney disease risk factors to monitor.

Conclusion

A diagnosis of kidney disease isn't a death sentence; it's a shift in how you care for your feline friend. By staying vigilant for the early signs of kidney disease in cats and working closely with your veterinarian, you can navigate this journey with confidence. Our cats give us a lifetime of love; the least we can do is keep a watchful eye on their health, one purr at a time...





CII India Petcare Summit

Sets the Agenda for a Science-Led and Sustainable Pet Care Ecosystem



Dr Naveena B. Maheswarappa, Animal Husbandry Commissioner, Department of Animal Husbandry and Dairying, Government of India, highlighted India's rapidly expanding pet care sector as a significant driver of innovation, investment, employment generation and improved animal welfare, during the maiden edition of the CII India Petcare Summit. He emphasised that realising this potential would require growth to be underpinned by science, robust veterinary infrastructure, responsible pet ownership and progressive policy frameworks.

Highlighting the scale of the sector, he noted that the pet care Industry is emerging as an important economic sector with significant potential for employment, investment and manufacturing growth. He emphasised that India has an estimated 40–50 million companion animals and nearly 60–70 million free-roaming dogs, making balanced and sustainable coexistence an important national priority.

Dr Maheswarappa further stressed on the rapid expansion of the pet nutrition market and reaffirmed the collective commitment to

ensuring that the future of India's pet care sector is guided by science, innovation, compassion and responsible stewardship. He stressed the need for evidence-based nutrition, sustainable sourcing, appropriate labelling standards and greater investment in research and development to reduce import dependence and promote indigenous product development under the Make in India initiative.

Focusing on veterinary infrastructure, he called for expanding veterinary education, establishing minimum standards for veterinary institutions and para-professional training, and strengthening referral hospitals, emergency care, diagnostics and specialised services such as oncology, dentistry and dermatology. He further emphasised the need to leverage emerging technologies, including digital platforms, remote sensing and other technology-enabled solutions, while promoting responsible pet ownership, public-private partnerships, pet insurance and greater awareness of zoonotic diseases through the One Health approach.



Speaking on the rapid growth of the pet food industry, he noted that the sector, valued at around USD 2.4 billion in 2024, is projected to nearly double to USD 4.6 billion by 2033. He emphasised that this growth must be underpinned by sustainability through robust pet food labelling guidelines, greater investment in research and development, enhanced skills and technology and increased utilisation of India's own resources to reduce import dependence. He also called for a shift in focus from consumerism to responsible pet ownership.



Sharing her vision for the future of animal care in India, **Ms Maneka Sanjay Gandhi**, Chairperson, People for Animals, emphasised that the future of India's pet care sector cannot be viewed in isolation from veterinary education, public health, urban planning, animal welfare and policy. She said that the sector's next phase of growth should be measured

not by the products it sells or the services it provides, but by its contribution towards addressing India's animal welfare and public health challenges.

Dr Arun Atrey, Chairman, CII National Task Force on Animal Wellbeing and Managing Director, Zenex Animal Health, described the summit as an important milestone for India's rapidly growing companion animal ecosystem. He observed that the sector has reached an inflection point, creating new opportunities



across healthcare, nutrition, diagnostics, insurance, retail, technology and specialised veterinary services. Highlighting the impact of urbanisation, changing lifestyles and increasing awareness of responsible pet ownership, he said the Industry is witnessing growing demand for scientifically formulated

nutrition, preventive healthcare, digital health solutions, advanced diagnostics and wellness services. He stressed that technologies such as artificial intelligence, digital diagnostics, teleconsultation and wearable devices have the potential to transform veterinary practice and improve accessibility and clinical outcomes.

The summit also featured a theme presentation titled "Pet Care in India: Shaping a Resilient and Inclusive Companion Care Landscape" by Ms Sahiba Puri, Global Insight Manager, Petcare, Euromonitor International, highlighting emerging trends, growth opportunities and the evolving outlook for India's companion animal sector.

Ms Amita Sarkar, Deputy Director General, CII, gave the opening remarks...





BEYOND THE BOWL: PREVENTIVE HEALTHCARE POWERS THE NEXT PHASE OF INDIA'S PET ECONOMY

India's pet-care industry, built first on food, treats and grooming, is entering a new phase driven by diagnostics, wellness and insurance — as owners increasingly treat their animals as family members whose health deserves the same planning as their own.

A Costly Wake-Up Call

For many pet parents, the shift toward proactive care begins with a medical scare. Bengaluru resident Lahari Basu faced a ₹1.2-lakh hospital bill roughly eighteen months ago when her three-year-old Golden Retriever, Cleo, developed a severe stomach ailment requiring extended hospitalisation. The episode changed how she planned for her pets' health altogether.

Basu now insures both Cleo and her second retriever, Venus, paying close to ₹1,650 a month for cover of up to ₹2 lakh — spanning hospitalisation, surgery, outpatient consultations, emergency care, vaccinations and discounted medicines.

It's better to be prepared than caught off-guard by a medical emergency. — Lahari Basu, pet parent

Industry watchers say this instinct is becoming widespread. Neha Singh, co-founder of private market data platform Tracxn, notes that pet owners across India are growing markedly more attentive to their animals' long-term health rather than reacting only in emergencies.

From Treatment to Prevention

The parallel with human healthcare is striking: pet care is moving from treating illness to preventing it. At Supertails, a Bengaluru-based pet-care company running an online pharmacy and store alongside offline clinics, nutrition supplements are among the fastest-growing product categories, and non-emergency diagnostic visits are rising sharply — a pattern co-founder Vineet Khanna says simply did not exist five years ago. Nearly 30 per cent of visits across the company's clinic network are now preventive rather than reactive.

Zigly Pet Care, an omnichannel platform spanning veterinary consultations, grooming and retail, reports a similar trend: close to 30 per cent of its customers opt for diagnostic tests beyond routine check-ups, while surgical procedures make up roughly 15 per cent of total services rendered.

These shifts are pushing pet-care startups to build integrated ecosystems that fold consultations, diagnostics, pharmacies, clinics and wellness programmes — and eventually insurance — under one roof.

Building the Ecosystem

Supertails currently runs more than a dozen clinics in Bengaluru, with eight more planned by the end of the year, and reported revenue of ₹113.3 crore in FY25. Vetic, a veterinary clinic chain focused on preventive healthcare, posted FY25 revenue of ₹66.6 crore as it expands its own network.

Vetic's Founder and CEO, Gaurav Ajmera, sees pet insurance and subscription-based wellness plans as complementary rather than competing models, expecting both to grow — insurance gradually as awareness builds, and subscriptions faster because they offer fixed-cost access to vaccinations and routine check-ups.

Insurance Gains Ground

Since introducing its pet insurance product in 2021, Bajaj General Insurance has recorded roughly 20 per cent compound annual growth in its pet portfolio. According to Amarnath Saxena, the company's Chief Technical Officer — Commercial, claims data illustrates the range of costs pet parents now insure against:

OPD claims	₹400 – ₹30,000
Surgery claims	₹40,000 – ₹1,00,000
Maximum settled claims	up to ₹2,00,000

Bengaluru, Mumbai, Delhi NCR, Hyderabad, Pune and Chennai remain the strongest markets for pet insurance uptake nationally.

The Investment Case

Investors are increasingly separating pet healthcare from traditional pet commerce as a distinct opportunity. Dr Madhurita Gupta, Founder of Goa Angel Network and Partner at Beyond Seed, Dubai, points out that healthcare is now viewed as a recurring investment rather than an emergency-only expense, generating the kind of repeat customer relationships that make revenue more predictable.

Tracxn data shows Indian pet-care startups have raised roughly \$340 million since 2019, with funding peaking near \$80 million in 2024. Diagnostics, however, still attracts less than one per cent of that investor interest — suggesting significant headroom in the category. Singh adds that platforms offering integrated healthcare tend to retain customers longer than businesses built solely around product commerce.

Learning From Mature Markets

Gupta expects India to follow the trajectory of mature markets such as the United States, where pet healthcare ecosystems have

matured around insurance, specialty hospitals and advanced diagnostics — though global investors are still waiting for India's ecosystem to develop further before committing at scale. She anticipates India could leapfrog ahead through affordable diagnostics, telemedicine and portable imaging.

Awareness remains the central hurdle to faster insurance adoption. Khanna notes that concepts such as policy exclusions and the claims process are still unfamiliar to many pet owners and represent a genuine learning curve for the market.

India's pet insurance market is currently valued at an estimated \$293 million and is projected to approach \$1 billion by 2033.

The Long Game

For the companies building these platforms, the real prize is a lifelong relationship with each pet and its owner. Khanna frames it as a function of two things: knowing the customer, and personalising care around the specific breed, age, weight, size and temperament of each animal.

As India's pet parents move from reactive spending to planned, preventive care, the next wave of growth in the sector looks set to be measured not in bags of kibble sold, but in check-ups completed, policies renewed and years of healthy life added.

2026-2027 UPCOMING EVENTS

28-30
PET FAIR SOUTH EAST ASIA 2026
petfair SE ASIA
28-30 OCTOBER 2026
BANGKOK INTERNATIONAL TRADE & EXHIBITION CENTRE (BITEC), BANGKOK, THAILAND
+66 2 111 6611
OPETFAIRSEA@VNUASIAPACIFIC.COM
WWW.PETFAIR-SEA.COM

NOV 12-15
CIPS 2026 (30TH CHINA INTERNATIONAL PET SHOW)
12-15 NOVEMBER 2026
CHINA IMPORT AND EXPORT FAIR COMPLEX (CANTON FAIR COMPLEX), GUANGZHOU, CHINA
+86 10 8810 2240, +86 10 8810 2253
CIPS@CHGIE.COM | INFO@CIPSCOM.COM
EN.CIPSCOM.COM

NOV 21-22
PET FED BENGALURU
Pet Fed INDIA'S BIGGEST PET FESTIVAL
21-22 NOVEMBER 2026
JAYAMAHAL PALACE HOTEL / KTPO WHITEFIELD, BENGALURU, KARNATAKA, INDIA
+91 98116 35455 / +91 98997 70624
INFO@PETFED.ORG / COLLABORATE@PETFED.ORG
WWW.PETFED.ORG

DEC 12-13
PET FED NEW DELHI
Pet Fed INDIA'S BIGGEST PET FESTIVAL
12-13 DECEMBER 2026
NSIC EXHIBITION GROUNDS, OKHLA INDUSTRIAL ESTATE, NEW DELHI, INDIA
+91 98116 35455 / +91 98997 70624
INFO@PETFED.ORG / PARTNERSHIPS@PETFED.ORG
WWW.PETFED.ORG

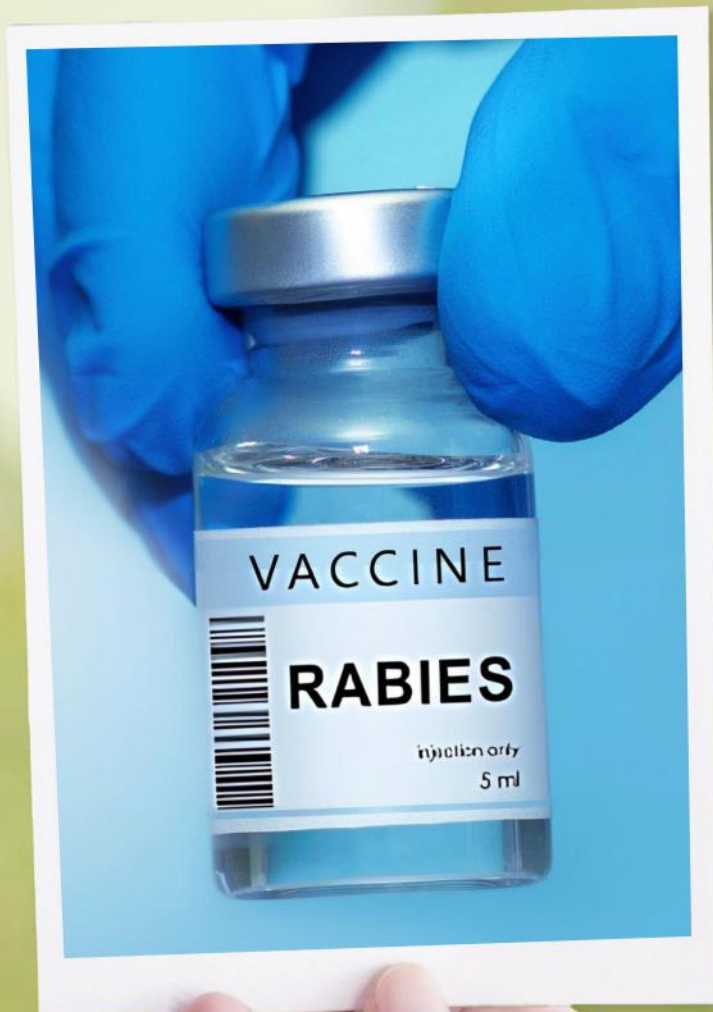
MAR 17-19
GLOBAL PET EXPO 2027
Global Pet Expo
17-19 MARCH 2027
ORANGE COUNTY CONVENTION CENTER (OCCC), ORLANDO, FLORIDA, USA
+1 203 532 0000
INFO@GLOBALPETEXPO.ORG / BUYERS@GLOBALPETEXPO.ORG
WWW.GLOBALPETEXPO.ORG

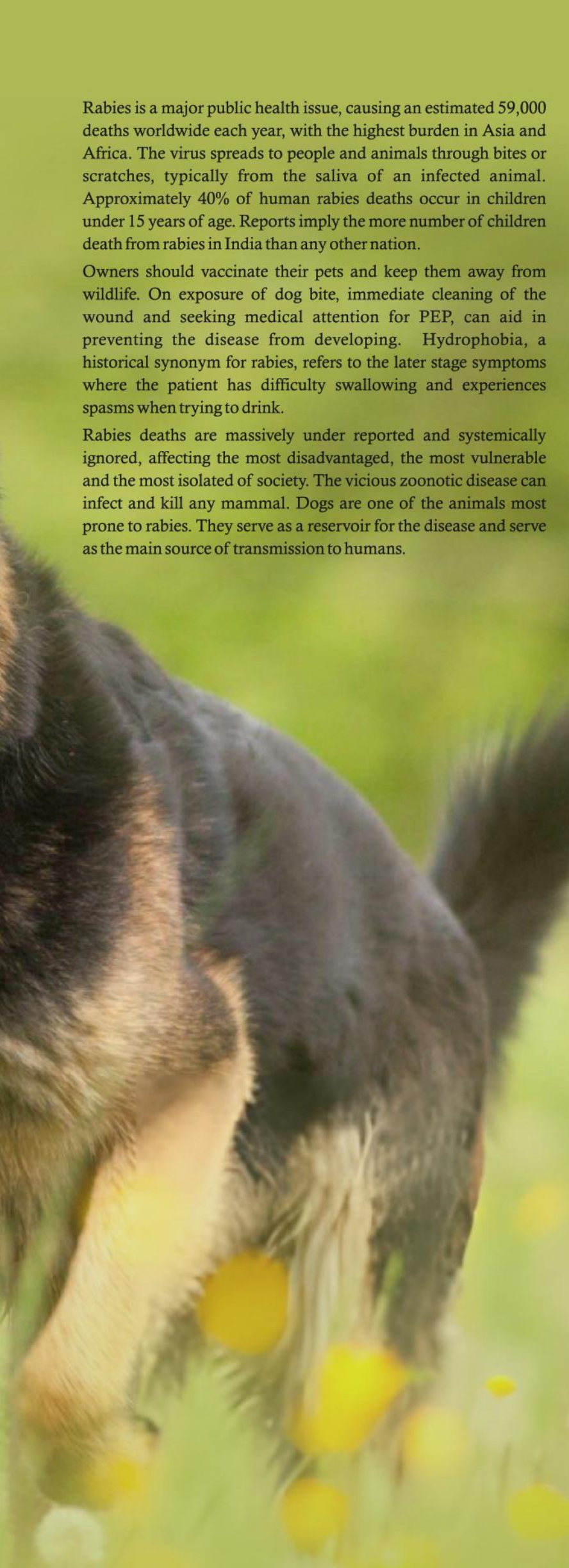
A Refresher on Recent Action Reports of Rabies In India

— Gourab Basak¹, M. Bindu Pushpa¹ and Boddupalli Ayesha²

Rabies is one of the world's deadliest and oldest known zoonotic diseases. Zoonotic diseases are those which are naturally transmitted between vertebrate animals and humans. Rabies is such a dangerous disease that once it shows symptoms, it is already too late and death is inevitable. Rabies is a fatal, vaccine-preventable viral disease, caused by Lyssa virus of *Rabdo*viridae family, affecting over 150 countries, primarily in Asia and Africa, causing thousands of deaths annually which are mostly from dog bites. In fact, 99% of human transmissions are from dog bites and once clinical symptoms appear, the disease is virtually 100% fatal, making timely intervention critical.

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





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

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

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

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

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

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

Recent news focuses on increased rabies deaths in India, with 180 reported in 2024 from 22 in 2022, despite a drop in reported presumptive cases. The increased tally also lies with the significant vaccination efforts in cities like Mumbai and Nagpur. In fact, cities across India are initiating large-scale vaccination campaigns.

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

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

Pune has also extended hand in the same by implementing a mass vaccination drive for stray dogs. Pune Municipal Corporation (PMC) Saahas for Animals

Animal Birth Control (ABC) Programme

To curb rabies and eliminate dog-mediated human rabies by 2030, as per the Union government's directives.spearheads these efforts, with support from animal welfare NGOs like in the city. PMC has set a target to vaccinate a significant number of stray dogs, aiming for 1.80 lakh dogs in a six-month period. The drives are part of a comprehensive strategy, including the, which involves sterilization, vaccination, and release of stray dogs.



From 26th February to 1st March 2024, Mission Rabies, delivered an intensive vaccination drive across Mumbai and surrounding cities in India. The campaign focused on the vaccination of free-roaming dogs to stop the spread of the deadly disease and protect both dogs and people. Brihanmumbai Municipal Corporation (BMC), Mumbai launched a major rabies vaccination drive in 2024. BMC's mass anti-rabies vaccination of stray dogs in Mumbai aimed to vaccinate approximately 70% of the dogs in the city by the end of March 2024. As per reports of The Hindu, published on 18 February, 2024, around 25,000 stray dogs were vaccinated in Mumbai already.

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

Various community centers and halls served as vaccination sites, including Mawlai Nongkwar, Nongmynsong, Lawsohtun, Madanrting, Laitumkhrah, and Umpling. The state government is actively implementing its State Action Plan for Dog-Mediated

Rabies Elimination, which prioritizes mass vaccination through collaboration between health and animal husbandry departments, local administrations, and community efforts.

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

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

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

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

Gourab Basak¹, M. Bindu Pushpa¹ and Boddupalli Ayesha²

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GCPL INFUSES RS 200 CR. IN GODREJ PET CARE VIA RIGHT ISSUE

Godrej Pet Care, a wholly owned subsidiary of GCPL, is engaged in the business of pet food products. The company reported revenue of Rs 2.22 crore for the financial year ended FY26.

- The investment is aimed at strengthening the company's presence in the rapidly expanding pet care segment, which it considers a strategic growth area.
- The company stated that the transaction was undertaken with a related party, being its wholly owned subsidiary, and was executed on an arm's length basis.
- As part of the transaction, GCPL subscribed to 1,61,29,032 fully paid-up equity shares of face value Rs 10 each at a premium of Rs 114 per share, aggregating to Rs 200 crore. Following the investment, Godrej Consumer Products continues to hold 100% of the voting capital of Godrej Pet Care.
- Godrej Consumer Products is an Indian consumer goods company. The company's products include soap, hair colorants, toiletries and liquid detergents. The company reported a 9.68% increase in consolidated net profit to Rs 451.77 crore on a 1.18% rise in sales to Rs 3,884.90 crore in Q4 FY26 over Q4 FY25.
- The scrip advanced 1.43% to settle at Rs 1,068.90 on Wednesday, 22 July 2026...

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Q4 FY26 PERFORMANCE (YoY)



ABOUT GODREJ CONSUMER PRODUCTS

Godrej Consumer Products is an Indian consumer goods company. The company's products include soap, hair colorants, toiletries and liquid detergents.



KEY INVESTMENT DETAILS



Investment Amount
₹200 Crore



Equity Shares Subscribed
1,61,29,032



Face Value per Share
₹10



Premium per Share
₹114



Post-Investment Holding
100% Voting Capital



HOW TO WASH DOG BEDS

WHEN IT COMES TO THE BEST WAY TO WASH DOG BEDS, THESE TIPS WILL HELP GET EVEN THE DIRTIEST BED CLEAN.

Sometimes dog beds get beyond dirty. Aside from the usual dirt stains and hair, they can also be subject to things like urine, poop, and blood. This can make keeping canine sleeping spots sanitary and tidy much more difficult.

So what's the best way to wash dog beds?

Before getting started, be sure to check the material and care instructions on the dog bed. Most will be either hand- or machine-washable (we've run into a few that were "spot clean only" and wouldn't recommend buying any dog bed you can't thoroughly wash). Follow any care instructions listed—improper cleaning can damage a dog bed.

How to Wash Dog Beds

For dirt- and hair-covered dog beds, start by removing any large clumps of debris by shaking the bed. Next, vacuum the flat part of the bed using a dusting attachment. Then change to the crevice attachment to remove debris, dust, and insects from the folds and stitching. Remove stubborn patches of dirt using a toothbrush or damp paper towel or washcloth.

Once done, the dog bed should be relatively clean now, but if you have to remove a spot or stain, try using soap and water first or a

non-bleach spot treatment product. However, if you must use a bleaching agent, use a non-chlorinated product and thoroughly rinse [the beds]. Finish by washing them at a temperature of at least 140 degrees Fahrenheit—if the fabric can stand it.

The purpose behind soaking the bed entirely in boiling water is to kill pests and their larvae.

How To Clean a Dog Bed Without Harsh Chemicals

Try these options if the dog bed is covered in:

- 🐾 **Hair:** Use a lint roller or adhesive tape before washing the bed. If you have a pet hair vacuum or a pet hair removal tool, you can use it before and in-between washings.
- 🐾 **Urine:** Mix baking soda, vinegar, and water in a spray bottle. Spray the solution on the urine stain and let it soak for 10 minutes or generously sprinkle baking soda on the urine stain. Let it sit until dry and then vacuum it up.
- 🐾 **Blood:** Immediately soak the section of the bed with blood on it in cold or warm water. If the blood has dried, set the section in a mixture of cold water, baking soda, and white vinegar for 30 minutes, then blot the mixture out.

🐾 **Poop:** Immediately pick up and properly dispose of the waste. Mix an equal amount of cold water and distilled white vinegar into the affected area, then gently scrub it using a soft-bristle brush. Repeat until the stain is removed. Sprinkle baking soda and let it stay overnight. Once the bed is dry, vacuum it.

🐾 **Tough stains:** Clean the stain using a mixture of baking soda, vinegar, and water. If that doesn't work and it is possible to wash the bed, do so using a non-toxic, pet-safe option that doesn't contain bleach or chlorine.

How Often Should Dog Beds Be Cleaned?

How often you need to clean your dog's bed depends on factors including your dog's habits, activity level, shedding, and any other cleanliness concerns.

As a general guideline, it is recommended to clean your dog's bed at least once every one to two weeks.



Using Dog Beds with Washable Covers

In many cases, a removable, washable cover makes cleaning a dog bed easier because it helps keep dirt from getting into the cushioned part of the bed.

When it comes to fabrics, cotton is a good way to go since it is typically breathable, machine washable, and can withstand regular washings without losing its shape or texture. Polyester is another good option since the synthetic fabric is durable and resistant to stains, making it easier to clean than some natural fibers. It can also be machine washed, but it's important to check the care instructions provided by the manufacturer.

Dog beds take a lot of abuse, so finding one that's relatively easy to clean can help keep things more manageable. Using protective covers, removing excess hair and dirt as needed, and keeping canine sleeping areas clean—and in areas with plenty of sunlight and fresh air—will help keep things crisp and sanitary...





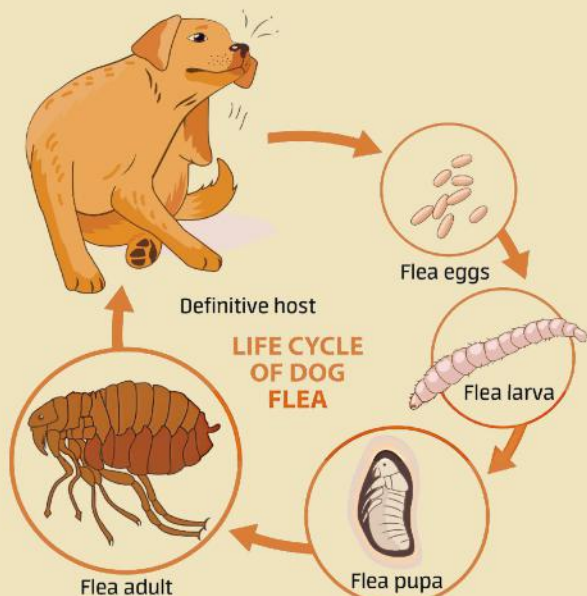
Prevention and Control of Flea in pet practices

¹Alok Kumar Singh, ¹Alok Kumar Dixit, ²Deepali Tiwari, ³Pradeep Kumar and ¹Ravi Kumar Khare

Flea are common external parasite of dogs and cat. Small in size, wingless, blood sucking insect from order Siphonoptera. It causes a major nuisance in pets and moves by jumping over animal body. Flea control is essential for prevention of many diseases as it causes constant irritation of skin, flea allergy dermatitis, hair loss. It also acts as source of intestinal tapeworm and heavy infestation causes iron deficiency. Flea can suck blood around 15 times of their body weight and can cause serious health issues in pets i.e. anaemia. It also causes various nuisance in human population such as bitten by flea causing allergic response like rashes and hypersensitivity reaction.

Flea allergy dermatitis generally occurs during late summer when flea population flourishes and animal younger than one year old does not get this infection. Affected animal shows intense itching, rubbing skin surface, restlessness, chewing etc. Some clinical signs include crusted itchy skin over hips, base of tail, thigh leading to hair loss, scabbing and secondary infection. As it becomes chronic, hair loss, thickened skin and darkening of skin and severe anaemia may occur.

Lifecycle of flea- includes four developmental stages. Adult flea lives on host and feeds their blood for growth and deposits egg on host surface which falls off and in optimum temperature i.e. warmth (75-85°F) and humid (50-90 percentage) it hatches into larvae. These larvae are free living and crawl into dark, unclean places like under the carpet area. It requires organic material and flea faeces and suitable warm and moisture for survival. Within 5-12 days it converts into cocoon and then into pupal stage and finally emerges as flea.



If not stimulated pupal / cocoon stage can survive in dormant stage for approximately six months. After emerging from cocoon adult flea starts feeding on host within 10 seconds and adult flea can survive for approximately 100 days. Transmission occurs when adult flea injects saliva into wound and which softens tissue and nearby structures causing flea to effectively access blood and also flea saliva contains substance that prevents blood from clotting. During feeding flea passes partially digested blood often seen as 'flea dirt' and it acts as nutrition to flea larvae.

Flea lives on host for its lifetime until removed. Adult flea lays around 2000 eggs during lifetime and female flea starts laying eggs just 2 days after feeding. Flea generally hides in places in dark cracks and crevices in wood, tiles, beddings, furniture and these act as hotspots for growth and further contact with dogs so it gets necessary for pet owners to keep these places packed and protected to prevent flea infestation in their pets.

Prevention and control of Flea population

There are various measures to be taken by owners as following:-

1. Environment sanitation

- ❖ Along with using insecticide on pet, environment should be cleaned thoroughly to remove flea eggs, larvae, pupae to break their lifecycle. For this vacuuming is most effective as it removes all forms of dirt, fleas, larval stages allowing removal of flea. Sometimes cocoons remain stuck to fibres of carpet act as source of transmission "source point".
- ❖ Also, along with carpet, cracks in furniture, crevices these are places where flea hides and flea larvae crawl out to reach safe place so that it completes their lifecycle so proper care and cleanliness to be maintained at these spots. Steam cleaning of carpet should be done and routine removal of dirt and bedding material, rugs, blanket washing with warm water.
- ❖ Outdoor hygiene is also essential as animal can get infection through outdoor activities like playing in soil, bushes and unhygienic areas like basement, garage, pet carrier, automobile etc regular washing and cleaning once in a week is needed.
- ❖ Wild animal is common source of flea exposure to pet animal so proper hygiene is to be maintained. Vacuuming, streaming, washing, dusting of outdoor areas.

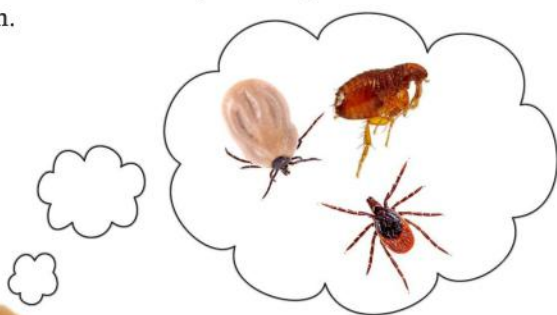
2. Pet treatment

- ❖ Flea harbours on dogs effectively causing various distress like flea allergic dermatitis, pruritis and in chronic cases if unnoticed can lead to anaemia and ultimate death.

- ❁ To prevent flea infestation dog should be cleaned properly. Regular combing of hair to remove fleas and to reduce number of fleas on dog also dipping comb in soap solution to kill flea can reduce its number.
- ❁ Bathing along with topical flea control solution also helps to remove flea dirt and eggs, larval stages.
- ❁ Application of insecticide to all pets which comes in contact with each other is preferred. Product containing pyrethrin and insect growth regulator IGR. Provide quick killing of adult flea.
- ❁ While other preparation includes lufenuron and methoprene prevent flea from hatching but does not work on adult flea.
- ❁ There are several preparations available can be given in form of pills and spot on treatment, flea collars which provides good result. Ultrasonic flea collar does not repel flea as flea cannot perceive sound waves.

3. Premises Treatment

- ❁ Recently with help of insecticides and drug technology of flea control had reduced the need of premises flea control remedies.
- ❁ This approach includes cleaning of living place of pet to reduces exposure of susceptible animal with flea which includes spraying and fogging with suitable products containing IGR along with quick kill pyrethrins.
- ❁ Measures to be taken during fogging as it does not control all areas of room specially to corner should be sprayed afterwards.
- ❁ Sensitive animal likes fishes, birds to be removed from room before spraying, cover lid of food of present as it can toxic for ingestion.
- ❁ Room must be ventilated and chemical dried before pet enters.
- ❁ With combination of suitable methods prescribed by veterinarian animal owner should apply to control the flea population and keep their animal healthy.
- ❁ Pet should be properly cleaned, healthy, and properly fed to provide immunity against infection. So that immunity along with preventive measure provides good control over flea infestation.



Prevention Tips: -

- ❁ Limit the amount of time pet stays outdoor. Reduce time of outdoor activities reduces chances of getting infection with flea present outside home.
- ❁ Limit contact with wild animal and stray animal – untreated and stray animal harbours flea in large number as they don't receive any treatment regarding flea control and are commonly affected this act as important source of transmission to pet animals.
- ❁ Bath and brush pet regularly so that pet hairs remain clean and poor source of flea infestation site.
- ❁ Check for flea regularly.
- ❁ Owner should keep on checking for ticks, flea infestation sign and symptoms for prevention at proper time.
- ❁ Environment, premises and animal control of flea management is essential for its prevention.
- ❁ Flea infestation is common problem faced by pet owners which can be reduced with adaption of problem hygiene and control measures at right time. Combination of effort is required. Once any abnormality in skin texture, behaviour of animal noticed check for flea and tick infestation over skin and consult veterinarian for suitable method of control...

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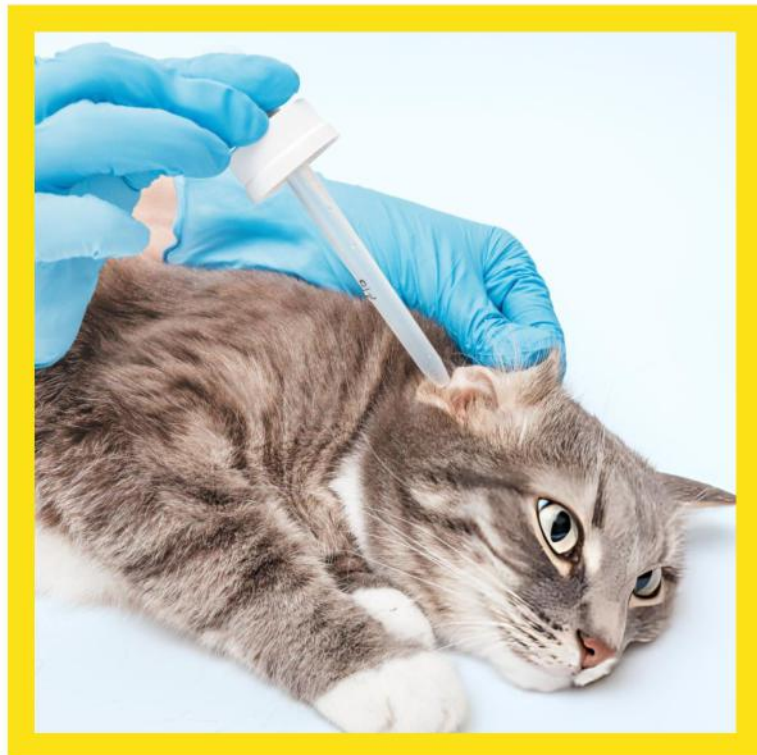
³Department of Veterinary Parasitology, DUVASU, Mathura

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EAR INFECTIONS DURING HUMID WEATHER

Why monsoon season fills veterinary waiting rooms with itchy, head-shaking dogs — and how to tell when a home remedy is enough and when it is time to see the vet.

Every year, as the first monsoon clouds gather over North India, veterinary clinics see a familiar and predictable rise in one particular complaint: dogs shaking their heads, scratching furiously at their ears, and pinning them back in obvious discomfort. Ear infections, medically termed otitis externa, are among the most common reasons pet owners bring their dogs in for a consultation during the rainy months, and the pattern is well documented rather than anecdotal. In a study from Jammu, the highest monthly caseload of canine otitis externa occurred in August, at nearly three times the rate seen in December, with the humid, warm months of the year accounting for the bulk of annual cases.





Why Ear Infections Rise During the Monsoon

The outer ear canal is naturally warm and moist, which under normal conditions is not a problem because the ear has its own self-cleaning mechanism and a resident, balanced population of microorganisms. Humid weather disrupts this balance. Veterinary dermatology literature classifies the causes of otitis externa using the PSPP framework — predisposing, primary, secondary, and perpetuating factors — and environmental moisture and humidity sit squarely among the predisposing factors that tip a normal ear into a diseased one, even though they rarely cause infection on their own.

Several things happen physiologically when ambient humidity rises. Elevated humidity and temperature change the microclimate inside the ear canal, increasing local moisture and altering the composition and consistency of cerumen (ear wax). This moist, warmer environment is exactly what opportunistic organisms such as *Malassezia* yeast and bacteria including *Staphylococcus* and *Pseudomonas* species need to multiply. *Pseudomonas aeruginosa* is particularly troublesome because it can form protective biofilms, which make chronic monsoon-season infections considerably harder to clear and more resistant to routine antimicrobials.

Certain dogs carry a much higher risk during this season. Breeds with pendulous ears and heavy pinna hair — Cocker Spaniels, Labradors, and other floppy-eared breeds — trap moisture against the canal and restrict airflow, and have long been recognised as having greater cerumen production and infection risk. Dogs that enjoy monsoon puddles, get caught in the rain on walks, or are bathed frequently without proper drying are especially vulnerable, since residual moisture in the canal after swimming or bathing is one of the best-established environmental triggers for otitis externa across the veterinary literature. Older dogs and those with an existing allergic or endocrine predisposition tend to be affected more severely once the season's humidity adds an extra strain.

Recognising the Signs Early

- ❖ Frequent head shaking or tilting, and pawing or rubbing at one or both ears
- ❖ A noticeable odour from the ear, often described as sour or yeasty
- ❖ Redness, swelling, or heat in the ear canal and inner pinna
- ❖ Dark brown, yellow, or waxy discharge, sometimes with visible debris
- ❖ Sensitivity or pain when the ear or the base of the ear is touched

Home Care vs. Veterinary Treatment

Not every itchy ear needs an immediate clinic visit, but the line between sensible home care and a genuine medical emergency is one pet owners frequently misjudge, and getting it wrong in either direction has consequences.

What home care can reasonably do: In an otherwise healthy ear with no signs of active infection, gentle preventive maintenance is appropriate and useful. This includes drying the ears thoroughly with a soft towel after every walk in the rain or every bath, using a vet-approved ear cleanser to flush out excess wax and moisture roughly once every one to two weeks, and, for breeds with heavy ear hair, keeping the hair around the canal opening trimmed to improve ventilation. Routine post-treatment maintenance cleaning every one to two weeks is also recommended once an active infection has been resolved, to reduce the chance of recurrence. However, home cleaning is a preventive and maintenance measure, not a treatment for an ear that is already infected, inflamed, or painful.

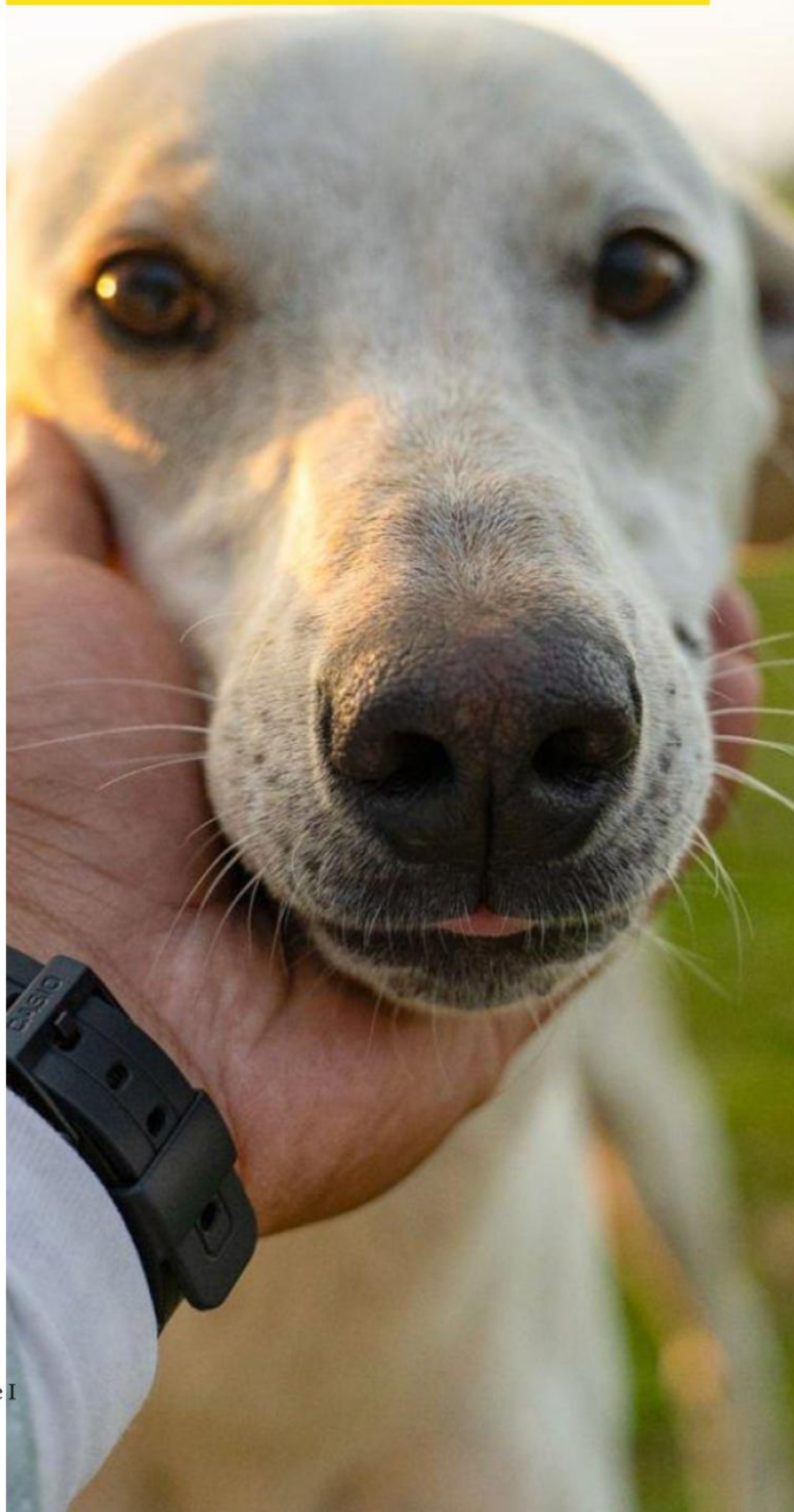
Where home care reaches its limit: Once an ear is actively infected, treatment needs professional diagnosis rather than guesswork. Effective management depends on identifying and cytologically confirming whether the problem is bacterial, yeast-driven, or mixed, since studies show that combined bacterial-and-yeast infections make up a substantial share of clinical otitis cases, and a product aimed at only one type of organism will leave the other to flourish. Using leftover human ear drops, cotton buds pushed into the canal, or diluted household antiseptics not formulated for the ear can worsen inflammation, damage the canal lining, or mask symptoms while the underlying infection progresses. Veterinary examination with an otoscope is also the only reliable way to confirm that the eardrum is intact before any liquid is instilled into the canal, since flushing a ruptured eardrum can cause serious, sometimes permanent, complications.

A veterinary visit is warranted, not optional, when there is visible swelling or heat in the canal, a foul odour, thick discharge, obvious pain on touching the ear, any head tilt or loss of balance, or when signs persist beyond two to three days of basic hygiene care. Left untreated, otitis externa tends to worsen rather than resolve on its own, and chronic or repeated infections can permanently thicken and narrow the ear canal, in some cases leading to a ruptured eardrum, hearing loss, or the need for surgical intervention. Veterinary treatment protocols typically combine a thorough ear cleaning to remove debris (since debris left in the canal blocks medication from reaching infected tissue), a topical medication matched to the cytology findings — commonly a combination of an antibiotic, an antifungal, and an anti-inflammatory — and, in more severe or recurrent cases, oral medication and repeat check-ups every two to four weeks until the infection is confirmed clear rather than simply looking better.

A Practical Monsoon Checklist for Pet Owners

- 🐾 Towel-dry ears after every rain exposure, walk, or bath — do not let them air-dry on their own
- 🐾 Check ears twice a week during the monsoon for odour, redness, or discharge
- 🐾 Keep ear hair trimmed in breeds prone to hairy or narrow canals
- 🐾 Use a vet-recommended cleanser rather than home remedies, cotton buds, or human products
- 🐾 See a veterinarian promptly if scratching, odour, or discharge appears — early treatment is faster, cheaper, and far less distressing for the dog than a chronic case

Monsoon-associated ear infections are largely preventable with a little consistency, but they are also easy to underestimate. The most useful thing a pet owner can do this season is simple vigilance: dry the ears, watch for the early signs, and treat a head shake that persists beyond a day or two as a reason to call the vet rather than reach for whatever is in the bathroom cabinet...



Rain, Mud & Mats: A Complete Monsoon Grooming Guide for Dogs & Cats

Every splash on a monsoon walk brings your pet home with more than wet paws. Here is what the season really does to skin, coat, ears and paws — and the routine that keeps it from turning into a vet visit.



Ask any Indian pet parent what monsoon means for their dog or cat, and the answer usually starts with a sigh: muddy paw prints across the floor, a coat that never seems to fully dry, and an unmistakable “wet dog” smell that lingers in the house for days. It is easy to treat this as a seasonal inconvenience. It is actually a physiological one. For roughly three to four months a year, large parts of India sit at relative humidity well above 80 percent, and a pet's skin and coat are simply not built to cope with that much sustained moisture. Grooming during the monsoon is not about vanity or coat aesthetics — it is a frontline preventive health measure, and understanding why each step matters makes it far easier to stick to.

Why Monsoon Grooming Is Different

A healthy coat and skin barrier depend on a fairly narrow, stable microclimate: not too dry, not too damp. Monsoon disrupts that balance in almost every way at once. Rainwater and mud coat the fur and paws on every outdoor trip. Ambient humidity means a coat that would dry within the hour in winter can stay damp against the skin for most of the day, especially in double-coated and long-haired breeds whose dense undercoat holds moisture close to the skin long after the outer layer looks dry.

This prolonged dampness creates exactly the conditions that bacteria and fungi need to multiply — warm, dark, moist pockets under the legs, in skin folds, between the toes and inside the ears. Left unaddressed, this shows up as matted fur that traps moisture even further, irritated or inflamed skin, fungal overgrowth such as ringworm or *Malassezia* yeast dermatitis, a persistent musty odour, paw pad problems, and a sharp seasonal rise in ear infections. Monsoon is also peak season for fleas and ticks, which thrive in humid outdoor conditions and stagnant puddles. None of these problems are inevitable — they are, for the most part, the predictable result of moisture that was not dried off in time.

The After-the-Rain Routine

The single most protective habit you can build this season is a short, consistent routine every time your pet comes in from a walk, a garden break, or the rain — not just when they are visibly soaked. This takes under ten minutes and does more to prevent infections than any product on the market.

Step by step:

- ❁ Rinse muddy paws with plain water at the door before your pet walks further into the house, to remove mud, road grime, and any standing-water contaminants.
- ❁ Dry the coat thoroughly with an absorbent microfibre towel, working against the direction of the fur to reach the undercoat, not just the surface.
- ❁ Check between the toes and paw pads for trapped mud, small stones, or early redness — this is one of the most commonly missed spots.
- ❁ If the ears got wet, dry the outer ear gently and use a vet-approved ear cleanser if your dog is prone to ear trouble; do not attempt to dry deep inside the canal with a cotton bud.
- ❁ Run a hand along the belly, inner legs, and armpits, where damp fur sits against skin folds and is easy to overlook.
- ❁ Once the coat is completely dry, brush it out — brushing wet fur can cause more tangling and skin friction, not less.

Monsoon Grooming Tip

- ❁ A pet-safe hair dryer on the lowest heat setting, held at a distance, speeds up drying for long-haired and double-coated breeds without the risk of heat irritation — far more reliable than letting a damp coat air-dry on its own.

Managing Wet & Matted Fur

Damp fur left to its own devices does not just look untidy — it mats. Mats form when wet or dirty hair tangles into dense clumps close to the skin, and once formed they trap moisture underneath, block airflow, and can pull painfully on the skin with every movement. Long-haired and double-coated breeds — Golden Retrievers, Spitz, Persian and Himalayan cats, among others — are especially prone during monsoon because their undercoat holds water the longest.

Gentle, regular brushing on a dry coat is the best prevention: a slicker brush or wide-tooth comb worked in sections, checking especially behind the ears, under the legs, and around the tail base where mats form first. Never bathe over a matted coat, as water and shampoo make the tangle worse rather than looser. Small mats can often be worked out by hand with a detangling spray and patience; larger, tight mats close to the skin are safer left to a professional groomer, since attempting to cut them out at home risks nicking the skin underneath, which is often closer to the surface than it appears.

Paw Care During Monsoon

Paws take the most direct hit every monsoon walk — mud, standing water, and debris collect between the toes, and the pads themselves can soften, crack, or become irritated with prolonged wetness. Dogs that lick their paws excessively after walks are often signalling early discomfort rather than simply cleaning up.

- ❁ Rinse and pat paws dry after every outing, spreading the toes gently to check for trapped debris.
- ❁ Trim excess hair between the toes in breeds with hairy feet, since matted toe-hair holds moisture directly against the pad.

- A light, vet-approved paw balm can help protect cracked or dry pads, applied after the paws are clean and dry.
- Watch for redness, swelling, discharge, limping, or persistent licking of one paw — these warrant a veterinary check rather than home treatment, as they can indicate an early infection, an embedded thorn or splinter, or an interdigital cyst.

Bathing During the Rainy Season

A common instinct is to bathe pets more often during monsoon to keep them clean — but this usually backfires. Frequent bathing strips the coat's natural protective oils, weakening the very skin barrier that is already under seasonal stress; once every two to three weeks is generally sufficient for a healthy coat, adjusted to your individual pet's needs and your veterinarian's advice.

When you do bathe, use a mild, pH-balanced pet-specific shampoo — never a human shampoo, since human skin and pet skin sit at different pH levels, and human products can dry out or irritate a pet's coat. If your veterinarian has identified a fungal or bacterial skin tendency, they may prescribe a medicated shampoo containing ingredients such as chlorhexidine or ketoconazole; these should only be used under veterinary direction, at the frequency and duration advised, and not as a general-purpose monsoon shampoo. Whatever product you use, thorough drying afterward matters as much as the bath itself — a pet toweled off but left slightly damp at the skin is, ironically, worse off than one who skipped the bath.

Ear Care

Ears deserve their own attention this season. The ear canal is naturally warm and enclosed, and monsoon humidity, combined with water entering during walks or baths, creates ideal conditions for yeast and bacteria to multiply — which is why ear infections rise sharply in Indian dogs through the rainy months, particularly in floppy-eared breeds where airflow is already restricted.

Safe ear care means using a vet-approved ear cleanser, applied as directed — typically a few drops massaged gently at the base of the ear, followed by letting your dog shake to loosen debris, then wiping only the visible outer ear with a soft cloth or cotton pad. Cotton buds and any object inserted into the ear canal itself should be avoided entirely, since they risk pushing debris deeper or injuring the canal lining. A persistent odour, dark discharge, head shaking, or scratching at the ears is a sign to see a veterinarian rather than to clean more aggressively at home.



Flea & Tick Control

Humid outdoor conditions and standing water make monsoon peak season for fleas and ticks, and parasite prevention should not be paused just because the weather has cooled from summer. Run a fine-toothed flea comb through the coat regularly, particularly around the neck, tail base, and ears, and keep to whatever preventive schedule — spot-on treatment, oral preventive, or collar — your veterinarian has recommended for the season. Ticks are also linked to serious tick-borne illness in dogs, which makes consistent prevention worth the small routine effort.

Grooming Tools for Monsoon

A well-stocked monsoon grooming kit makes the daily routine faster and far more likely to actually happen:

- 🐾 Absorbent microfibre towels (kept ready near the door)
- 🐾 A mild, pet-safe shampoo, plus a vet-prescribed medicated shampoo if advised
- 🐾 A brush or comb suited to your pet's coat type
- 🐾 Paw-cleaning supplies — a shallow rinse cup or paw-cleaning cup, and soft towels
- 🐾 A veterinarian-recommended ear-cleaning solution
- 🐾 Nail clippers, since damp claws trim more easily and monsoon-shortened walks can mean less natural wear
- 🐾 Grooming or hygiene wipes for quick touch-ups between full routines
- 🐾 A pet-safe dryer on a low-heat setting

Home Hygiene

Grooming does not stop at the pet. Bedding, towels, collars, harnesses, and grooming tools that stay damp are a second source of the same bacterial and fungal growth you are trying to prevent on your pet's skin. Wash and completely dry pet bedding more frequently through the season, keep a rotation of towels so a dry one is always on hand, and wipe down collars and harnesses that get rained on before they go back on your pet. A damp corner or bed that never fully dries out can undo an otherwise careful grooming routine.

Special Considerations

- 🐾 Long-haired dogs and cats need more frequent brushing through monsoon to prevent matting before it starts.
- 🐾 Double-coated breeds should never be shaved down for the season — the coat regulates temperature and protects skin; regular deep brushing to remove damp undercoat is the better approach.



- 🐾 Puppies and kittens have more delicate, developing skin and immune systems, and should be monitored closely for any rash, hair loss, or discomfort, with prompt veterinary input if anything appears.
- 🐾 Senior pets may groom themselves less effectively and can be slower to notice or communicate discomfort, so a more hands-on check of paws, skin and ears helps catch problems early.
- 🐾 Pets with known allergies or recurring skin issues often flare during monsoon and may need a grooming and product plan set specifically by their veterinarian, rather than the general routine.

When to See the Veterinarian

Good grooming prevents most monsoon skin and ear problems, but it is not a substitute for veterinary care once a problem has actually started. See a veterinarian if you notice:

- 🐾 Persistent itching or scratching that home care does not resolve within a day or two
- 🐾 Red, inflamed, or visibly irritated skin
- 🐾 Unexplained hair loss or bald patches
- 🐾 A strong or unusual odour from the skin, ears, or coat
- 🐾 Recurrent ear scratching or head shaking
- 🐾 Visible skin lesions, sores, or hot spots
- 🐾 Pus, discharge, or crusting anywhere on the skin or ears
- 🐾 Excessive licking of paws or any single limb
- 🐾 Pain, swelling, or reluctance to walk

None of these signs are cause for panic — most monsoon skin and ear issues respond well to timely treatment. The goal of this guide is simply to catch them early, at the itch-and-sniff stage, long before they become a chronic, harder-to-treat condition...

Save or screenshot this for quick reference:

- Towel-dry your pet after every walk, garden break, or rain exposure — not just the obviously soaked ones
- Check and clean paws, between the toes, and skin folds daily
- Brush only once the coat is fully dry
- Bathe every 2–3 weeks with a mild, pet-safe shampoo; dry thoroughly afterward
- Use a vet-approved ear cleanser roughly every 7–10 days; never insert cotton buds into the canal
- Comb for fleas and ticks regularly and keep preventive treatment on schedule
- Keep bedding, towels, collars, and harnesses clean and completely dry
- Trim hair between toes and around ears to improve airflow
- Watch for redness, odour, discharge, or excessive licking — and act early

See a veterinarian promptly if any warning sign persists beyond a day or two



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