

SUCCESS STORIES OF STARTUPS

Under DST NIDHI TBI Scheme-SHITIJ

Treatsoul Pharmaceuticals Pvt Ltd

Founder/s: Dr. Mayur Chaudhary

Focus Area: Agriculture Allied Sectors

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Location: Jagana, Palanpur, Gujarat

Year of Startup Incorporation: 2023

Treatsoul

Treatsoul Pharmaceuticals Pvt Ltd addresses critical issues in dairy farming caused by malnutrition and micro mineral deficiencies, which can cost farmers up to ₹10,000 monthly and contribute to 70% of reproductive issues in cattle. These deficiencies are a major reason for stray or abandoned cattle, posing a significant concern. To combat this, Treatsoul developed Reprobost, a unique animal feed supplement designed to minimize farmer losses. Reprobost stands out for its exceptional solubility, ensuring optimal absorption and stomach resilience. Its advanced formulation offers aqueous solubility for better nutrient uptake, stable pH levels (2.0 to 7.4) for stomach survivability, and improved metabolic availability to enhance cattle performance. By improving cattle health, boosting reproduction success rates, and reducing farmer losses, Reprobost positively impacts income levels and livestock well-being. Additionally, by promoting healthier cattle, Reprobost contributes to a reduction in greenhouse gas emissions, driving both economic and environmental benefits.



Number of products in market
1

Number of employment Generated
12

*
100+ Farmers

Revenue Generated
1.5 Lakh

* as provided by the startup [Data Year 2023-2024]