



POWERFUL

# ENDURA MASS

## ULTIMATE RECIPE

Endura Mass has paved a way by blending modern science with the goodness of Indian knowledge treasure trove. With best ingredients and superior manufacturing techniques, today Endura Mass has become the perfect recipe for gaining ideal weight.

Medinn Belle Herbal Care Private Limited, is a brainchild of Mr. D.K. Singhal who had the foresight to predict a boom in the health and fitness industry in India in early 90's. While being closely

associated with his family business in pharma and health sector, he gained hands-on experience, acquiring in-depth knowledge on the subject matter and realised that when it comes to health supplements, Indian end-users did not have many options. In a bid to end this gap, together with Dr. Simmi Dutta – Research Scholar from Moolchand Hospital – and Dr. Kaushal – experienced in Formulation of Ayurvedic Medicine and Wellness domain – he founded Medinn Belle Herbal Care Pvt. Limited.

In 1996, 'Raahat' was the first of the series of products that rolled out of the company's production unit. True to its name, the product, a laxative, produced after six months of intense research, provided relief and got an instant consumer base for 'Raahat' as well as the company Medinn Belle.

## BEGINNING OF THE LEGACY – ENDURA

Endurance and perseverance are the two main elements of Medinn Belle's philosophy and it strongly preaches that 'Endurance' is deterministic to the distance a person can actually travel in



life's journey, thus, leading to the origin of the word 'Endura' in the company's product catalogue. Identifying gym beginners and trained bodybuilders as its potential target consumers, the company next introduced Endura Mass to the Indian market in 2001. A unique blend of science and Ayurveda with Ashwagandha and Shatavaar as the key ingredients, the product is 100% vegetarian with bountiful of nutrients in the form of soy proteins, carbohydrates, fats, minerals and vitamins.

Endura Mass is a one-of-its-kind health product that boasts of quality ingredients for gaining and maintaining healthy weight & has established itself as the largest selling weight gainer, within 5 years of its launch. The product boosted the company's growth & helped it to reach international markets like Dubai, Nepal, Sri Lanka, Bangladesh, etc.



**Endura<sup>®</sup>  
MASS**



Belle conducts regular interactions with Solae's team of experts for knowledge sharing and its practical implementation.

### **UNMATCHED QUALITY WITH INTERNATIONAL TOUCH**

Medinn Belle Herbal Care Private Limited is GMP certified and ISO 9001:2008 & ISO 22000:2005 (HACCP) certified, a clear testament that the company adopts stringent quality control norms when it comes to checking each & every ingredient that forms a part of the end product.

Quality checks are performed by competent in-house pharmacists of the company. Key ingredients are sourced from Solae LLC, USA, world leader in innovative soy-based technology, with strong client base spread over 80 countries and expertise of more than half a century in the field. Medinn

### **CREATING THE UNBEATABLE PRODUCT RANGE**

With Endura becoming a household name in India, the company capitalized on the pronounced receptivity of the consumers and came up with an entire range of Endura health supplements catering to men, women, children and sportspersons of all ages. Endura Kidkilos, tailor-made for growing kids to gain weight in the right manner, Endura Ultra Whey Pro, Endura First, Endura Enzest, Endura E-Pro Blast, Endura Creatine, Endura Force, Endura Mega Lean Mass Gainer 4000, Endura Combato Champ, Endura Double Gain, Endura Carbo Fuel, Endura Hii Energy are among other nutrition and health products from Medinn Belle.

### **QUANTUM LEAPS**

- Sponsorship of Delhi Para Olympics
- Extending support to bodybuilders hailing from economically weaker sections of the society by way of finances, equipment and food supplements