

## INDUSTRY

# BASF partners Indian firms for feed supplies



SPECIAL CORRESPONDENT

MUMBAI, NOVEMBER 16, 2017 22:11 IST

UPDATED: NOVEMBER 16, 2017 22:24 IST



## To provide choline chloride, glycinates

Germany-based chemicals company BASF SE, through its subsidiary BASF South East Asia Pte Ltd., has entered into a strategic partnership with Vital Therapeutics Pvt. Ltd., a manufacturer of vitamin premixes and veterinary formulations in India, to bring a new product for the feed industry in India and the rest of South Asia.

Both companies will provide a range of choline chloride powder formulations to

address specific market needs, BASF said in a statement. "This partnership has opened up a new market segment for choline chloride powder formulations, while offering the premium product to customers at competitive price levels," said Venugopal Setty, MD, Vital Therapeutics Pvt. Ltd.