**Petzo India (P) Ltd.**

**Information Pool**

1. **Petzo Nourish Box (Food)**

**USP:**

Personalized Food, Complete Nutrition Analysis, Easy Subscription, No Artificial Flavours And Preservatives (Only Natural Preservatives), No By-Products, Premium Priced (Premium Designing And Packaging To Be Done), Recovery Diets, Disease Specific Diets/Food, Gluten And Grain Free, No Msg, Per Meal Serving, Authorized Vet Backed Physiology, 24x7 Vet Support, Happiness Guarantee (Cancel, Pause Or Delay/ Replacement Or Refund Without Any Questions), Natural Ingredients, Free Home Delivery, Healthy & Balanced Nutrition.

**Focus:**

1. Let Food Be Thy Medicine (Preventive Care Through The Help Of Balanced & Personalized Nutrition In The Food/ Nutraceuticals )
2. Ease Of Buying Process – No More Hurdles To Go To Store And Buy Food Every Time
3. Ease Of Chosing The Right Food – No More Hurdles In Thinking About The Right Food For Your Pet & Pet Parents Also Gets The Exact Feeding Amount Which Was Earlier Not Known To Them
4. Subscription Solving The Problem Of Running Of Of The Food For Your Pet
5. Nutrition In Food Automatically Changes As Per The Change In Age (Eg: Adult To Senior, OR Puppy To Adult)
6. **Petzo Supplements:**

**Usp:**

Natural & Safe, Unique Products, Enhanced Long Term Health, Preventive Care, Research Backed & Vet Formulated, No Artificial Flavours And Preservatives, Secured Patentable Formulations (Ip Based Products), Health/Life Support Products.

**Focus:**

1. Preventive Care
2. No Side Effects
3. Easy To Use & Easily Acceptable
4. Life Specific Imbalance (Nutrition Support)
5. Health Specific Imbalance (Nutrition Support)
6. Genetic Specific Imbalance (Nutrition Support)
7. Nutrition Imbalance
8. Towards Herbal
9. Tapping The Untapped Market
10. Advanced Future Research Based Products.
11. **Petzo labs**

**Focus:**

1. Advisory
2. Research
3. Consultation
4. Strategy Animal Husbandry & Dairy Products.
5. Digital & Design
6. Analytics
7. Software Solutions