

November 2016

Mr Andres Ortiz Garcia Vao from Novation visits India

Mr Andres Ortiz Garcia Vao, President, Novation-Spain, visited India in November 2016 to take stock of the vast potential the Indian market presents to the feed additive segment.

Novation - Spain launched their flagship enteric bio-regulator product, Butirex C4, in the Indian sub-continent in the beginning of this year in collaboration with Avitech Nutrition and is seeing a gradual increase in its market share ever since.



Below is an excerpt from his interview while he was visiting Avitech's head office in Gurgaon.

1. Please give us an insight into how Novation came into being and what are the guiding principles of the company?

In the year 1995, a group of professionals with extensive experience in the field of animal nutrition started a premixes and technical services company called Nutega located in Spain. Their aim was to offer personalized services that cater to the needs of the agricultural sector by developing and providing a range of products and services dedicated to optimising livestock production.

In the year 2002, Nutega decided to foray into the feed additives space. Thus came into being Novation, new action in nutrition, which is headquartered in Madrid, Spain.

The needs of their clients are at the core of Novation's corporate culture. We believe in constantly innovating keeping in mind the needs of our future generations, animal welfare, environment and the health of livestock and poultry.

Today, products from Novation are present in over 40 countries including India, Bangladesh and Nepal where it is represented by Avitech Nutrition Pvt Ltd.

2. How do you perceive India as the market for your products and what all products are you targeting here?

India is a very promising market for us. For us it presents a vast potential due to the sheer size of its poultry farming sector.

November 2016

We have started with ButirexC4, our flagship product in the gut bio-regulator space here. For marketing and distributing Butirex in India, we have found our perfect partner in Avitech Nutrition Pvt Ltd. Butirex is finding wide acceptance in India because of the technology of the product backed with the expert marketing and market knowledge possessed by Avitech.

3. How are Novation's products different from the rest?

All our products are well researched and technology driven. While making our products, we adopt an outside-in approach wherein we listen to the requirement of the customers. We produce technically strong products not easily copied or replicated by others, thus maintaining our competitive advantage.

4. What are your future plans for the India market?

Once we establish our brand here and people associate us with quality, we will look at expanding our base in the country by introducing products in the ruminant segment.

We are happy with the acceptance of Butirex in the Indian context and now know that Indians appreciate quality products that are technically strong.

Going forward, we see our partnership with Avitech getting stronger and we will be looking to add more products from Novation's portfolio.



For further information, please contact:
marketing@avitechnutrition.com