
SaiSure

**LEAVING
NO CHILD
BEHIND**

HEALTHY **CHILD** HEALTHY **NATION**

SaiSure
FOR PREGNANT WOMEN

SaiSure
FOR TODDLERS

SaiSure
FOR CHILDREN

INDIA

achieves reduction in
Maternal Mortality Rate - WHO

INDIA

is housing about **50%** of
undernourished
children of the world

97 million
children are
underweight

Under-nutrition
results in **50%** of
deaths in children
under five years

INDIA
has **< 30%**
access to quality
Health Care &
Balanced Diet

51% of women
and adolescent
girls are **Anaemic**

70% children
are **Iron Deficient**

INDIA
is amongst the
top five countries
in absolute numbers of
**Maternal &
Child deaths**



WHAT IS SAISURE?

SaiSure is an unique and much needed multi nutrient supplement programme for pregnant women, toddlers and children offered **totally free of cost**. The composition is conceived keeping the demands of vital nutrients for normal progeny and potential future adult healthy life. The distinct formulas are developed with highest medical standards and safety as the priority, with scientific inputs from a panel of specialist doctors, nutritionists and experts in public health. The formulations have macro and micro nutrients essential for the growth, development and healthy life.

Launched through the Annapoorna Breakfast Programme and Divine

Mother and Child Health Programme in Government Schools and Primary Health care Centres, SaiSure has seen very encouraging results in terms of ease of use, scalability and most importantly, in terms of improved health parameters of the recipients. That it effortlessly complements the various national nutrition programmes that address the undernutrition in children, adolescents, pregnant and lactating women in rural India only adds to its strength.

SaiSure's vision is to ensure that no mother and no child ever suffers from lack of access to good quality nutritional supplements.

SAISURE FOR PREGNANT WOMEN

- ❖ Malt based vanilla flavoured, ready to drink product (with milk powder) for expecting and mothers
- ❖ Blended with required Macro and Micronutrients including DHA (omega-3 fatty acid, docosahexaenoic acid) essential for healthy pregnancy, foetal growth and development.
- ❖ SaiSure - for Pregnant women will be launched across India through Divine Mother and Child Health Programme with an intention to cover more than 100,000 expecting mothers.



SAISURE FOR TODDLERS

- ❖ Malt based product for toddlers in the age group of 6 months- 3 years.
- ❖ SaiSure - for toddlers will come in Rice with Milk flavour
- ❖ Blended with the vital nutrients to ensure optimal growth.
- ❖ SaiSure - for toddlers will be made available at Primary Health Care Centres and Anganwadis across the country through Divine Mother and Child Health Programme.



SAISURE FOR CHILDREN

- ❖ Malt based composition for children and adolescents in the age group of 3-16 years
- ❖ Designed to meet 50% of the recommended daily allowance (RDA) of most of the Micro Nutrients.
- ❖ SaiSure - for Children comes in two flavours - Almond and Chocolate
- ❖ Integrated with Government of Karnataka's Ksheera Bhagya Programme (serving milk to 10 Million government school children)
- ❖ SaiSure - for Children to be launched in 4 districts of Karnataka - Chikkaballapur, Gulbarga, Ramanager and Tumkur covering more than 500,000 children.



FLAVOURFUL AS WELL AS HEALTHFUL

SIMPLE



SCIENTIFIC



SCALABLE



COMPLEMENTS
NATIONAL
NUTRITION
PROGRAMMES



NUTRITIONAL INFO

| Nutrients | SaiSure For Pregnant Women (per 10g) | % RDA | SaiSure For Children (per 10g) | % RDA |
|---|--------------------------------------|---------------|--------------------------------|---------------|
| Total Energy (kcal) | 40.00 | 2.00 | 40.00 | 2.00 |
| Energy From Fat (kcal) | 2.20 | | 2.20 | 0.00 |
| Protein (g) | 2.00 | 5.00 | 2.00 | 5.00 |
| Total Fat (g) / Unsaturated Fat (g) | 0.25 / 0.19 | 0.00 | 0.25 / 0.21 | 0.50 / 0.00 |
| Saturated Fat (g) / Trans Fat (g) | 0.04 / 0.00 | | 0.03 / 0.00 | 0.00 / 0.00 |
| Cholesterol (mg) | 20.00 | | 0.00 | 0.00 |
| Total Carbohydrate (g) / Dietary Fibre (g) | 7.50 / 2.00 | 3.00 / 8.00 | 7.50 / 1.00 | 3.00 / 4.00 |
| Sugar (g) | 0.00 | | 0.00 | 0.00 |
| Fat Soluble Vitamins | | | | |
| Vitamin A (Retinol) mcg | 400.00 | 50.00 | 300.00 | 50.00 |
| Vitamin D (Calciferol) mcg / Vitamin E (Tocopherol) mg | 2.50 / 2.30 | 25.00 / 25.00 | 2.50 / 3.50 | 25.00 / 50.00 |
| Vitamin K2 (mcg) | 20.00 | 36.00 | 17.00 | 31.00 |
| B-Complex Vitamins | | | | |
| Vitamin B1 (Thiamine HCL) mg | 0.30 | 18.00 | 0.70 | 50.00 |
| Vitamin B2 (Riboflavin) mg | 0.80 | 15.00 | 0.80 | 50.00 |
| Vitamin B3 (Niacinamide) mg | 4.00 | 20.00 | 8.00 | 50.00 |
| Vitamin B5 (Pantothenic Acid) / Vitamin B6 Pyridoxine HCL) mg | 1.00 / 0.50 | 20.00 / 20.00 | 1.50 / 1.00 | 50.00 / 50.00 |
| Vitamin B7 (Biotin) mg | 3.00 | 10.00 | | |
| Vitamin B9 (Folic Acid) mcg | 300.00 | 60.00 | 115.00 | 75.00 |
| Vitamin B12 (Me-Cobalamine) mcg | 0.75 | 62.00 | 0.50 | 50.00 |
| Other Water Soluble Vitamins | | | | |
| Vitamin C (Ascorbic Acid) mg | 40.00 | 68.00 | 20.00 | 50.00 |
| Minerals | | | | |
| Calcium (mg) / Phosphorous (mg) | 450.00 / 250.00 | 37.00 / 21.00 | 200.00 / 125.00 | 25.00 / 25.00 |
| Iron (mg) / Magnesium (mg) | 24.00 / 34.00 | 68.00 / 11.00 | 23.00 / 100.00 | 75.00 / 50.00 |
| Zinc (mg) | 4.80 | 40.00 | 5.50 | 50.00 |
| Copper (mcg) | 0.30 | 21.00 | 110.00 | 25.00 |
| Iodine (mcg) | 112.00 | 56.00 | | |
| Selenium (mcg) / DHA (mcg) | 15.00 / 100.00 | 37.00 / *** | 15.00 | 50.00 |



IN COLLABORATION WITH



annapoorṇā
ANNAATH PURUSHAHA
BREAKFAST SEVA BY
SRI SATHYA SAI ANNAPOORNA TRUST



DIVINE MOTHER & CHILD HEALTH PROGRAM