

# NEWS BULLETIN

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FOR FURTHER INFORMATION:

Colleen E. May  
Public Relations  
Graminex L.L.C.  
2-300 County Road C  
Deshler, Ohio 43516  
(419) 278-1023

or

Sandeep Jha  
CEO & Managing Director  
Generix Lifesciences Pvt., Ltd.  
903, Tower – A1, Ansal Corporate Park,  
Plot No 7A/1, Noida Expressway,  
Behind Advant Building, Sector 142,  
NOIDA – 201301, INDIA

## **GRAMINEX® L.L.C. partner GenLife® awarded title of “70 Most Inspiring Power Brand Rising Star”**

Saginaw, Michigan. September 27, 2017 – Graminex® LLC, producer of Graminex® Flower Pollen Extracts™, is pleased to announce the recognition of its partner, GenLife®, with the title of “70 Most Inspiring Power Brand Rising Star”. The award ceremony took place during the launch of Power Brands Indian Superpower Edition 2017-18 in Mumbai.

This year’s theme, Celebrating 70 Years of Indian Independence, saw the likes of iconic Global Power Brands among other guests of honor from various fields such as government, corporate and entertainment attending the occasion. A daylong mélange witnessed the salutation of Indian brands, inspirational leaders and the next generation entrepreneurs who have shaped and continue to shape the contours of branding across the globe. Speaking on the sidelines of the event Prof. Arindam Chaudhuri, Founder Planman Media said, “GenLife® has been making its mark felt all over the nation and it totally deserves the title of 70 Most Inspiring Power Brand Rising Star for its great brand.”

Mr. Sandeep Jha, CEO of GenLife® said that “selection for this award is an inspiration to reset GenLife’s goals and targets significantly upwards in line with the additional responsibility this honor has bestowed upon brand GenLife®.” Mr. Sandeep Jha further added that “We are excited and energized for achieving the next phase of GenLife’s growth.” Mr. Vinod Nair, Director of GenLife® expressed his excitement on being part of such a glamorous event, rubbing shoulders with some of the best known celebrity brands of India. He said that “this is a great thrust in the growth life-cycle of brand GenLife® and has provided us with global recognition.”

GenLife® currently offers a variety of Graminex’s private label product in India, all containing Graminex® Flower Pollen Extract, including Reguflo™, Menoquil™, Utiremede™, énlighÉN™, epiregÉN™, épivitalÉ™ and éyélixir™. Graminex looks forward to working with

GenLife® to support the goals of continual growth of their brand and products.

### **About Graminex® LLC**

Graminex® LLC is the leading producer of natural and solvent free Graminex® Flower Pollen Extract™. Graminex® directly owns and manages more than 8,500 acres of farmland in Northwest Ohio. Graminex's® active raw ingredients are grown and processed for use in the dietary supplement, pharmaceutical, food and skin care industries. Graminex® markets clinically supported Flower Pollen Extracts, focusing on prostate care, urinary care, menopausal support, and skin care. Partnered with its distributors, retailers and manufacturers, Graminex® products are sold in more than 44 countries on six continents.

For further information please contact Graminex® LLC Public Relations, Colleen E. May at (419) 278-1023 or by e-mail at [info@graminex.com](mailto:info@graminex.com). You may also visit [www.graminex.com](http://www.graminex.com).