D-ALIVE is First Indian Diabetic Food Brand to Receive USDA Organic Certification

USDA (United States Department of Agriculture), Premier International Organisation CertifiesD-ALIVE as an Indian Organic Brand, a first in the Growing Domestic Diabetes Food Market

D-ALIVE has become the first Indian Diabetic Food Brand to receive a USDA Organic Certification. The Brand caters to the growing Diabetes market in India pegged to grow from $ 567 million in 2017 to $ 1.1 billion by 2023. The certification officially confirms D-Alive to be a brand that uses only natural ingredients, zero preservatives, non-GMO or artificial sweeteners. The Brand's in house controlled and monitored production facility in Mumbai is testimony to the focus on quality and research.

USDA is a premier international certifying authority and a significant stakeholder in the growing organic food market in India and around the world.

Says Sarrah Kapasi, CEO, D-Alive Foods, "**Diabetes can be controlled and Type 2 Diabetes can be reversed in many cases based on the food intake without compromising on taste and organic food is emerging as the silver bullet in the crusade against the dreaded lifestyle disease. Our products are not only organic, it is devoid of added sugars and gluten, which makes it stand out in the market"**

Sarrah's tryst with the Diabetes began at an early age with her father, a type 1 diabetic for 25 years and the brands first consumer was able to control his ailment from a point of no return based on the food intake. Today along with her father, M.N Kapasi and childhood friend Alfiya Attarwala, Sarrah Kapasi has taken D-ALIVE to the top of the organic selves in the nascent but growing diabetic food market.

D-ALIVE was incorporated in 2017 and has been growing at 300 percent since inception. The brand has a range of products including sauces, nut butters, turmeric lattes, drink premixes, snacks, sweet bites, desserts and glucose gels among others. The Brand is available with leading retail chains and online shopping sites.

Sarrah Kapasi, Founder and CEO at D-Alive Health Pvt. Ltd.

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growing diabetic food market. Says Sarrah, “After 2 entire years of research and development and a lot of obstacles, D-Alive was able to create breakthrough products that combined all health prerequisites and satisfied all foodie cravings to create an unparalleled healthy and yummy experience! ”