



**MAXWELL ANIMAL HEALTH**

INSPIRE | INNOVATE | ILLUSTRATE

(GMP+, ISO - 22000:2018 & 9001:2015)



# **Anti Microbial Resistance (AMR) is past now!**



## **DIGESTION & ABSORPTION**

- Nutritional Status
- Absorption of nutrient
- Fecal consistency (score)
- GUT Mucosa
- GUT Microbiome

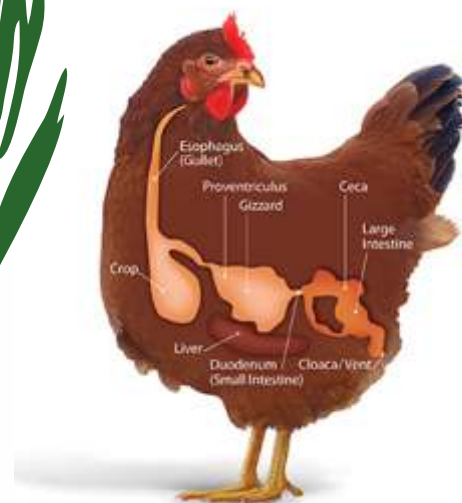
## **IMMUNITY**

- GI Barrier Function
- No bacterial translocation
- Immune Cell Activity
- Mucus Production
- IgA level

## **Introducing Natural Growth Promoter**

**Managing gut health made easy!**

# Gut Health Management Solutions & Risk Associated with AGPs



Biosecurity

Vaccines

AGPs  
Antibiotics -  
Sub-therapeutic  
Level

Others -  
Non Conventions/  
Innovation

## Benefits of AGPs

Inhibit endemic  
subclinical infection

Enhance the  
uptake and use  
of nutrients

Reduce the  
growth depressing  
metabolite

Reduce microbial  
use of nutrients

## Risk Associated with AGPs

» Antimicrobial Resistance (AMR)

» Meat Residue

» Compromise Human Health

Introducing...

# GroMax<sup>+</sup>Plus

Natural Growth Promoter

Powder

### Safe

Advanced  
Phytogenic &  
Essential Oil  
Blend for Growth  
Promotion

### Innovation

Breakthrough  
four module action  
with Microshell  
Technology

### Breakthrough Performance

Better ROI &  
Performance

### Compatible

Vitamin &  
Mineral  
Premix

### Thermostable

with stand  
pelleting  
temperature

### Easy

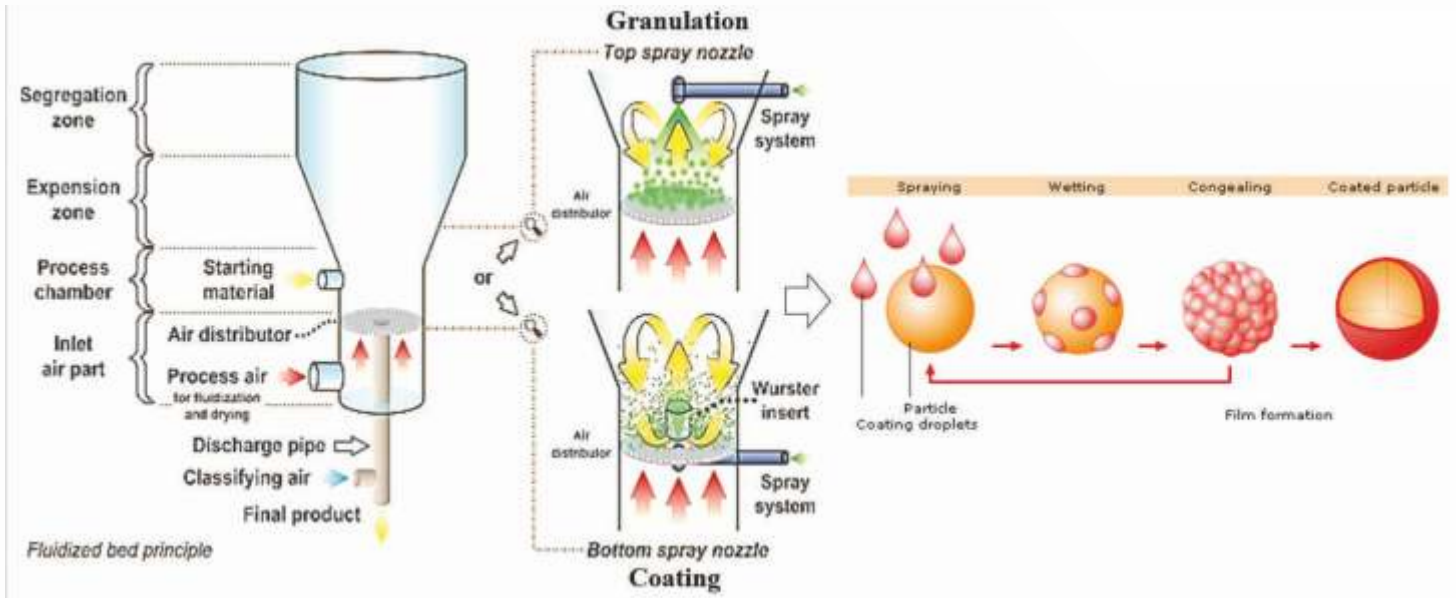
to Handle  
Non  
hygroscopic

# Microshell Technology - Advantage

» Microshell Technology

» Mixing Homogeneity

» Thermo Stable -  
Enhancing pelleting stability



Provides best in class dissolution profile delivering most active at target site

**GroMax<sup>+</sup> Plus** Powder

## Synergistic Effect of Four Module Action

### 1 PHYTOCHEMICALS

- Gut Protection- Antimicrobial, Anti-oxidative Stimulate Digestive Enzymes & Gastric Juices Secretion
- Reduce Disease Symptoms - Coccidiosis & Necrotic enteritis

### 2 PROBIOTICS:

- Improves Gut Integrity - Efficient digestion and absorption of nutrient. Improving feed intake and digestion
- Produce short chain fatty acids and secrete anti-microbial peptides such as bacteriocins

3

### PREBIOTICS

- Increase of beneficial gut microbiota
- Bind Pathogens and Stimulate Immunity
- Reduce Inflammatory Reactions

### 4 ORGANIC ACIDS

- Reduce the pH of the Digestive Tract
- Lower Pathogenic Bacterial Counts
- Strong Action Gram Negative Bacteria
- Feed and Water Hygiene

2

4

» **Core:** Gut Microbiota Modulation » **Coat:** Appetizing & Endogenous Secretions

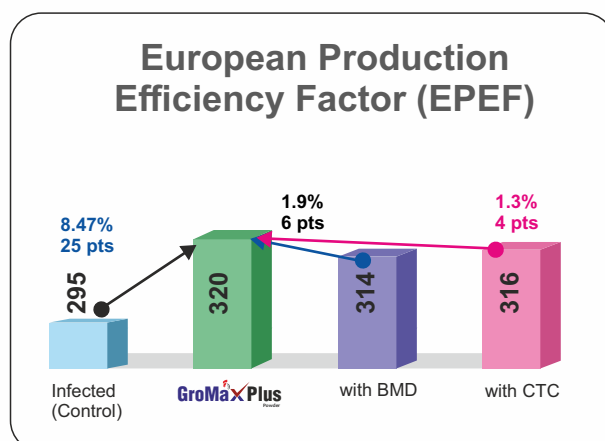
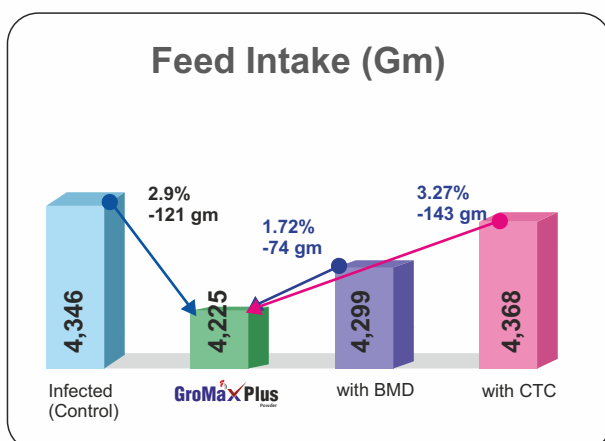
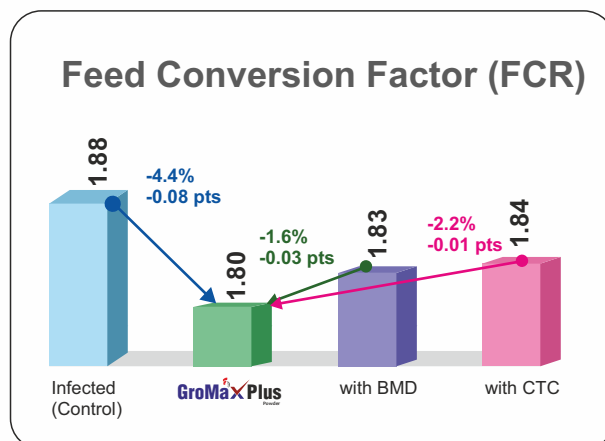
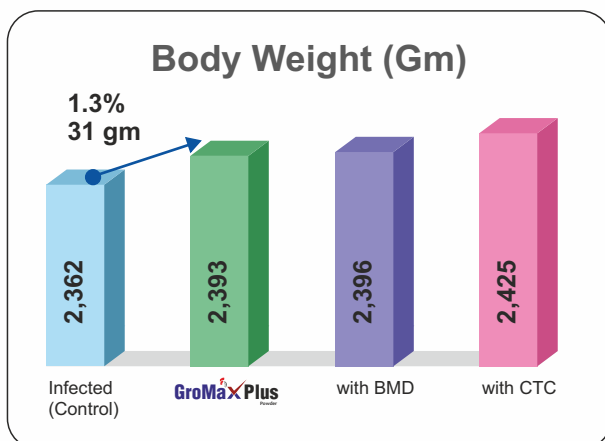
**Proven its efficacy for speeding up recovery time after stressful period |  
Optimise Feed Conversion**

# GroMaxPlus : Growth Parameters

Powder

The in-vivo trial has established at par performance efficacy with antibiotics growth promoters like BMD and CTC.  
The inclusion cost of GroPlus is \$ 0.007 USD/kg bird weight and \$ 0.012 USD/kg bird weight lower than BMD & CTC respectively.  
Dressing yield was higher in GroPlus group compared to CTC and at par with BMD.

## PERFORMANCE TRIAL



## FEATURES & BENEFITS

- Maintains daily feed intake
- Improves Ileal & ceecal microbiota; Enhanced gut performance
- Optimizes feed conversion: More efficient nutrient utilization; ensures ADG
- Contribute positively in ROI

## RECOMMENDED DOSAGE: (Gm per MT of Feed)

Broiler : 200

Layer : 150-200

Breeder : 200-250

\*Assumed Bird rate @ \$ 1.14 USD/kg, values rounded up. Conversion \$ 1 USD @ Rs 84 INR

\*\*European Production Efficiency Factor (EPEF) =  $\frac{\text{Average grams gained/day} \times \% \text{ survival rate}}{\text{Feed Conversion Ratio (FCR)} \times 10}$

Presentation:  
25 kg

