



Elevating health and wellness with scientifically-formulated nutrition for every stage of life.





Nourish every stage of life

Daniry™ products were inspired by a belief that everything you eat or drink should nourish your body. Our passion is to create healthy nutritional products for every stage of life. We source the finest quality milk products, blend them with premium ingredients to create the perfect balance of nutrients in a delicious milk drink, so that you and your family can nourish every stage of life.

Our Philosophy

At Daniry™, we believe in the power of nutrition to transform lives. Our products are crafted with care and precision to ensure that each sip and bite delivers optimal health benefits. We are committed to sustainability and ethical sourcing, ensuring that our products are not only good for you but also good for the planet.

Our Journey

Since our founding in 2022, we have grown rapidly, gaining the trust of families across India and beyond. Our journey is fueled by a relentless pursuit of excellence and a deep commitment to our customers. We continuously innovate to bring you products that are safe, nutritious, and delicious.

Overview

About Us	04
Company Overview	05
Our Vision	06
Our Mission	07
Manufacturing and Quality Assurance	08
Key Products & Innovations	09
Commitment to Health and Safety	11
Research and Development	12
Global Reach	13
Products Gallery	14
Contact Information	16





About Us

The Daniry™ is a nutritional company, fueled by its purpose to flourish the future of dairy for good. The company was founded in 2022 in India by young entrepreneurs Joe Francis and his business partner Anjali Geogy. Daniry™ is committed to providing superior nutrition products that support the healthy development and wellbeing of individuals across all age groups, from kids to senior citizens.

Founders' Vision

Joe Francis and Anjali Geogy envisioned a company that would redefine the standards of nutrition in India. With a passion for health and wellness, they set out to create products that are scientifically formulated and meticulously crafted to meet the highest standards of quality.

Core Values



Quality:

We never compromise on quality. Every product undergoes rigorous testing to ensure it meets our high standards.



Integrity:

We operate with transparency and integrity, building trust with our customers, partners, and stakeholders.



Innovation:

We continuously invest in research and development to bring innovative nutrition solutions to market.



Sustainability:

We are committed to sustainable practices that protect the environment and support our communities.

Team

Our success is driven by a talented and dedicated team of professionals. From nutritionists and scientists to production specialists and customer service representatives, our team works collaboratively to deliver the best products and services.

Company Overview

Daniry™ is a prominent brand specialising in nutrition products for all age groups, known for its commitment to quality and innovation. We offer a range of products designed to meet the nutritional needs of infants, expecting mothers, and individuals across all age groups from infants to senior citizens, ensuring the highest standards of safety and efficacy.

Product Range

Our product range includes several main segments, each designed to cater to specific nutritional needs:

01 Infant Nutrition:

Formulated to support the growth and development of infants from birth to 3 years.

02 Infant Cereals:

Nutritious and easy-to-digest cereals for infants at various stages of weaning.

03 Kids Nutrition:

Nutritionally balanced milk drinks for growing children.

04 Family Nutrition:

Designed for pregnant women and overall family health and wellness.

05 Specialised Formula:

Formulated to meet the dietary needs of individuals with certain kidney conditions and diabetics



Commitment to Innovation

At Daniry™, innovation is at the core of everything we do. Our dedicated R&D team works tirelessly to develop products that not only meet but exceed the nutritional needs of our consumers. We use the latest scientific research to create formulas that are both effective and delicious.

Manufacturing Excellence

Our products are manufactured in state-of-the-art facilities that comply with international standards. We adhere to strict quality control measures at every stage of production, from sourcing raw materials to packaging the final product. This ensures that our products are safe, nutritious, and of the highest quality.

Customer Satisfaction

We take pride in the positive feedback we receive from our customers. Their satisfaction is our top priority, and we continuously strive to improve our products and services to meet their needs and exceed their expectations.





Our Vision

Vision Statement

To be a leading provider of superior nutrition products that support the healthy development and wellbeing of individuals across all age groups.

Our Vision

At Daniry™, our vision is to nourish lives at every stage with the highest quality nutrition products. We aim to be a trusted global brand known for our commitment to innovation, quality, and sustainability.



Global Expansion:

To establish Daniry™ as a household name in child nutrition across multiple continents.



Innovative Product Development:

To continuously innovate and introduce new products that cater to the evolving needs of our customers.



Sustainability Leadership:

To lead the industry in sustainable practices, ensuring that our operations and products have a minimal environmental impact.



Community Engagement:

To actively participate in and contribute to the well-being of the communities where we operate.

Long-Term Goals



Our Mission



Mission Statement

To create high-quality, nutritionally advanced products that cater to the diverse needs of individuals across all age groups, using the best ingredients and adhering to rigorous manufacturing standards.

Our Mission

Daniry™ is committed to enhancing the health and wellbeing of our customers through superior nutrition. We achieve this by focusing on product quality, health benefits, and sustainable practices.

Core Mission Elements



Excellence in Nutrition:

Delivering products that are scientifically formulated to provide optimal nutrition.



Commitment to Health:

Ensuring that all our products contribute positively to the health and well-being of our consumers.

Impact Goals

01 Healthier Families:

Making a tangible impact on the health and well-being of families around the world.

03 Sustainability Champion:

Setting industry standards for sustainable business practices.

02 Community Advocate:

Actively contributing to the improvement of local communities through various initiatives.

04 Innovation Leader:

Being recognized as a leader in the innovation of nutrition products.

Manufacturing and Quality Assurance

Manufacturing Excellence

Our products are manufactured in state-of-the-art facilities that comply with Bureau of Indian Standards (BIS), including:

- **IS 14433:2022** (Infant Milk Substitutes)
- **IS 15757:2022** (Follow-Up Formula-Complementary Foods)
- **IS 17945:2022** (Food for Special Medical Purpose Intended for Infants)



Quality Control Elements



Production Standards:

Adhering to strict production standards to ensure consistency and safety.



Testing and Validation:

Each batch of product undergoes rigorous testing to ensure it meets our quality standards.



Ingredient Sourcing:

We source the highest quality ingredients from trusted suppliers.



Packaging:

Using safe, and approved packaging materials that preserve product integrity.

Certifications and Standards:

The manufacturing facilities are certified to meet various international standards, ensuring that our products are safe, nutritious, and of the highest quality. Certifications include ISO 22000:2018, ISO 9001:2015, HACCP, GMP, BRC certified and Halal certifications.





Key Products & Innovations

We offer a diverse range of products designed to meet the nutritional needs of different age groups and specific dietary requirements. Our key product categories include:

Infant Nutrition

Standard Formulas:

These are designed to meet the basic nutritional needs of infants in their early stages of life.

Advanced Formulas:

Enhanced with additional nutrients to support optimal growth and development.

Lactose-Free (LF) and Low Birth Weight (LBW) Formulas:

Specialized formulations to support infants with specific dietary requirements.

Infant Cereals

6+ Months:

Early weaning cereals that are gentle on the digestive system.

8+ Months:

Nutrient-rich cereals to support growing infants.

12+ Months:

Advanced cereals with a variety of flavors and textures to encourage healthy eating habits.

Kids Nutrition

Kids Formula:

Balanced milk drinks fortified with essential vitamins and minerals to support the growth and development of children.

Family Nutrition

Wellbeing Formula:

Designed for overall family health and wellness.

Expecting Mothers Formula:

Contains additional nutrients to support the health of women in both pregnancy and lactation stage.

Specialised Formula

- **Diabetic Formula:** Designed for individuals with diabetes, providing balanced nutrition to manage blood sugar levels.
- **Renal Formulas:** Tailored to meet the dietary needs of individuals with certain kidney conditions.
 - **Renal HP (High Protein):** High-protein formula for dialysis patients requiring additional protein.
 - **Renal LP (Low Protein):** Low-protein formula for non-dialysed chronic kidney disease patients needing protein restriction.



Innovative Formulations

We are dedicated to innovation in nutrition. Our R&D team continuously works on new formulations that incorporate the latest scientific advancements to provide optimal nutrition. Key innovations include:



Enhanced DHA and ARA:

Essential for brain and eye development in infants.



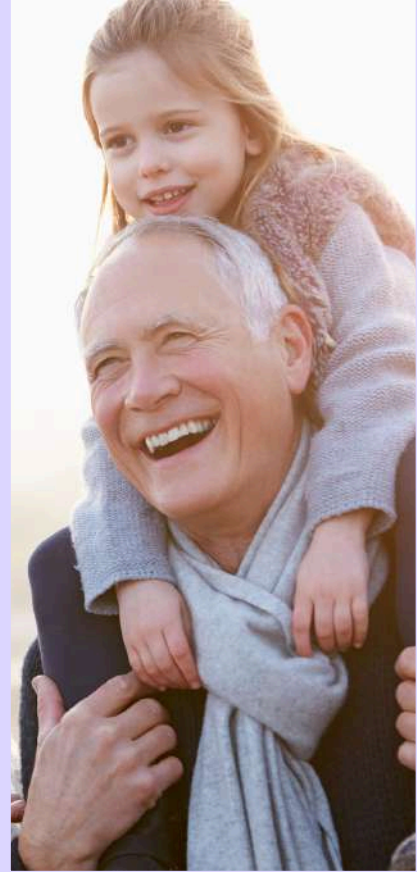
Probiotics and Prebiotics:

To support digestive health and immunity.



Fortified with Essential Vitamins and Minerals:

Ensuring comprehensive nutritional support.



Product Development Process

01 Research:

Understanding the nutritional needs and preferences of our target consumers.

02 Formulation:

Developing scientifically backed formulations that provide optimal nutrition.

03 Testing:

Conducting rigorous testing to ensure safety, efficacy, and taste.

04 Feedback:

Gathering feedback from healthcare professionals and nutritional experts to refine our products.

05 Final Production:

Scaling up the formulation to full-scale production while maintaining quality and consistency, followed by packaging and distribution to ensure the product reaches consumers in optimal condition.



A close-up photograph of a baby's face, looking up and to the side with its mouth open, ready to eat. A spoon with yellow food is visible near the baby's mouth. The baby is wearing a blue and white striped shirt.

Commitment to Health and Safety

At Daniry™, the health and safety of our consumers are our top priorities. We adhere to strict health and safety standards to ensure our products are safe and effective.

Ingredient Safety:

All ingredients are sourced from reputable suppliers and undergo thorough testing for contaminants and impurities. We use only high-quality ingredients in our formulations.

Manufacturing Practices:

Our manufacturing facilities are certified to meet international safety standards, including ISO 22000:2018, ISO 9001:2015, HACCP and BRC certified. We implement Good Manufacturing Practices (GMP) to ensure the highest levels of hygiene and safety.

Quality Assurance:

Each batch of product undergoes multiple rounds of testing, including microbiological, chemical, and sensory analysis. A dedicated quality assurance team that monitors every stage of the production process.

Consumer Education and Campaigns

We believe in empowering our consumers with knowledge about nutrition and health. Our initiatives include:



Educational Resources:

Providing detailed information about our products and their benefits.



Nutritional Guidance:

Offering guidance on proper nutrition for infants, and mothers through our customer support team.



Health Campaigns:

Conducting health and wellness campaigns to raise awareness about the importance of nutrition.



Research and Development

At Daniry™, innovation is the cornerstone of our success. Our dedicated Research and Development (R&D) team works tirelessly to create new products and improve existing ones, ensuring that we stay at the forefront of nutritional science.

R&D Facilities

Laboratories:

Equipped with the latest technology to conduct advanced research.

Environment:

Our clinical experts and nutritionists work closely with external experts to foster innovation.

Testing and Validation:

Rigorous testing protocols to ensure the efficacy and safety of our products.

Key Research Areas

Nutritional Science:

Developing formulations that provide optimal nutrition for different life stages and researching the benefits of various ingredients and their impact on health.

Product Innovation:

Creating new products that cater to emerging health trends and consumer needs. Also, enhancing the taste and texture of our products without compromising on nutritional value.

Sustainability:

Exploring sustainable sourcing and manufacturing practices. Also, innovating packaging solutions.



Global Reach

Our products are trusted by families around the world. Our global distribution network ensures that our products are available in many countries, providing quality nutrition to children and families everywhere.

Key Markets

Asia: Growing presence in India and Southeast Asia.

Middle East: Growing market with significant demand for our specialized formulas.

Africa and South America: Establishing partnerships to introduce our products to these markets.

Distribution Network

01 Local Partnerships:

Collaborating with local distributors to ensure efficient and reliable delivery of our products.

02 Retail Chains:

Establishing a presence in major retail chains to make our products easily accessible to consumers.





Nourishing Every Stage of Your Baby's Growth

We provide a variety of infant cereals that are easy to digest and enriched with essential vitamins and minerals for balanced nutrition.



Essential & Advanced Nutrition for Your Baby's Development

Our Standard Formulas deliver essential nutrients to meet infant's fundamental nutritional needs, laying a strong foundation for early development. For enhanced growth, our Advanced Formulas are fortified with key nutrients like DHA and ARA, crucial for brain and eye development.



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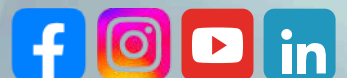
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