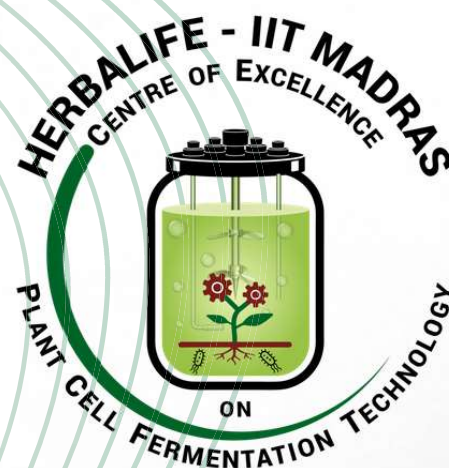




Herbalife



Inauguration Invitation



Chief Guests:

Dr. N. Kalaiselvi, Director General, CSIR and Secretary, DSIR

Prof. V. Kamakoti, Director, IIT Madras

Guest of Honour:

Shri. Virendra R Tiwari, Chairperson, National Biodiversity Authority.

Special Guest:

Mr. Ajay Khanna, Managing Director, Herbalife International India Pvt. Ltd.



Monday, 22 June 2026



9:15 AM Onwards



TTJ Hall, ICSR, IITM

We warmly invite you to join us in celebrating this landmark occasion.
Your esteemed presence would greatly enrich the event.

Prof. Smita Srivastava

Head - Herbalife-IIT Madras CoE-PCFT
IIT Madras



Inauguration of the Herbalife–IIT Madras Centre of Excellence on Plant Cell Fermentation Technology

PROGRAMME

June 22, 2026 | TTJ Auditorium, IC&SR, IIT Madras

Time	Programme
09:00	Reception
09:15	Inauguration Ceremony • Welcome Address by Prof. Ashwin Mahalingam, Dean Alumni & Corporate Relations, IIT Madras • Introduction to the Herbalife–IIT Madras Centre of Excellence on Plant Cell Fermentation Technology by Prof. Smita Srivastava, Head, Herbalife-IITM COE PCFT • India's 1st COE on Plant Cell Fermentation Technology: An Audio-Visual Journey
09:35	Address by dignitaries • Director's Address by Prof. V. Kamakoti, Director, IIT Madras • Chief Guest Address by Dr. N. Kalaiselvi, Director General, CSIR & Secretary, DSIR • Guest of Honour Address by Shri Virendra R. Tiwari, Chairperson, National Biodiversity Authority • Special Guest Address by Mr. Ajay Khanna, Managing Director, Herbalife International India Pvt. Ltd.
10:15	Formal Inauguration and Curtain Raising Ceremony
10:25	Vote of Thanks by Ms. Vasudha Narasimhan , ACR Office
10:30	High Tea at Main Dining Hall, IC&SR, IIT Madras
11:00	Panel Discussion 1: Commercial Plant Cell Fermentation: Global opportunities and outlook in the next decade • Mr. Uday Prakash, Vice President–Strategy, Herbalife International India Pvt. Ltd. • Dr. U.V. Babu, Director, R&D, Himalaya Wellness Company • Dr. Gilbert Gorr, Chief Scientific Officer, Phyton Biotech GmbH, Germany • Dr. Philippe Jutras, Founder, Plant Cell Institute (PCI), UK • Ms. Prithvi Kodialbail, Head–Partnerships, Extracellular, UK

11:45

Panel Discussion 2: Regulatory Landscape for Fermentation-derived Herbal Products in India: Perspectives from Enablers and Engagers

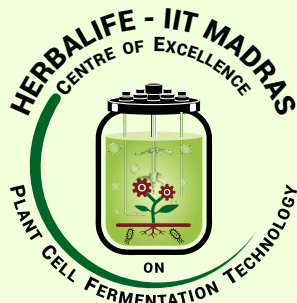
- **Guest of Honour: Shri Virendra R. Tiwari**, Chairperson, National Biodiversity Authority (NBA), Chennai
- **Guest of Honour: Dr. Viswajanani J. Sattigeri**, Head, Traditional Knowledge Digital Library (TKDL), New Delhi
- **Guest of Honour: Dr. Giridhar Parvatam**, Director, Central Food Technological Research Institute (CFTRI), Mysuru
- **Dr. Ganesh Ramamurthi**, President, India Section, AOAC International, Mumbai

12:30

Lunch at Main Dining Hall, IC&SR, IIT Madras

14:00

Visit of Dignitaries to the COE at IIT Madras Research Park



Herbalife - IIT Madras Centre of Excellence on Plant Cell Fermentation Technology

INDIA'S FIRST CoE on PLANT CELL FERMENTATION TECHNOLOGY

From Lab to Pilot Scale (TRL7)



The Herbalife–IIT Madras Centre of Excellence is India's first-of-its-kind facility dedicated to translational R&D in plant cell fermentation technology.

The Centre focuses on:

- Sustainable and scalable production of herbal biomass.
- Development of enriched herbal extracts and high-value phytochemicals.

By integrating advanced upstream cultivation systems with state-of-the-art downstream processing and metabolomic platforms, the CoE aims to:

- Enable technology transfer to industry
- Support capacity building in plant cell fermentation technology.
- Foster innovation and entrepreneurship in this emerging domain.

ENGINEERING THE FUTURE OF PLANT-DERIVED HEALTH & WELLNESS

CORE CAPABILITIES



UPSTREAM SYSTEMS

- Custom plant cell cultivation platforms.
- Controlled fermentation environments.
- Scalable bioprocess development.



DOWNSTREAM PROCESSING

- Extraction and purification pipelines.
- Enrichment of high-value phytochemicals.
- Quality and consistency assurance.



ANALYTICS & METABOLOMICS

- Advanced metabolomics platforms.
- Phytochemical profiling and characterisation.
- Data-driven process optimisation.

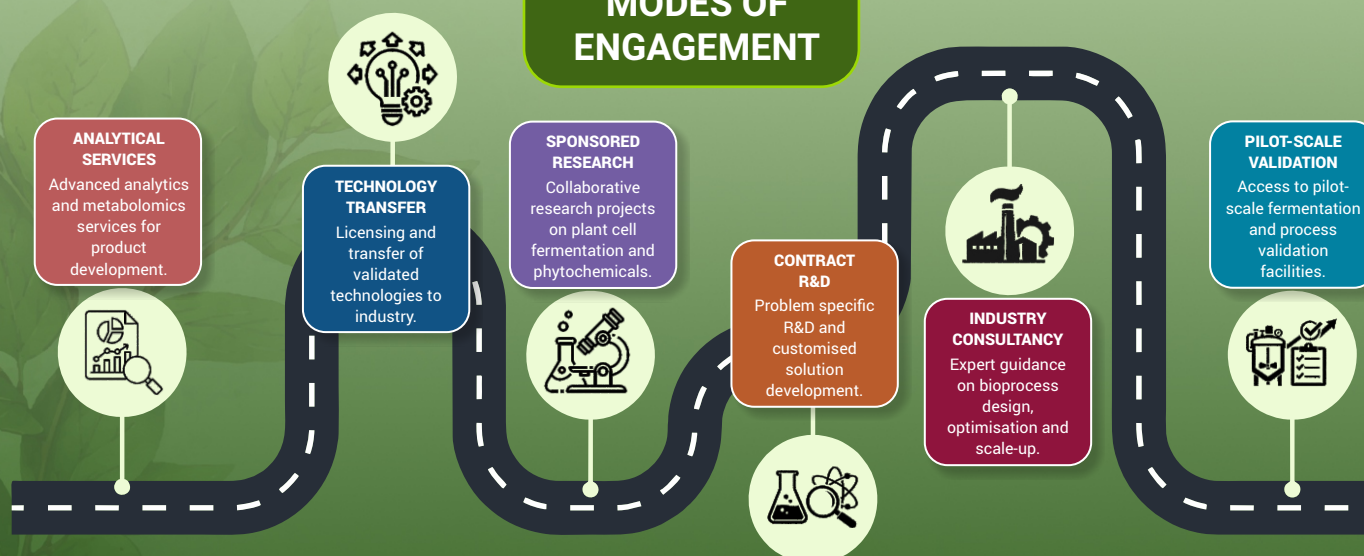
IMPACT & OUTCOMES

- Establishment of National and International academic-industry R&D partnerships.
- Skill development via student and faculty exchanges.
- IP creation and technology transfer to industry.
- Entrepreneurship and start-ups as spin-offs.
- Environmentally sustainable production and reduced import dependency.

STAKEHOLDERS



MODES OF ENGAGEMENT



STATE-OF-THE-ART FACILITIES

The COE is equipped with state-of-the-art instrumentation, including customized bioreactors for plant cell fermentation (15 and 75 L), Prep-HPLC, GC-MS/MS, High-pressure homogenizer, Supercritical Fluid Extraction, High-Speed Centrifuge, Tray Lyophilizer, and advanced research facilities.

CONTACT

Prof. Smita Srivastava
Department of Biotechnology,
IIT Madras, Chennai 600 036
<https://pctlab.github.io/PCTIITM/>
hliitm.pcf@gmail.com
Phone: (044) 2257 5144



Herbalife-IIT Madras
CoE on Plant Cell
Fermentation Technology
3rd Floor E-Block, IITM Research Park,
Kanagam Road, Taramani,
Chennai 600 113, India.