

Protinex Diabetes Care Partners with Apollo Health Co (Apollo 24/7) to Support Diabetes Management in India

Category: Business

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In a significant move towards promoting diabetes management and encouraging early testing, Protinex Diabetes Care partners with **Apollo Health Co (Apollo 24/7)** to create greater awareness around this significant health issue through

Protinex Diabetes Care.



Protinex Diabetes Care

Marking the occasion of World Diabetes Day, consumers purchasing a Protinex Diabetes Care pack will entitle them for a complimentary HbA1c test – a gold standard for long-term glucose monitoring, measures average blood glucose levels over the past two to three months. This test can be [conveniently](#) conducted by scheduling a home collection appointment through Apollo 24/7. The offer period is valid until **November 30**.

The initiative aims to [raise awareness](#) on the importance of regular blood glucose testing and proactive health measures. The goal is to make blood sugar monitoring convenient and

cost-effective, thus encouraging individuals to take charge of their diabetes management journey.

India ranks among the highest globally for diabetes prevalence, with an estimate of over [101 million people in India that is 11.4% of the countrys population](#), living with diabetes, according to a recent Indian Council of Medical Research (ICMR) INDIAB study. While proper diabetes management can significantly reduce these numbers and improve quality of life, regular testing and [lifestyle changes are also essential](#) for effective care.

Protinex Diabetes [Care helps support blood sugar control by providing](#) a scientifically designed formula with several essential nutrients including 11 immuno nutrients to support immunity. It is clinically proven Low GI formula along with high fibre content that aids in [cholesterol](#) reduction. Through this partnership, Protinex emphasizes on the [importance of early diagnosis and management](#) of diabetes.

Speaking about this partnership, **Mr. Sriram Padmanabhan, Marketing [Director of Danone India](#)** said, *"The right nutrition is crucial in the battle against diabetes. It's not just about managing blood sugar levels but also about early diagnosis and management. This [World](#) Diabetes Day, we are proud to collaborate with **Apollo Health Co (Apollo 24/7)** to empower individuals in their diabetes management journey. By offering a complimentary HbA1c test, we hope to remove some of the barriers that prevent individuals from regularly monitoring their [health](#). Through this synergy, we are dedicated to raising awareness about the benefits of protein and fiber in managing diabetes and make a meaningful impact on [diabetes care in India.](#)"*

Talking about the initiative, **Madhava Krishna (VP – Category) from Apollo [Health](#) Co (Apollo 24/7)** said, *"Our partnership with Protinex Diabetes Care aligns perfectly with this vision by making essential diabetes testing widely available. Protein*

and fibre play crucial roles in diabetes management, helping [regulate blood sugar and maintain sustained](#) energy. By incorporating these nutrients in [diet alongside regular health checks](#), we aim to support individuals in taking meaningful steps toward managing their health. Together, we hope to create greater [awareness and make diabetes care more accessible](#) for all.

In addition, Protinex Diabetes Care will ensure extensive on-ground visibility in Apollo retail stores and online platforms, aiming to reach as many people as possible to raise awareness on the importance of early diabetes diagnosis and [effective management](#). To further support consumers, a dedicated toll number by Apollo will be available for inquiries, allowing individuals to easily access information about their tests and other [health](#) services.

Aligned with Danone's mission to promote [health through food](#), Protinex Diabetes Care furthers the commitment to supporting optimal nutrition without compromising on essential nutrients for people with diabetes. It continues to play a crucial role in enhancing the [health and wellbeing of individuals across India](#) when paired with a balanced diet and healthy lifestyle.

For more details, customers can contact on +91 9355247247.

About Danone (www.danone.com)

Danone is a leading [global food and beverage company](#) operating in three health-focused, fast-growing and on-trend Categories: Essential Dairy & Plant-Based products, Waters and Specialized Nutrition. With a long-standing mission of bringing health through food to as many people as possible, Danone aims to [inspire](#) healthier and more sustainable eating and drinking practices while committing to achieve measurable nutritional, social, societal and environment impact. Danone has defined its "Renew" strategy to restore [growth](#), competitiveness, and value creation for the long-term. With almost 90,000

employees, and products sold in over 120 [markets](#), Danone generated €27.6 billion in sales in 2023. Listed on Euronext Paris and present on the OTCQX platform via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the ones managed by Moody's and Sustainalytics, as well as MSCI ESG Indexes, FTSE4Good Index Series, Bloomberg Gender [Equality Index](#), and Access to Nutrition Index. Danone's ambition is to be B Corp™ certified at global level in 2025.

