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CARDIMODE[®]

A Holistic Approach to Heart Health - Antioxidant Herbal Composition

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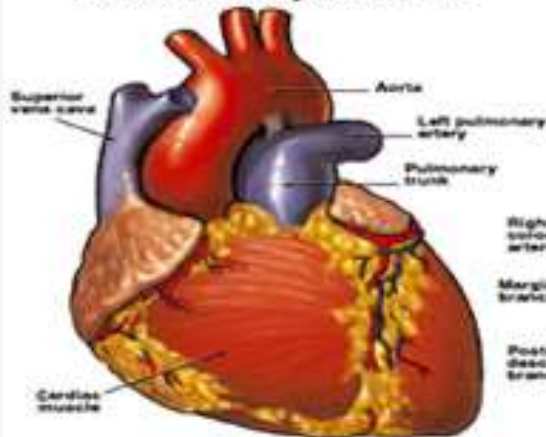
LITERATURE: UNDERSTANDING HEART ATTACK

A heart attack, or myocardial infarction, occurs when a blood vessel supplying the heart muscle is suddenly blocked by a blood clot. This blockage typically arises from the accumulation of cholesterol and other fatty substances within the blood vessel, forming plaque. Over time, plaque buildup narrows and hardens the arteries, a condition known as atherosclerosis. Reduced blood flow to the heart can lead to symptoms such as chest pain (angina) and, if left untreated, permanent damage to the heart muscle.

Heart is vulnerable to a myriad of risk factors that contribute to heart disease. These include smoking, high cholesterol, high blood pressure, diabetes, obesity, and a sedentary lifestyle, collectively posing a significant threat to cardiovascular health. Plaque accumulation in the arteries, often triggered by elevated cholesterol levels and other risk factors, can culminate in partial or complete blockages, precipitating heart attacks. Additional risk factors encompass genetic predisposition, metabolic syndrome, heavy alcohol consumption, stress, sleep apnea, and certain medical conditions like preeclampsia. Embracing a healthy lifestyle, characterized by regular exercise, a balanced diet, smoking cessation, and effective stress management, is imperative in averting heart disease and mitigating the likelihood of heart attacks.

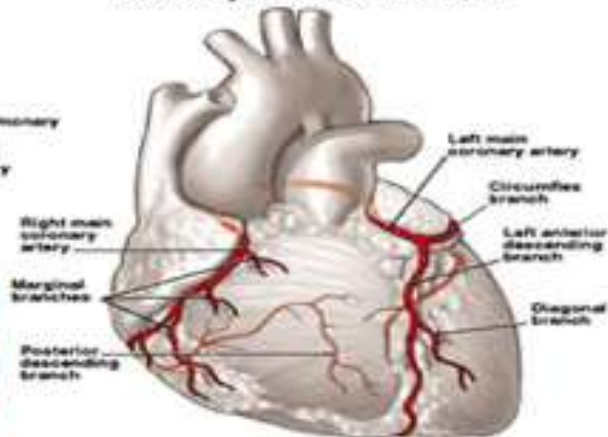
Anatomy of the Coronary Arteries with Potential Blockages

External Anatomy of the Heart



Anterior view

Coronary Arteries of the Heart



Cut-away view of the coronary artery

ABOUT HEART ATTACK & STATISTICS:

- The adult human heart is about the size of a clenched fist.
- Hearts have been known to pump for 100 years without resting more than a second at a time - a feat unequalled by any man-made device.
- The average heart beats 60 times a minute; 3,600 times an hour; 86,400 per day; 31.5 million per year, and 2.4 billion in a lifetime.
- In an average lifetime, the heart pumps 1 million barrels of blood - enough blood to fill 3.3 supertankers - and expends more than enough energy enough to lift a battleship out of the water.
- In the U.S., about 26.3 million men (27.6 percent) and 22.7 million women (22.1 percent) are smokers, putting them at increased risk for a heart attack.
- About 99.5 million American adults have total blood cholesterol values of 200 mg/dL and higher (borderline high). About 39.9 million American adults have total blood cholesterol levels of 240 or above (high). An elevated blood cholesterol level is a risk factor for a heart attack.
- As many as 50 million Americans have high blood pressure, which places them at risk for a heart attack.
- About every 29 seconds, an American will experience a heart problem.
- It's estimated that 7.2 million Americans age 20 and older have a history of a heart attack (4.4 million men and 2.8 million women).
- Each year, about 1.1 million Americans are expected to have a new or recurrent coronary attack.

MAJOR & POTENTIAL RISKS

Anything that damages the inner layers of your coronary arteries can lead to plaque buildup, artery blockage and heart disease, according to the National Heart Lung and Blood Institute, or NHLBI. Apart from high cholesterol levels, known major risk factors for this type of damage include high blood pressure, abnormal resistance to the effects of a hormone called insulin, smoking, lack of exercise or physical activity, diabetes, smoking, advancing age, being overweight or obese and consumption of an unhealthy diet.

Another major risk factor, called metabolic syndrome, arises when you simultaneously have several other heart disease risks. Some people also have a genetic predisposition toward coronary heart disease that creates a major risk apart from any additional factors. Men typically have higher heart disease risks than women.

Certain other factors may also increase your coronary heart disease risks, the NHLBI reports. They include heavy alcohol consumption, stress, the presence of a condition called sleep apnea, high blood levels of a fatty substance called triglycerides and the presence of a pregnancy-related condition called preeclampsia. You may also have an increased risk for atherosclerosis in your coronary arteries if you have a history of artery-related problems such as an aortic aneurysm or a stroke.

ABOUT CARDIMODE[®] & IT'S ROLE THEREOF

ABOUT

CARDIMODE[®], a proprietary herbal medicine protected by patent, offers a promising solution for managing cholesterol levels and promoting heart health. With its natural formulation and proven efficacy, CARDIMODE[®] serves as an effective supplement for individuals looking to improve their cardiovascular well-being.

- CARDIMODE[®] is clinically indicated for removing bad cholesterol deposits and strengthening heart function.
- Its composition includes **Terminalia arjuna**, **Camellia sinensis**, and **TRIKATU**, each contributing to its therapeutic benefits.
- The recommended dosage regimen ensures optimal therapeutic effects, with dosing instructions tailored to adults and children, under the guidance of a registered medical practitioner.

ROLE

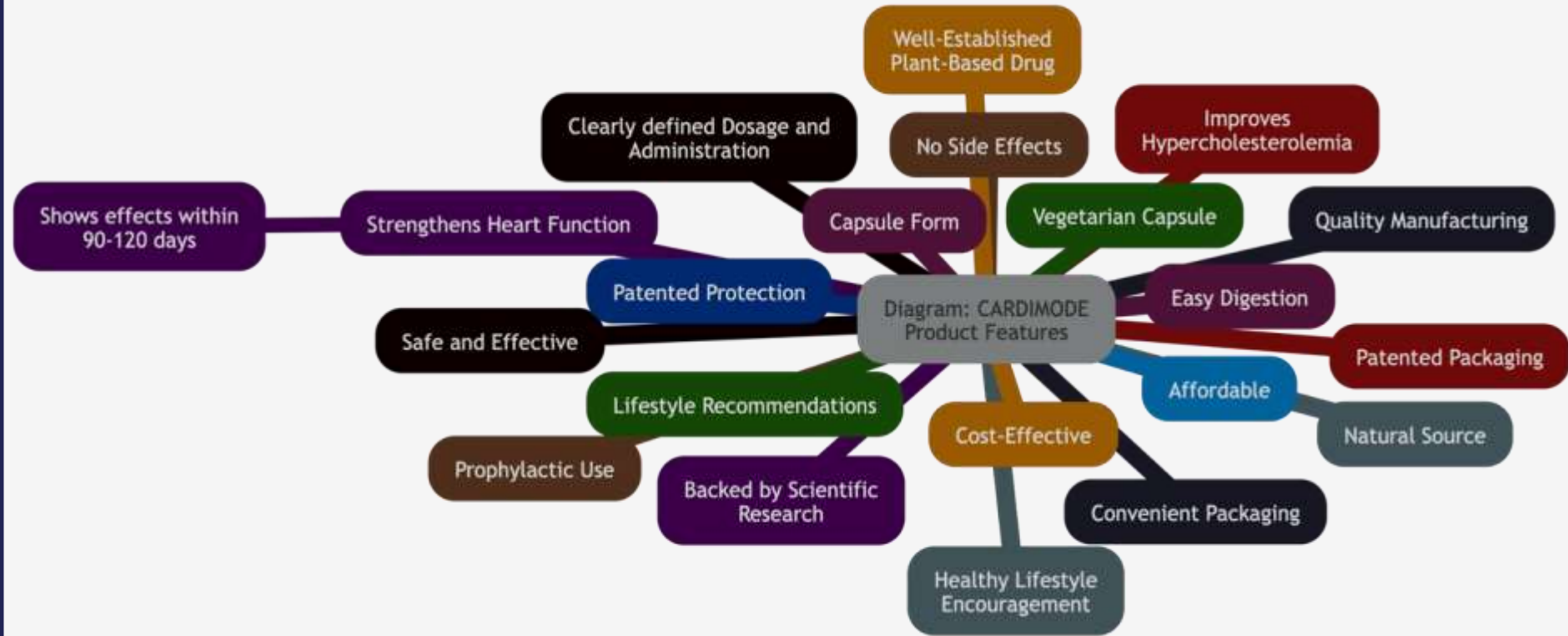
Cholesterol Regulation: CARDIMODE regulates cholesterol metabolism, reducing LDL (bad) cholesterol and promoting HDL (good) cholesterol levels with natural ingredients like Terminalia arjuna, Camellia sinensis, and TRIKATU.

Cardiovascular Support: By enhancing blood flow, reducing plaque buildup, and strengthening heart function, CARDIMODE supports overall cardiovascular health, reducing the risk of heart attacks and strokes.

Anti-inflammatory and Antioxidant Effects: CARDIMODE's potent anti-inflammatory and antioxidant properties combat oxidative stress and inflammation, protecting against endothelial dysfunction and arterial damage.

Prophylactic and Therapeutic Use: Suitable for both preventive and therapeutic purposes, CARDIMODE serves as a proactive measure for maintaining heart health and managing cardiovascular risk factors.

CARDIMODE FEATURES:



THERAPEUTIC STATUS:

LABORATORY AND ANALYTICAL INFORMATION:

1. Crude Drug/Plant collected from the origin
2. Standard logistic utilized
3. Separating part to be used and washed with warm water.
4. Drying the material
5. Plant part/Material granulated as required and sieved to the necessary size partial
6. Shifted for soaking – Solubility substance.
7. Air Conditioning & Dehumidifier installed and temperature maintained as required for the process.

PHYSICAL APPEARANCE OF THE EXTRACT:

- Solubility
- pH 1 %w/v soln.
- Ash Content
- Loss on Drying
- Heavy Metals

MICRO BIOLOGICAL:

- Total Plate Count
- Total Yeast & Mould
- E.Coli
- Salmonella
- S.aereus

SAFETY & TOXICITY TEST: LD50 Done on both genders

STABILITY TEST: Compliance provided by Extract manufacturer

MARKET OPPORTUNITY

INDUSTRY OVERVIEW

- India is the world's largest exporter of generic drugs, making almost 40% of all new generic the FDA approved in 2018 through October.
- Overall, cardiovascular diseases contributed 28.1% (95% UI 26.5–29.1) of the total deaths and 14.1% (12.9–15.3) of the total DALYs in India in 2016, compared with 15.2% (13.7–16.2) and 6.9% (6.3–7.4), respectively, in 1990

ESTIMATION OF MARKET

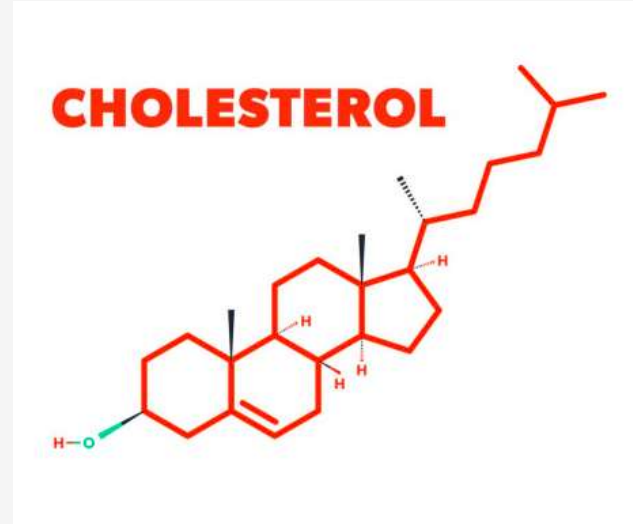
- This market is estimated to grow at CAGR of 4.9%
- The estimated market was \$19.2bn in 2017.
- In the statins and fixed dose combination segment, Crestor was on the lead in 2016 and held a share of 26.7%.
- It has been forecasted that it would grow to \$23billion by 2021.

INVESTMENT OPPORTUNITY

- The idea behind is that it wants to create social impact.
- It aims to help people by providing with high quality medicine.
- It aims to help people by providing with affordability.
- These medicines are made from herbal and/or plants extracts.
- It is based on new advanced technology.
- Nowadays, people are prone to the usage of allopathic medicine despite of they having multiple side effects. This are biotech products which minimize the range of side effects and are beneficial to cure severe diseases like malaria, Liver dysfunction and Cholesterol.

MARKET OPPORTUNITY

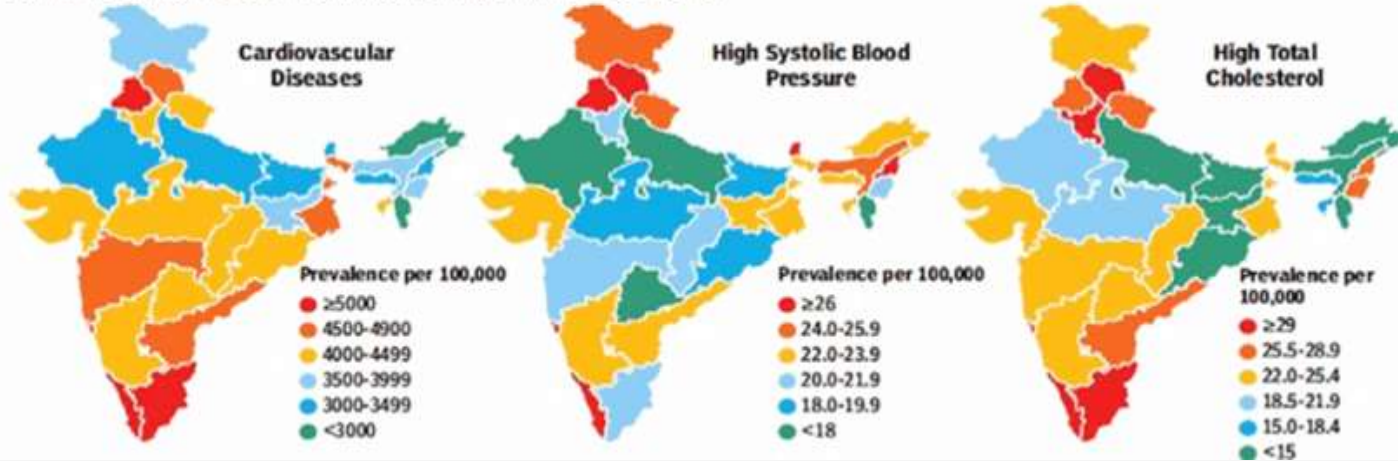
- India is the largest provider of generic drugs globally. It contributes to over 50% of global demand for various vaccines.
- The India pharmaceutical market size reached US\$ 54.6 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 163.1 Billion by 2032.
- This has been expected to expand at a CAGR of 12.3%
- India's domestic pharmaceutical market turnover reached Rs. 4100 crore (US\$ 41 Billion), growing at 9.8% YOY growth.
- India's biotechnology industry comprising bio-pharmaceuticals, bio-services, bio-agriculture, bio-industry and bioinformatics is expected grow at an average growth rate of around 30 per cent a year and reach US\$ 100 billion by 2025



MARKET OPPORTUNITY: STATISTICS

HEART DISEASE IS THE BIGGEST KILLER

Many more people die of heart disease than cancer. In 1990, cardiovascular diseases accounted for 15.2% of all deaths; by 2016, this shot up to 28.1% with 2.8 million dying of heart problems. But, again, if you look at the age-standardised rate, there is no significant change in the 26-year period



224.4
per 100,000

The age-adjusted US death rate attributable to CVD (based on 2020 data)



239.8
per 100,000

The age-adjusted global death rate attributable to CVD (based on 2020 data)



On average, someone in the US dies of CVD every **34 seconds**
2544 US deaths from CVD each day (based on 2020 data)



On average, someone in the US dies of a stroke every **3 minutes and 17 seconds**
439 US deaths from stroke each day (based on 2020 data)

WHY CARDIMODE® ?

CARDIMODE® stands out as a beacon of hope in the realm of cardiovascular health, offering a compelling solution backed by science and nature. With its unique blend of botanical ingredients, including Terminalia arjuna, Camellia sinensis, and TRIKATU, this proprietary herbal medicine presents a promising avenue for individuals seeking to manage their cholesterol levels and safeguard their heart health. Unlike synthetic alternatives, CARDIMODE® embraces the power of nature, harnessing the therapeutic properties of these plants to deliver tangible benefits to its users.

One compelling reason to consider CARDIMODE® is its proven efficacy in regulating cholesterol levels and promoting cardiovascular well-being. Through its targeted action on LDL (bad) cholesterol reduction and HDL (good) cholesterol elevation, this herbal supplement offers a holistic approach to cholesterol management, addressing a key risk factor for heart disease. Moreover, CARDIMODE® not only focuses on symptom management but also targets the root causes of cardiovascular dysfunction, providing a comprehensive solution for those looking to proactively enhance their heart health.

Furthermore, CARDIMODE® stands as a beacon of safety and reliability in the realm of natural supplements. With a carefully crafted formulation and rigorous clinical testing, this herbal medicine offers peace of mind to consumers, ensuring both efficacy and safety. Whether used as a preventive measure or as part of a therapeutic regimen, CARDIMODE® emerges as a compelling choice for individuals seeking to prioritize their cardiovascular health and embark on a journey towards vitality and longevity.

EXEMPLARY CLINICAL DATA - PART-I: Before consuming

PILOT CASE STUDY - LIPUS™ 500 mg. Each Hard gelatin Capsule- Colour Code: BROWN- As per FDA Specification
HERBAL COMPOSITION FOR THE TREATMENT OF LIPOPROTEIN AND CLINICAL OBSERVATION DATA

Exhibit: A

Sr. No.	Pateint Name	Male/Female Age :F/M	Date of Test	Symptoms	Wt. on date of test (In Kg.)	Medication (Conventional Drug)	Duration of course of conventional drug	Side / Adverse Effect of conventional drug	Wt. after medication with conventional drug	Conclusion of conventional drug	LIPUS™ Dosage Regime	Herbal composition provided on and duration	Wt. after providing the Herbal composition (Kg.)	Other medications, IF ANY.	Side / Adverse Effect ,IF ANY.
1	Vilasben N.Devani	45/F	3/1/2011	High Cholesterol, Chest-pain, High-Triglyceride	51	None	N/A	N/A	N/A	N/A	2 X 2 b.i.d.	3/1/2011 3 Months	55	None	Nil.
2	Vitthalbhai Savallya	52/M	3/2/2011	M.I, High BP,	69	Ecosprin- 1-1 a day Sorbitrate- 1-1 a day	One Year	Tiredness Bodyache	65	Tiredness	2 X 2 b.i.d.	3/1/2011 3 Months	72	None	Nil
3	Rabben Sorathiya	40/F	3/3/2011	High BP, Cholesterol, Chest Pain, Triglyceride	65	Asparin- 1-1 a day Sorbitrate- 1 a day	2 Months	Nil	50	N/A	2 X 2 b.i.d.	3/3/2011 3 Months	62	None	Nil.
4	Jayaben V.Ghuha	48/F	3/4/2011	High Cholesterol, Triglyceride, Anxiety, BP, Heart Attack.	62	Altace: 1 X 1 Ecosprin- 1 X 1 a day Sorbitrate- 1 X 1 a day	2 Years	Sedation, Tiredness	60	N/A	2 X 2 b.i.d.	3/4/2011 3 Months	63	None	Nil.
5	Ramilaben K.Jadav	45/F	3/5/2011	High Cholesterol, Anxiety, Chest pain, Arms pain, Bradycardia	58	None	New - Case	N/A	N/A	N/A	2 X 2 b.i.d.	3/5/2011 3 Months	65	None	Nil.

EXEMPLARY CLINICAL DATA - PART-II: Before Consuming

26	Ramilaben Vaghtashiya	40/F	4/25/2011	Triglyceride, LDL, Diabetes	74	Lanoxin- 1 X 1 a day, Ecosprin- 1 X 1 a day, Glucobay- 1 X 1 a day,	5 Months	Uneasiness	73	N/A	2 X 2 a day	4/25/2011 3 Months	79	Only Glucobay for diabetes - and LIPUS	NIL
27	Dilipbhai Vaghani	39/M	4/26/2011	LDL, Triglyceride	80	N/A	New Case	Obesity, Tiredness, Sweating	80	Uneasiness	2 X 2 a day	4/26/2011 3 Months	80	None LIPUS Only,	NIL
28	Ghanshyambhai Shaki	57/M	4/27/2011	LDL, Triglyceride	65	Aspirin- 1 X 1 a day, Sorbitrate- 1 X 1 a day, Isuprel- 1 X 1 a day,	5 Months	Tiredness	63	Tiredness	2 X 2 a day	4/27/2011 3 Months	69	None Only LIPUS	NIL
29	Labhuben Patel	65/F	4/28/2011	LDL, Triglyceride	80	Dispirin- 1 X 1 a day	2 Months	Obeise, Tiredness	80	Tiredness	2 X 2 a day	4/28/2011 3 Months	85	None Only LIPUS	NIL
30	Pravin Luhar	46/M	4/30/2011	LDL, BP, Occasional- Trachycardia	75	Isordil- 1 a day, Aspirin- 1 X 1 a day	1 Month	Tiredness	72	Tiredness	2 X 2 a day	4/30/2011 3 Months	79	Isordil 1 a day and LIPUS	Nausea

Physician's Comments: The voluntary Clinical Trials of above patients had been observed and undertaken by me and provided free herbal drug named: "LIPUS". The clinical observation for three months suggests further duration of course to acquire more prolific results. I would definitely suggest the outstanding research drug "LIPUS" which has fetched results with safety and efficacy and further without any interaction even if taken with the conventional drug. The novel composition has pathophysiological significance with safety and efficacy as observed by me.

EXEMPLARY CLINICAL DATA - PART-I: After Consuming

PILOT CASE STUDY - LIPUS™ 500 mg.Each Hard gelatin Capsule- Colour Code:BROWN- As per FDA Specification

HERBAL COMPOSITION FOR THE TREATMENT OF LIPOPROTEIN AND CLINICAL OBSERVATION DATA

Duration of Course - 3 Months

Exhibit: B

No.	Patient Name	Test Report Date Before LIPUS Course Test /Report Date(After duration of Course)	S.Cholesterol	HDL.-Chole.	CH/HDL	S. Triglyceride	V.L.D.L.	LDL	LDI/HDL (Ratio)
1	Vilasben N.Devani :F/45	3/1/2011	256.2	66.2	3.9	217.4	12.9	130.5	1.97
		6/2/2011	216.3	80	207	201.7	8.98	146.2	1.82
2	Vithalbhai savaliya :M/52	3/2/2011	226.9	63.2	3.6	227.6	30.1	156	2.47
		6/1/2011	178	48.7	3.7	201.7	40.37	165.76	3.4
3	Ilaben Sorathiya :F/40	3/3/2011	226.2	64.5	3.5	149	30.2	160.2	2.48
		6/2/2011	166.5	72	2.3	86.04	2.8	146.2	2.03
4	Jayaben V.Bhuha :F/48	3/4/2011	236.3	40.56	5.8	156.2	30	151.2	3.7
		6/4/2011	167.4	80.4	2.1	137.5	28.6	137.2	1.71
5	Ramilaben K.Jadav :F/45	3/5/2011	249.1	88.2	2.83	121	23	136	1.54
		6/4/2011	229.6	70.6	3.3	156	25.2	151	2.14
6	Bhavnaben K.Patel :F/39	3/5/2011	268	74	3.6	150	29	151	2.04
		6/6/2011	216.3	81.2	2.7	117.3	24.2	132	1.63
7	Pradipbhai L.Patel :M/38	3/6/2011	248	56	4.43	170	32.8	120	2.14
		6/8/2011	206	56	3.68	164	32.8	117.2	2.09
8	Prakashbhai Dobariya :M/33	3/6/2011	236.3	41.2	5.7	81.6	13.4	155.4	3.76
		6/7/2011	174.8	47.6	3.67	80.3	16.06	111.2	2.33

(B Patel)

EXEMPLARY CLINICAL DATA - PART-II: After Consuming

21	Banubhai S.Patel :M/45	3/28/2011	246.5	42.02	5.86	93.5	18.7	185.7	3.7
		6/30/2011	227.8	43.06	5.03	92	17.3	167.02	3.88
22	Himatbhai Sorathiya :M/47	4/22/2011	239.5	43.6	5.5	156.2	30.8	158.9	3.6
		7/22/2011	212.2	50.6	4.2	139.5	36.5	120.9	2.4
23	Ramanandsingh Rajput :M/58	4/22/2011	227	44.06	5.1	141.8	19.04	130	2.95
		7/21/2011	140.7	45.04	3.12	129.2	18	126	2.8
24	Shardaben Shah :F/50	4/21/2011	258.56	40.3	6.4	161.5	29.1	152	3.77
		7/26/2011	217.6	50.8	4.3	141.4	28.3	138.5	2.73
25	Shardaben G.Shaxi :F/50	4/24/2011	246.1	44.05	5.6	147.4	28.2	141.2	3.2
		7/26/2011	217.6	50.08	4.3	141.4	28.3	138.5	2.77
26	Ramilaben Vaghashiya :F/40	4/25/2011	248	71	3.5	169.7	33.1	155.3	2.19
		7/30/2011	223	78	2.9	166	30.2	149	1.91
27	Dilipbhai Vaghani :M/39	4/26/2011	223	41.4	5.4	197.3	30.2	156	3.8
		7/27/2011	169.9	48.7	3.5	187.1	37.42	83.78	1.72
28	Ghanshyambhai Shaxi :M/57	4/27/2011	234.4	45.06	5.2	153.8	26.2	145.2	3.23
		7/26/2011	226.23	48.9	4.6	153	21.2	120.2	2.45
29	Labhuben Patel :F/65	4/28/2011	235.4	62.7	3.8	137	31	147.2	2.35
		7/30/2011	196.8	52.2	3.8	152	31.06	156.1	2.99
30	Pravin Luhar :M/46	4/30/2011	231.5	53.2	4.35	211.9	31.76	71.74	1.35
		7/30/2011	222	51.8	4.2	138	21.17	68.74	1.33

PHYSICIAN'S COMMENT: The clinical trial of above patients with novel composition named "LIPUS" had been observed and taken by me. My review suggest that the patients should continue the aforesaid novel drug for more tenure to obtain prolific results. The drug is safe and has significant efficacy even in case of diabetes mellitus.

DOSES REGIME & PRECAUTIONS



DOSAGE

Adults: Each capsule contains 500 mg of CARDIMODE®. For adults, the recommended dosage is 2 capsules twice daily (b.i.d.), to be taken with water. This regimen is designed to ensure optimal efficacy in managing cholesterol levels and promoting heart health.

Elderly: Similarly, elderly individuals are advised to take 2 capsules of CARDIMODE® twice daily, each containing 500 mg of the supplement. It is important to follow this regimen with water to facilitate easy digestion and absorption.



CONTRAINDICATION/PRECAUTION

- **Alcoholic Drinks** to be avoided
- **Storage:** To maintain potency and efficacy, store CARDIMODE® in a cool and dry place, away from direct sunlight and moisture. Proper storage conditions contribute to the longevity and effectiveness of the supplement.
- **Shelf Life:** When stored correctly, unopened containers of CARDIMODE® have a shelf life of 20 months. Once opened, the shelf life is reduced to 18 months. Adhering to these storage guidelines ensures the freshness and quality of the product throughout its recommended usage period.



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