



INDIAN COUNCIL OF MEDICAL RESEARCH

Department of Health Research - Ministry of Health & Family Welfare
Government of India

PRESS RELEASE

India to get its first comprehensive nutrition related Mobile App – Nutrify India Now

ICMR – National Institute of Nutrition launches the mobile app on Android and IOS

Hyderabad, 29th June 2018: Nutrify India Now, a mobile App developed by the Hyderabad based ICMR – National Institute of Nutrition (ICMR-NIN) has been released by Dr. Balram Bhargava, Secretary, Department of Health Research and Director General, Indian Council of Medical Research (ICMR) today at New Delhi. Dr. Hemaltha, Director, ICMR-NIN and other scientists were present to witness the inauguration of the App online. This is an offering from India's premier nutrition research Institute in its ongoing Centenary Year Celebrations.

Nutrify India Now acts as a nutri-guide or a companion that would help you assess the nutrients one gets from foods one consumes. It also helps the users keep track of energy balance (consumed vs. expended), while providing comprehensive nutritional information on Indian Foods, common Indian recipes including calories, proteins, vitamins & minerals. Nutrify India Now makes available the raw food names in 17 Indian languages and is tailored to provide the most comprehensive nutritional guide to Indian users.

Nutrify India Now, unlike many other apps, uses specifically Indian guidelines prescribed by ICMR, authentic and well-researched India-specific databases, Indian foods and recipes and their nutrition information. The users can also search foods by nutrients, which enables to look up for the foods that are rich in nutrients of their interest and even access such information only if the food's

name is known in local language. It's available for free download in both android and IOS on online app stores.

Congratulating the NIN scientists on this occasion, Dr. Balram Bhargava said, *“it is very relevant to the people and going to be an important part of the PM’s National Nutrition Mission. In addition, it would be the first step towards ICMR’s renewed focus on combating non-communicable diseases (NCDs)”*

“This indeed is an achievement for us in the centenary year. This certainly is one of the biggest outreach efforts for us and an interactive way to make people use the important data we have generated. NIN App acts as their personal nutrition advisor, literally keeping track of what the user is eating and also as a ready reckoner on nutrient information on raw food and recipes”, said Dr. Hemalatha, Director, ICMR- NIN.

About ICMR: The Indian Council of Medical Research (ICMR), New Delhi, is the apex body in India for the formulation, coordination and promotion of health research, is one of the oldest medical research bodies in the world.

Visit us at: <http://www.icmr.nic.in/> for more details

About ICMR-NIN: ICMR-National Institute of Nutrition (ICMR-NIN) is the premier research institute working under the aegis of ICMR. It aims to enable food and nutrition security conducive to good health, growth & development and increase productivity through dedicated research, so as to achieve the national nutrition goals set by the government of India.

Visit us at: <http://ninindia.org/index.html> for more details

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