

BLISS LIFESCIENCES

ENGINEERING THE FUTURE OF SCIENCE-DRIVEN NUTRACEUTICAL MANUFACTURING



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The global nutraceutical industry is entering a decisive phase of transformation. Rising preventive healthcare awareness, personalized nutrition trends, and growing consumer demand for functional wellness products are reshaping how health supplements are developed, manufactured, and consumed. Within this evolving ecosystem, Nutraceutical CDMO (Contract Development and Manufacturing Organization) providers are emerging as critical strategic partners for brands seeking speed, innovation, regulatory compliance, and scalable manufacturing capabilities.

As wellness brands expand across geographies and delivery formats become increasingly sophisticated, the role of CDMOs has moved far beyond contract manufacturing. This shift has created opportunities for highly specialized players capable of balancing innovation with manufacturing discipline. Bliss Lifesciences has positioned itself precisely at this intersection of science, scalability, and wellness innovation.

Unlike many conventional manufacturers, the company's foundation originates from a deeply research-oriented academic ecosystem. Backed by educational institutions supporting nearly 3,000 students and over 600 research schol-

ars across disciplines including Pharmaceutical Chemistry, Biotechnology, Microbiology, Bioinformatics, and allied sciences, Bliss Lifesciences brings a uniquely knowledge-driven approach to nutraceutical manufacturing. What began with the identification of a market gap for high-potency vegetarian Omega supplements has evolved into a globally focused CDMO platform serving over 200 brands across multiple wellness categories and delivery systems.

From Research Ecosystem to Nutraceutical Innovation

The origins of Bliss Lifesciences are rooted not in conventional manufacturing, but in scientific inquiry and research-led problem solving. Around 2015, while undertaking research initiatives within their academic ecosystem, the founders identified a major gap in the nutraceutical market - the lack of high-potency vegetarian Omega supplements. At a time when most Omega products were predominantly fish-derived, the need for vegetarian alternatives remained largely underserved.

Leveraging their research infrastructure and scientific talent pool, the organization successfully developed a 100 percent vegetarian Omega 3-6-9 solution, which became

one of the foundational inspirations behind the company. This experience also revealed a broader industry challenge: emerging wellness brands struggled to find manufacturing partners capable of delivering flexibility, formulation expertise, quality assurance, and commercial scalability simultaneously.

"That realization shaped the company's end-to-end CDMO philosophy. Today, Bliss Lifesciences supports brands across the complete product lifecycle, from ideation and formulation development to manufacturing, packaging, and ready-to-market execution. The company's operational model reflects a strong emphasis on bridging scientific innovation with scalable manufacturing excellence", shares Smit Desai.



BLISS LIFESCIENCES HAS BUILT ITS INNOVATION STRATEGY AROUND ANTICIPATING THESE GLOBAL DEMAND SHIFTS BEFORE THEY BECOME MAINSTREAM IN EMERGING MARKETS

Building Next-Generation Wellness Solutions

Consumer preferences within preventive healthcare continue to evolve rapidly, particularly in categories such as personalized nutrition, functional wellness, healthy aging, and lifestyle supplementation. Bliss Lifesciences has built its innovation strategy around anticipating these global demand shifts before they become mainstream in emerging markets.

Working closely with brands across international markets gives the company early visibility into evolving wellness trends from regions such as the United States, Europe, and the United Kingdom. However, the organization's strength lies not merely in identifying trends, but in converting them into commercially viable, scalable, and scientifically aligned formulations.

This foresight enabled Bliss Lifesciences to invest early in specialized delivery formats including gummies, vegetarian and gelatin-based softgels and liquid-filled HPMC capsules, liquid-filled effervescent, tinctures, oral drops, syrups, beadlets, oil-based formulations, and powder-filled capsules.

Simultaneously, the company has expanded capabilities in food fortification and targeted nutritional solutions designed around age-specific, gender-focused, and health-benefit-oriented formulations. This reflects a broader industry transition where consumers increasingly seek products that integrate wellness into everyday lifestyles rather than viewing supplements as standalone interventions.

Operational Discipline in a Complex Global Environment

Managing scale in the modern nutraceutical industry requires far more than manufacturing capacity. Regulatory complexity, supply chain volatility, ingredient sourcing pressures, and evolving compliance standards have significantly increased operational challenges across global healthcare manufacturing.

Bliss Lifesciences has responded by strengthening vendor partnerships, diversifying sourcing strategies, improving forecasting systems, and enhancing cross-functional coordination across operations. The company maintains a strong focus on documentation systems, regulatory readiness, transparent communication, and process discipline, all essential for sustaining consistency across hundreds of formulations and multiple delivery formats.

Currently manufacturing over 800 formulations across nutraceutical and Ayurvedic categories, the organization operates with certifications and registrations including USFDA registration, FSSAI, GMP, HACCP, Halal, FSMS, QMS, and AYUSH compliance. These capabilities enable the company to support both emerging wellness startups and established global brands seeking manufacturing continuity and international scalability.

Bliss Lifesciences is also emerging as a comprehensive one-stop solution for brands seeking Ayurvedic supplements, health supplements, and nutraceutical products. By providing a diverse range of packaging solutions, the company enables brands to scale efficiently while expanding their product portfolios across multiple categories, all under the same roof.

Equally important is the organization's emphasis on customization. Rather than operating through rigid manufacturing templates, Bliss Lifesciences works closely with brands to develop tailored formulation and commercialization strategies aligned with consumer positioning, efficacy goals, and market differentiation requirements. This flexibility has become a defining advantage in an increasingly competitive private-label and CDMO environment.

A Long-Term Vision for Preventive Healthcare

As preventive healthcare becomes central to global wellness consumption, the company's broader vision extends beyond producing supplements. Its ambition is to democratize access to science-backed nutrition while enabling wellness brands worldwide to deliver meaningful health outcomes through scalable, consumer-centric solutions. With its combination of scientific depth, manufacturing versatility, and long-term institution-building mindset, Bliss Lifesciences is steadily positioning itself as a significant contributor to the next generation of global nutraceutical innovation. **P0**



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*In appreciation of its exceptional diligence and inimitable
approach to fulfill the end-to-end requirements of the customers.*

A handwritten signature in black ink, appearing to read "Shiwani".

SHIWANI PRADHAN
ASSISTANT EDITOR