

KEVA MEAL REPLACEMENT POWDER

MRP: RS. 1800/-
Net Weight: 500gm



WE ALL FACE HEALTH ISSUES SUCH AS

- Stress
- Metabolic problems
- Excess use of junk food
- Unhealthy lifestyle
- Inactive schedule
- Genetic Problems
- Overweight and Obesity
- Environmental Quality



PREVALENCE OF OBESITY IN INDIA

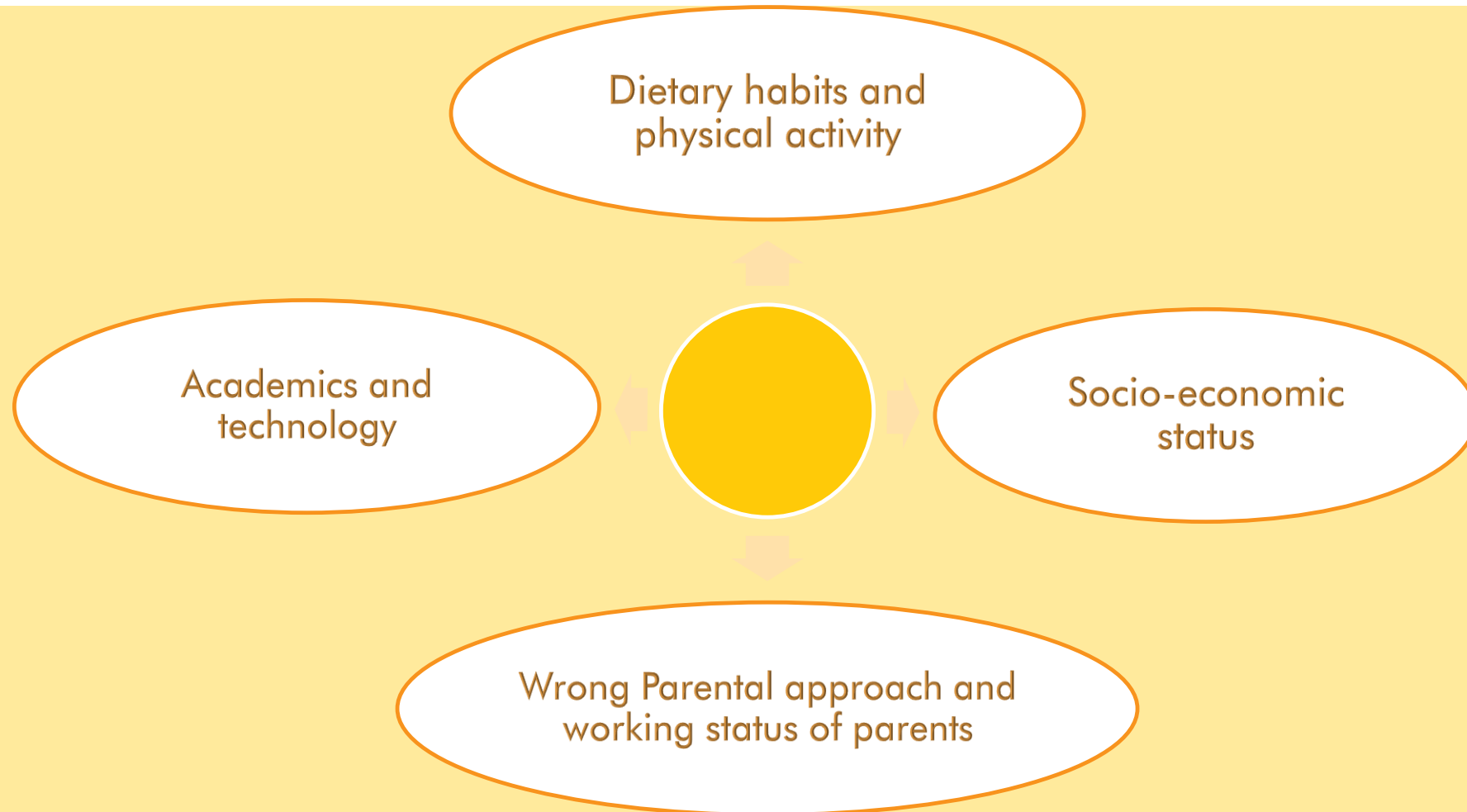
In India, more than 135 million individuals were affected by obesity.

Obesity is one of the main medical and financial burdens for the government.

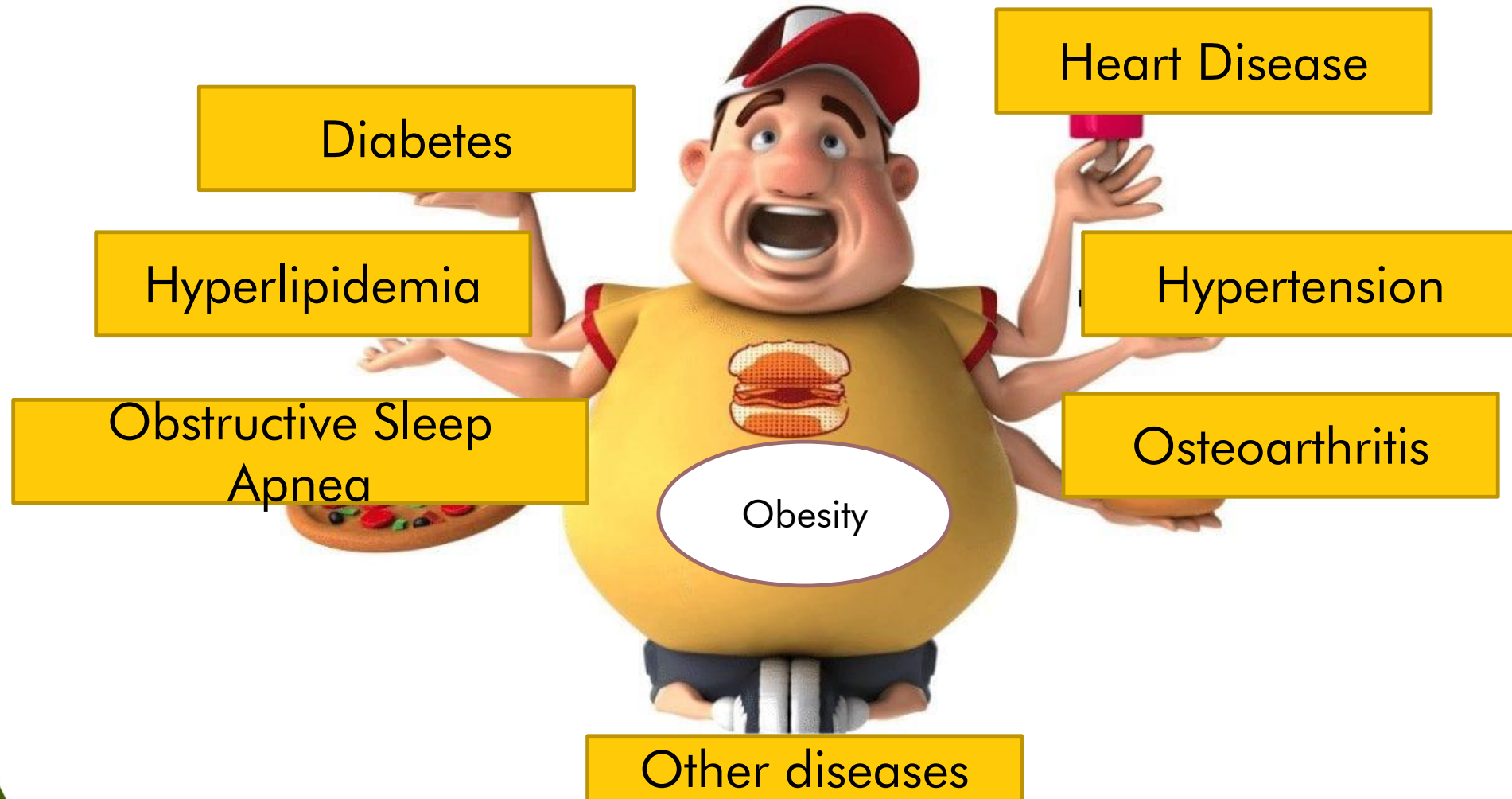
Due to the consumption of energy dense food (i.e. unhealthy food habits), sedentary life style, lack of health care services and financial support, India facing high risk of obesity



CAUSES OF OBESITY IN INDIA

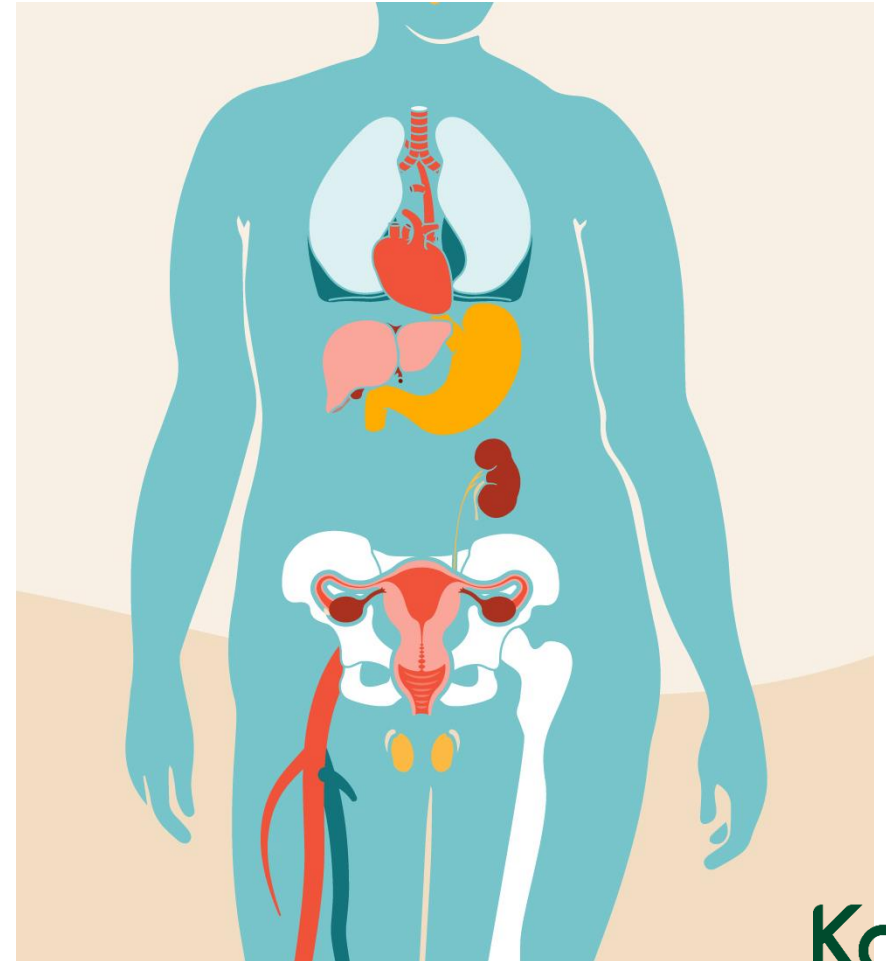


HEALTH ISSUES DUE TO OBESITY



OTHER DISEASES DUE TO OBESITY

- High blood pressure
- Certain cancers (breast, colon, and endometrial, gallbladder, kidney, and liver)
 - Stroke
- Gallbladder disease
- Fatty liver disease
- High cholesterol
- Sleep apnea and other breathing problems
 - Arthritis
 - Infertility



TACKLING WITH OBESITY



Ways to deal with obesity

- Eat Healthy and well-balanced diet
 - Aim for at least 30 minutes off physical activity
 - Avoid alcohol and smoking
- De-stress your mind by engaging in yoga and meditation
- Keep track of your calorie intake

WHAT IS FOOD AND NUTRITION

Foods is what we eat when we are hungry and even when we are not hungry!

Nutrition is what our body needs on a daily basis to stay healthy



WHAT IS BALANCED NUTRITION

Ensuring we get a daily supplement of adequate amount of nutrients from our diet to stay healthy

Nutrients we need everyday:

- Carbohydrates
- Proteins
- Essential Fats
- Fiber
- Water
- Vitamins
- Minerals



Need of proper nutrition to body

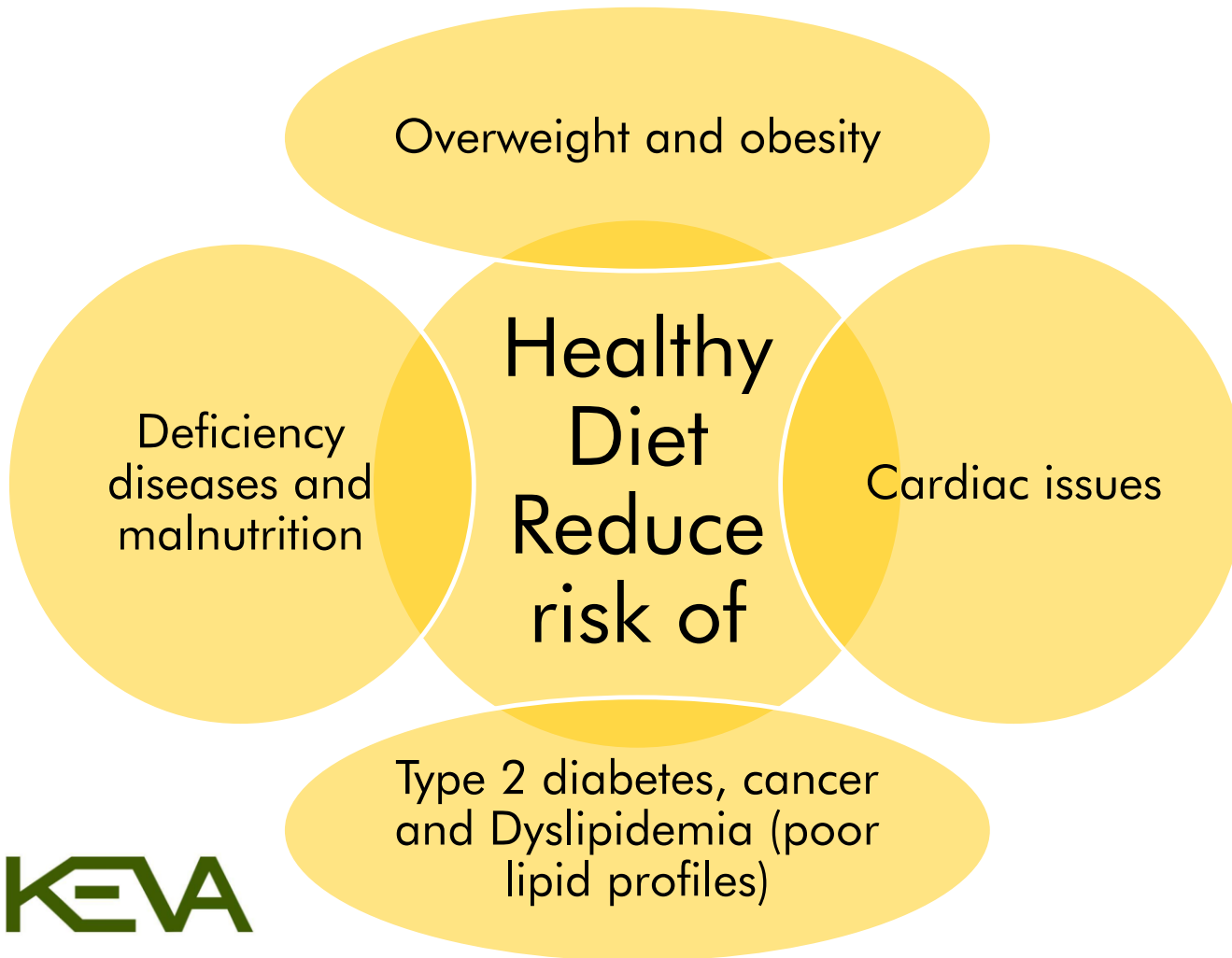
Maintain a healthy weight

Reduce your risk of chronic diseases (like heart disease and cancer)

Promote your overall health



IMPORTANCE OF NUTRITION AND WEIGHT STATUS



Diet and **body weight** are related to health status.
Good nutrition is important to the growth and development of healthy body

RELATION OF NUTRITION AND WEIGHT STATUS DIET

Diet reflects the variety of foods and beverages consumed over time and in settings such as worksites, schools, restaurants, and the home.

Interventions to support a healthier diet can help ensure that:



Individuals have the knowledge and skills to make healthier choices.



Healthier options are available and affordable.

Essential Nutrients of life

Vitamins

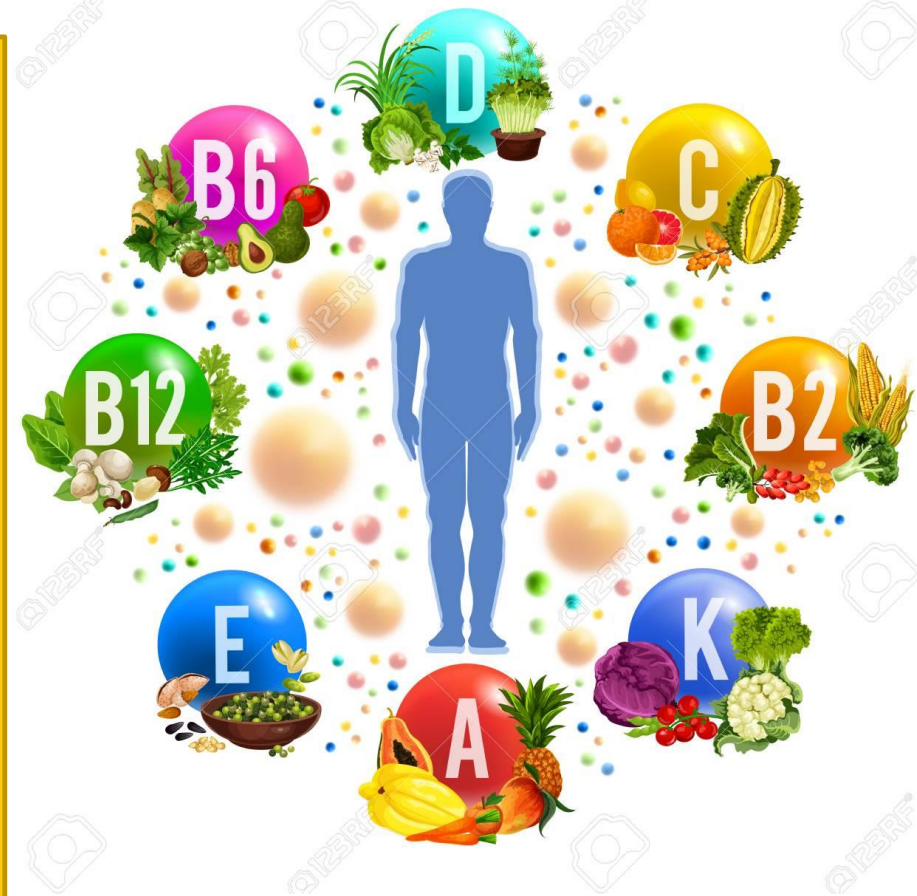
- vitamin A
- vitamin D
- vitamin E
- vitamin K
- vitamin B-1 (thiamine)
- vitamin B-12 (cyanocobalamin)
 - vitamin B-6
 - vitamin B-2 (riboflavin)
 - vitamin B-5 (pantothenic acid)
- vitamin B-3 (niacin)
- vitamin B-9 (folate, folic acid)
- vitamin B-7 (biotin)
 - vitamin C

Minerals

- magnesium
- calcium
- phosphorus
- sulfur
- sodium
- potassium
- Chloride
- iron
- selenium
- zinc
- manganese
- chromium
- copper
- iodine
- fluoride
- molybdenum

Ammino Acids

- Histidine: Isoleucine
- Leucine
- Lysine
- Methionine (+ the non-essential amino acid cysteine)
- Phenylalanine (+ the non-essential amino acid tyrosine)
 - Threonine
 - Tryptophan
 - Valine



TO HELP IN FULFILLING DAILY NUTRITIONAL
REQUIREMENTS OF OUR BODY

Keva Industries has
launched **Keva Meal**
Replacement Powder to
provide required nutrition of a
meal.



KEVA MEAL REPLACEMENT POWDER

Ideal Breakfast and Meal Replacement!

- Soy protein based.
- Packed with vitamins and minerals.
- Rich in essential antioxidants.
- Provides high quality dietary fibre.
- Low in calories, fat & sodium.



Available in **Mango**
flavor

KEVA

Kaipo

WHAT DO WE MEAN BY MEAL REPLACEMENT

Provides all the nutritional benefits of the meal without overloading on calories, fat and sugar

Provides optimum protein and vital minerals and vitamins which are essential for healthy body

Effective in weight management

Nutritional information

- It contains all the nutrients of a diet such as protein, fats, fibre, carbohydrate, fatty acids, cholesterol, linoleic acid, Vitamin A, Vitamin B(B1, B2, B3, B5, B6, B9, B12), Vitamin C, Vitamin D2, Vitamin E, Biotin, calcium, iron, magnesium, zinc, Copper, chromium, potassium, green coffee bean extract, and watermelon extract.
- It also contains Isolated Soya Protein, Whey Protein Concentrate 80%, Sugar, Corn Dextrin, Soy Fat Powder 50%,

KEVA MEAL REPLACEMENT POWDER (%DV)

Low in Calories intake: Nearly 90 calories

Low in Fat Content: Nearly 1%

Negligible Cholesterol content

Low in Carbohydrate Content: Nearly 4%



AIDS WEIGHT LOSS AND MAINTAINS THE WEIGHT

- Low fats and carbohydrate content helps to loose weight by depriving extra calories from diet.
- Such low profile also helps to maintain the weight at particular position

So, Keva Meal Replacement is helpful in loosing the weight and maintaining the weight.



KEVA MEAL REPLACEMENT POWDER (%DV)

Constitutes to 11% dietary Fiber and 18% of Protein

Soy extract present in protein contributes to good Amount of BCAA. BCAA leucine activates a particular pathway that prompts muscle protein synthesis and helps build muscle.

Soy Isolates contains total 18% of BCAA and 8% of Leucine

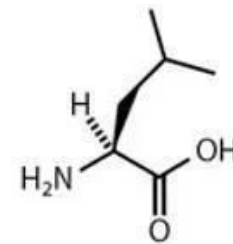


BCAA IN WEIGHT LOSS

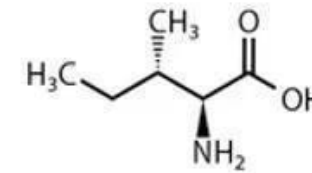
BCAAs consist of three essential amino acids: Leucine, Isoleucine, Valine

- ✓ Reduce sugar cravings and binges
- ✓ Help you exercise harder and longer to burn more fat
- ✓ Gets rid of muscle soreness so you can train more
- ✓ Enables you to maintain muscle mass and lose fat

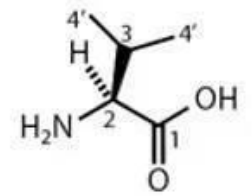
BRANCHED CHAIN AMINO ACIDS



LEUCINE



ISOLEUCINE



VALINE

(Leucine) 2-Amino-4-methylpentanoic acid
(Isoleucine) 2-Amino-3-methylpentanoic acid
(Valine) 2-amino-3-methylbutanoic acid

BCAAS MAY ENHANCE WEIGHT LOSS AND WEIGH MANAGEMENT

- Branched-chain amino acids may help prevent weight gain and enhance fat loss. This process helps to maintain the weight and prevent from bouncing back.
- BCAAs may help your body get rid of unwanted fat more effectively.



ISOLATED SOYA PROTEIN

- Soy protein products offer benefits in various life stages. Benefits include improved diet and cardiovascular status, prevention of certain types of cancer, improved health following menopause, obesity prevention/control, and more options for food variety.
- 100 grams (g) of cooked green soybeans without salt contains:
 - 141 kilocalories
 - 12.35 g of protein
 - 6.4 g of fat
 - 11.05 g of carbohydrate
 - 4.2 g of fiber



ROLE OF ISOLATED SOYA PROTEIN IN MANAGING OBESITY

- Certain compounds in soy isoflavones prevented the buildup of fat.
- The researchers conclude that soy isoflavone supplementation has potential for managing obesity.
- Soy isoflavones may improve insulin sensitivity, meaning that the cells respond more to insulin and absorb more glucose.

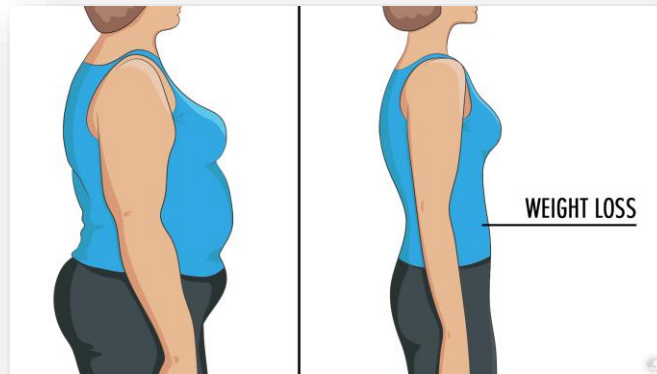


WHEY PROTEIN IN WEIGHT LOSS

- **Building blocks:** It provides protein and amino acids, which serve as building blocks for increased muscle growth.
- **Hormones:** It increases the release of anabolic hormones that can stimulate muscle growth, such as insulin.
- **Leucine:** It's high in the amino acid leucine, which is known to stimulate muscle protein synthesis at the molecular and genetic level.
- **Fast absorption:** Whey protein is absorbed and utilized very quickly compared to other types of protein

WHEY PROTEIN IMPROVES SATIETY AND MAY PROMOTE WEIGHT LOSS

- Whey protein is a great way to increase your protein intake, which should have major benefits for weight loss.
- Studies have shown that replacing other sources of calories with whey protein, combined with weight lifting, can cause weight loss of about 8 pounds (3.5 kg) while increasing lean muscle mass
- Whey protein supplement can help you both lose weight and hold on to your muscle



Vitamin
A: 25%

Vitamin
D: 25%

Vitamin
C: 25%

Thiamin
e: 25%

Vitamin
E: 25%

Riboflavin
: 25%

Vitamin
B6: 25%

Vitamin
B12:
25%

Niacin:
25%



COMPLETELY NUTRITIOUS REPLACEMENT FOR MEAL

- Vitamin A aids vision, healthy skin, bone and tooth growth, immune system health
- Vitamin D is needed for proper absorption of calcium; stored in bones
- Vitamin E is Antioxidant; protects cell walls
- Vitamin K is needed for proper blood clotting
- Niacin is part of an enzyme needed for energy metabolism; important for nervous system, digestive system, and skin health
- Riboflavin is part of an enzyme needed for energy metabolism; important for normal vision and skin health
- Thiamin is part of an enzyme needed for energy metabolism; important to nerve function
- Vitamin C is a antioxidant; part of an enzyme needed for protein metabolism; important for immune system health; aids in iron absorption

KEVA MEAL REPLACEMENT POWDER (%DV)

Calcium: 8%

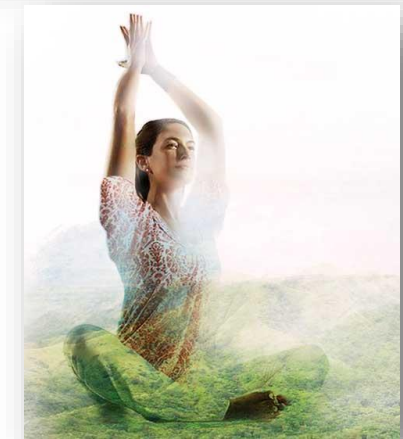
Iron: 8%

Folic Acid: 20%



CONTAINS FOLIC ACID, CALCIUM AND IRON

- Folic acid is part of an enzyme needed for making DNA and new cells, especially red blood cells
- Calcium is required for healthy bones and teeth and absorption of Vitamin D
- Iron is an essential element for blood production and supports many other bodily functions.



KEVA MEAL REPLACEMENT POWDER (%DV)

Pantothenic Acid: 30%

Zinc: 30%

Phosphorous: 15%

Selenium: 20%

Chromium: 10%

Molybdenum: 20%

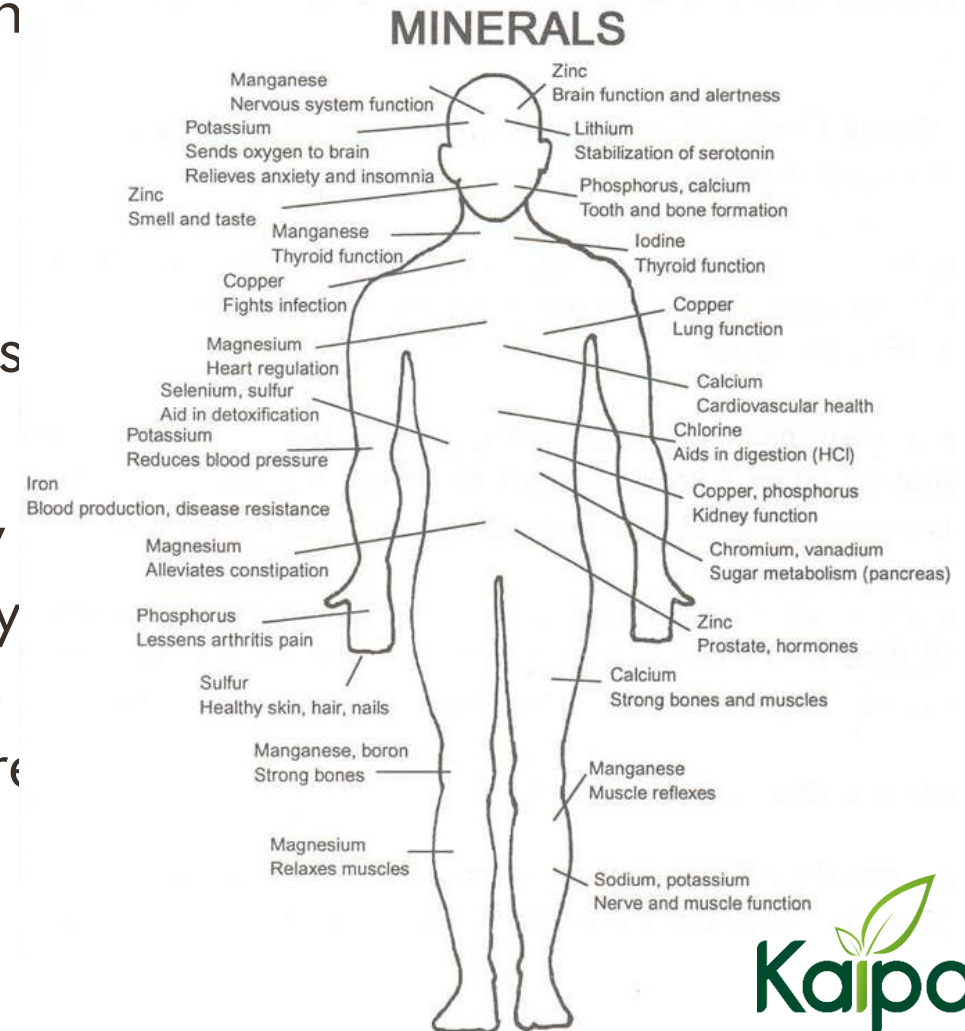
Magnesium: 10%

Copper: 25%



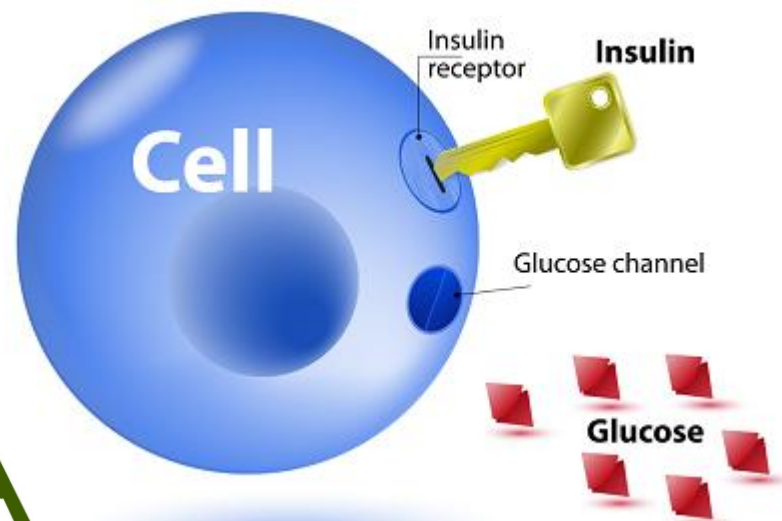
ROLE OF MINERALS IN BODY

- Potassium keeps your muscles and nervous system working properly.
- Zinc helps your immune system, which is your body's system for fighting off illnesses and infections. It also helps with cell growth and helps heal wounds
- Minerals help your body grow, develop, and stay healthy. The body uses minerals to perform many different functions — from building strong bones to transmitting nerve impulses. Some minerals are even used to make hormones or maintain a normal heartbeat.



KEVA MEAL REPLACEMENT IS LOW IN GLYCEMIC INDEX

- Have low carbohydrate content and also contains less amount of sugars. Thus helps to control the sugar levels in body.
- Also the natural sources present in the product boost the insulin sensitivity and helps to control the sugar level in blood.



GREEN COFFEE BEAN EXTRACT AIDS WEIGHT LOSS

- Green coffee extract contain high levels of a group of antioxidants known as chlorogenic acids, which are thought to provide numerous benefits.
- Due to the presence of chlorogenic acids, Green Coffee extract is beneficial for weight loss with proper diet and exercise regime.



BENEFITS OF TAKING THE KEVA MEAL REPLACEMENT POWDER

- Portion control
- Controlling calorie intake
- Delivering healthy ingredients
- Provides desired protein
- Helps to maintain your energy level

**A Great Strategy for
Weight
Management**



RECOMMENDED DOSAGE



Add two levelled scoops or 35gm of powder in 250ml of skimmed milk. Upon reconstitution, stir well and use properly.

CONTACT

KEVA INDUSTRIES

Website: www.kevaind.org

THANK YOU

