



Dabur's natural food & beverages bring balance to Ramadan diet

Ayurveda-based products fight fatigue, boost immunity, replenish lost minerals & add healthy flavor to Ramadan dishes

DUBAI, July 15, 2013 /EINPresswire.com/ -- July 15, 2013

Dabur International, one of the most trusted and recognized personal and healthcare companies in the world, expects its range of healthy foods and beverages to see a significant surge in demand during the holy month of Ramadan given its special formulation and natural ingredients.

Dabur Glucose, for one, is a powdered drink enriched with vitamin C and D and calcium. Available in the five variants of Glucose-D, Glucose Lemon, Glucose Mango, Glucose Orange and Glucose Pineapple, the beverage quickly replenishes essential vitamins, minerals and body salts to fight fatigue and replenishes nutrients lost to sweat after a hot Ramadan day.

A good Ramadan supplement is Dabur Honey which comes packed with vitamins B1, B2, B5 and C and essential minerals like Calcium and Iron. Available in 250-, 400- and 500-gram squeeze packs, a serving of anti-oxidant rich Dabur Honey boosts energy and strengthens immunity to ensure healthy participation in Ramadan traditions.

Dabur Rose Syrup is a delicious treat to break the fast. Made from the essence of garden fresh roses, the concoction is a pure concentrate which can be easily stirred and served as a refreshing drink. Another rose-based product, Dabur Rose Water, is made from the floral essence of fresh red roses. It can be used to add an aromatic scent to Ramadan deserts and is ideal for ablution.

All of Dabur International's foods and beverages are prepared using the time-tested heritage of Ayurveda alongside scientific tests and trials to ensure high quality and safety.

"Ramadan fasting, especially in the Middle East's hot summer months, could have an affect on physical performance and the metabolic, hormonal and inflammatory functions of the body. It is thus essential that a smart, balanced diet be followed throughout the entire month. By combining ayurvedic practices with modern processing techniques, Dabur has created a line of food and beverages that provides safe, reenergizing and tasty nourishment to observers of the Holy Month," said Vivek Dhir, Chief Marketing Officer, Dabur International.

Dabur International is a wholly owned subsidiary of Dabur India that has an overall turnover of over USD 1 billion and a market capitalization of USD 4 billion. Dabur's International Business Division headquartered in Dubai is the cornerstone of its growth strategy, reaching a milestone of AED 1 billion within only eight years of its existence.

Arez Mae Fuentebella
Orient Planet PR & Marketing Communications
+971 44562888
email us here

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2015 IPD Group, Inc. All Right Reserved.