



**Tamil Nadu Agricultural University**  
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To  
The Editor,  
Sir,

Date: 21.01.2026

I request that the following message may kindly be published in your esteemed daily:

**TNAU's COXBIT and Cheenu Herbal Foods inked MoA to develop  
Next-Gen Nutraceuticals products**

M/s. Cheenu Herbal Foods provides plant-based solutions to combat iron deficiency and anaemia, blending traditional Ayurveda and Siddha knowledge with modern scientific research. Development of herbal formulations such as haemoglobin-boosting blends and immunity-enhancing product, offer safe, effective and sustainable alternatives to synthetic supplements. By driving innovation in nutraceuticals, the startup strengthens functional food sector while promoting wellness through scientifically validated natural products.

In this regard, Dr. N. Senthil, Director, Centre for Plant Molecular Biology and Biotechnology, on behalf of the Centre of Excellence in Biotechnology (COXBIT), TNAU, Coimbatore and, M/s. Cheenu Herbal Foods, signed a Memorandum of Agreement (MoA) on 20.01.2026 in the presence of Dr. K. Subrahmanian, Acting Vice-Chancellor and Registrar of TNAU, Coimbatore.

**Public Relations Officer**