



## **Profile: Rohit Shelatkar**

**Director / Vice-President at Vitabiotics Ltd.**

Rohit Shelatkar is the Director/Vice-President at Vitabiotics Ltd., which is the UK's No.1 and fastest growing vitamin company and has manufactured innovative healthcare supplements for over 40 years creating a unique portfolio of products at the forefront of scientific developments including specialised men, women and children's health. Vitabiotics has been recently awarded the prestigious Queen's Award for Innovation in Vitamin Research. It was received by Rohit personally on behalf of the company from Her Majesty, the Queen.

Rohit joined Vitabiotics 10 years ago and within 4 years he has held 4 important positions. In his 5th year he was elected as a member of the Board and recently elected as a Vice President. He is also a member of The Board of Directors in the international ventures of Vitabiotics in Egypt, South Africa, India and Indonesia.

Besides being the Technical Director, he is also the head of Pharmacovigilance & New Product Development (NPD) which includes overseeing new product development, product launches and management, clinical/consumer trials, medical information and product safety management, maintenance and adherence to pharmacovigilance systems etc. He has also been involved in over 1,500 registration applications throughout the world for different Vitabiotics products, in over 100 countries and also in over 100 new product developments.

Rohit graduated in pharmacy from KMK College of Pharmacy, followed by a Master's degree in Pharmacology and Drug design with commendation from the University of Hertfordshire. His research has been based on natural medicines; particularly on the role of micro-nutrients in prevention and control of various cancer cell lines, autoimmune diseases, overcoming infertility and preparing for pregnancy.

Rohit has been a key note speaker at various symposia conducted by several leading medical consultant organisations and has delivered lectures to the medical consultants and post-graduate students of medicine in the field of gynaecology, orthopaedics and paediatrics.

He is also a Qualified Person for Pharmacovigilance (QPPV), UK. Pharmacovigilance is the process and science of monitoring the safety of medicines and taking action to reduce the risks and increase the benefits of medicines. It relates to the practice of collecting, monitoring, researching, assessing and evaluating information from consumers, healthcare professionals, health authorities and literatures on the adverse effects of medicines and traditional herbal products. As a QPPV, Rohit has to ensure all Vitabiotics products are monitored continuously throughout their marketed life for which an in-house Pharmacovigilance system has been set up. This system consists of:

- Monitoring the use of supplements in everyday practice to identify previously unrecognized adverse effects.
- Assessing the risks and benefits in everyday practice to identify previously unrecognized adverse effects.
- Providing information to healthcare professionals and patients to optimise safe and effective use of supplements.
- Monitoring the impact of any action taken.