

## *New NOVUS Leader says Reliability Matters to Customers in South Central Asia*



BENGALURU, INDIA (December 2, 2024) – The NOVUS commercial team in South Central Asia has one of its own leading the way.

Dr. Koushik De, who has been with the intelligent nutrition company for 12 years, was recently named sales director for the poultry business in South Central Asia (SCA). Working from the office in Bangalore, India, he is charged with driving sales and strategy, working closely with the technical services and sales teams on how to best support customers with solutions like MINTREX® Bis-Chelated Trace Minerals, CIBENZA® Enzyme Feed Additive, and AVIMATRIX® Feed Solution among others.

“My aim is for customers to understand that NOVUS is a reliable partner, ready to address key industry challenges like meat quality and getting more from raw feed,” he says. “By providing solutions that show clear value and benefit to our customers, we can be the ones they turn to, helping them meet their goals and have their animals meet their growth potential.”

Having most recently spent his career at NOVUS as technical services director, Koushik has a deep understanding of the poultry industry in SCA. He recognizes the unique position producers, nutritionists and feed mills face in the region.

“On one side there’s the growing middle class that demands high-quality meat, which is a good thing but can be difficult to achieve when faced with disease, feed quality and meat quality issues,” he

says. “Education and science have never been more important for the industry. Producers, nutritionists and feed mills need to understand the nutrition options when it comes to addressing these issues while also ensuring the additives they choose are backed by scientific results to ensure positive results.”

In his new role, Koushik says the commercial team will understand the addressable challenges NOVUS can aid in, providing guidance on both nutrition and management.

“For instance, feed quality and cost are a concern. Our CIBENZA® DP100 Enzyme Feed Additive is shown to enhance digestibility and nutrient absorption, which helps lower the cost of feed. We also offer support and training to optimize feed formulations and manage ingredient variability,” he says. “This is just one example of how the team in South Central Asia is offering more to our poultry customers.”

, NOVUS Regional Director-South Central Asia, says with nearly two decades of experience, Koushik brings a wealth of technical, commercial and customer service experience to the role.

“I’m thrilled to have Dr. Koushik on board as sales director for the poultry segment for South Central Asia,” he says. “With his deep industry knowledge and proven track record in driving sales and fostering customer relationships, I am confident that he will make a significant impact on our poultry business and help us continue to deliver value to our customers and partners through our intelligent nutrition solutions across the region.”

To learn about the solutions NOVUS offers for the animal agriculture industry in South Central Asia, visit [novusint.com](http://novusint.com).

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