

Company's Name

Duration: up to 2 mins

Words: 210

| # | VO | Texts on screen |
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| 1 | <p>Our body needs calcium to build and maintain strong bones.</p> <p>Our heart, muscles, and nerves also need calcium to function properly.</p> <p>Every stage of our lifecycle requires calcium in some way or the other.</p> | <p>Our body needs calcium for healthy-</p> <ul style="list-style-type: none"> - bones - heart - muscles - nerves <p>at every stage of life.</p> <p><i>(Show video clips of pregnant women, toddler, children playing, couple working out in gym, old people walking, this will give a better impact)</i></p> |
| 2 | <p>We at Caltron have developed a unique, 100% natural, vegan calcium ingredient.</p> <p>Presenting ALGACAL™ - the only available plant-based calcium derived from marine seaweeds.</p> | <p>Caltron (logo)...</p> <p>developed a unique, natural, vegan calcium ingredient.</p> <p>ALGACAL™ - the only plant-based calcium from marine seaweeds.</p> |
| 3 | <p>Sourced from the selected pristine seawaters, it's a natural blend of calcium, magnesium, and 72 trace minerals.</p> <p>These trace minerals enhances the routine functioning of the body.</p> <p>It is clinically proven that Seaweed calcium provides much higher calcium than other calcium rich foods.</p> | <p>Sourced from the pristine seas...</p> <p>it's a natural blend of</p> <ul style="list-style-type: none"> - Calcium - Magnesium - 72 trace minerals. <p>And provides much higher Calcium than other calcium rich foods.</p> |
| 4 | <p>ALGACAL™ is available in 2 different grades:</p> <ol style="list-style-type: none"> 1. Red Algae or Lithothamnium Calcareum. 2. Green Algae or Chlorophyta Halimeda. | <p>ALGACAL™ is available in 2 grades -</p> <ul style="list-style-type: none"> - Red algae - Lithothamnium Calcareum - Green Algae - Chlorophyta Halimeda <p>with bio-availability of above 85%.</p> |

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| | Both grades have bio-availability of 85% and above. | <i>(We can add an animation for this section)</i> |
| 5 | ALGACAL™ is suitable for - pharmaceutical, nutraceutical, food, veterinary supplements, beverages, Ayurveda and cosmetics. The product is offered in the form of tablets, capsules, powder & DC granules. | It's a suitable ingredient for various industries. And is offered as - - tablets - capsules - powder - DC granules. |
| 6 | Our ALGACAL™ is - - organic - halal - kosher - suitable for vegetarians - Non GMO and is manufactured under strict GMP conditions. | ALGACAL™ is - - organic - halal - kosher - Suitable for vegetarians - Non GMO - manufactured under GMP conditions. |
| 7 | ALGACAL™ is processed naturally without addition of chemicals or solvents. | ALGACAL™ is chemical and solvent free. <i>(add manufacturing flow - Harvesting of Calcified Seaweeds - Washing - Sun Drying - Manual Sorting - Milling - Sifting - Packing - Sterilization.)</i> |
| 8 | Caltron is certified by experts and organizations globally. | Caltron is certified by: <i>(Logos appear)</i> - FSSAI - The Vegan Society - Ecocert Organic - ISO 9001, HACCP, FSSC 22000, - SEDEX 4 PILLAR AUDITED - GOOD MANUFACTURING PRACTICE - HALAL, KOSHER, COSMOS, - UNITED STATES FOOD AUTHORITY |
| 9 | To know more about the benefits associated with ALGACAL™, contact us now! | info@caltronclays.com visit www.caltronclays.com |

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| 10 | End | |
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