



VETS PLUS, Inc.
Global Animal Health

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RAJ LALL

President / CEO

Rajiv (Raj) Lall is the President and CEO of Vets Plus, Inc. (VPI), a global developer, manufacturer and distributor of food and companion animal health products. VPI began in 1990 with Lall going from dairy-to-dairy selling his probiotic and calcium gels. He has maintained his initial vision for the company to manufacture and market natural animal health supplements designed to help animals when they were sick and keep them healthy, while benefiting the bottom line of the producer. Since its inception, VPI has formed strategic alliances with reputable animal health organizations around the globe, growing into a multi-million dollar company that produces more than 350 products and distributes nationally, as well as to 12 countries outside the United States.

VPI has developed more than 100 proprietary formulations thanks to experienced technical staff comprised of several Ph.D.s, Master's degrees and 1 DVM, with areas of expertise that include: microbiology, immunology, biochemistry, mycology, cell biology, nutrition and veterinary science. VPI also holds several patents. Today, the VPI mission remains the same as when Lall first founded the company: To manufacture and distribute the highest quality animal health and nutrition products possible. No longer creating products in his home, Lall's hard work has resulted in VPI expanding to nearly 100,000 square feet of manufacturing, warehouse and office space in its Knapp, Wisc., and Menomonie, Wisc., locations. VPI also specializes in private label manufacturing and adheres to the highest standards of confidentiality and regulations for their customers.

In his native country of India, Lall earned an undergraduate degree in microbiology and Master's degree in developmental biology and served as an assistant professor in the Department of Botany at M.S. University in Baroda, Gujarat India from 1980-83. During this time, Lall completed research in identifying, analyzing and extracting natural ingredients from plants and plant tissue cultures that provide natural health and medicinal properties.

He continued his education and research in the United States at the University of Minnesota, earning a Master's of Science in pharmacognosy and researching enzymes in relation to cancer cells through animal cell cultures. During this time, Lall completed his thesis on probiotics – an area of expertise he built into the VPI line of products and was utilized in the formation of the Chr. Hansen partnership to manufacture and market the Probios® line. He went on to become a professional in the U.S. human probiotic industry from 1986-90 before venturing out on his own to start Vets Plus, Inc.

Lall and his wife, Swati, reside in Menomonie, Wisc. They have two grown sons, who both obtained perfect scores on the SAT. One is finishing his neurosurgery residency; the other is finishing medical school and will then begin his neurosurgery residency.

About Vets Plus, Inc.

Vets Plus, Inc. (VPI), located in Knapp, Wisconsin, is a leading manufacturer and distributor of animal health and nutrition products, including Probios®, Replamin®, Swine Prefer™, Pets Prefer™, Goats Prefer™ and Horses Prefer™ product lines.

Founded in 1990 by entrepreneur Raj Lall, VPI began manufacturing and distributing animal health and nutrition products. By 2002, VPI had formed a strategic marketing and manufacturing alliance with Chr. Hansen in Denmark, thus earning the license to market and manufacture the Probios® line of products. From 2005-10, VPI, was known as BOMAC Vets Plus, Inc., after a partnership agreement was reached with Bomac of New Zealand. During that time, the company also formed a strategic marketing and manufacturing alliance with Albion Animal Health on Replamin® and Pull Thru® brand products (2008). Following the acquisition of BOMAC New Zealand by Bayer (Germany) in late 2010, the company has successfully transitioned back to Vets Plus, Inc., and now boasts 100,000 square feet of manufacturing / warehouse / office space. VPI is proud of its continued growth into a leader within the animal health industry and ability to manufacture more than 500 products, while maintaining ISO-9001 and NASC certifications, and remaining cGMP and AFFCO compliant. Vets Plus, Inc., is also a member of the American Pet Products Association (APPA).

Global Leader in Animal Health and Nutrition

