



Sri.I.K. Gujral

**Former Prime Minister of India
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For Gujral, memories are made of this...

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Sanjeev Miglani, Asia Times



Inder K Gujral

To the average Indian voter, Inder K Gujral is an urbane political veteran with a flair for diplomacy. But for the makers of Memory Plus, a drug designed to vitalize brain cells, 77-year-old Gujral is a walking billboard.

India's new prime minister is a regular user of the drug, which was developed and manufactured by the government-owned Central Drug Research Institute.

"Basically it tends to improve memory fairly substantially in six to eight weeks," said Minister of State for Science and Technology Yogendra K. Alagh.

Users of the drug range from former prime minister Chandra Shekhar, who celebrated his 75th birthday last week, to young chess maestro Vishwanathan Anand. But users need not be rich and

famous: One capsule of Memory Plus costs a mere three rupees (US \$ 0.08).

"Memory Plus is going to be a potential winner in the global market," said minister Alagh.

Added H R Bhojwani, business development head at the Council of Indian Scientific Research which runs India's 40 state-run laboratories, ranging from chemicals to aerospace: "We are very happy with the way the drug is moving in the Indian market. We are now looking at the global market."

Scientists claim the drug has no adverse side effects and that it follows World Health Organisation guidelines.

"Generally our political leaders are bullish on Indian medicine. There has been heavy demand from MPs for the capsules," Alagh said.

Balance of the full text available in the internet of Asia Times' website:
<http://www.asiatimes.com/97/04/22/22049706.html>.

Thank You
Asia Times
for the front page coverage
of Memory Plus
on April 22, 1997.



Also available, interview of Sri. I.K. Gujral in "Ankhon Dekhi" programme on E-mail in URL: www.techindia.com/memoryplus.

Memory Plus: A prestigious formulation of CSIR/CDRI, Lucknow.