

Navigating the plant - based lifestyle  
with High protein products

## INCREASED DEMAND ON NATURAL RESOURCES

- Increase in population , urbanization and per capita income
- Around 600 million by 2030,urban population in India will reach towards PBFP
- Demand for food expected to increase upto 98% by 2050,to feed 9.8 billion people
- 40% of global land is already used for food production

The natural resources base on which agriculture depends will become increasingly stressed



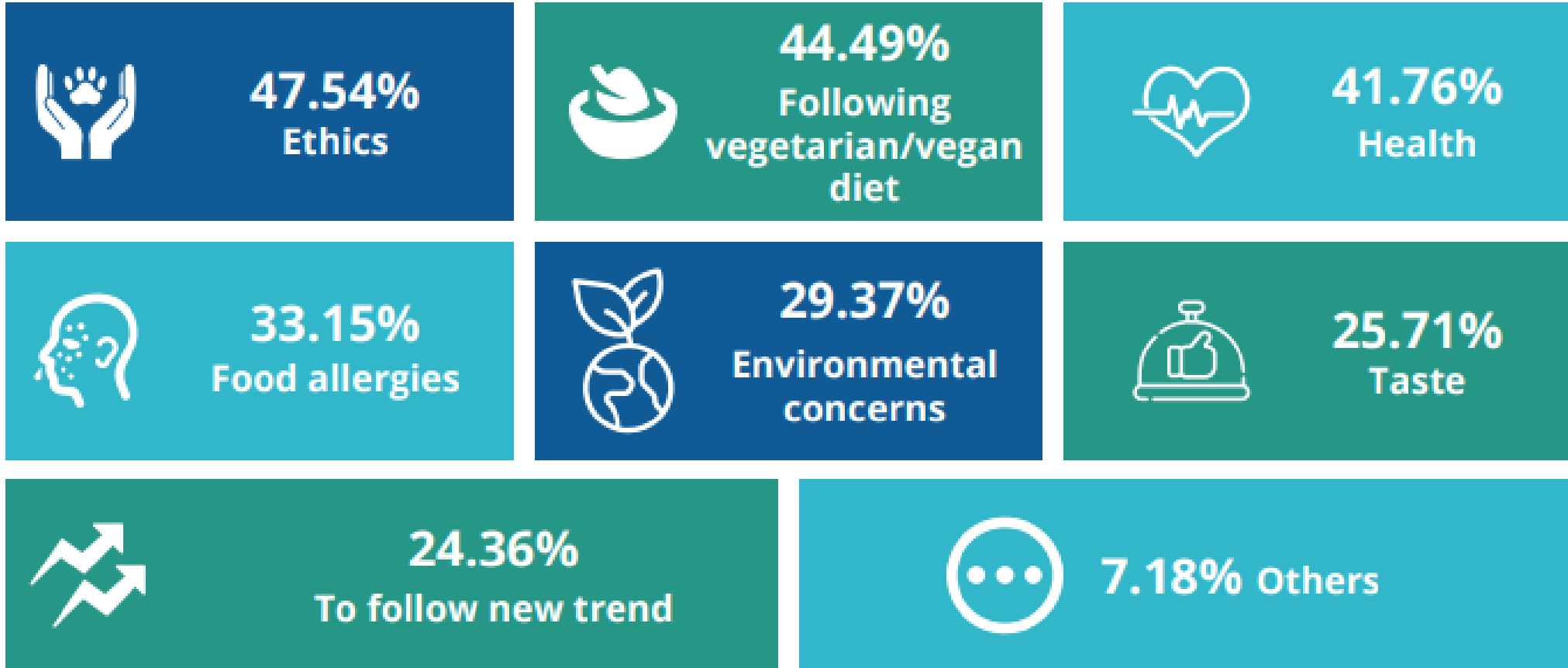
# Growing Demand

- India's Fast growing Per Capita Income **led to surge demand** for plant-based foods market
- In January 2022, Indian delivery giant Swiggy, the largest ordering and delivery platform in the country, announced a partnership with **GoodDot** to make animal-free foods easier to source

## BLOOMBERG'S REGION-WISE PLANT-BASED PROTEIN MARKET PROJECTIONS BY 2030



## Why Plant Based ?



# IMPROVE YOUR HEALTH

Your risk of death related to cancers, heart problems, and obesity is reduced by:

A vegetarian diet lowers your risk of heart disease by **20%**

50% in men

30% in women

Vegetarians tend to live eight years longer

The average cholesterol levels in:

vegetarians

161

non-vegetarians



# THE BENEFITS OF VEGETARIANISM

Becoming vegetarian is not only beneficial to your health, but also our planet. Vegan, lacto-ovo, pescatarian. Take your pick.

## VEGAN

a vegan diet means consuming no meat or animal byproducts like eggs or dairy

## LACTO-OVO

lacto-ovo vegetarians don't eat meat but do consume animal byproducts

## PESCATARIAN

pescatarians still do not eat meat but occasionally consume fish



A meatless diet means being three times less likely to get



Producing a little more than two pounds of beef causes more green house emissions than driving a car or three hours and more energy than leaving all your house lights on the same amount of time



# HELP SAVE OUR PLANET

You save more water by not eating a pound of beef than by not showering for six months



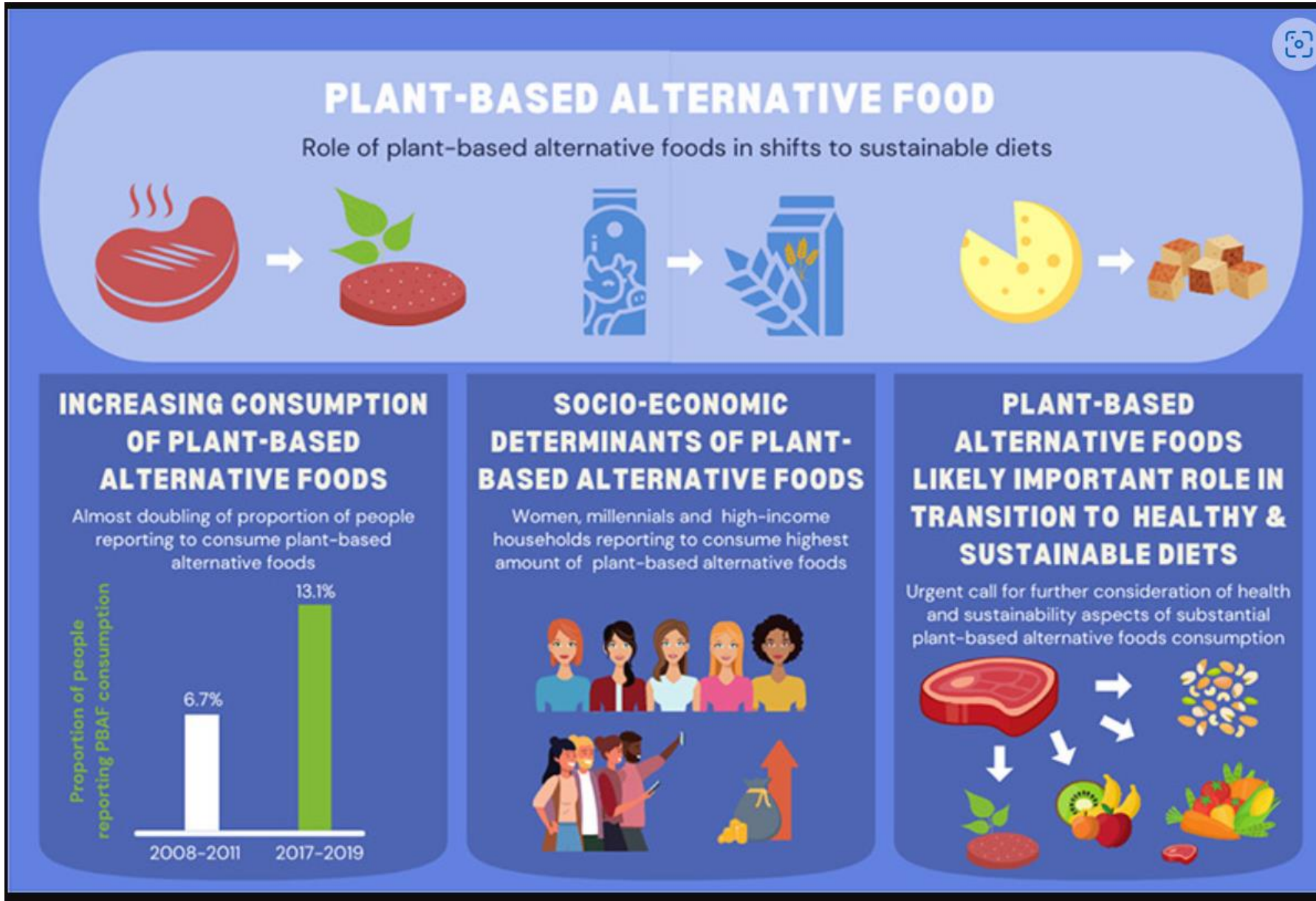
At least 50% of Greenhouse gas emissions worldwide can be attributed to livestock and their byproducts



It takes 16 pounds of wheat to produce one pound meat



# Exploring plant-based alternatives for a sustainable future



[The role of plant-based alternative foods in sustainable and healthy food systems: Consumption trends in the UK – ScienceDirect](#)  
[UN sustainable development goals and green chemistry, key points for sustainably innovating at Roquette, a global leader in plant-based ingredients – ScienceDirect](#)

## Causes of most health issues



Highly Refined Carbohydrates  
( $>60\%$  of energy)



Low Fiber  
( $<1\%$  of energy)



Low Protein  
( $<20\%$  of energy)

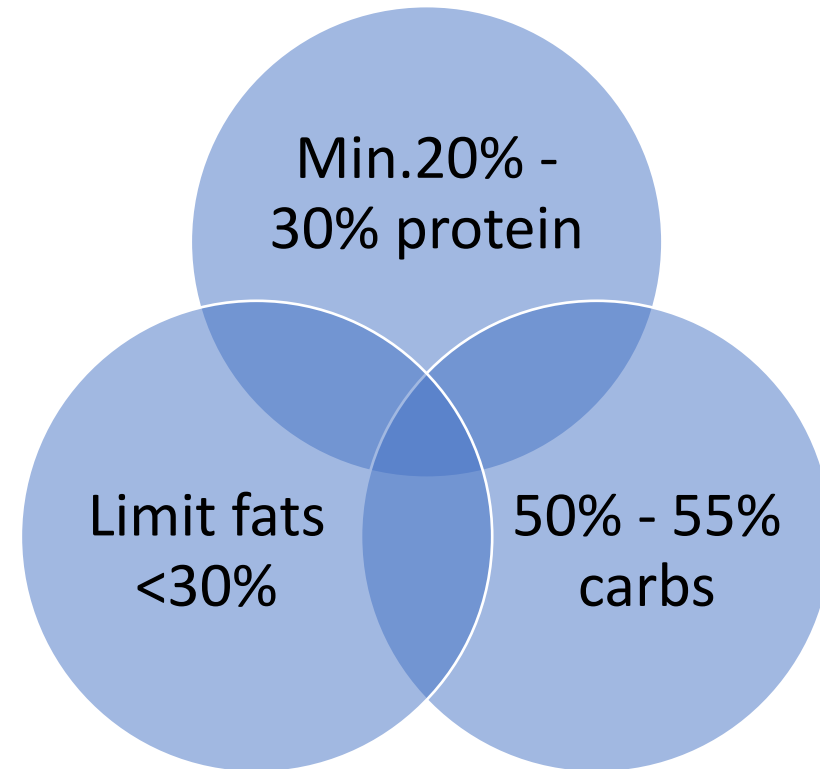
# ICMR study recommends to cut carbs & add proteins

(INDIAB STUDY 28<sup>th</sup> Aug 2022)

## INDIA'S LARGEST ONGOING STUDY

WHAT IS KNOWN	WHAT THE STUDY ADDS
<ul style="list-style-type: none"><li>&gt; Type 2 diabetes is a condition in which there is too much sugar circulating in the bloodstream</li><li>&gt; In the long term, this sugar overdose leads to disorders of the circulatory, nervous and immune systems</li><li>&gt; India is home to 77 million people with diabetes--that is one in six people with diabetes in the world is from India</li></ul>	<ul style="list-style-type: none"><li>● By tweaking the intake of macronutrients, it is possible to reverse diabetes or delay its onset</li><li>● The remission formula is to increase proteins to 20% of the daily calorie intake, keep carbohydrate at 50-55% and the rest is fat</li></ul>

**Number could rise to over 134 million by 2045**







## **Challenges faced by the plant-based food industry**

- Biggest challenge includes taste and texture of plant-based protein sources
- Raw plant ingredients-lack essential flavors of umami and sweetness which needs special attention to the mouthfeel
- Plant protein such as pea protein is challenging-due to low solubility and unpleasant flavor



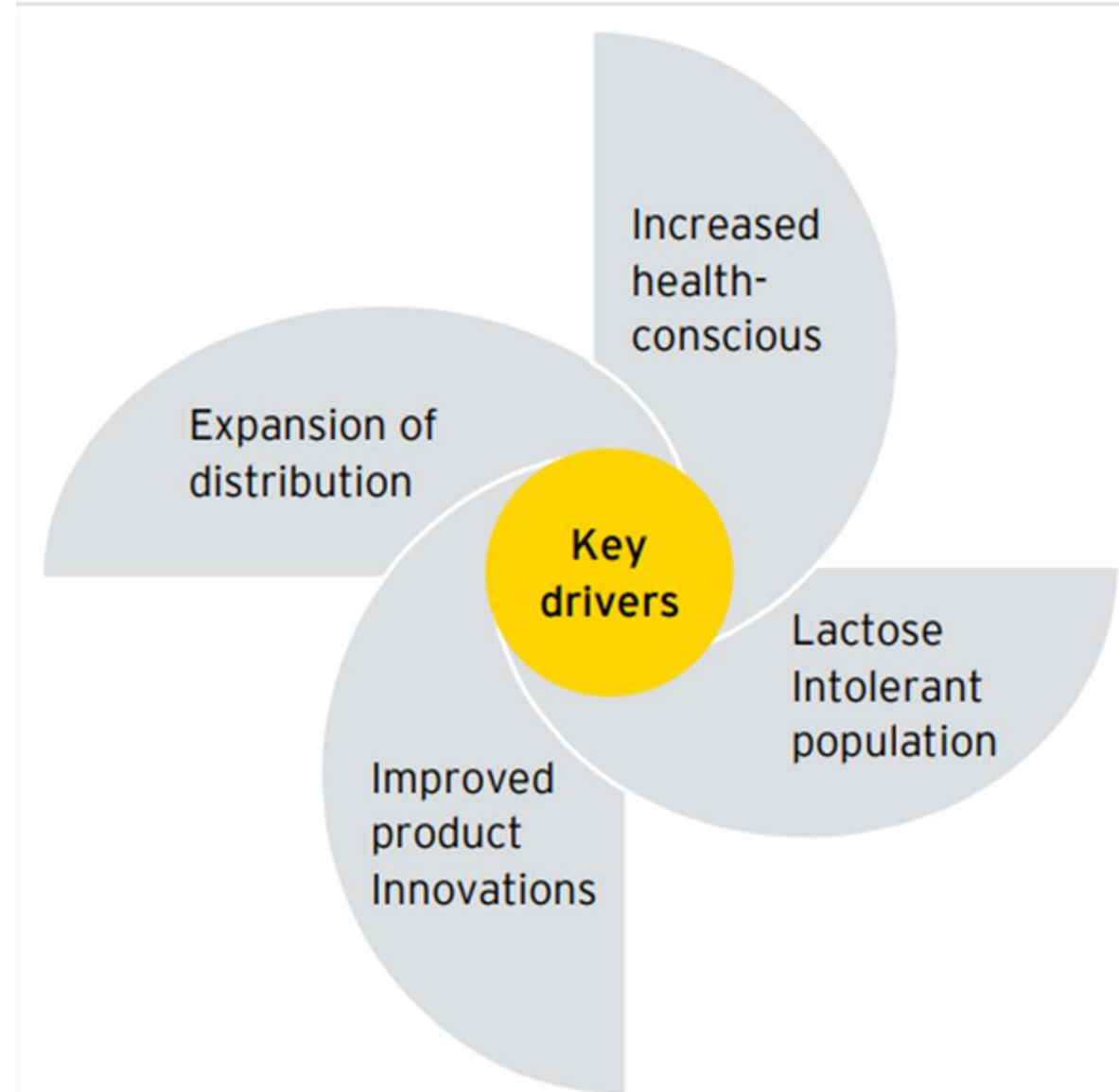
Transitioning to a plant-based lifestyle while prioritizing high-protein products can be rewarding yet challenging

- Plant-based protein sources include beans, lentils, tofu, tempeh, edamame, chickpeas, quinoa or plant-based protein powders. Combine different plant protein sources to get a complete amino acid profile.
- Create well-balanced meals that include a variety of plant-based proteins, whole grains, and healthy fats, making it easier to stick to your plant-based goals.
- Choose whole grains like barley, whole wheat, whole pulses. These not only provide protein but also offer other essential nutrients and fiber.
- Snack on nuts and seeds, which are rich in protein, healthy fats, and essential nutrients.
- Keep high-protein snacks on hand, such as roasted chickpeas, edamame, hummus with veggies, or protein bars made from plant-based ingredients.

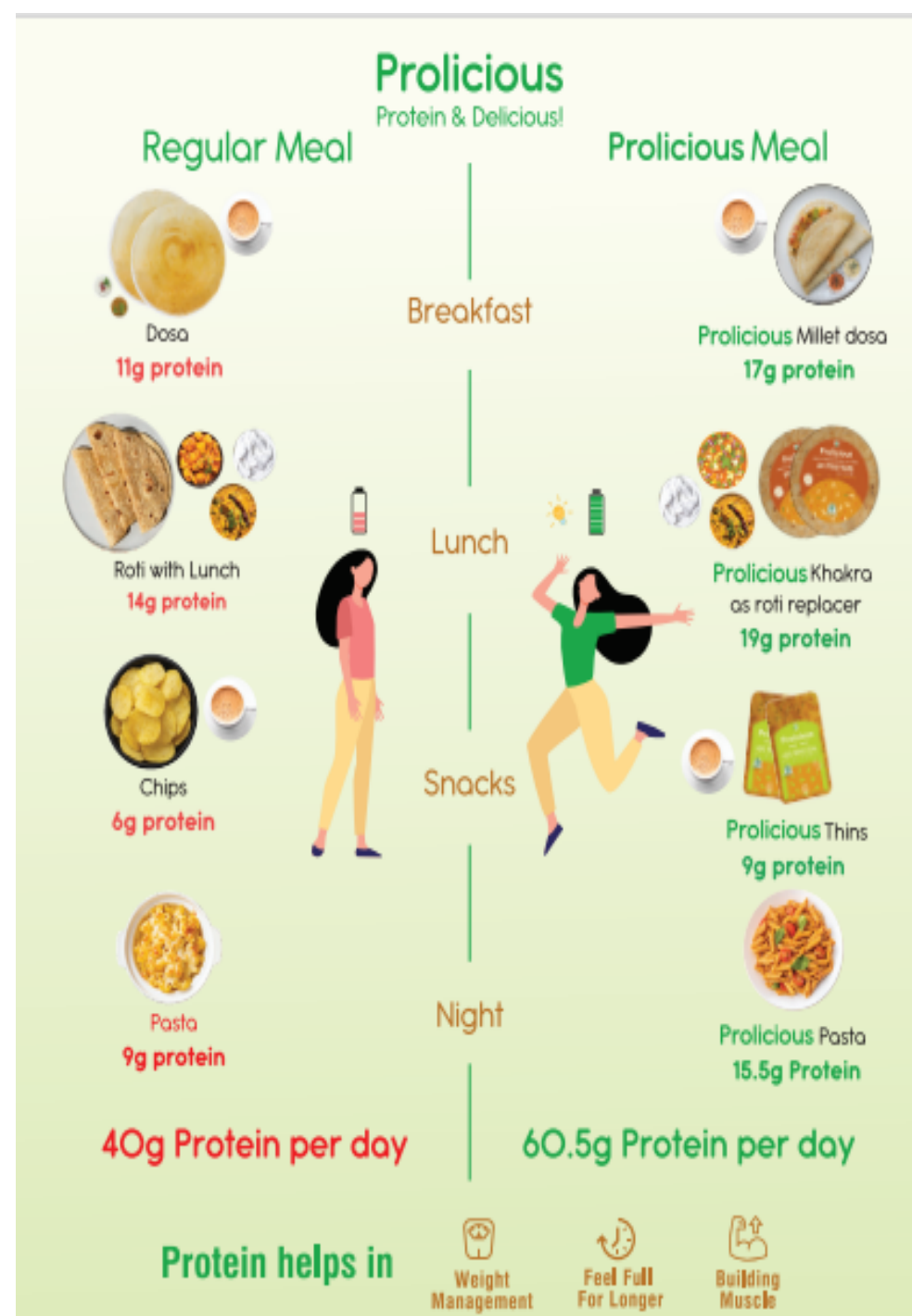
**The key to a successful plant-based lifestyle is variety.**

# Health Benefits

- Plant based diets are high in fiber, complex carbs
- Protect against lifestyle conditions: obesity, diabetes, thyroid etc
- Heart Friendly - lower hypertension and total cholesterol levels
- Provide adequate level of micronutrients
- Lower risk of chronic diseases



Prolicious rebalances your favourite tasty foods with **double** the protein



Natural ingredients
High protein, high fibre,
Blend of pulses and legumes
Contains whole kitchen ingredients
20-30 g Protein per 100g
Diabetes friendly, helps in weight management
Best suited for all age groups

**NEW LAUNCH**

**Nuts & Seeds Protein Bar with 10g Plant Protein**



**Prolicious**  
Protein & Delicious!

**2X Protein**

**Penne**  
DURUM WHEAT PASTA

Benefits of Protein:  
BUILDS BURNING | WEIGHT MANAGEMENT | HELPS BUILD MUSCLE

NET WT 250g





Thank  
You