

## Bigbasket launches new gluten-free, healthy products

21 January 2019 | News | By Manbeena Chawla

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Bigbasket, India's largest online supermarket, launched new products from its healthy 'GoodDiet' range at the recent Organics and Millets 2019 – International Trade Fair organized by the Government of Karnataka. bigbasket also showcased its range of organic produce including fruits and vegetables, and an exhaustive variety of products under its label bb Royal Organic at the fair. N H Shivashankara Reddy, Minister for Agriculture, Govt. of Karnataka and Seshu Kumar Tirumala, National Head, Buying and Merchandising, bigbasket were present at the launch.

Speaking at the occasion, N H Shivashankara Reddy congratulated bigbasket in the effort towards ensuring the well-being of people in the country through its healthy and organic product range. He commended bigbasketon being a disruptor in providing people convenient access to an exhaustive range of organic fruits, vegetables, pulses, rice, flours, spices, dry fruits, ghee, etc. at affordable prices.

The GoodDiet range is aimed at those who are always on the move but health conscious at the same time. The products are devoid of added sugar and dairy or eggs and contain no added preservatives. bigbasket's 100% certified organic products like flour, spices, rice, dry fruits, ghee etc are categorized under the label 'bb Royal Organic'. The products are procured from over 1000 farmers through bigbasket's deep and strong supply chain network. With over 70 varieties, the organic fruits and vegetables are directly sourced from farmers through bigbasket's collection centres in all major organic growing belts of the country.

Speaking at the launch, SeshuTirumala, National Head, Buying and Merchandising, bigbasket, said, "I thank the hon'ble minister for having taken out time from his schedule to launch the new products in bigbasket'sGoodDiet range. Our

participation in the Organics and Millets 2019 trade fair once again will not only help us in getting the required leverage but also promote healthy products among those who visit. Our organic produce including fruits and vegetables available at a never-before price range will also encourage bigbasket users to switch to an organic way of life; in turn, positively impacting four key stakeholders - farmer, corporation, customer and the planet.”

Besides the Gluten free range, the fair witnessed the launch of three new products in the GoodDiet range - the GoodDiet Pink Salt which is 100% naturally mineral rich, the GoodDiet Nutrition Bar and Breakfast Cereal, which are gluten-free and contain no added preservatives. The breakfast cereal is also high in fibre content and does not contain any transfat.