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MyFitness launches new brand Suprfit, offering effervescent tablets & apple cider vinegar

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By **Manbeena Chawla** | November 1, 2021



myfitness-launches-new-brand-suprfit-offering-effervescent-tablets-apple-cider-vinegar

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Expands its healthy food products portfolio in the market

MyFitness, a startup based in Dadra and Nagar Haveli, is set to transform the health food industry with the launch of Suprfit brand. This new venture has introduced two health food products - effervescent tablets and apple cider vinegar. In less than a week of soft launch, the newly launched brand has witnessed a very good traction from the market.

Catering to a wider audience, Suprfit's brand offers first-of-its-kind tablets under categories ranging from sleep, immunity, detox, lean, glow, shine, active, super, slim, and digest. Effervescent tablets are available in 10 different flavors, including strawberry, blueberry, green

apple, raw mango and cranberry, to name a few.

Speaking on the launch, Mohammad Patel, CEO, MYFITNESS, said, “There are plans to introduce more nutrition-rich food products in the market. Catering to both fitness enthusiasts and the general public, we aim to be the leading brand in the health food D2C category.”

Owned by Tanvi Fitness Private Limited, Suprfit is further developing other new products. The brand will soon be coming up with Rice cakes, Gummies etc amongst others. Complementing the offerings by MyFitness, the newly launched brand plans to expand its footprint in the health food industry.

Read online: https://nuffoodsspectrum.in/news/7/18205/myfitness-launches-new-brand-suprfit-offering-effervescent-tablets-apple-cider-vinegar.html
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