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Urban Platter launches meatless plant-based range

Mumbai-based startup Urban Platter has launched its meatless plant-based range starting with the Meatless Burger patties. This is a product line designed and made in India, with a deep understanding of consumer preferences and product innovation. Made wit

By **Manbeena Chawla** | November 2, 2021



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Started 6 years ago as an e-Commerce venture and now has a wide retail presence in over 700+ retail touch points across India

Mumbai-based startup Urban Platter has launched its meatless plant-based range starting with the Meatless Burger patties. This is a product line designed and made in India, with a deep understanding of consumer preferences and product innovation. Made with Soy protein, there is 11 grams of protein, 8 grams of fat, 9 grams of fiber and no preservatives.

Urban Platter plans to launch many more in the meatless and vegan space and soon venture into a range of dairy alternatives as well.

With a team of 175+ people today, and with physical operations in 4 cities of India and having recently raised a Series A round of capital from a vision-aligned strategic investor, Urban Platter seems to be well-capitalized and poised to keep their growth momentum robust and continue to dominate various sectors of the packaged food and beverage industry.

Over the next few months, the Urban Platter brand should further be available across more physical retail touch points with aggressive omnichannel marketing push.

Read online: https://nuffoodsspectrum.in/news/30/18209/urban-platter-launches-meatless-plant-based-range.html
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