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OZiva launches protein drink for kids

Mumbai-based startup OZiva has launched OZiva Kids Superfood Growth Protein Drink, a clean protein blend, fortified with six Ayurvedic herbs and 27 essential vitamins and minerals catering to the daily protein needs of kids aged five and above.

By **Sanjiv Das** | March 2, 2022



oziva-launches-protein-drink-for-kids

WordPress post #22078

The protein drink has six Ayurvedic herbs and 27 essential vitamins and minerals

Mumbai-based startup OZiva has launched OZiva Kids Superfood Growth Protein Drink, a clean protein blend, fortified with six Ayurvedic herbs and 27 essential vitamins and minerals catering to the daily protein needs of kids aged five and above.

The Superfood Growth Protein Mix helps complete this daily requirement by offering 30 per cent protein along with other essential nutrients that support growth, boosted energy, strong bone health, eye health, and immunity in children. The mix is available in two flavours, creamy vanilla and rich chocolate.

It is 100% clean, devoid of harmful chemicals and artificial sweeteners like Maltodextrin.

Various research reports state that the protein consumption amongst children is very low in India and this number remains unchanged in the past 2 decades. A UNICEF report also highlights the decline in consumption of fruits and vegetables (calories from these). Such diets with incomplete nutrition can have a huge negative impact on the health and growth of children.

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