NEWS | FOOD

Plant-based dairy startup Goodmylk acquires nutrition brand PRO2FIT

Plant-based dairy company Goodmylk, based in Bengaluru, has acquired PRO2FIT, developer of plant-based nutrition products. Radhika Datt, Co-founder, Goodmylk, said, "It has always been part of Goodmylk’s vision to increase food security through local, nut

By **Sanjiv Das** | March 8, 2022



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The acquisition will enable high-quality nutrition for all

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Radhika Datt, Co-founder, Goodmylk, said, "It has always been part of Goodmylk’s vision to increase food security through local, nutrient-rich plant-based foods. It’s more affordable, sustainable and better for everyone. PRO2FIT’s vision matched ours and this should be an exciting journey.”

Abhay Rangan, Co-founder, Goodmylk said, “Consumers today want more than functional products - they want to feel good about what they eat. It is important to balance claims of functionality with clean labels, price and taste. Nutrient-dense, clean label plant-based foods are the future, and we are excited to enable this with PRO2FIT on board.”

Goodmylk, who raised Rs 7.3 crore in an extension of their seed round from Indian and international angels and firms last year, has been at the vanguard of plant-based movement in India. Their acquisition marks one of the first M&As in the industry, and is a very promising sign of the emerging maturity in the smart protein sector.

Read online: https://nuffoodsspectrum.in/news/14/18666/plant-based-dairy-startup-goodmylk-acquires-nutrition-brand-pro2fit.html

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