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Soulfuel disrupts nutrition supplements space with new protein products

Includes clinically effective and research-backed ingredients

By **Manbeena Chawla** | May 17, 2022



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Mumbai-based Soulfuel has launched India's 1st protein powder focused on strengthening the gut health by using a novel ingredient called EpiCor delivering postbiotic with other nutrients. Postbiotic from EpiCor shines amongst dozens of research-proven to improve gut health.

The protein powder is available in flavours like butterscotch, vanilla, and chocolate - while hazelnut, fruit n nut, and coffee-flavoured protein bars.

The wellness brand is to launch new products this year. The line-up includes products like nutraceutical oral strips, protein water, protein shots, and a junior protein powder.

Priyanka Lakdawala, the creator of Soulfuel and an ex-hedge fund manager, has spent over last ten years building the best medical weight loss practice in Asia.

"Through Soulfuel, we seek to help a working mother, fitness enthusiast, a recovering cancer patient, a post-bariatric surgery patient, an ageing senior citizen, and millions of such everyday users live a better, more vibrant life. Enhancing the everyday life of Indians through the power of genuine nutritional supplements," quoted Priyanka about the venture.

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