NEWS | FUNCTIONAL FOODS

Food tech startup EatFit introduces premium functional food menu

The menu has been launched in 6 cities- Bengaluru, Chennai, Mumbai, Hyderabad, Delhi and Gurugram

By **Manbeena Chawla** | July 4, 2022



WordPress post #24087

The menu has been launched in 6 cities- Bengaluru, Chennai, Mumbai, Hyderabad, Delhi and Gurugram

EatFit, one of India’s largest healthy food platforms housed under Curefoods - a leading Indian cloud kitchen player, has announced its collaboration with Hrithik Roshan’s HRX, to introduce HRX’s premium functional foods to its users.

Directing the users of both brands with similar ethos of a functional lifestyle, the newly launched menu on EatFit is a combination of the EatFit food philosophy and HRX 's function utility that will provide healthy food options to its consumers.

HRX by Hrithik Roshan is India’s first homegrown wellness and fitness service that believes in nurturing its users with the best version of themselves, through its products that range across fitness, sports equipment, home gym equipment, bicycles, smart wearables, etc. The brand also offers a premium set of foods to its consumers which has been added to the EatFit menu, following the collaboration.

The menu is designed primarily to meet the nutrition needs of one’s body, and offers food choices that include pizzas, juices, cold brews, Indian cuisine, salads, desserts, etc., making healthy eating interesting. Every food option is carefully categorised according to the requirements of fitness enthusiasts, based on their body’s needs of consuming the food at the time of pre-workout, post-workout, endurance, indulgence, and recovery throughout the period of their workout. This menu is launched in 6 cities across India, namely Bengaluru, Chennai, Mumbai, Hyderabad, Delhi and Gurugram.

Image credit- shutterstock

Read online: https://nuffoodsspectrum.in/news/8/19094/food-tech-startup-eatfit-introduces-premium-functional-food-menu.html

© 2026 NUFFOODS Spectrum. All rights reserved.