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Britannia launches AI powered, personalised diet consultation for diabetics

Provides access to expert nutrition through an interactive WhatsApp ChatBot

By **Manbeena Chawla** | November 15, 2022



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WordPress post #26248

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Britannia NutriChoice has launched a first-of- its- kind service that democratises access to nutrition for people with diabetes. The initiative uses the expertise of nutrition and health coach, Ryan Fernando (Founder of Qua Nutrition) to deliver diet plans customised to age and dietary preferences. The campaign will reach over 15 million people in India and promote awareness about healthy meal planning to help prevent and manage diabetes.

The service launched by Britannia Nutrichoice is to provide a customised diet plan to individuals managing diabetes, based on age and dietary preferences while minding the diversity of food choices across the country. The initiative recommends the most suitable diet plan for each person basis demographics and delivers it via an easy to access, interactive WhatsApp ChatBot.

Knowing that the journey to good health requires consistency and commitment, the initiative uses artificial intelligence (AI)-powered technology to deliver a personalised video (addressing every individual by name) to check in on them a week after the diet plan has been delivered, to keep them motivated and on track.

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Read online: https://nuffoodsspectrum.in/news/16/19579/britannia-launches-ai-powered-personalised-diet-consultation-for-diabetics.html
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