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Mumbai-based startup ProV Foods launches mini snack-pack of nuts

Ideal for healthy on-the-go nutrition

By **Manbeena Chawla** | January 18, 2023



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Ideal for healthy on-the-go nutrition

ProV foods, a brand owned by Mumbai-based startup Proventus Agrocom, has announced the launch of a new line of products called ProV Minis. Designed specifically for the Indian market, ProV Minis are small snack-packs of flavoured dry fruits, nuts and seeds that are ideal for healthy on-the-go nutrition, priced at Rs 30 per pack.

ProVMinis are currently available in flavours such as Cashew Roasted & Salted, Nut & Seed Mix, Cashew Creamy Cheese, Cashew Cracked Pepper, Almonds Roasted & Salted and Almonds Piri Piri. The company will launch additional flavours and variants over the coming months.

Commenting on the launch of ProV Minis, Shalin Khanna, Co-Founder and CMO, ProV Foods said, “Indian consumers often struggle with finding healthy snacking options for themselves and their families and often end up snacking on unhealthy snacks like chips and namkeens. The few healthy alternatives that exist tend to have higher price points not suitable for impulse purchases or to stock at local kiranas, or lack in flavour and taste."

In the past three years, ProV is steadily gaining popularity as a smart choice for a healthy lifestyle. By next year ProV is targeting a revenue of Rs 500 crore run rate and aims to achieve a 20x growth by the year 2026.

Read online: https://nuffoodsspectrum.in/news/14/19785/mumbai-based-startup-prov-foods-launches-mini-snack-pack-of-nuts.html

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