NEWS | BEVERAGES

Parle launches SMOODH Fruit Lassi

Offering the combination of fruits and goodness of yoghurt in a variety of flavours

By **Manbeena Chawla** | April 4, 2023



parle

WordPress post #27857

Offering the combination of fruits and goodness of yoghurt in a variety of flavours

Parle Agro has launched SMOODH Fruit Lassi, under its dairy brand, SMOODH. The new product comes in three distinctive variants – ‘Guava Chilli’ a desi blend of sweet guava with a hint of

spicy chilli, ‘Banana Rum Flavour’, and ‘Mixed Berries’ a combination of strawberries, blueberries & cranberries. The flavours were carefully crafted, taking into consideration tastes that Indians traditionally consume.

The company has launched SMOODH Fruit Lassi at a price of Rs 10 for a carton pack. Anticipating the requirement of a larger pack, SMOODH Fruit Lassi is also available in convenient-to-handle PET bottles priced at Rs 15. Currently, no dairy beverage brand exists in the market at this price point in the country.

According to the company, SMOODH Fruit *Lassi* is another step towards its vision of making the dairy brand, SMOODH a Rs 5000 crore brand by 2025.

Read online: https://nuffoodsspectrum.in/news/15/19983/parle-launches-smoodh-fruit-lassi.html
© 2026 NUFFOODS Spectrum. All rights reserved.