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Sunpure launches multigrain atta with highest millets composition

Armed with a healthy mix of 12 cereals, pulses and millets, Sunpure multigrain atta reinforces the Mysuru-based company’s vision to become a Pan-India FMCG brand that empowers Indian consumers to embrace healthy living

By **Shraddha Warde** | October 13, 2023

BENEFITS OF 12 SUPER GRAINS

Sunpure®

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MULTIGRAIN ATTA



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Multigrain Atta

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Sunpure, South India’s largest edible oil brand announced the launch of Sunpure Multigrain Atta. With the United Nations declaring 2023 as the International Year Millets, the Mysuru-based company is excited to make the goodness of these superfoods easily accessible to more Indians.

Armed with a healthy mix of 12 cereals, pulses and millets, Sunpure Multigrain Atta has the highest percentage of multigrain (15 per cent) as compared to other available products in the category. Apart from myriad proven health benefits, millets are also good for the environment, with a low carbon and water footprint.

MK Agrotech, Sunpure’s Karnataka-based parent organisation, is renowned for bringing together the best of technology and tradition. With its latest product offering, Sunpure is looking at a revenue of INR 5 crores in the 1st year & doubling the revenue from 2nd year onwards, while strengthening its vision to become a Pan-India FMCG brand that empowers Indian consumers to embrace healthy living.

Sridhar Vaidyanathan, Chief Operating Officer, MK Agrotech, said, “As the world’s largest producer of millets, India has introduced the goodness of these superfoods to the world. Unfortunately, though, many Indian households, particularly in urban India, are no longer consuming millet as an integral part of their diets. Sunpure is working towards remedying the situation by bringing back these healthy, traditional Indian foods into our daily lives. Sunpure Multigrain Atta has the highest composition of millets as compared to the multigrain attas currently available in the market.”

“Clinical studies have established the many health benefits of consuming millets, while environmentalists concur on the eco-friendly qualities of these resilient crops. They are good for the people and the planet,” adds Vaidyanathan.

Sunpure Multigrain Atta contains fenugreek, foxtail millet, pearl millet and oats, which help to reduce the risk of diabetes; ragi and barley, which help lower cholesterol levels; sorghum and little millet, good for maintaining healthy blood pressure levels; and psyllium husk, known to relieve intestinal problems.

Sunpure Multigrain Atta (1kg), priced at Rs. 75, is available online as well as in retail stores across Karnataka, Maharashtra, Kerala, Andhra Pradesh, Telangana, Goa and Tamil Nadu.

Read online: https://nuffoodsspectrum.in/news/14/20356/sunpure-launches-multigrain-atta-with-highest-millets-composition.html
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