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Danone India launches AptaGrow toddler nutrition category

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By **Shraddha Warde** | January 15, 2024



Mr. Sriram Padmanabhan, Marketing Director, Danone India on the launch of AptaGrow

WordPress post #30343

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Danone India, with its mission ‘to bring health through food to as many people as possible, has taken a significant leap in strengthening its toddler nutrition range with the national launch of AptaGrow. AptaGrow addresses the nutrition requirement of children in the age group of 3-6 years with 37 nutrients that contain a unique blend of prebiotics which help in better absorption of vital nutrients essential to support growth, brain development and immunity.

AptaGrow has 100 per cent Milk Protein and Calcium to support height gain, Vitamins A, C, and D to support immune health and DHA, Iron, Folic Acid & Iodine to support brain development. In contrast, the unique blend of prebiotics supports absorption of the essential nutrients. This low-fat, chocolate/vanilla-flavoured drink serves as an ideal choice for promoting healthy growth and overall development in children.

AptaGrow stands as a testament to Danone’s commitment towards raising awareness about the importance of providing adequate nutrition, particularly during a child's foundation years.

The brand has also introduced a first-of-its-kind tool – Aptagrow Growth Chakra, to help mothers measure and understand their child’s holistic growth needs. This tool not only measures the child’s height, and weight but also immunity, brain development and overall well-being. Mothers will be provided with a FREE personalised diet plan to address specific growth needs.

Read online: https://nuffoodsspectrum.in/news/6/20640/danone-india-launches-aptagrow-toddler-nutrition-category.html
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