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Myprotein unveils plan to support Indian athletes and Olympians

A digital-first global sports nutrition leader, Myprotein’s growth impact across Tier I, II & III cities in India continues to showcase favourable brand penetration

By **Shraddha Warde** | May 13, 2024



Myprotein_Image

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Myprotein maintains its position as the foremost online sports nutrition brand in India, catering to fitness enthusiasts with its extensive range of high-quality products and unwavering commitment to excellence. As a global leader in sports nutrition, Myprotein has established itself as a trusted and reliable source for athletes, bodybuilders, and health-conscious individuals seeking to achieve their fitness goals. Additionally, supporting emerging talent in India, particularly from non-mainstream sports and Tier II-III cities, the brand is also looking to the future to impact India's Olympic story, alongside the nation's overall fitness trajectory.

Committed to educating and alleviating the perception of overall nutrition intake in India, Myprotein's commitment to India is in line with not just Indian, but also global benchmarks. Alongside successive certifications from independent testers such as LABDOOR & Informed Choice, the brand also works alongside Indian partners to be FSSAI certified since 2004 till date, providing quality products for its vision of India. Furthermore, Myprotein proudly aligns itself with ESSNA, a highly regarded organisation acknowledged by lawmakers and media, as the authoritative voice of the sports nutrition industry throughout Europe.

Citing the prevalence of protein deficiency and lack of awareness regarding nutritional requirements among Indians, Myprotein continues to tailor its products to cater to diverse tastes and preferences of the Indian audience, offering protein-rich alternatives such as IMPACT Whey Protein Kulfi, Thandai, Keventers Range, Nimbu Pani protein powders. Moreover, the brand has prioritized educational initiatives to dispel myths surrounding sports nutrition and highlight the tailored benefits of its products for different athletic pursuits.

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