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Ghodawat Consumer's To Be Honest brand introduces Mix Veggie Chips

The launch will further boost TBH’s ambitious target to achieve Rs 50 crore in revenue by 2028

By **Sanjiv Das** | November 18, 2025


TO BE HONEST™
TBH
CRUNCHIES
MIX VEGGIE CHIPS
WITH REAL FRUIT & VEGETABLES
ROCK SALT
40% LESS FAT*
VACUUM COOKED
NO PALM OIL

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India’s D2C brand, To Be Honest from Ghodawat Consumer Limited (GCL), has launched Mix Veggie Chips. GCL is the FMCG arm of the Sanjay Ghodawat Group. The product brings together the colours and flavours of five different vegetables in a single pack.

TBH Mix Veggie Chips are crafted with vacuum-cooked golden sweet potato, purple sweet potato, ripe jackfruit, beetroot, and okra, and lightly seasoned with pure rock salt. With no palm oil, 40 per cent less fat, and over 90% of nutrients retained from raw vegetables, the product stands out as a true testament to GCL’s dedication to innovation and wellness.

Salloni Ghodawat, CEO, Ghodawat Consumer Limited (GCL), said, “At GCL, our mission has always been to empower consumers to make healthier choices without sacrificing on taste. The launch of TBH Mix Veggie Chips is a celebration of nature’s diversity and our commitment to honest, nutritious snacking. We believe that healthy eating should be enjoyable and accessible to all, and this product is a step forward in redefining guilt-free munching for India’s new-age consumers.”

This launch will further boost TBH’s ambitious target to achieve Rs 50 crore in revenue by 2028.

Read online: https://nuffoodsspectrum.in/news/14/22890/ghodawat-consumers-to-be-honest-brand-introduces-mix-veggie-chips.html

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