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Good Monk launches plant protein for rotis

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By **Sanjiv Das** | November 25, 2025



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Good Monk, the flagship brand of Superfoods Valley, a Bengaluru-based start-up leading disruption of nutrition supplement that makes everyday nutrition simple, and hassle-free, after the success of Healthy 50+, has launched yet another differentiated innovation, plant protein for rotis. This new launch serves as a simple yet revolutionary way to smuggle nutrition and increase daily protein intake, into everyday Indian meals, without altering the taste and texture. With almost 5 grams of additional protein per roti, this innovation helps reduce the gap in protein intake for Indian families.

Co-founder Amarpreet Singh said, “We have been trying to solve the nutrition requirement of Indian consumers by adding it seamlessly in everyday meals. Plant protein roti mix is the next step in our quest to make nutrition simple for Indian households. We launched the Healthy 50+ last year and we have seen phenomenal consumer love for that product. With this launch also, we are not asking consumers to eat differently, just integrate this clean protein formulation into their meals, simply. With no added sugar, sweeteners or preservatives, we hope that the plant protein roti mix resonates with our consumers and helps them in their health journey.”

Adding to this, Co-founder Sahiba Kaur said, “We realised that it is critical to simplify nutrition for consumers and need to integrate seamlessly into their routine. Hence we were working on a product that can smuggle proteins into our everyday meal, and the plant protein roti mix does just that. This plant protein for rotis is the perfect addition to your meals with 5 gms of additional protein and the probiotics that make it easy to digest without causing bloating and digestive discomfort making it safe for the elderly to consume."

The Plant Protein Roti Mix will address a critical nutritional gap through a staple of every Indian Household, and will prove to be a significant step towards making India protein rich, one roti at a time.

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