INTERVIEWS | INTERVIEW

“Innovation in packaging will be central to driving healthier consumption habits in the edible oil category,”- Ayush Gupta, Head India Business, KRBL Limited

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By **Mansi Jamsudkar** | March 30, 2026



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As India's edible oil market navigates rising health awareness, regulatory scrutiny, and intensifying competition, packaging is emerging as a critical lever of differentiation beyond price and product quality. With consumers increasingly seeking convenience alongside healthier consumption habits, brands are rethinking traditional formats to drive behavioural change at the point of use. In this context, KRBL Limited's India Gate Uplife has introduced its 'Go Less' oil-control pack, positioned as a functional packaging innovation aimed at enabling portion control and mindful usage. In this interview, Ayush Gupta, Head – India Business, KRBL Limited, discusses the consumer insights behind the concept, the technical and commercial considerations shaping its development, and the broader role of packaging-led innovation in transforming the edible oil category. Edited excerpts;

India Gate Uplife's 'Go Less' pack is positioned as India's first oil control packaging format. What specific consumer insights or data led to identifying uncontrolled oil usage as a key intervention point?

At KRBL, we observed and analysed a clear gap between intent and action in everyday cooking. While urban consumers are increasingly health conscious, oil usage in the kitchen remains largely unmeasured and habitual. Feedback and observation showed that consumers find it difficult to track how much oil they use in routine cooking. This lack of control often leads to overuse, making oil consumption an important but overlooked intervention point. As a brand, we listened closely to our customers' feedback and introduced this product to address their need for better portion control and mindful consumption.

This innovation focuses on behavioral change through packaging design. How do you plan to measure its real impact on consumer consumption patterns and repeat usage?

The impact will be evaluated through a mix of consumer feedback and behavioural indicators. These include tracking monitoring platform level consumption trends and purchase rates, and analysing qualitative feedback on ease of use and perceived control. Over time, we will also assess whether consumers report more conscious usage habits and preference for this format

over conventional packs.

From a technical standpoint, what were the key design and engineering challenges in developing a precision-pour PET bottle that balances control, convenience, and durability?

The primary challenge was achieving controlled dispensing without compromising convenience. The cap had to enable measured pouring while remaining easy to use in fast-paced cooking environments. Ensuring a firm grip through ergonomic design was equally important. At the same time, the bottle needed to be durable and reusable. Balancing all these elements in a single PET format required careful design iteration.

The pack also claims to help reduce oxidation and maintain oil freshness. Can you elaborate on how the packaging design contributes to product stability and shelf life?

The packaging is designed to minimise exposure to air and moisture during usage. Controlled pouring reduces unnecessary contact with external elements. Also, the closed system and tight cap structure help maintain product integrity. Together, these features limit oxidation and help preserve the oil’s freshness and quality over time.

With increasing regulatory and consumer scrutiny around health claims, how is India Gate Uplife ensuring that its “mindful consumption” proposition remains compliant and scientifically substantiated?

The proposition is rooted in enabling behaviour rather than making direct health claims. The focus is on portion control and conscious usage, which aligns with widely accepted nutritional guidance around moderated oil consumption. All communication is framed carefully to remain compliant with regulatory standards, while staying grounded in real consumer behaviour and usage benefits.

The product has been exclusively launched on Swiggy Instamart. What role do quick commerce platforms play in testing and scaling such packaging innovations?

Quick commerce platforms provide an ideal testing ground for such innovations. They offer access to urban, digitally engaged consumers who are open to trying new formats. The speed of feedback and data visibility allows us to quickly assess adoption and refine the offering. These platforms also help build early traction before scaling to broader channels.

How does this packaging innovation align with KRBL's broader strategy to expand beyond staples into the health and wellness segment?

This innovation reflects a shift from being a product provider to a solutions driven brand in the health and wellness space. It supports the larger ambition of India Gate Uplife to become a lifestyle partner for consumers seeking healthier habits. By combining product quality with functional packaging, the brand is expanding its role in everyday wellness.

Given the price sensitivity in the edible oil category, how are you managing the cost implications of innovative packaging while maintaining competitive pricing?

Cost efficiency has been a key consideration from the start. The packaging has been designed to balance innovation with scalability. While there is an incremental cost, it is justified by the added value in terms of convenience and durability. Over time, scale and optimisation will help maintain competitive pricing.

Do you see potential for this oil-control packaging format to extend across other edible oil categories or even adjacent food segments within your portfolio

Yes, the format has strong potential to extend across other edible oil variants and even adjacent categories where portion control is relevant. The underlying insight around mindful consumption is not limited to one product, which makes this a scalable packaging solution within the portfolio.

Looking ahead, how do you see packaging-led innovation shaping the future of the edible oil market in India, particularly in driving healthier consumption habits?

Packaging will play a critical role in shaping consumption behaviour. As consumers become more health aware, formats that enable control and transparency will gain importance. Innovations like this can simplify healthier choices without requiring significant effort from the

consumer. Over time, such solutions can contribute meaningfully to driving better consumption habits across the category.

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