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Too Yumm! Enters RTC Breakfast Segment with High-Protein Super Oats

Launch of savoury, flavour-forward oats targets India’s growing demand for convenient, protein-rich breakfasts

By **Mansi Jamsudkar** | May 5, 2026



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Too Yumm!, part of the RP-Sanjiv Goenka Group, has announced its entry into the ready-to-cook (RTC) breakfast category with the launch of High Protein Super Oats, expanding beyond its core snacking portfolio. The move aims to disrupt a segment traditionally dominated by sweet offerings by introducing a savoury, masaledaar alternative tailored to Indian taste preferences.

Built around a “tasty protein” proposition, Super Oats combines bold, chatpata flavours with functional nutrition, shifting the focus from purely health-driven consumption to a more enjoyable eating experience. The range is available in two variants—Protein Masala (22g protein) and Masala Magic (11g protein)—designed for urban consumers seeking convenient, protein-rich breakfast options.

Commenting on the launch, Yogesh Tewari, Chief Marketing Officer, said the product addresses a clear gap in the market where most protein offerings skew sweet, unlike India’s inherently savoury breakfast habits.

With this launch, Too Yumm! strengthens its positioning in the “better-for-you” space by offering accessible, flavour-led products aligned with evolving consumer lifestyles.

Read online: https://nuffoodsspectrum.in/news/14/23391/too-yumm-enters-rtc-breakfast-segment-with-high-protein-super-oats.html
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