

Ghodawat Consumer Limited launches Soya Chunks under STAR Brand

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The soya chunks market in India is witnessing robust growth, driven by increasing health consciousness, rising disposable incomes, and the growing popularity of vegetarian, vegan, and flexitarian diets. The meat substitutes category is expanding at a rate of approximately 10 per cent CAGR, presenting significant opportunities for brands with strong distribution networks and high-quality credentials. In line with this, Ghodawat Consumer Limited (GCL), the FMCG arm of Sanjay Ghodawat Group, has announced the launch of soya chunks under its STAR brand, marking a strategic expansion into the fast-growing plant-based protein segment. The launch comes at a time when Indian consumers, from gym-goers to vegetarian families, are actively seeking affordable ways to boost their daily protein intake.

The soya chunks launch diversifies STAR's staples portfolio with a high-protein, affordable, and health-focused product, complementing the company's forays into vacuum-fried 100 per cent fruits and veggies and non-alcoholic beverages. This launch aligns with shifting lifestyle trends, supporting sustainability and affordability by offering nutritious alternatives to meat for both rural and urban consumers. It builds a foundation for future expansion into protein-rich and functional foods, reinforcing STAR's leadership in health and wellness.

Salloni Ghodawat, CEO, Ghodawat Consumer Limited, said, “We are seeing a fundamental shift in how Indian families think about nutrition. The demand for protein is no longer niche; it cuts across millennials tracking macronutrients, professionals seeking quick nutrition, value-conscious families, and consumers in tier-2 and tier-3 towns where awareness of plant-based protein is rising rapidly. Soya chunks offer a compelling solution—they are affordable, rich in protein, and extremely versatile. With STAR Soya Chunks, we are addressing a clear consumer need while staying true to our promise of quality and accessibility.”

Manufactured in FSSAI-approved, ISO-certified facilities, STAR Soya Chunks are produced using advanced extrusion technology that converts defatted soy flour into textured vegetable protein under high temperature and pressure. Each batch undergoes rigorous quality checks to ensure consistency in texture, rehydration properties, hygiene standards, and protein content. The product is packaged in food-grade, moisture-resistant laminate material designed to preserve freshness and ensure safe storage and last-mile distribution.

A key differentiator of STAR Soya Chunks is their clean-label formulation. The product contains zero preservatives, no additives, and no artificial flavouring, addressing increasing consumer demand for transparency and minimally processed foods. Made from defatted soy flour, a nutrient-dense by-product of soybean oil extraction, the chunks offer high protein content with a complete amino acid profile. Their porous structure allows them to absorb spices and marinades effectively, delivering a fibrous, meat-like texture once rehydrated—appealing to flexitarians and consumers transitioning toward plant-based diets.