

Doctor's Choice Launches Protein Muesli, Onboards Arshdeep Singh as Brand Face

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Clean-label FMCG brand Doctor's Choice has announced the launch of its new Protein Muesli, alongside the onboarding of Indian cricketer Arshdeep Singh as its exclusive brand ambassador, marking a dual milestone for the company.

The launch is supported by a new digital-first campaign featuring Arshdeep Singh, which highlights the role of everyday nutrition in driving consistent performance. The campaign, currently live across social and digital platforms, is designed to resonate with Gen Z and fitness-focused consumers through a relatable and aspirational narrative centred on daily routines and discipline.

Doctor's Choice Protein Muesli is positioned as a convenient, high-protein breakfast and snacking option, offering 25g of protein per 100g. The product features a clean-label formulation with no refined sugar or artificial flavours and includes a mix of crunchy protein balls with a natural chocolate flavour, catering to the growing demand for healthier, on-the-go nutrition solutions.

The brand said the product reflects a broader shift in consumer preferences towards transparency, functional nutrition, and ingredient integrity. By combining taste with nutritional value, the company aims to strengthen its presence in India's rapidly evolving health and wellness segment.

Commenting on the launch, Ankit Jha, Founder and CMO of Doctor's Choice, said the initiative represents both product innovation and brand building. "Our focus is on creating a category where high-protein, clean-label nutrition becomes an everyday habit. Bringing Arshdeep Singh onboard reinforces our commitment to consistency and performance," he noted.

Nupur Jha, Co-founder and COO, added that rising consumer awareness is driving demand for products that are both nutritious and free from unnecessary additives. "With our Protein Muesli, we are offering a product designed for daily consumption without compromising on quality or taste," she said.

Arshdeep Singh highlighted the importance of nutrition in maintaining performance, stating that "consistency starts with what you eat every day," adding that the product fits seamlessly into his routine.

With this launch, Doctor's Choice aims to tap into the growing market for protein-rich, clean-label foods while leveraging influencer-led storytelling to build stronger consumer engagement.