

Horlicks Launches Protein Powder to Bring Everyday Nutrition into Focus

11 September 2026 | News

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Protein is no longer confined to gyms and workout routines, as consumers increasingly look to make it part of their everyday nutrition. As lifestyles get busier and awareness around protein grows, the need is shifting towards quality nutrition that can fit easily into daily routines.

Tapping into this shift, Horlicks has launched Horlicks Protein Powder, designed to make quality protein convenient and easy to integrate into everyday life.

Each serving delivers 24 g of protein and 4 g of prebiotic fibre, in convenient single-serve sachets designed for work, travel and days on the move.

Speaking on the launch, Rajneet Kohli, Executive Director, Foods, Hindustan Unilever Limited, said, “Horlicks has a legacy of over 100 years, built on strong science and nutrition credentials. As we continue to evolve with the changing needs of consumers, protein is a natural extension for the brand. We see an opportunity to make it more relevant and accessible for everyday lifestyles. When we spoke to consumers, one insight that really stood out was that ‘life is a gym’, whether it is rushing through a busy workday, navigating a long commute, carrying groceries or simply keeping up with everything the day demands. This insight led to our larger thought, ‘Your Day Is the Real Workout.’ With Horlicks Protein Powder, our ambition is to make quality protein easier to incorporate into the everyday lifestyles of millions of Indians.”

At the heart of Horlicks Protein Powder is fermented yeast protein, a complete protein source that provides all nine essential amino acids required by the body and is also gut-friendly. The finished product has a PDCAAS (Protein Digestibility-Corrected Amino Acid Score) score of 1.0. The formulation also contains inulin, a prebiotic fibre, and papain, a plant-derived digestive enzyme. In addition, fermented yeast protein is naturally lactose-free. Commenting on the science behind the formulation, Sujatha Jayaraman, Vice President & Head, Foods R&D & Regulatory Affairs, Hindustan Unilever Limited, said, "As consumers become more aware of protein, the conversation also needs to move from simply how much protein a product contains to the quality and completeness of that protein. That thinking shaped the science behind Horlicks Protein Powder. Fermented yeast protein provides all nine essential amino acids, while the finished product has a PDCAAS score of 1.0, a recognised measure of protein quality and digestibility. We have complemented this with inulin, a prebiotic fibre and papain, a plant-derived proteolytic enzyme that aids protein digestion. The result is a science-led formulation that brings together high-quality complete protein with ingredients selected to support protein digestion and gut-friendly nutrition in one product."