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Nutrazen Expands Vegan Protein Options with Complete Fermented Yeast Protein

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With fitness icon Milind Soman as its brand ambassador, Nutrazen aims to make complete, plant-based protein a more accessible part of everyday nutrition



Nutrazen is marketing fermented yeast protein as a cutting-edge alternative to conventional protein supplements, as vegan and plant-based diets gain popularity among India's increasing number of health-conscious consumers. The company's Simply Pure Fermented Yeast Protein is designed as a complete plant-based protein with all nine necessary amino acids, providing customers with an easy method to incorporate protein into their daily diets while adhering to a plant-forward or vegan lifestyle.

“The protein category is evolving rapidly and consumers are becoming more conscious about not only how much protein they consume, but also where it comes from. With fermented yeast protein, our objective is to expand the choices available to consumers without compromising on complete protein nutrition. Our portfolio is built around the belief that better nutrition should be science-led, convenient and sustainable as a lifestyle,” said Dr. Abhinav Sharma, Founder & Director, Nutrazen

Nutraceuticals.The product is also backed by Milind Soman, fitness icon, endurance athlete and Nutrazen brand ambassador, whose approach to fitness focuses on consistency, longevity and sustainable lifestyle choices. The increasing trend of integrating a plant-based diet into long-term exercise and health regimens is reflected in his affiliation with the brand.

“Nutrition is a key component of my exercise philosophy, which has always been about consistency rather than quick fixes. Moving towards vegan protein changed the way I thought about protein—it became less about a fitness supplement and more about making good nutrition a part of everyday life. Fermented yeast protein is an interesting option because it provides complete protein in a plant-based format and can fit easily into a routine,” said Milind Soman, Fitness Icon, Endurance Athlete and Brand Ambassador, Nutrazen.

Unlike traditional dairy-based protein supplements, fermented yeast protein offers consumers a vegan alternative while providing a complete amino acid profile. Nutrazen's Simply Pure Fermented Yeast Protein is designed for consumers looking to meet their daily protein requirements, including fitness enthusiasts, active individuals and those increasingly moving towards plant-based nutrition.