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Twiddles Launches Range of Protein Bars

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The protein bars are the first step in Twiddlesâ?? broader ambition to build an everyday protein brand for India



Twiddles, founded by former Indian cricketer Yuvraj Singh, has launched its first range of protein bars. The launch marks the start of a broader plan to bring high-protein options to familiar food formats, beginning with breakfast and snacking.

At the heart of Twiddles is a simple belief: protein should fit into the way people already eat, not the other way around. The brand aims to create high-protein alternatives across formats that Indians know and enjoy.

Sharing his perspective on LinkedIn, Yuvraj Singh wrote, “Winning takes discipline, but enjoying the little things shouldn't come with compromises.”

The protein bars are the first step in Twiddles’ broader ambition to build an everyday protein brand for India. The brand plans to expand into more familiar food formats, making it easier for consumers to add protein to their daily routines without compromising taste.

Kumar Gaurav, Co-founder of Twiddles, said, “We started Twiddles with a simple belief: protein should fit into our lives, not the other way around. India already has a rich relationship with food, and we don't believe people should have to change what they enjoy to make better nutritional choices. We want to build high-protein, better-for-you alternatives across familiar formats, starting with breakfast and snacking. The protein bars are our first step, but the ambition is much bigger: to make protein an enjoyable, everyday part of how India eats.”