

Amul Flexes Muscle: Charging Into the Protein Market

From lassi to high-protein cookies, India's dairy powerhouse is transforming everyday staples into protein powerhouses.



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- Product portfolio

Amul is rolling out a full range of protein-enriched drinks and snacks: high-protein lassi, buttermilk, milk, yogurt (dahi), cookies, shakes, and whey protein powder—leveraging whey, a by-product of its cheese production.



- Protein punch & affordability

Most offerings deliver around 15 g protein per 200–250 ml, with “super milk” offering up to 35 g per 250 ml. Priced between ₹25–₹40 per pack, they’re far more accessible than protein powders.

than imported powders, costing ₹2.5–₹3 per gram of protein

- **Tech & scale advantage**

Amul has the technology to extract whey protein from over 2.5 million litres of whey produced daily. This scale, integrated supply chain, and dedicated plants give it a substantial cost and supply advantage.



- **Market impact**

With India's whey protein market estimated at \$2 billion (~₹15 000 cr), startups like MuscleBlaze and BigMuscles now face fierce competition. Amul aims to dominate the mainstream segment, particularly among rural and mass-market consumers.

- **Conclusion**

Amul isn't just expanding, it's revolutionizing India's protein landscape. With broad distribution, low cost, and a trusted brand, it's setting new standards for accessibility.

and nutrition. Its foray poses a formidable challenge to niche protein startups and could reshape dietary habits across the country.



- **Writer's Thought**

Amul's move is a classic playbook adaptation turning a by-product into a mainstream solution that addresses both health needs and sustainability. It demonstrates how innovation, coupled with scale, can democratize nutrition.



Would you swap your whey protein powder or supplement with Amul's protein drinks/snacks? What's the most convenient protein source for you - taste, cost, availability - what matters most?

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Karan Yadav Karan Yadav 18 Jun

Amul's move would be game changer for india. Great read ankur 😊

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