



# India Protein Score

A LABEL BLIND REPORT ON PROTEIN  
CONTENT IN PRE-PACKAGED FOODS

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Supported by  
right to  
**protein**





## FOREWORD

With global food production of calories generally keeping pace with population growth, the focus is clearly on improving the quality of calories in food intake to address the challenge of unhealthy diet and its correlation to diseases. On the one hand, Covid19 has drawn attention to the importance of health and hygiene in sustaining human lives. Consumers are increasingly being sensitized to this realization. On the other hand, modern lifestyles necessitate change in well-established food habits, ushering consumers to a wide variety of food options that address convenience, accessibility, palatability and newer experiences. With this increasing dependency on pre-packaged foods, the debate on quality of diets has attained very high importance on the nation's agenda. A healthy, balanced diet is essential for optimal nutrition and wellbeing across the life-cycle. Unhealthy, deficient, imbalanced diets are a key risk factor for the rise of non-communicable diseases.

Protein is an essential macronutrient that is required to carry out most body functions –

- building muscle mass and strength,
- boosting metabolism,
- boosting immunity and repairing tissues,
- increasing stamina,
- aiding weight loss by inducing satiety,
- facilitating hormonal functions and
- reducing age-onset lifestyle issues

Similar to fats and carbohydrates, protein is classified as a 'macronutrient' as the body requires it in large (macro) quantities.

However, unlike fats and carbohydrates, the body does not store proteins and has no reserves to draw on. It is, therefore, essential to include an adequate amount of protein as a part of our regular diet. An average adult requires about 0.8 – 1.0 gm per kg of body weight of protein per day, as per recommendations by the Indian Council of Medical Research (ICMR). This can vary with age and physiological requirements, such as for growing children, athletes and pregnant & lactating women.<sup>1,3</sup> However, the subject of protein adequacy in India needs to be comprehensively addressed.

India Protein Score – A LabelBlind® Report on Protein content in pre-packaged foods, is a first-of-its kind study of Protein content in prepackaged food categories, done in collaboration with Right to Protein. The objective of the study is to address the lack of knowledge amongst consumers about sources of protein and their protein fulfilment. The lack of awareness is cited as one of the primary reasons for under consumption of Protein amongst Indians, leading to deficiency of the macronutrient and resulting effects on the health of the population. The study is based on a wide representation of 18 categories and ~1750 products, making it one of the most comprehensive studies on the subject.

I welcome inputs and suggestions to the report from consumers, food businesses and participants in the food ecosystem to help strengthen the discussion on protein consumption.

India Protein Score Report - A LabelBlind® Report on Protein content in pre-packaged foods.

In collaboration with Right to Protein  
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Visit <https://labelblind.com>.

The advisory in this report does not claim to be a treatment, remedy or cure for any health condition.

The study is an independent, unbiased report with no conflict of interest

Study is based on information collected from public domain in the form of food labels during the period October, 2019 to June, 2020

Assessment is done on the basis of nutrient labelling guidelines of FSSAI, and RDAs as suggested by ICMR.

LabelBlind® Protein Rating Report is a ranking of products by relevant nutrient content (as declared on food labels of pre-packaged products), to guide consumers in the choice of products. It is not a recommendation to change/alter/modify/substitute existing food habits. Consumer discretion is advised in consumption of food products. For prevailing medical conditions, doctors/nutritionist advice is recommended before making any changes to food habits



# IMPORTANT CONSIDERATIONS

- India Protein Score Report is a ranking of prepackaged food products by relevant nutrient content (as declared on food labels), to guide consumers in choice of products. It is not a recommendation to change/alter/modify/substitute existing food habits.
- The advisory in this report does not claim to be a treatment, remedy or cure for any health condition.
- Consumer discretion is advised in consumption of food products. For prevailing medical conditions, doctors/nutritionist advice is recommended before making any changes to food habits.
- Assessment has been done on the basis of nutrient labelling guidelines of FSSAI (Food Safety and Standards Authority of India), and RDAs (Recommended Daily Allowance) as suggested by ICMR (Indian Council of Medical Research).
- **NUTRITION RATINGS ARE NOT COMPARABLE BETWEEN CATEGORIES, CONSIDERING DIFFERENCES IN CHEMICAL AND NUTRITIONAL COMPOSITION OF PRODUCTS.**
- The Protein Content has been assessed for pre-packaged food & beverage products, along with nutrients like added sugar, saturated fat, trans fat and sodium.
- Allergens and Food Additives are not under the scope of this study.
- Consumer discretion is advised for Allergens and Food Additives as declared by respective companies on food labels.
- The report is independent and unbiased with no conflict of interest.
- The report is based on information collected from public domain in the form of food labels during the period October, 2019 to June, 2020.

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## BACKGROUND

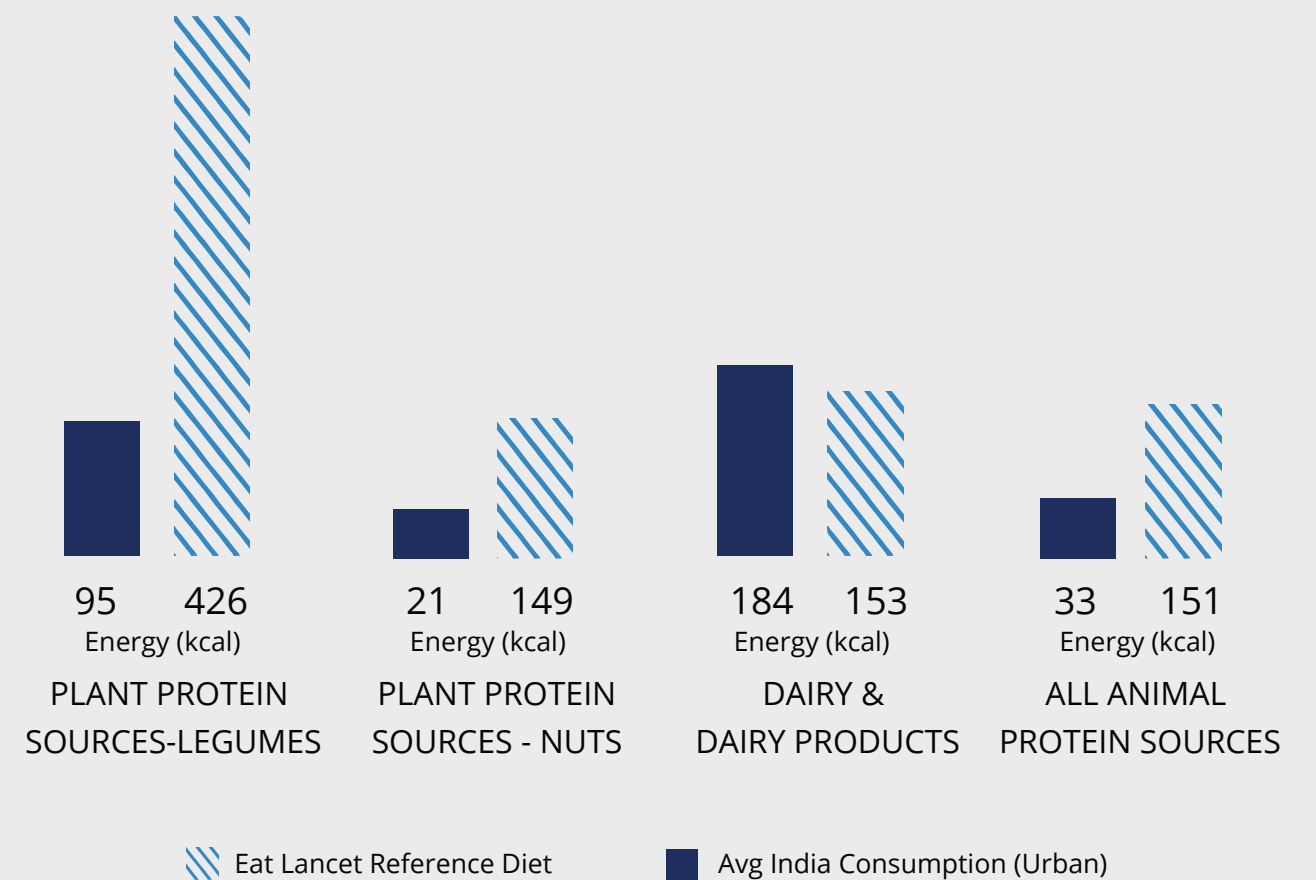
An immense challenge facing humanity is to provide a growing world population with healthy diets from sustainable food systems. While global food production of calories has generally kept pace with population growth, more than 820 million people still lack sufficient food, and many more consume either low-quality diets or too much food. Healthy diets have an optimal caloric intake and consist largely of a diversity of plant-based foods, low amounts of animal source foods, contain unsaturated rather than saturated fats, and limited amounts of refined grains, highly processed foods and added sugars.<sup>1</sup>

A comparison of the Indian diet with the EAT-Lancet Reference Diet<sup>2</sup> conducted in the Indian context, highlights key points that correlate to the rising incidence of NCDs (Diabetes, Obesity, Heart Disease). Indian diets are predominantly rich in carbohydrates, lack protein and are high in fat and sugar. The average intake of calories from protein is only 7%, as against the recommended 29%. The intake of protein comes from cereal-based sources like rice, wheat, grains, that are consumed in excess. Vegetarian protein sources like pulses and legumes, soy and soy products, nuts and seeds and non-vegetarian sources like – poultry, fish, meat are consumed in limited quantities by Indians.<sup>2,3</sup>

The **Indian Market Research Bureau's 2017** report states that more than 80% Indians are protein deficient and unable to meet the daily requirement of 60g protein. It is reported that the usual sources of proteins in a regular diet—one cup of lentils, 1 glass of milk, or 1 cup (200g) of yoghurt— would provide approx. 7-8 grams of protein. Furthermore, a startling 93% Indians are unaware about their daily protein requirements.<sup>3</sup>

The **Food and Nutrition Security Analysis** undertaken by the Government of India and The World Food Program in 2019 shows that average protein consumption amongst Indians is 47 grams per day. The **NSSO Consumer Expenditure Survey** shows that the per capita per day protein consumption fell by 11% in rural areas and 4.1% in urban areas during the period of 1983- 2012.<sup>4</sup>


Calorie intake from protein sources compared to reference EAT-Lancet diet





The **Protein Pradox study** by Right To Protein aims to understand and identify the practical challenges that pose as a barrier to protein consumption in India, including common myths and practices about protein, and facilitate evidence-based discussions by focusing on data, statistics and objective information. The study has been developed based on a survey which included 2,142 mothers of children in the age groups of 6-18 years residing in 16 cities across India. The Protein Paradox study revealed some major findings on the cause-and-effect progression of protein deficiency –

- 

*While 95% of claimed to know the importance of protein as a macronutrient, only 3% of the population really understood the prominent functions of protein or why one should consume it daily.*
- 

*Majority of the mothers (91%) are not aware of protein's crucial functions -- repair of body tissues, muscle health and long-term immunity.*
- 

*Over 70% Indian mothers strongly believe in common myths like 'protein is difficult to digest', 'it leads to weight gain', and 'it is only for body-builders'.*
- 

*Majority do not know most common sources of plant-or-animal-based protein and failed to identify 8 of 11 protein-rich food items presented to them.*
- 

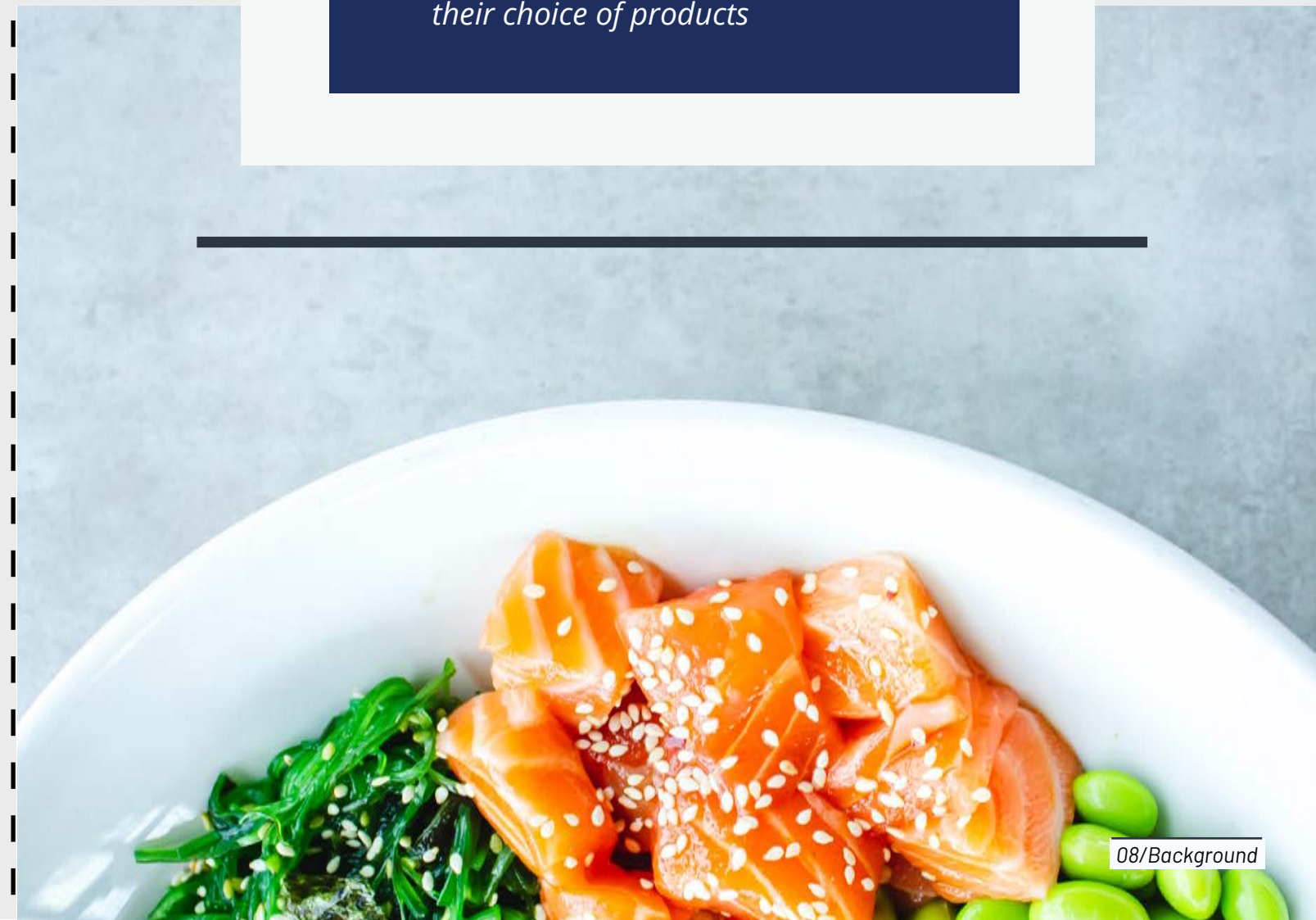
*Over 80% of mothers incorrectly believe that just a regular Indian diet consisting of roti or rice with dal is enough to meet daily protein needs. As a result, only dairy and pulses are considered as the sources of protein in majority Indian households.*

Mothers were chosen for the study since women are the primary purchase decision-makers and highly influence the food consumption patterns of Indian households. They were also surveyed with the prime objective of finding insights that could spur engagement in corrective measures in the future, among children who will have the opportunity to better understand the importance of protein consumption at an early age.

The LabelBlind® Protein Rating Report is an attempt to study the subject of Protein content in prepackaged food categories in India. It aims to equip consumers with a useful guide that will help them exercise their Right To Protein and make smart choices leaning towards adequate protein consumption in alignment with changing food preferences.

Nutrition data of 18 categories and 1789 products were studied. The objectives of the report are -

- To identify pre-packaged food products that are a "Source of protein" or "High in protein" by protein fulfilment of RDA (Recommended Daily Allowance)*
- To rate commonly consumed pre-packaged food products by their protein content and guide consumers in their choice of products*

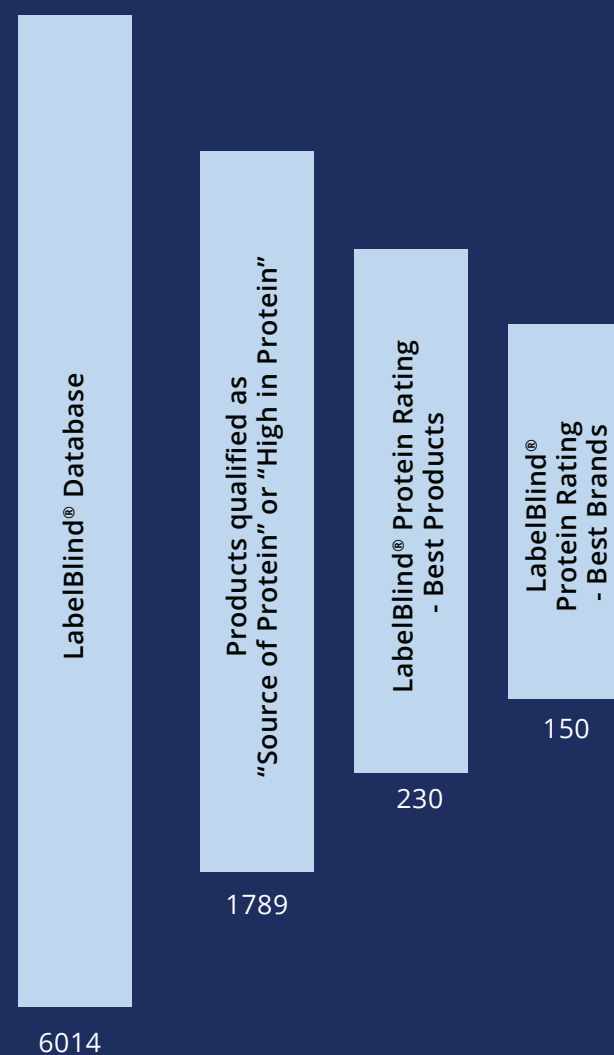




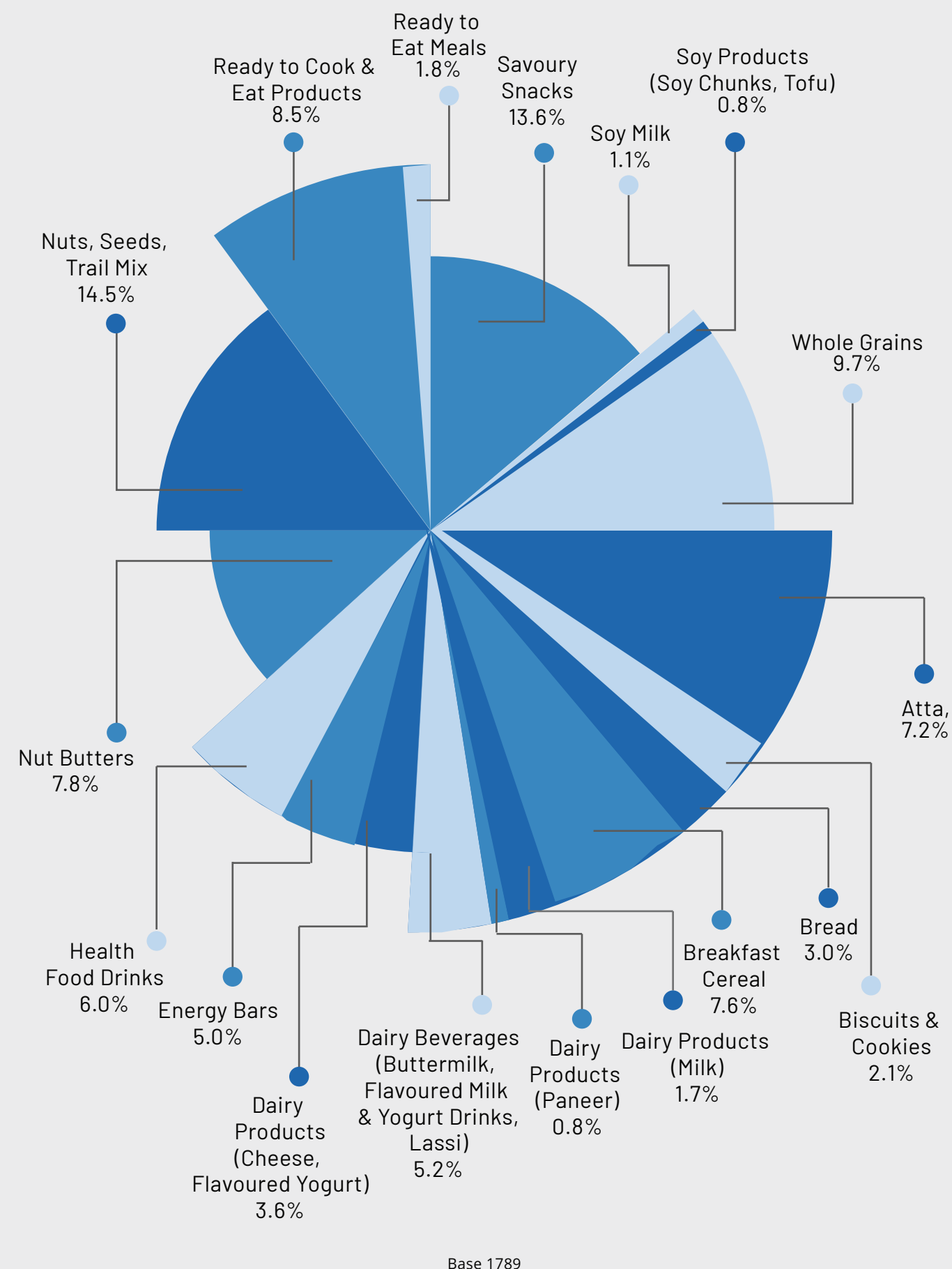
# KEY HIGHLIGHTS OF THE REPORT

- 01| A first-of-its-kind report on Protein Rating of prepackaged food products
- 02| Scope:
  - 2a| Nutrition data of 6014 prepackaged food products studied for Protein Rating
  - 2b| 1789 food products were assessed
  - 2c| The LabelBlind® Protein Rating Report rates products on their Protein content along with their Fat, Sodium, Added Sugar values on a scale of 1 to 5, using information declared on the food labels
  - 2d| A total of 18 common food categories were rated for Protein content
  - 2e| Categories assessed on the basis of nutrition composition unique to that category
- 03| A list of 230 Top-Rated food products across 18 commonly food categories, from 150 brands, selected to guide consumers in their selection of food products
- 04| Protein Rating is based on Food Safety and Standards Authority of India (FSSAI) Advertising and Labelling Guidelines (2018) and Recommended Daily Allowance (RDAs) as suggested by Indian Council of Medical Research (ICMR)

05| This report is intended to benefit consumers across different age groups, by building an appreciation for Protein content in prepackaged food

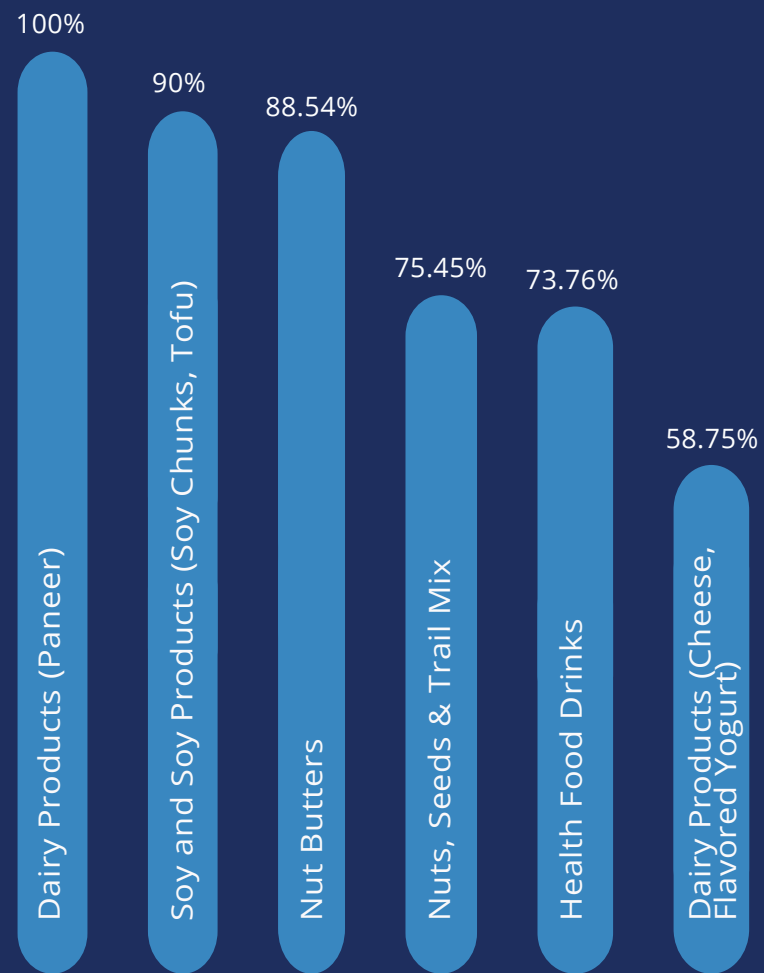


## 06| Distribution of categories

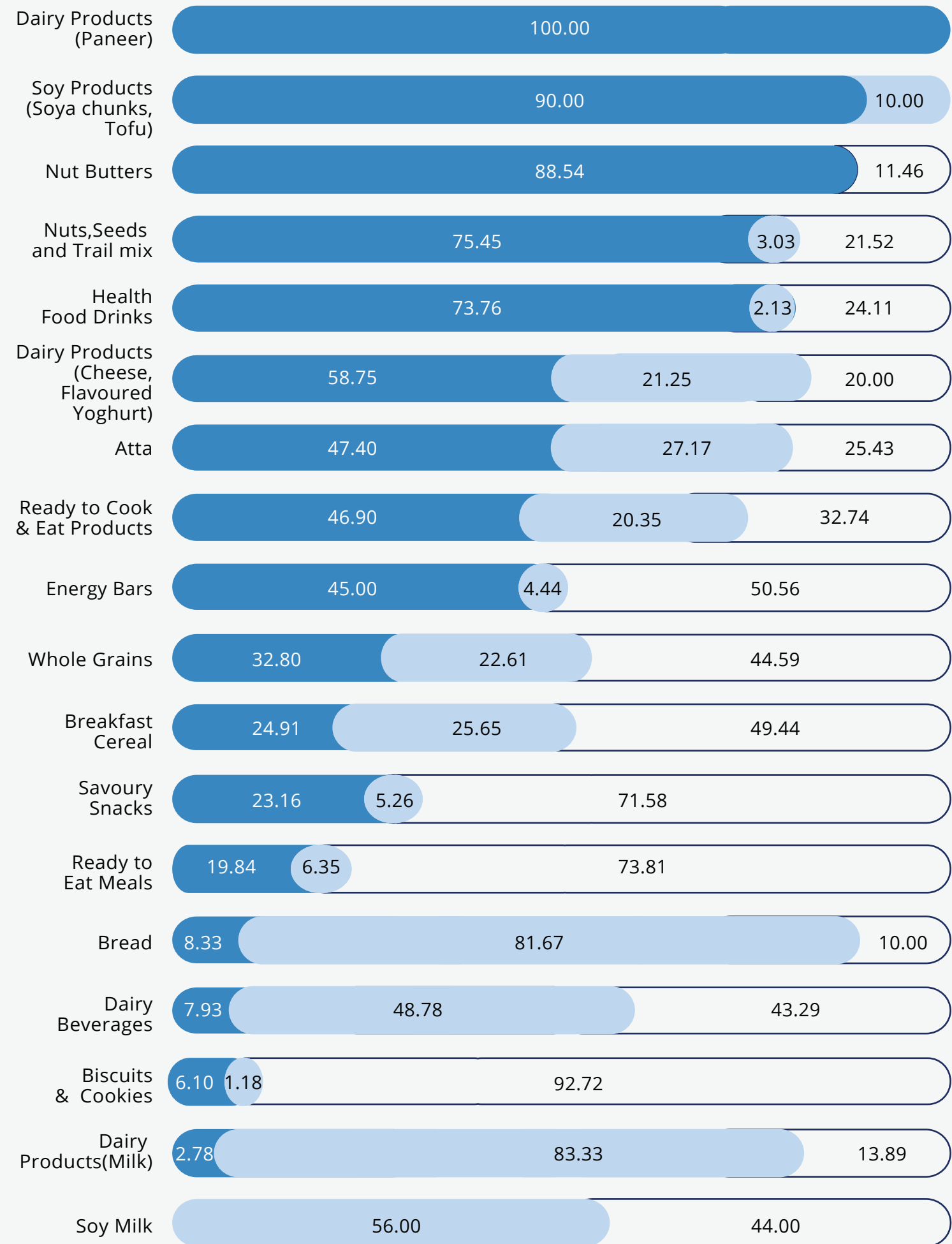




07 | Categories with number (%) of products that qualify as 'High Protein'



08 | Percentage Of Products That Are 'High Protein' And 'Source Of Protein'



Base 6014



## 09 | Average LabelBlind® Protein Rating across 18 Categories

Average LabelBlind® Protein Score by category



Base 1789

## 10 | Householder's Reference for Measure of Protein and RDA Fulfilment

Category	Avg. Protein content (per 100 gms/ml)	Avg. Protein % in 100 gms/ml of the product	100 gms or 100 ml is equal to (indicative)
Soy & Soy Products (Soy Chunks, Tofu)	33.41	55.69%	1/2 cup tofu 70-80 chunks
Health Food Drinks	35.47	59.13%	6 tablespoons
Dairy Products (Paneer)	16.93	28.22%	1/2 cup paneer
Nut Butter	25.27	42.11%	6 tablespoons
Nuts, Seeds, Trail Mix	21.12	35.05%	2/3 cup
Energy Bars	20.21	33.86%	2-4 bars
Ready-to-Eat Meals	18.09	30.16%	2/3 cup preparation
Savoury Snacks	17.29	28.99%	3/4 bowl
Biscuits & Cookies	16.97	28.28%	10-12 biscuits or 5-6 cookies
Ready-to-Cook Products	14.23	23.71%	3/4 cup unprepared mix
Breakfast Cereal	13.77	22.95%	1 big bowl cornflakes >1 cups oats / muesli
Dairy Products Cheese, Flavoured Yogurt	13.7	22.84%	4 cheese cubes 5 cheese slices 1/2 cup yogurt
Atta	13.11	21.85%	3/4 cup 5 medium chapatis
Whole Grains	12.96	21.60%	1/2 cup
Bread	8.94	14.90%	4-5 slices
Dairy-based Beverages (Buttermilk, Flavored Milk, Flavored Yogurt Drinks, Lassi)	4.01	6.68%	1/2 glass
Soy Milk	3.48	5.76%	1/2 glass
Dairy Products (Milk)	3.28	5.46%	1/2 glass



## 11| The New Protein!

- Double Cocoa Protein Bar
- Cumin Soya Sesame Sticks
- Greek Yogurt Smoothie
- High Protein Roasted Mix
- Moong Sprouted Roasted Snack Vegetarian Bytz-
- Vegan Plant Based Meat
- Millet Vita Drink
- Roasted High Protein Mixture
- Keto Breakfast Bar
- 7 Grain Protein Snack Minty Chaat
- Creamy Peanut Butter with Added Vitamins, Minerals & Omega-3
- Masala Methi Oats
- Organic 100% Edamame Noodles
- High Protein Slim Meal - Shake Cookies & Cream
- Roasted Flax & Watermelon
- Organic Multigrain Health Flour
- Soya Chaap
- Slim Atta

**Growing acceptance of new food preferences offers an opportunity for increased options in food with protein content**

- New formats like nut butter, trail mix, energy bar, flavored yogurt, flavored milk, nuts & seeds, high-protein savory snacks are great for mid-meal snacking
- Tofu, paneer, soy chunk, veg plant based meat, ready to cook & eat mixes, high protein breakfast cereal, can be added to main meals
- Atta, whole grains, can replace regular refined carbs to add more nutrition
- Health Food Drinks is a growing category - no more a child growth drink alone, but also an adult source of nutrition to meet protein and other nutrient gaps.





# TOP PROTEIN FOODS & BEVERAGES - BY PRODUCT

## SECTION-01 BEVERAGES

### LABELBLIND® PROTEIN RATING 8 BEST DAIRY-BASED BEVERAGES

1 • Zago Body Buddy Protein Shake-  
Caramel Coffee | Chocolate

LABELBLIND  
PROTEIN RATING  
4.8

2 • Raw Pressery Protein Milkshake-  
Banana Honey | Cold Coffee

LABELBLIND  
PROTEIN RATING  
4.4

3 • Provilac Fresh Chocolate Milk

LABELBLIND  
PROTEIN RATING  
4.0

4 • Amul Kool Sugar Free Elaichi Drink |  
Kesar Drink

LABELBLIND  
PROTEIN RATING  
3.9

5 • Ananda Flavoured Milk-  
Coffee | Elaichi  
• Epigamia Greek Yogurt  
Smoothie Mulberry  
• Gowardhan Topp Up Milk -  
Butterscotch | Elaichi  
• Mother Dairy Chocolate Milkshake

LABELBLIND  
PROTEIN RATING  
3.8



# LABELBLIND® PROTEIN RATING 5 BEST SOY MILK

1 • So Good Protein+ Soy Milk Original **4.2**

2 • Silk Organic - Original  
• Soy Milky Soya Milk Elaichi **4.0**

3 • The Bridge Bio Organic Soya Drink **3.8**

4 • Sofit Soy Milk - Chocolate | Vanilla **3.6**

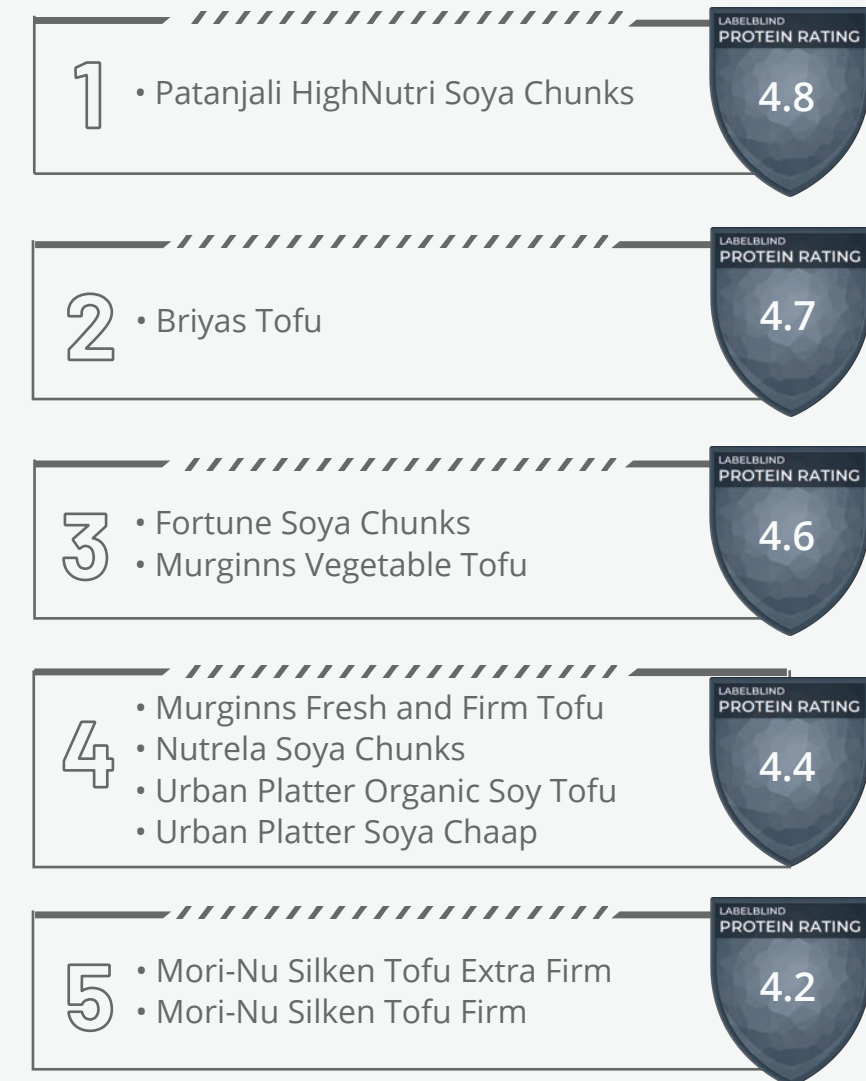




# TOP PROTEIN FOODS & BEVERAGES - BY PRODUCT

## SECTION-02 CEREALS, GRAINS AND PULSE-BASED PRODUCTS

### LABELBLIND® PROTEIN RATING 10 BEST SOY & SOY PRODUCTS (SOY CHUNKS AND TOFU)

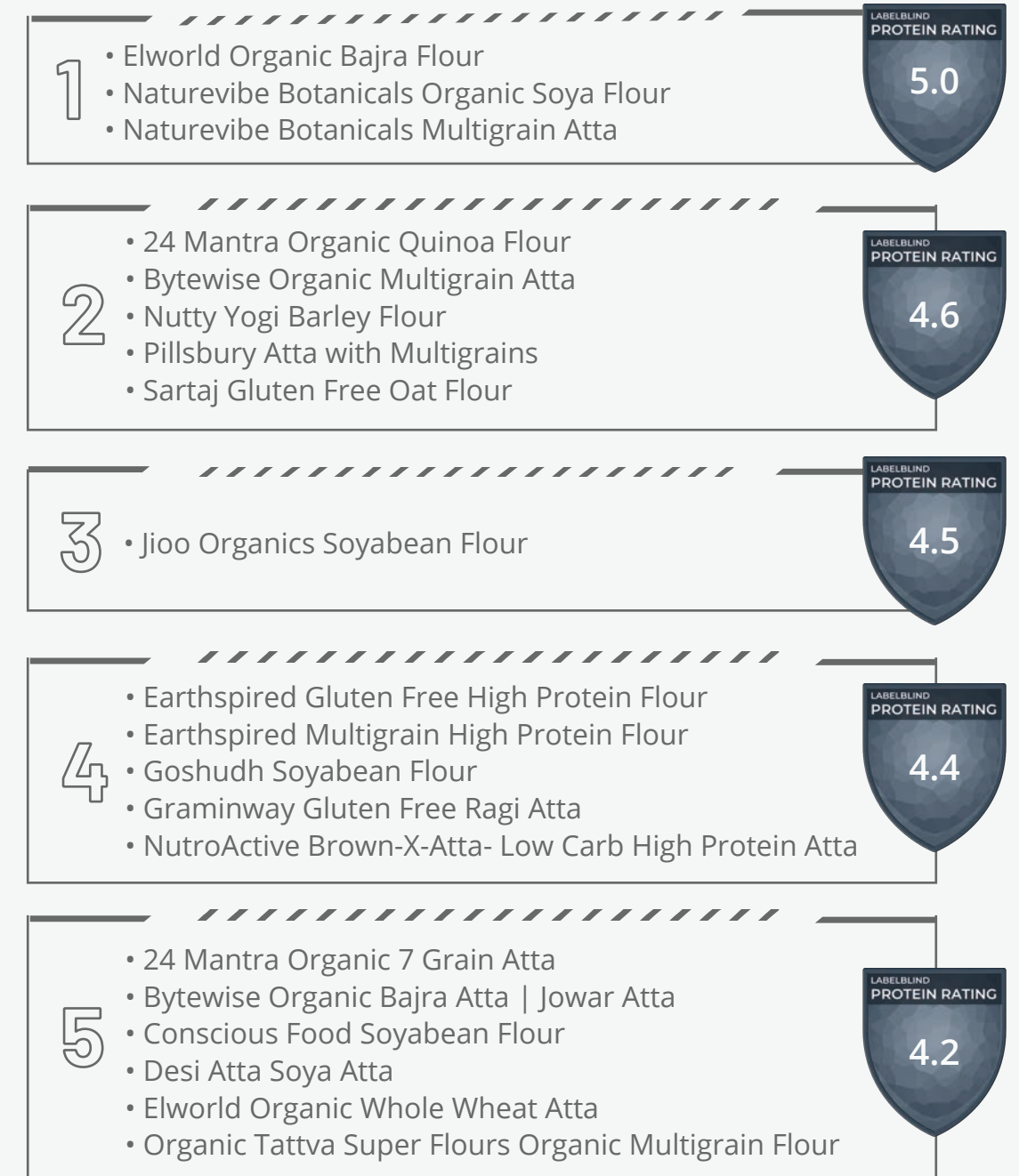




## LABELBLIND® PROTEIN RATING 12 BEST WHOLE GRAINS

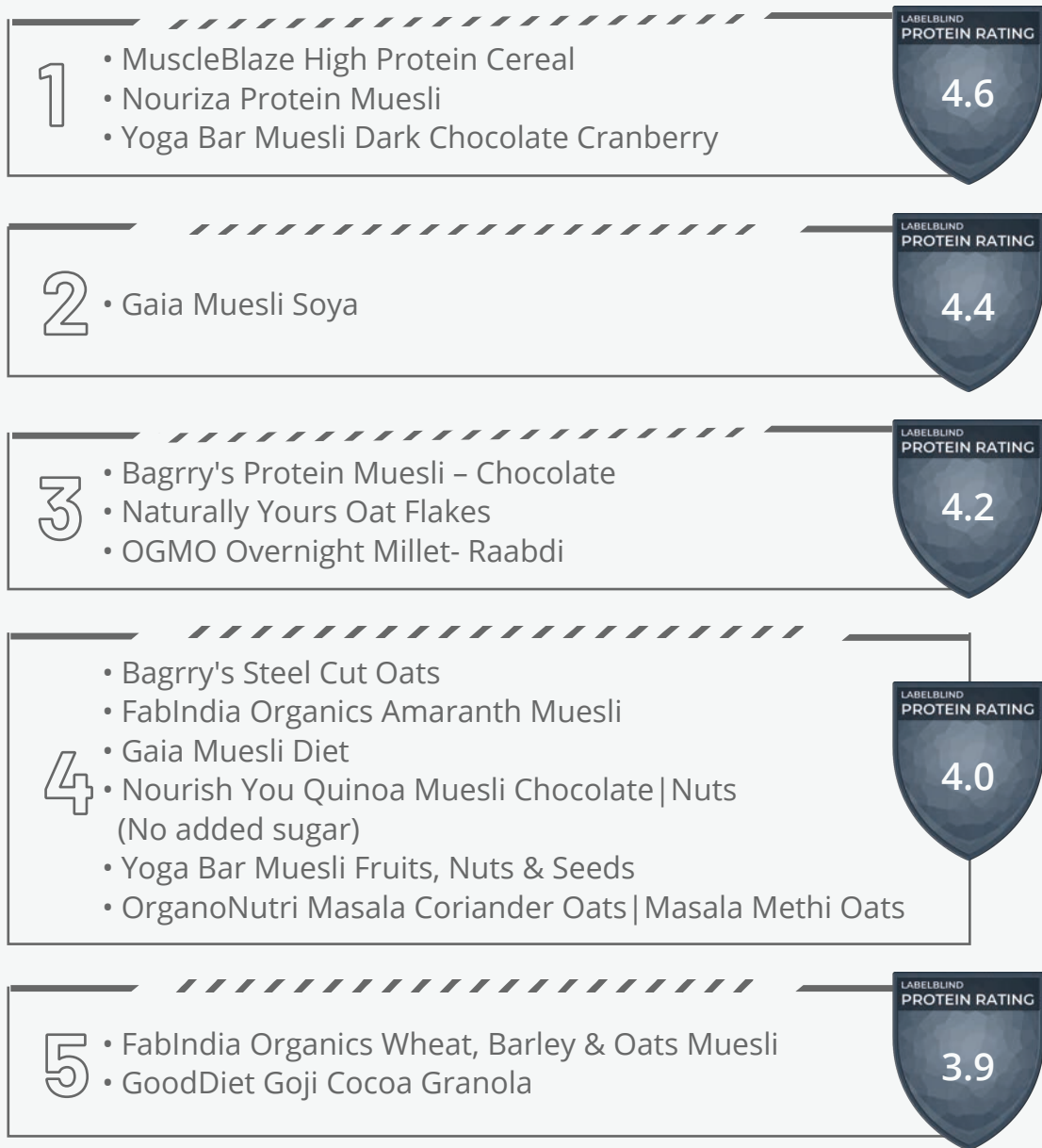


## LABELBLIND® PROTEIN RATING 20 BEST ATTA (FLOUR)



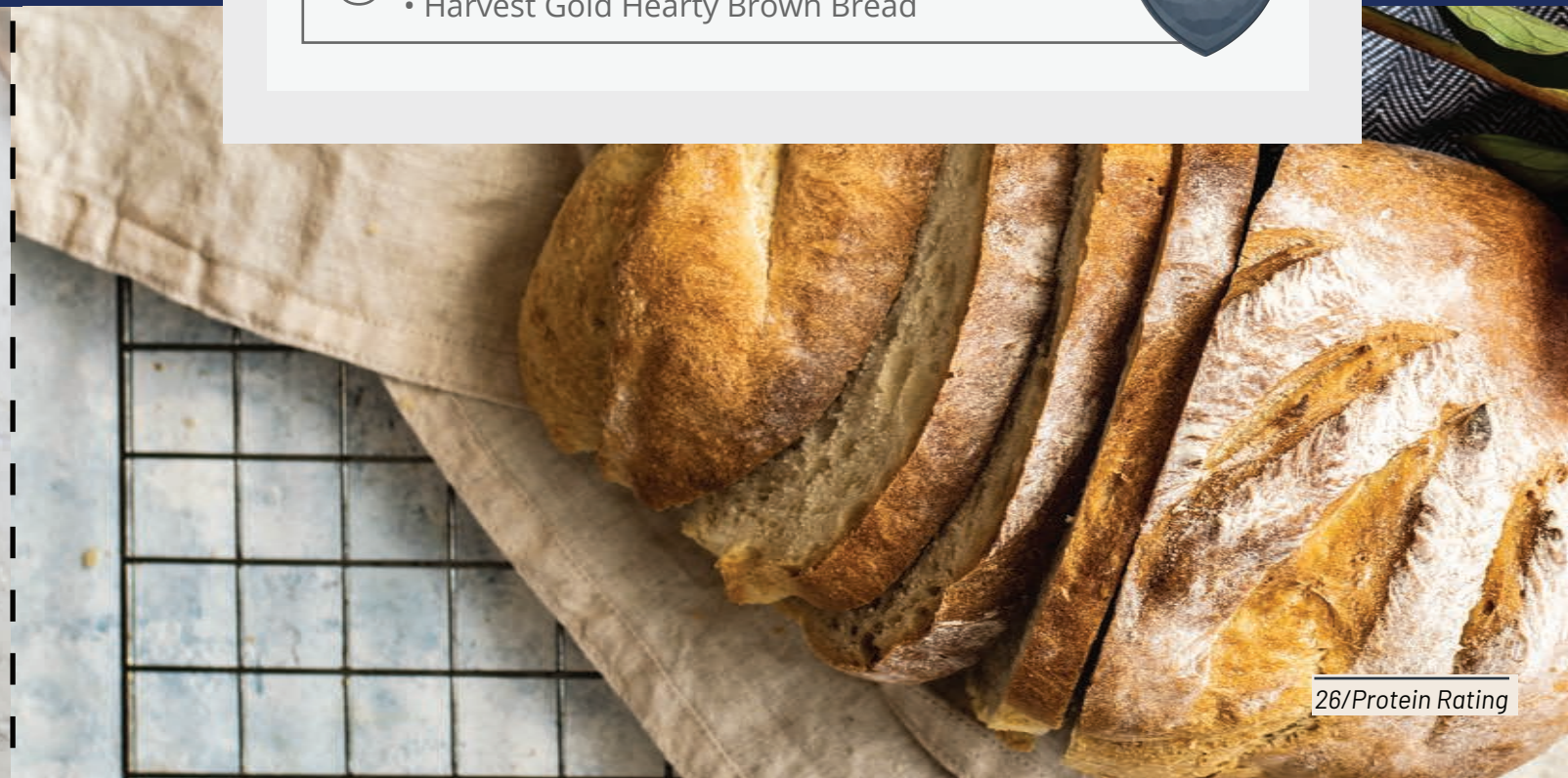


## LABELBLIND® PROTEIN RATING 15 BEST BREAKFAST CEREALS



25/Protein Rating

## LABELBLIND® PROTEIN RATING 12 BEST BREADS



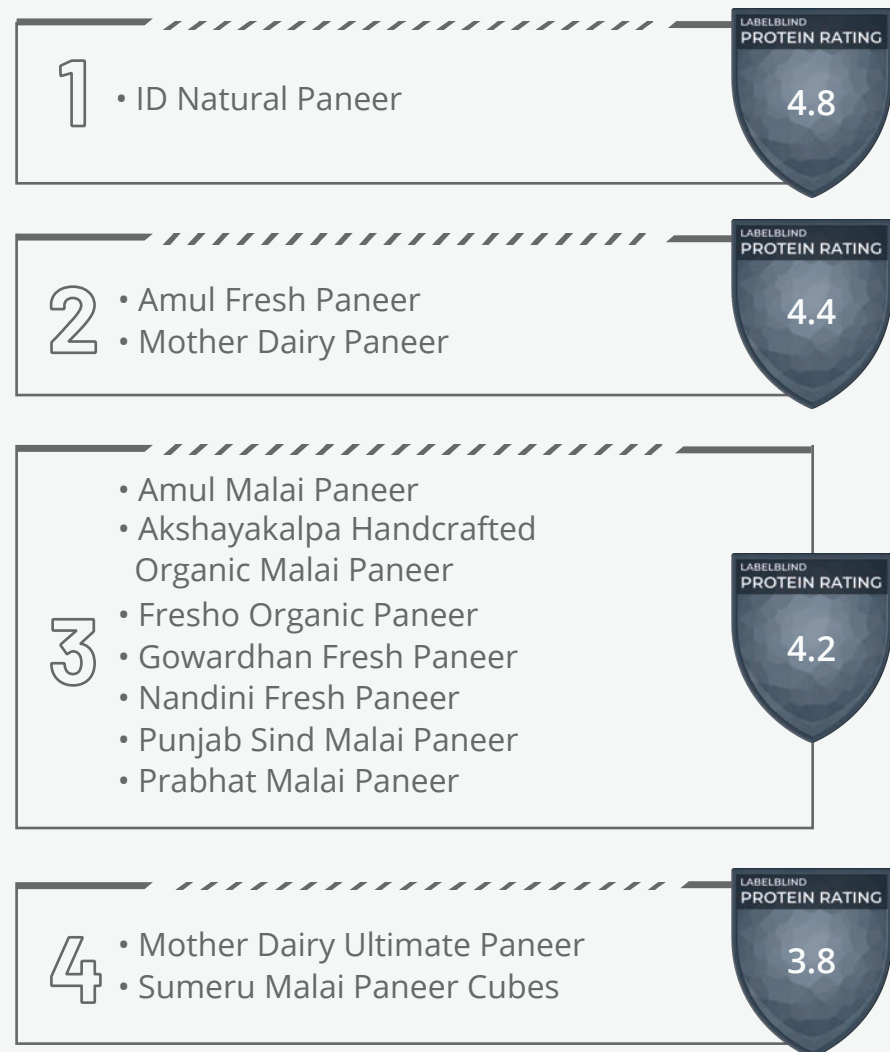
26/Protein Rating



# TOP PROTEIN FOODS & BEVERAGES - BY PRODUCT

## SECTION-03 DAIRY PRODUCTS

### LABELBLIND® PROTEIN RATING 12 BEST DAIRY PRODUCTS (PANEER)



**LABELBLIND® PROTEIN RATING**

**10 BEST BRANDS OF DAIRY PRODUCTS (MILK)**

1 • Mahananda Annapurna Toned Milk **4.2**

2 • Nestle A+ Slim Milk **4.0**

3 • Amul Lactose Free Milk **3.9**

4 • Amul Taaza Homogenised Toned Milk  
• Heritage A2 Full Cream Milk **3.7**

5 • Mother Dairy Live Lite Low Fat Milk  
• Provilac Pasteurised Fresh Milk **3.6**

6 • Mahanand Wholesome Toned Milk  
• Sarda Pasteurised Cow Milk  
• Sarda Pasteurised Homogenised **3.5**

7 • Gokul Pasteurized Cow Milk  
• Mother Dairy Cow Milk  
• Nandini Homogenised Cow's Pure Milk **3.4**



**LABELBLIND® PROTEIN RATING**

**11 BEST DAIRY PRODUCTS (CHEESE, FLAVOURED YOGURT)**

1 • RRO Dairy Smoked Cheese **4.6**

2 • RRO Dairy Buffalo Mozzarella Cheese **4.5**

3 • Amul A+ Cheese Slices | Amul Cheese Block  
• Britannia Cheese Cubes | Britannia Slimz Cheesy Slices  
• Whitality Chevre Classic Fresh Goat Cheese | Whitality Goat Feta  
• Go Cheese Slice | Go Mozzarella Cheese **4.4**

4 • Epigamia Greek Yogurt Natural  
• Epigamia Zero Added Sugar Greek Yogurt Mango **4.2**

5 • Nutoras Probiotic Greek Yogurt - Blueberry Blended  
• Nutoras Probiotic Greek Yogurt - Strawberry Blended  
• L'Exclusif Greek Yogurt Kiwi **3.5**





# TOP PROTEIN FOODS & BEVERAGES - BY PRODUCT

## SECTION-04 HEALTH FOOD DRINKS







### LABELBLIND® PROTEIN RATING 13 BEST HEALTH FOOD DRINKS



# TOP PROTEIN FOODS & BEVERAGES - BY PRODUCT

## SECTION-05 READY-TO-COOK, READY-TO-EAT PRODUCTS

### LABELBLIND® PROTEIN RATING 16 BEST READY-TO-COOK & EAT PRODUCTS

1	<ul style="list-style-type: none"> <li>• Pink Harvest Organic 100% Edamame Noodles</li> <li>• Pink Harvest Organic 100% Moong and Edamame Noodles</li> </ul>	 <p>LABELBLIND PROTEIN RATING 4.8</p>
2	<ul style="list-style-type: none"> <li>• Desi Atta Khaman Dhokla Mix</li> <li>• Desi Atta Moong Pakora Mix</li> <li>• MTR Rice Idli Mix</li> <li>• Gits Medu Vadai Mix</li> </ul>	 <p>LABELBLIND PROTEIN RATING 4.6</p>
3	<ul style="list-style-type: none"> <li>• Good Dot Vegetarian Bytz-Vegan Plant Based Meat</li> </ul>	 <p>LABELBLIND PROTEIN RATING 4.5</p>
4	<ul style="list-style-type: none"> <li>• Good Dot Proteiz</li> <li>• Whole Foods Cheela Mix</li> </ul>	 <p>LABELBLIND PROTEIN RATING 4.4</p>
5	<ul style="list-style-type: none"> <li>• Gits Moong Dal Vada</li> </ul>	 <p>LABELBLIND PROTEIN RATING 4.3</p>
6	<ul style="list-style-type: none"> <li>• 24 Mantra Organic Millet Dosa with Chutney Powder</li> <li>• GoodDiet Foxtail Millet Dosa</li> <li>• GoodDiet Multi Millet Dosa</li> <li>• InnerBeing Millet Pancake</li> <li>• TATA Sampann Protein Rich Moong Dal Chilla Mix</li> <li>• TATA Sampann Protein Rich MultiGrain Chilla Mix</li> </ul>	 <p>LABELBLIND PROTEIN RATING 4.2</p>



# LABELBLIND® PROTEIN RATING

## 10 BEST READY-TO-EAT MEALS

1 • Indian Kitchen Foods Punjabi Chhole

LABELBLIND  
PROTEIN RATING  
4.7

2

• Indian Kitchen Foods Palak Paneer  
• Mommy Made It Dal Makhani  
• Porta Bites Chicken Keema  
• Porta Bites Egg Curry

LABELBLIND  
PROTEIN RATING  
4.4

3

• Mommy Made It Chana Masala Jain

LABELBLIND  
PROTEIN RATING  
3.8

4

• Gits Chana Masala

LABELBLIND  
PROTEIN RATING  
3.7

5

• Gits Paneer Tikka Masala

LABELBLIND  
PROTEIN RATING  
3.5

6

• Kitchens of India Pindi Chana

LABELBLIND  
PROTEIN RATING  
3.4

7

• Kitchens of India Palak Paneer

LABELBLIND  
PROTEIN RATING  
3.3





# TOP PROTEIN FOODS & BEVERAGES - BY PRODUCT

## SECTION-06 SNACKS

### LABELBLIND® PROTEIN RATING 18 BEST NUT BUTTERS

- 1** • Nuts+ Protein Butter- Peanut Butter Strong | Cinnamon Raisin Detox



- 2** • Flex protein Crunchy Peanut Butter  
• Healthkart Crunchy Peanut Butter - Delite | Pro  
• Nouriza Peanut Butter with Added Vitamins, Minerals & Omega-3 Creamy | Crunchy  
• Unived High Protein Peanut Butter



- 3** • Pintola Almond Butter Creamy | Crunchy



- 4** • Alpino Peanut Butter Smooth  
• Bagrry's Peanut Butter Creamy | Crunchy  
• Coco Soul Almond Coconut Butter Unsweetened  
• DiSano Unsweetened Peanut Butter  
• FitJars Pumpkin Seeds Butter  
• FunFoods All Natural Peanut Butter  
• HappyJars Unsweetened Creamy Peanut Butter  
• Nuteva Natural Almond Butter  
• The Butternut Co. Peanut Butter - Crunchy | Unsweetened



- 5** • Alpino Peanut Butter Crunch - Natural  
• Happy Jars Jaggery Peanut Butter Creamy | Crunchy  
• Sundrop 100% Natural Peanut Butter Creamy | Crunchy



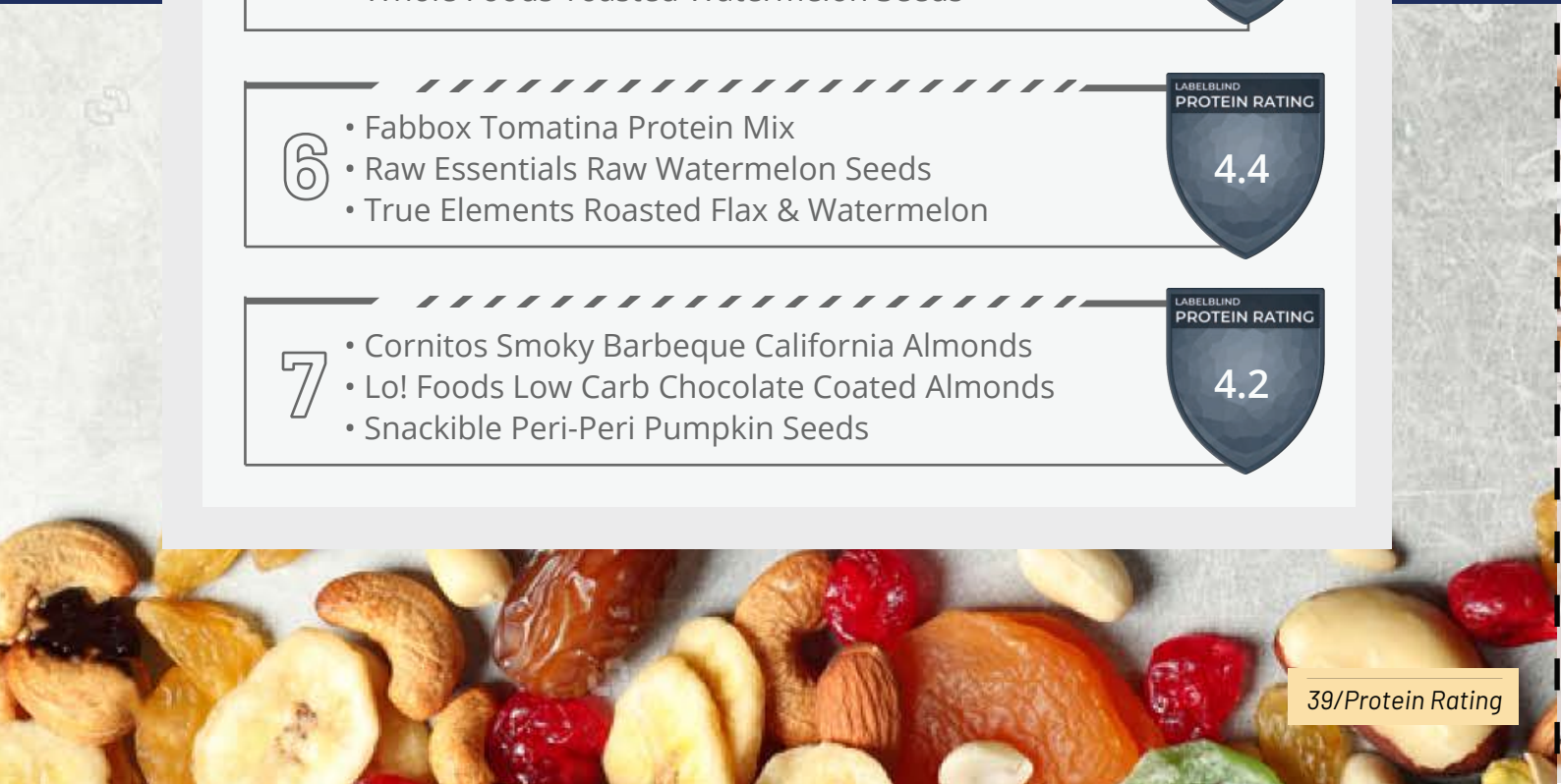


## LABELBLIND® PROTEIN RATING 20 BEST NUTS, SEEDS, TRAIL MIX

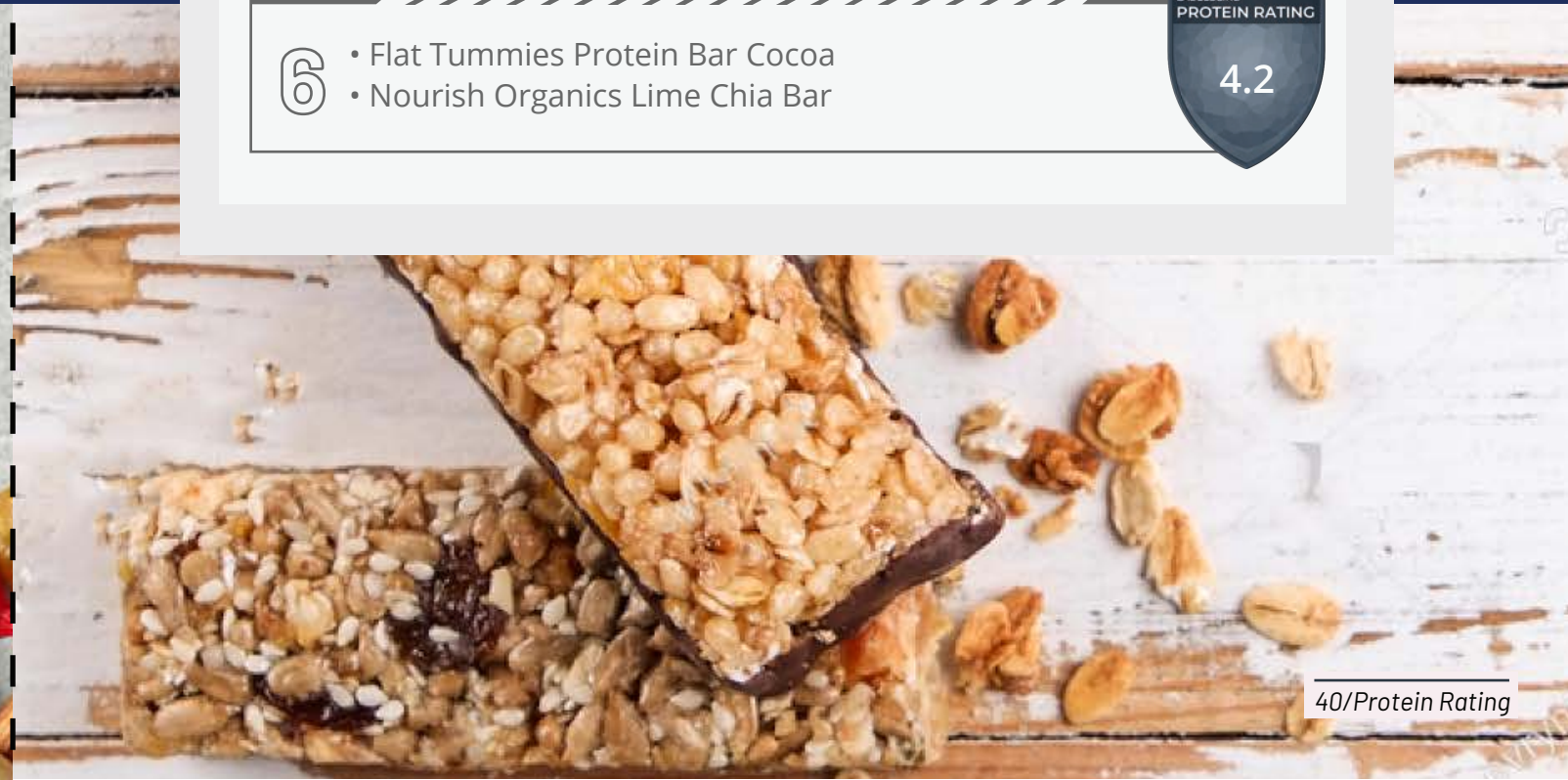
1	• NutriPlato Trail Mix Health on the Go	5.0
2	• Tassyam Pine Nuts • The Bread Company 14 Superfoods Seeds & Nut Mix	4.8
3	• Cornitos Roasted Pumpkin Seeds	4.7
4	• GoodDiet Roasted Peanuts Jalapeno • NutriPlato Trail Mix Berries in the Morning • Rostaa Cranberry Almonds Fusion • Rostaa Healthy Mix • Truefarm Organic Flaxseeds • Whole Foods Roasted Mixed Seeds	4.6
5	• Fabindia Organics Soyabean Lime Roasted • GoodDiet Roasted Mixture Lime • Gourmia Exotic Mix • Whole Foods Toasted Watermelon Seeds	4.5
6	• Fabbox Tomatina Protein Mix • Raw Essentials Raw Watermelon Seeds • True Elements Roasted Flax & Watermelon	4.4
7	• Cornitos Smoky Barbeque California Almonds • Lo! Foods Low Carb Chocolate Coated Almonds • Snackible Peri-Peri Pumpkin Seeds	4.2

## LABELBLIND® PROTEIN RATING 10 BEST ENERGY BARS

1	• HYP High Protein Snack Bar Almond Fudge   Cookies & Cream	4.7
2	• EAT anytime Berry Blast • Ritebite Workout Sugar Free Choco Almond   Choco Berry • The Whole Truth - Coffee Cocoa   Double Cocoa Protein Bar	4.6
3	• Nourish Vitals Granola Snack Bar- Chia Flax Fruit Mix   Healthy Fruit Mix	4.5
4	• Ketofy Keto Breakfast Bar • Yoga Bar Chocolate Cranberry	4.4
5	• Yoga Bar Almond Fudge	4.3
6	• Flat Tummies Protein Bar Cocoa • Nourish Organics Lime Chia Bar	4.2



39/Protein Rating



40/Protein Rating



## LABELBLIND® PROTEIN RATING 15 BEST SAVOURY SNACKS

1

- Crispea Roasted Chickpeas Cream and Onion Masala Twist
- Gaia Roasted Green Gram
- Max Protein 7 Grain Protein Snack Minty Chaat
- Nourish Organics Nut & Seeds Crackers
- Fabindia organics High Protein Roasted Mix
- Fabindia organics Moong Sprouted Roasted Snack
- GoodDiet Roasted High Protein Mixture
- GoodDiet Roasted Sprouted Mixture Jalapeno

LABELBLIND PROTEIN RATING  
4.6

2

- The Green Snack Co. Kale Crisps Sea Salt & Vinegar

LABELBLIND PROTEIN RATING  
4.4

3

- Conscious Foods Cumin Soya Sesame Sticks
- Conscious Foods Fenugreek Soya Sesame Sticks
- Garden Tasty Nuts
- Garden Moong Dal

LABELBLIND PROTEIN RATING  
4.2

4

- Ketofy Keto Crackers
- Ketofy Keto Nut Crackers

LABELBLIND PROTEIN RATING  
4.0

## LABELBLIND® PROTEIN RATING 10 BEST BISCUITS & COOKIES

1

- HYP Soft Baked Protein Cookies Coconut Choco | Oatmeal Raisins

LABELBLIND PROTEIN RATING  
4.8

2

- Feel Mighty Low Carb Protein Cookies- Almond Coconut Chocolate Chip | Double Chocolate
- Lo! Foods Low Carb Chilli Biscuits
- Lo! Foods Low Carb Digestive Biscuits

LABELBLIND PROTEIN RATING  
4.2

3

- Nourish Organics Breakfast Oats Cookies
- The Health Factory Protein Nutri Cookie

LABELBLIND PROTEIN RATING  
4.0

4

- Early Foods Groundnut and Moong Jaggery Cookies

LABELBLIND PROTEIN RATING  
3.8

5

- Flat Tummies Millet Pleasure Choco Melts Cookies | Coffee Melts Cookies
- Ketofy Almond Cookies
- Ketofy Peanut Butter Cookies

LABELBLIND PROTEIN RATING  
3.6

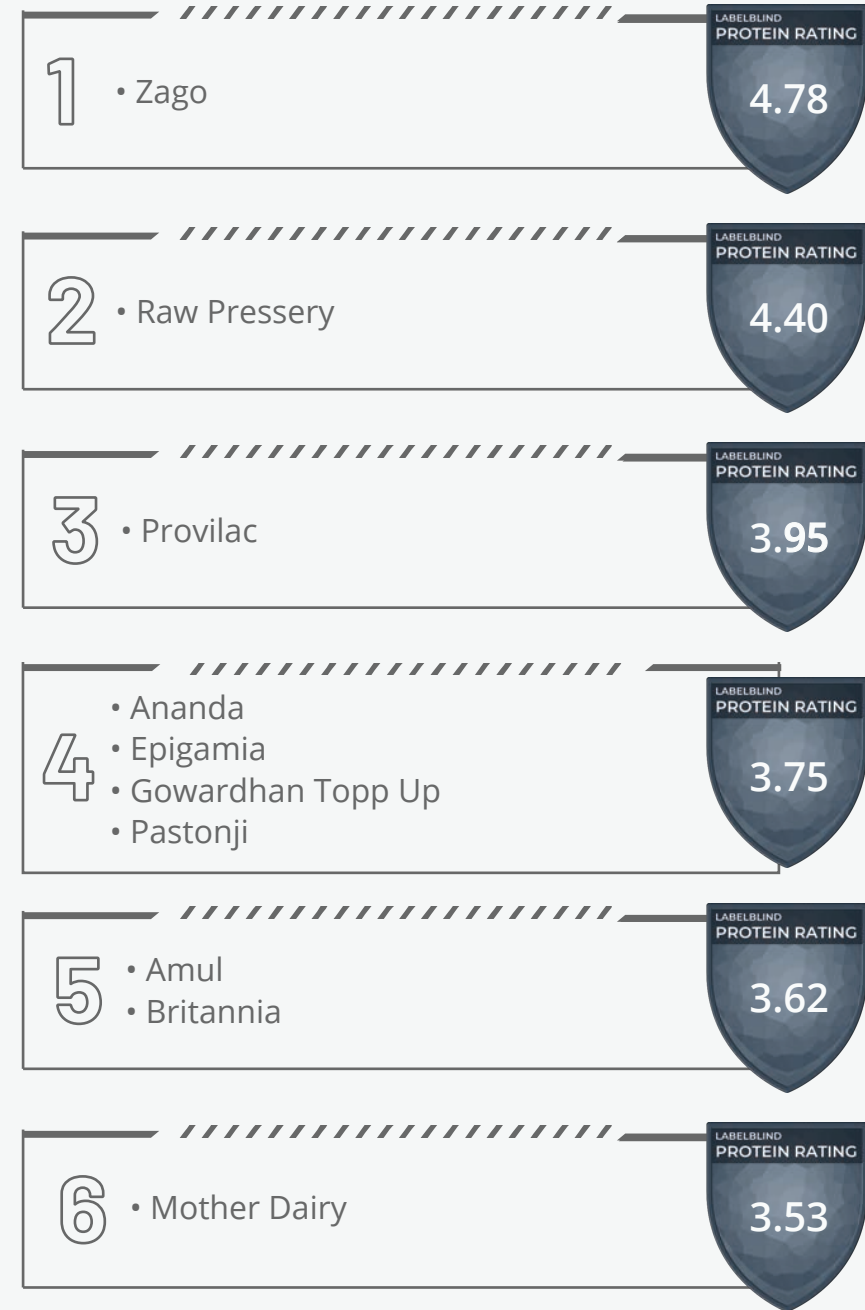




# TOP PROTEIN FOODS & BEVERAGES - BY BRAND

## SECTION-01 BEVERAGES

### LABELBLIND® PROTEIN RATING 10 BEST BRANDS OF DAIRY-BASED BEVERAGES





# LABELBLIND® PROTEIN RATING

## 5 BEST BRANDS OF SOY & SOY PRODUCTS(SOY MILK)





# TOP PROTEIN FOODS & BEVERAGES - BY BRAND

## SECTION-02 CEREALS, GRAINS AND PULSE-BASED PRODUCTS

### LABELBLIND® PROTEIN RATING 7 BEST BRANDS OF SOY & SOY PRODUCTS (SOY CHUNKS AND TOFU)

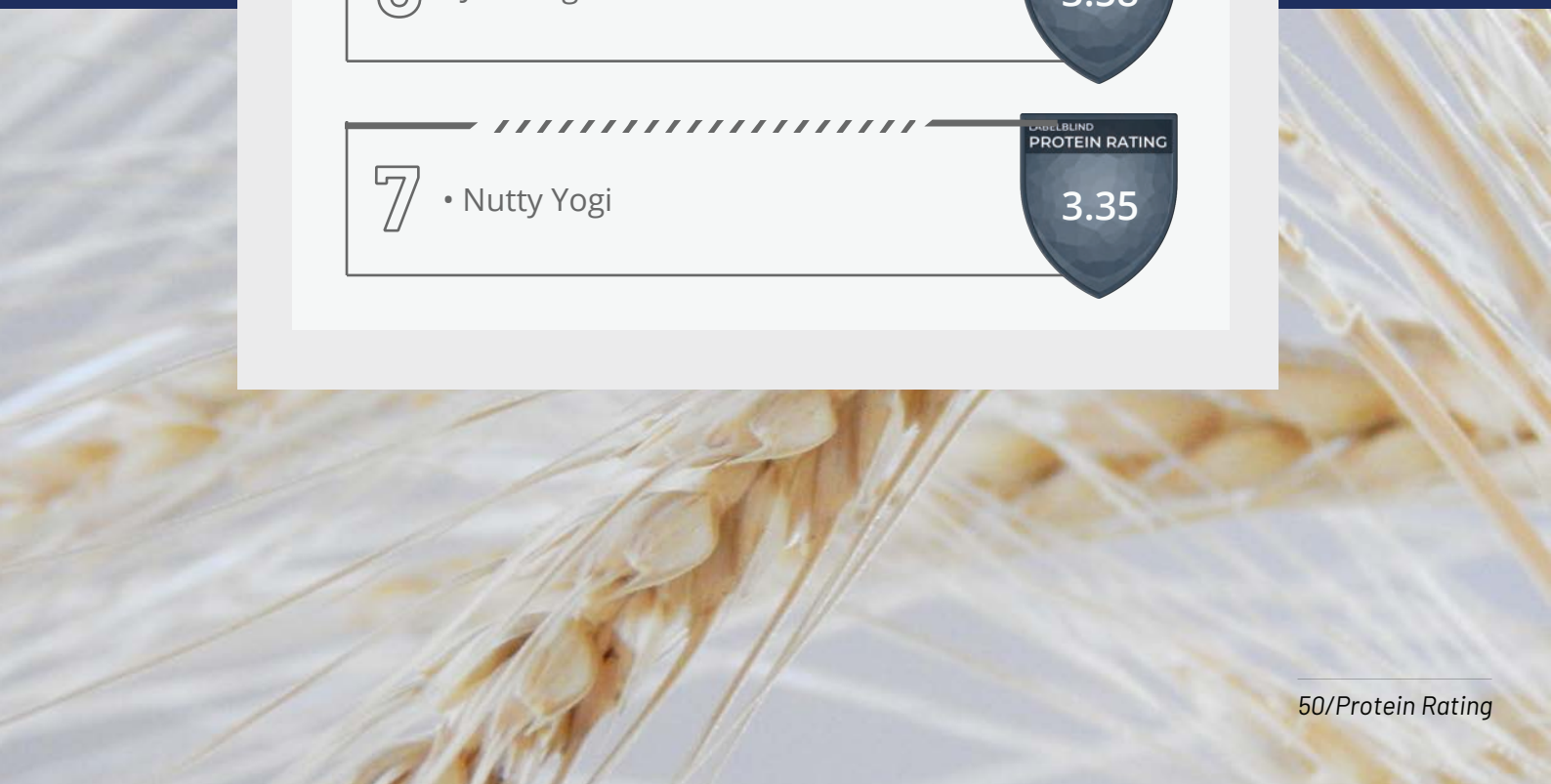




## LABELBLIND® PROTEIN RATING 7 BEST BRANDS OF WHOLE GRAINS



## LABELBLIND® PROTEIN RATING 10 BEST BRANDS OF ATTA





## LABELBLIND® PROTEIN RATING 7 BEST BRANDS OF BREAKFAST CEREAL



## LABELBLIND® PROTEIN RATING 8 BEST BRANDS OF BREAD



51/Protein Rating



52/Protein Rating

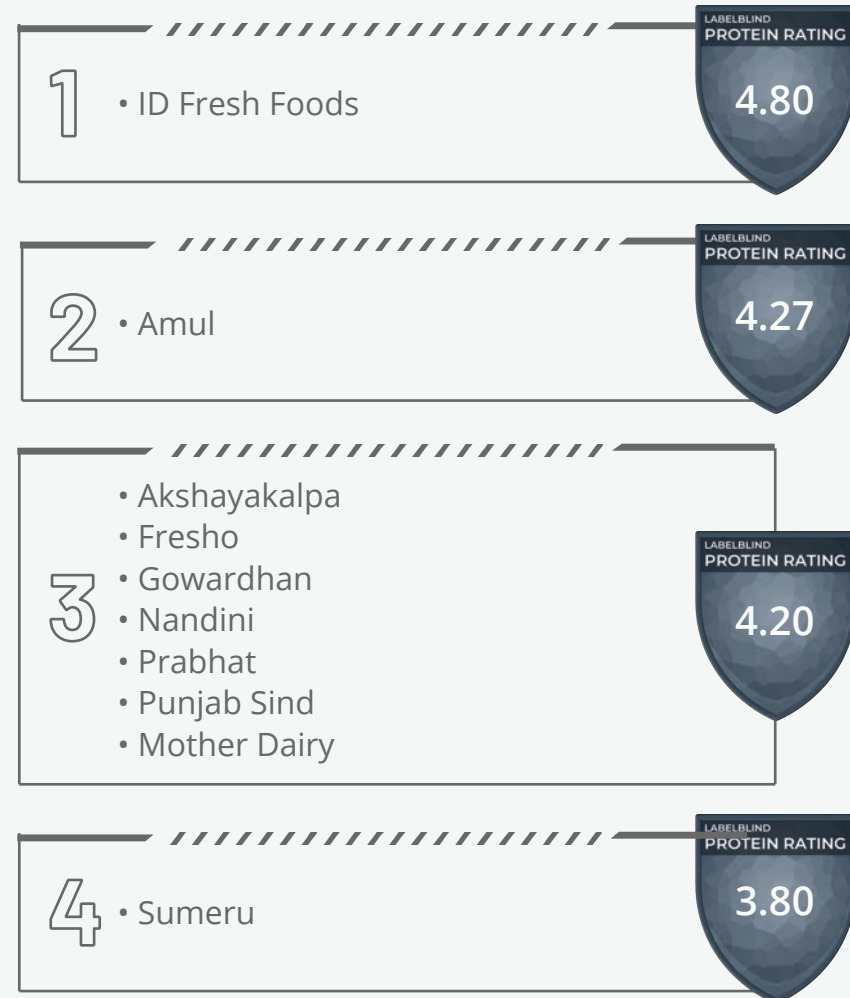


# TOP PROTEIN FOODS & BEVERAGES - BY BRAND

## SECTION-03 DAIRY PRODUCTS

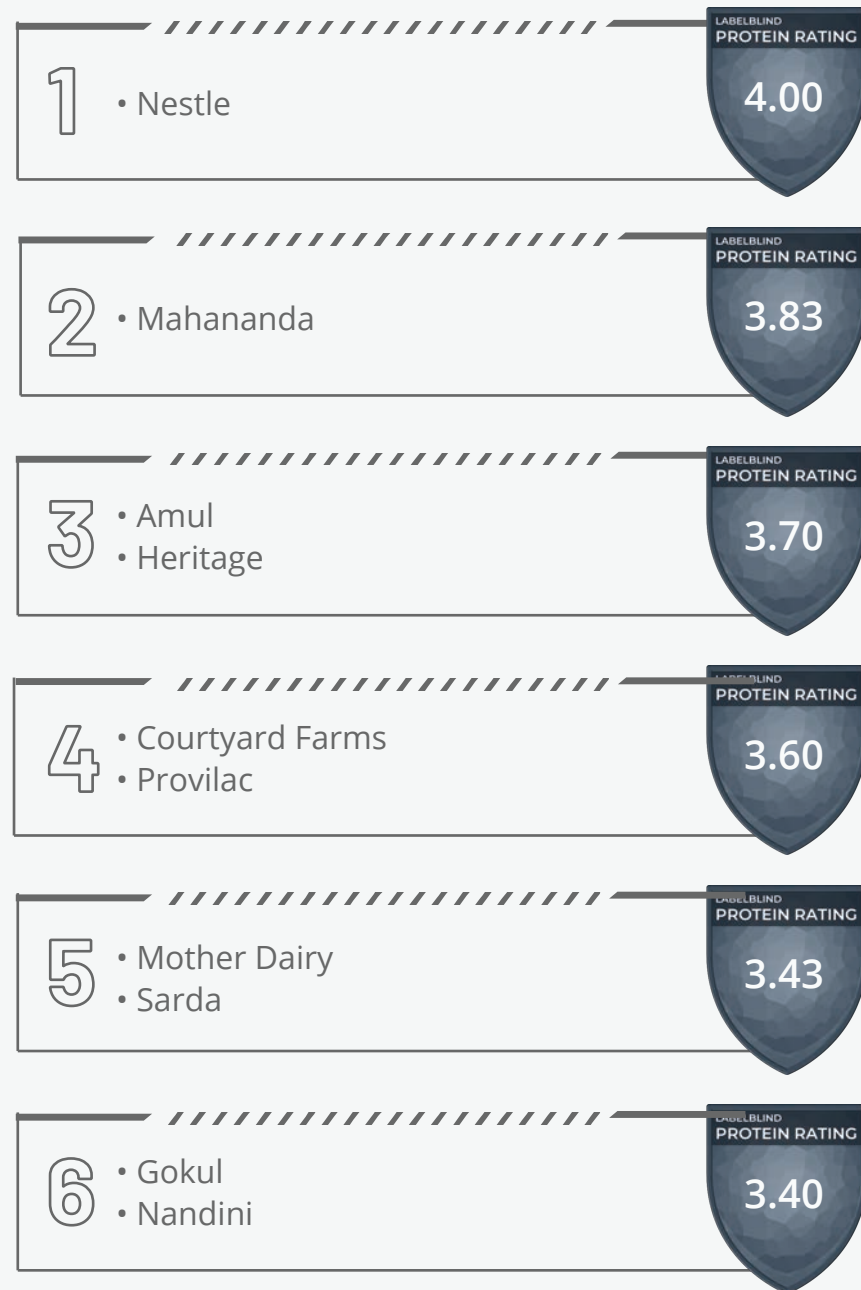
### LABELBLIND® PROTEIN RATING

### 10 BEST BRANDS OF DAIRY PRODUCTS (PANEER)



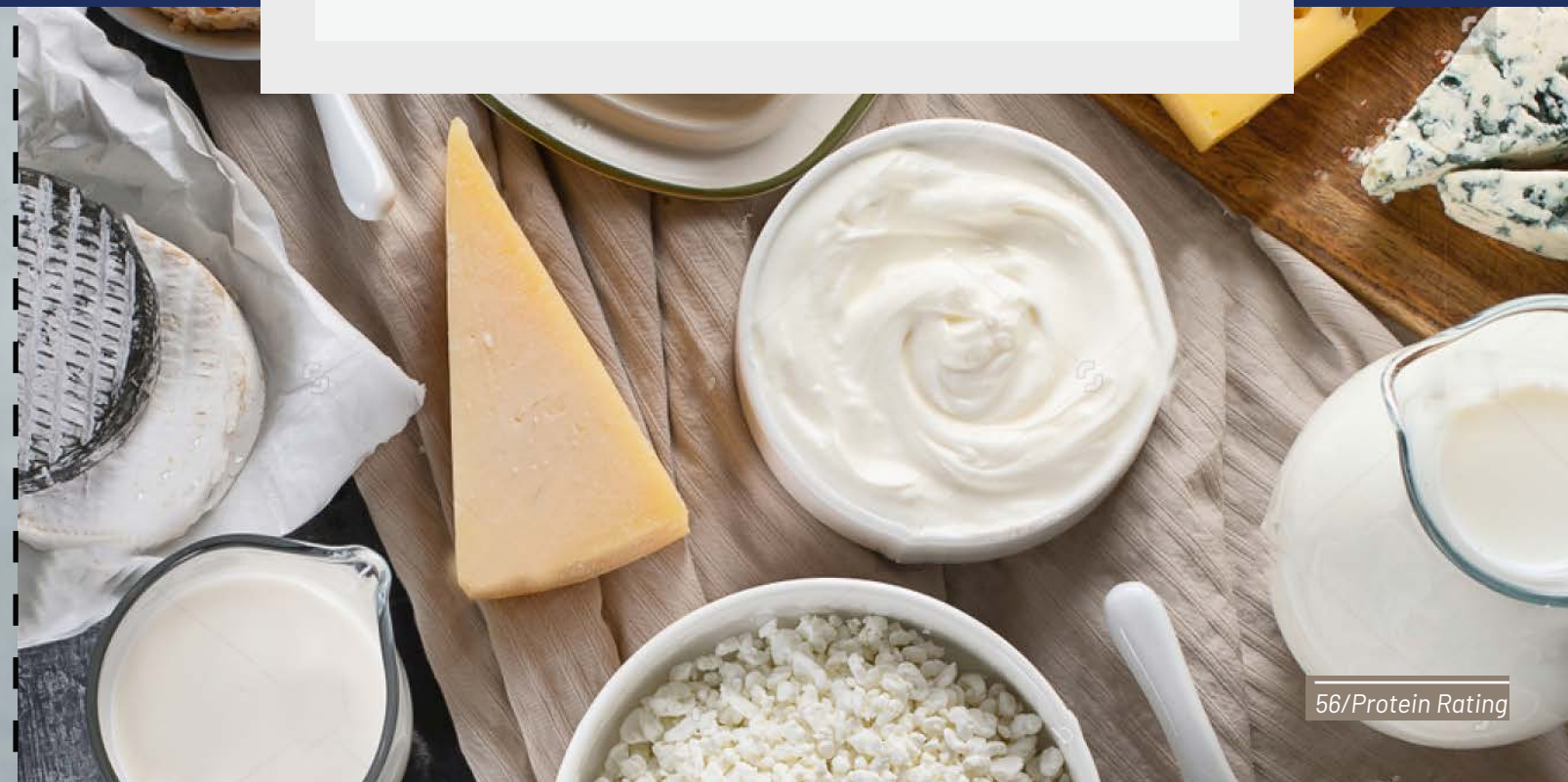
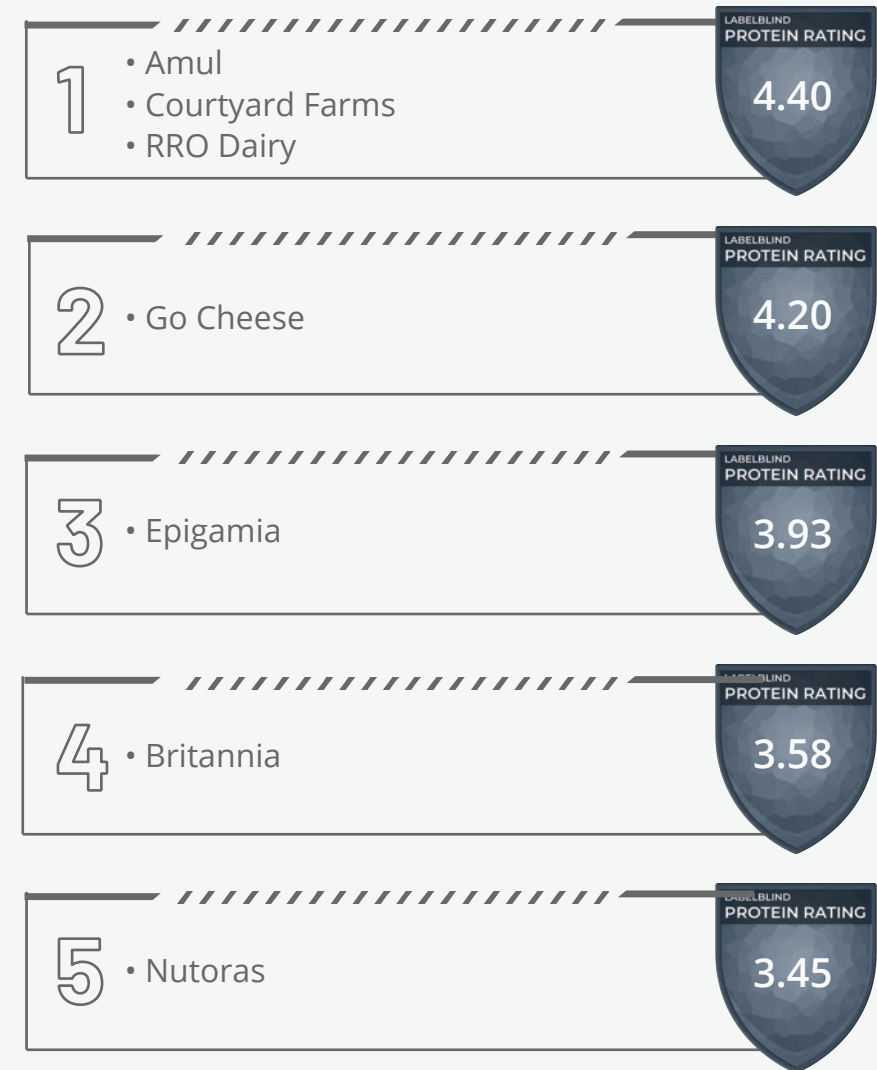
## LABELBLIND® PROTEIN RATING

### 10 BEST BRANDS OF DAIRY PRODUCTS (MILK)



## LABELBLIND® PROTEIN RATING

### 7 BEST BRANDS OF DAIRY-BASED PRODUCTS (CHEESE, FLAVOURED YOGURT)



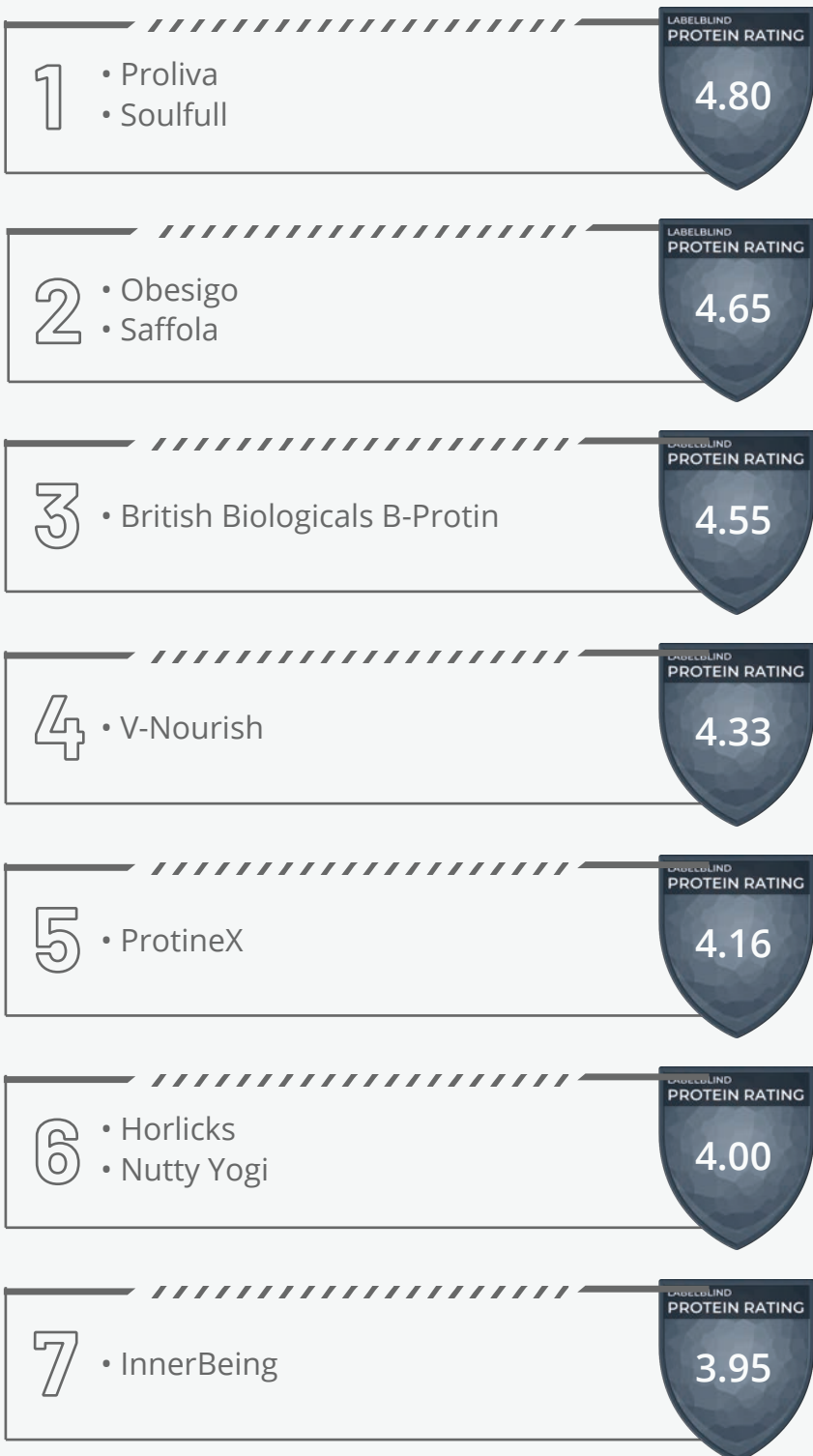


# TOP PROTEIN FOODS & BEVERAGES - BY BRAND

## SECTION-04 HEALTH FOOD DRINKS

### LABELBLIND® PROTEIN RATING

### 10 BEST BRANDS OF HEALTH FOOD DRINKS

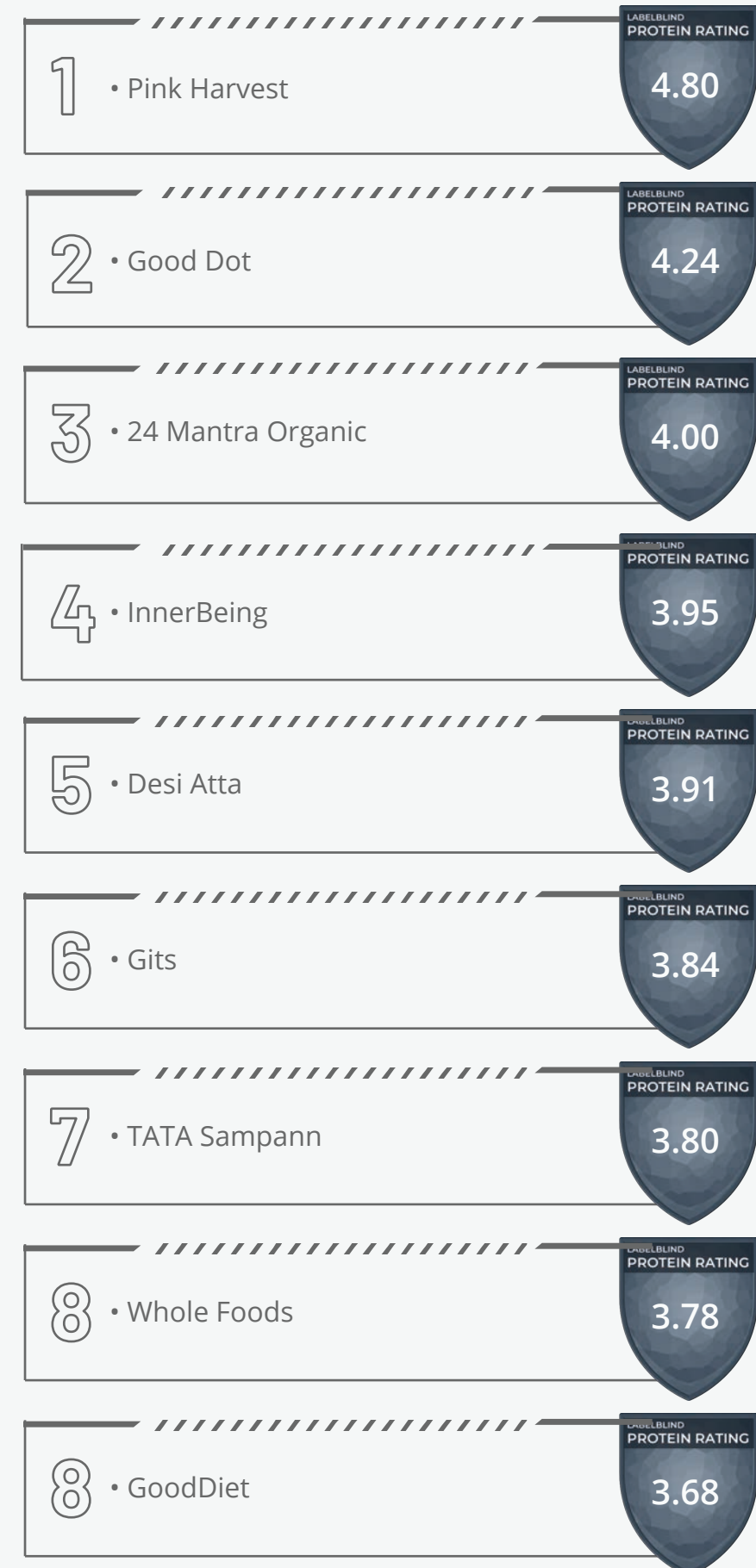




# TOP PROTEIN FOODS & BEVERAGES - BY BRAND

## SECTION-05 READY-TO-COOK AND READY-TO-EAT PRODUCTS

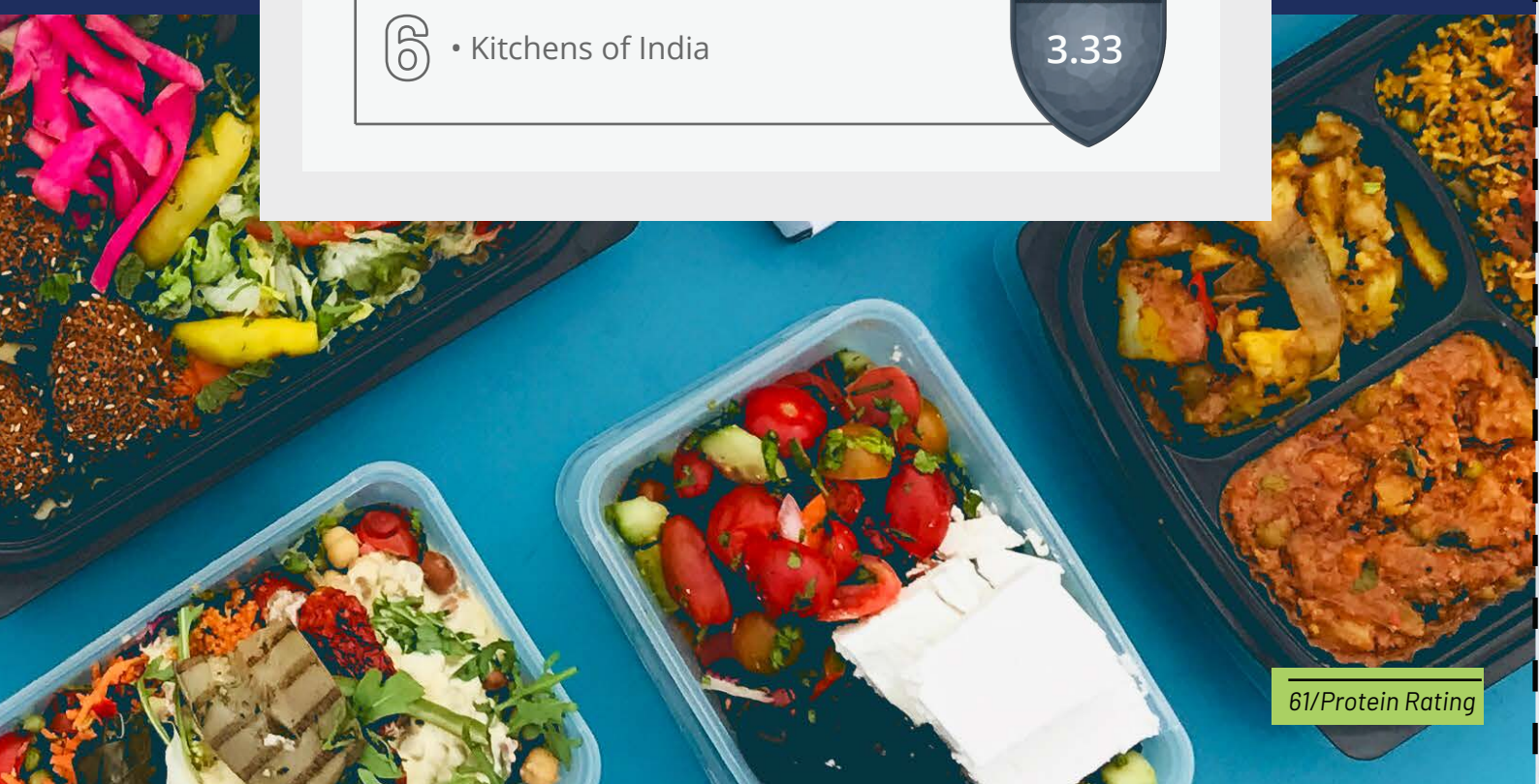
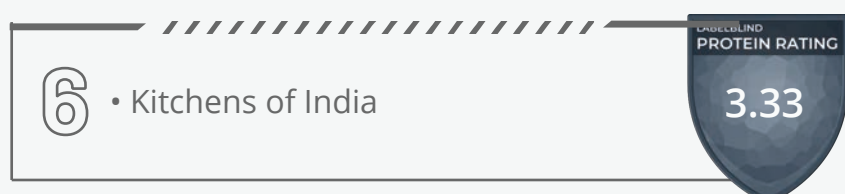
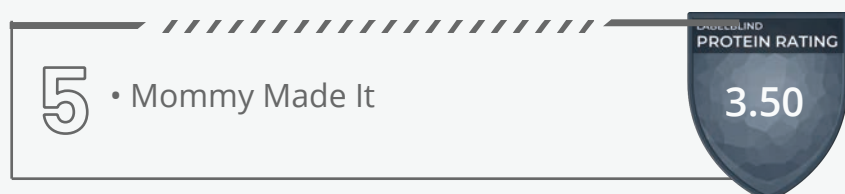
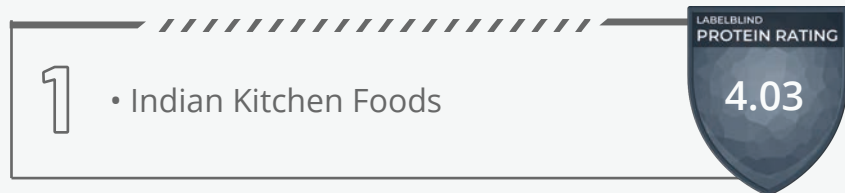
### LABELBLIND® PROTEIN RATING 9 BEST BRANDS OF READY TO COOK & EAT PRODUCTS





# LABELBLIND® PROTEIN RATING

## 6 BEST BRANDS OF READY TO EAT MEALS



61/Protein Rating



62/Protein Rating



# TOP PROTEIN FOODS & BEVERAGES - BY BRAND

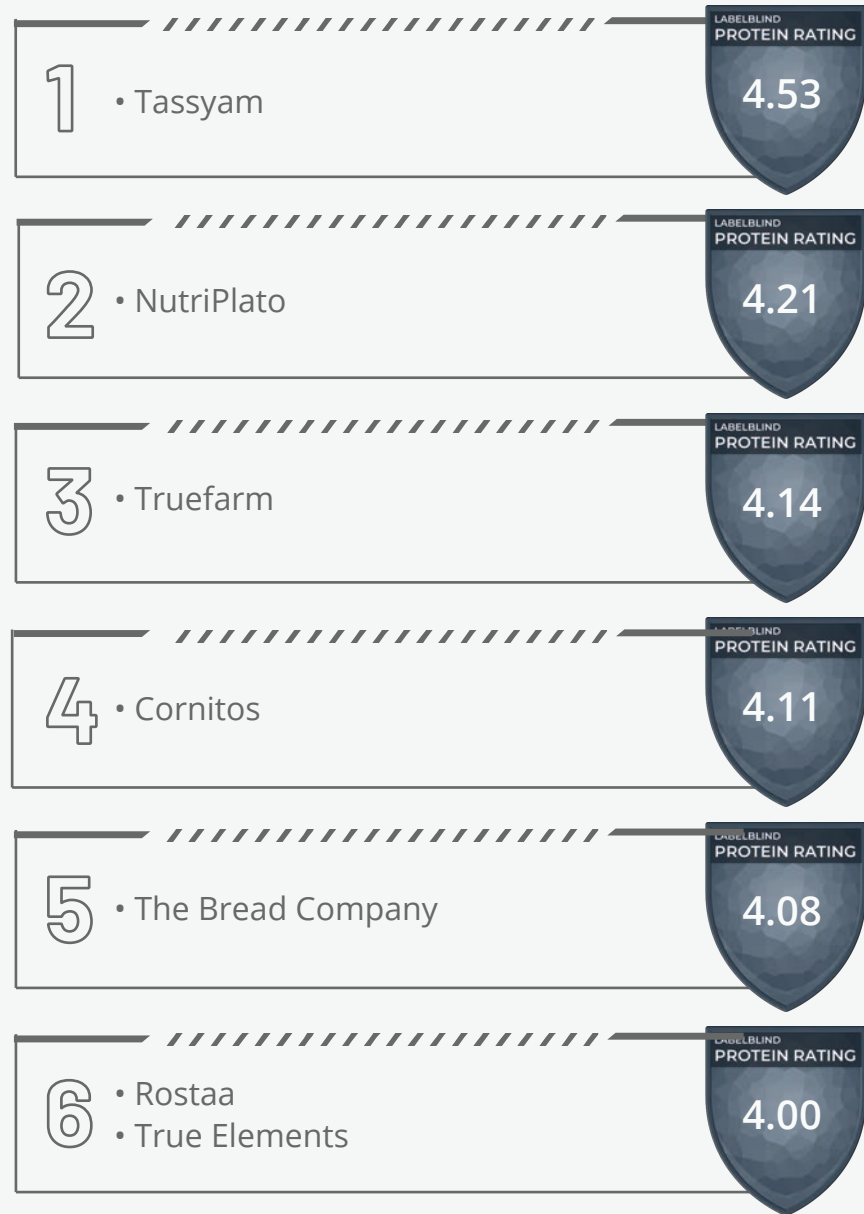
## SECTION-06 SNACKS

### LABELBLIND® PROTEIN RATING 10 BEST BRANDS OF NUT BUTTERS





**LABELBLIND® PROTEIN RATING**  
**7 BEST BRANDS OF**  
**NUTS, SEEDS, TRAIL MIX**



**LABELBLIND® PROTEIN RATING**  
**8 BEST BRANDS OF**  
**ENERGY BARS**





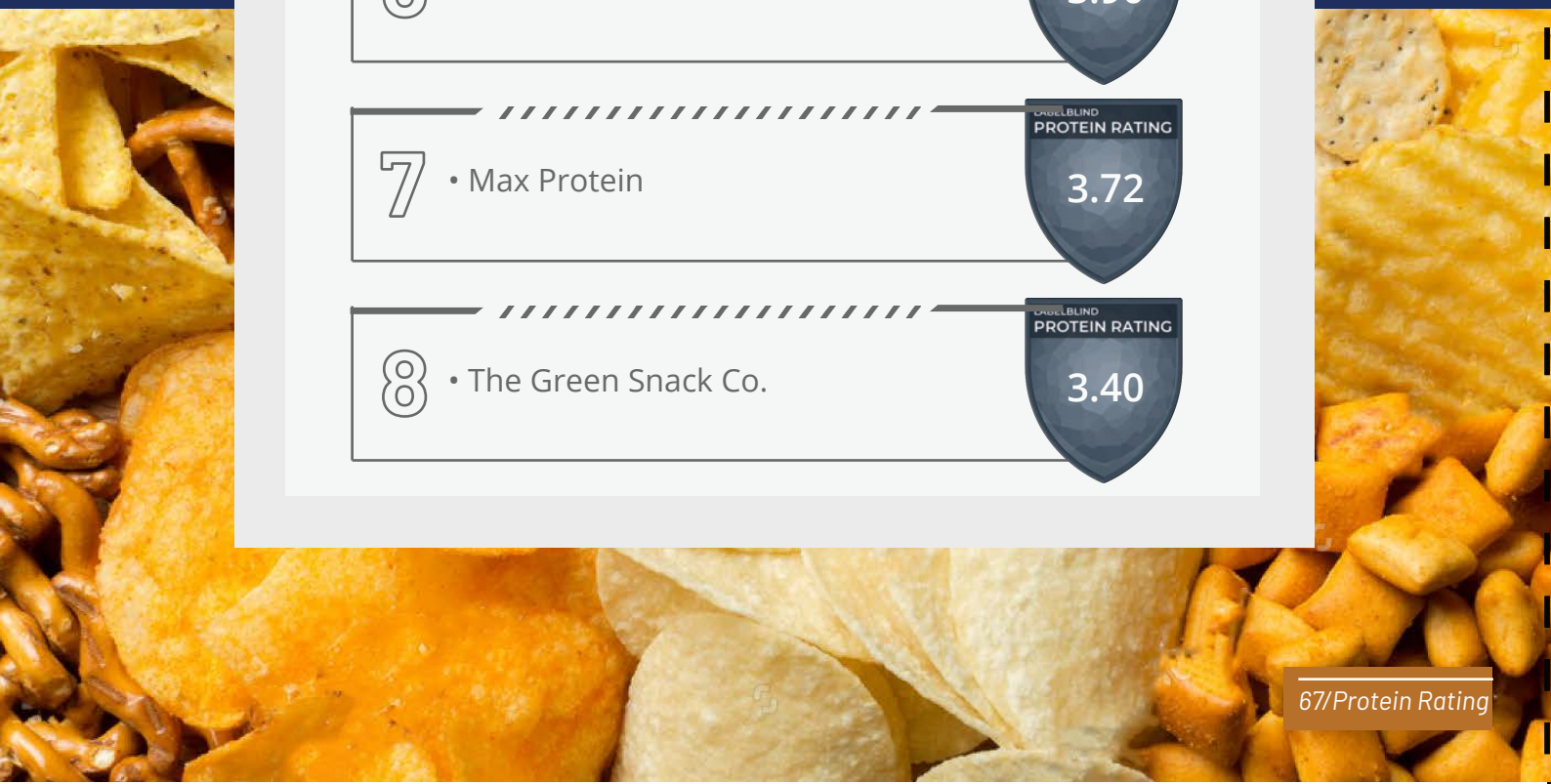
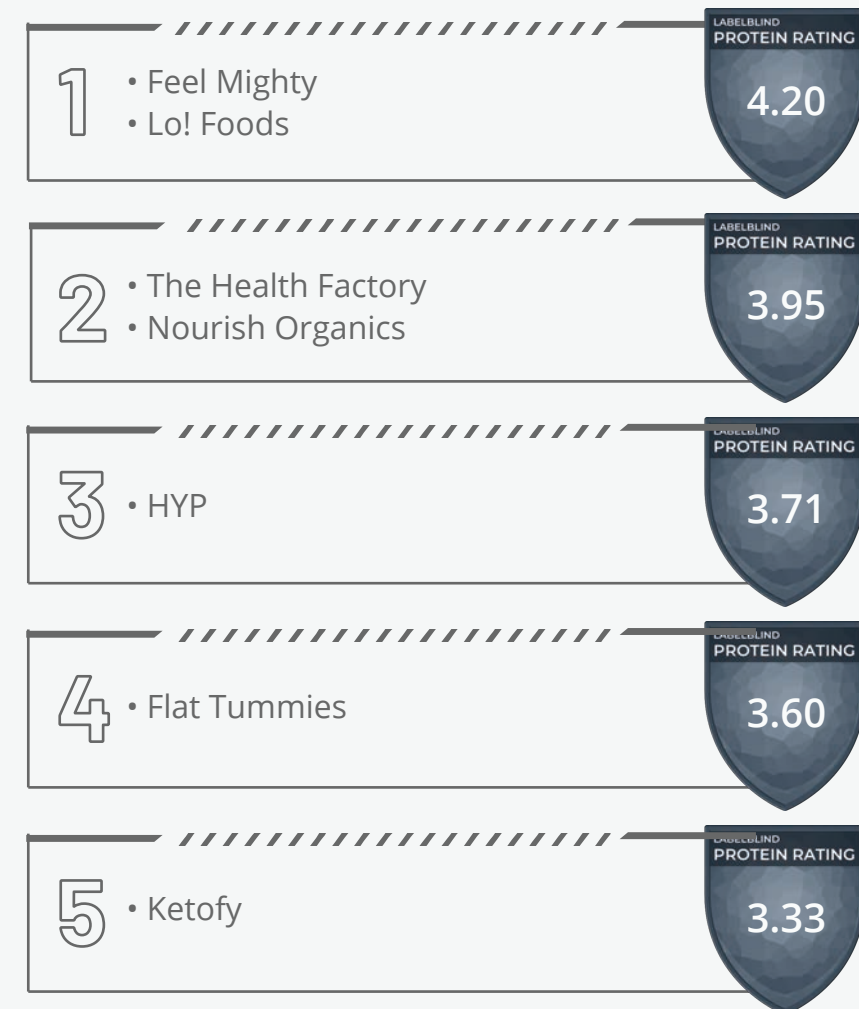
## LABELBLIND® PROTEIN RATING

### 10 BEST BRANDS OF SAVORY SNACKS



## LABELBLIND® PROTEIN RATING

### 7 BEST BRANDS OF BISCUITS & COOKIES



67/Protein Rating



68/Protein Rating



# LABELBLIND® PROTEIN RATING – METHODOLOGY

LabelBlind® sampled data of 6014 food & beverage pre-packaged products.

## 01| Data Collection

Data was based on following information -

- Nutrients declared by respective companies on Food Labels of 6014 pre-packaged food and beverage products
- Scope of the study did NOT include laboratory analysis of food products
- Food labels were collected from retail sources in the period Oct, 2019 and June, 2020

## 02| Selection of Nutrients

- Protein content per 100 g/ml has been assessed for each pre-packaged food & beverage product.
- Other nutrients that are known to have a direct impact on consumer health were also assessed under the scope of this product report. This includes Added Sugar, Saturated Fat, Trans Fat and Sodium.

## 03| Selection of Samples

A sample was defined as one unique product or item based on brand name, product name and variant. Products sold in multiple SKUs (stock keeping units) were not considered as unique products.

From the LabelBlind® database of 6014 samples, 1789 food & beverage products, across 18 major categories, qualified to be Source of Protein or High in Protein (FSSAI Advertising & Labelling Regulations, 2018.)

### Product categorization

- 1 Beverages
  - Dairy-based Beverages (Buttermilk, Flavored Milk, Flavored Yogurt Drinks, Lassi)
  - Soy Milk
- 2 Cereals, Grains and Pulse-based Products
  - Soy & Soy Products (Soy Chunks, Tofu)
  - Whole Grains
  - Atta
  - Breakfast Cereal
  - Bread
- 3 Dairy Products
  - Dairy Products (Paneer)
  - Dairy Products (Milk)
  - Dairy Products (Cheese, Flavored Yogurt)
- 4 Health Food Drinks
- 5 Ready-to-Cook and Ready-to-Eat Products
  - Ready-to-Cook & Eat Products
  - Ready-to-Eat Meals
- 6 Snacks
  - Nut Butter
  - Nuts, Seeds, Trail Mix
  - Energy Bars
  - Savory Snacks
  - Biscuits & Cookies

Product categories not considered in the report are those where nutritional information may not be necessary as per FSSAI Labelling Regulation. Such categories include, foods which are single ingredient products like sugar, jaggery, salt, spices, water. Non-nutritive products like coffee, coffee chicory mixture, tea, condiments. Packaged fresh produce like fresh fruits and vegetables, fresh seafood, eggs and fresh meat.





#### 04| Protein Rating Methodology

Protein Rating assesses products on following criteria -

- Protein content and its contribution to the RDA for an adult man (percentage RDA met.)
- Protein content and its contribution to Energy (kcal) provided by the product.
- Other nutrients that are known to have a direct impact on consumer health – Added Sugar, Saturated Fat, Trans Fat, Sodium.

Protein Rating was built on the principles of Recommended Daily Allowances (RDA) established by Indian Council of Medical Research and Food Safety and Standards Regulations.

All products were rated per 100 g or 100 ml on an 'as sold' basis. The Protein Rating scores products on a scale of 1 to 5. Higher the score, greater the protein content of the food or beverage product.

Average Protein Rating for brands were calculated using mean scores of all selected products under one brand.

#### 05| Selection for Protein Rating List

- Protein Rating reflects the protein content of individual products (N=1789.)
- Products with the highest Protein Rating were selected for the India Protein Score Report.
- To ensure a wider representation of brands in the report, each brand representation was capped at maximum 2 highest-scoring products in the respective category.
- Food & Beverage products with LabelBlind® Protein Rating  $\geq 3.0$  were included in the report
- Brands with 2 or more qualifying products were considered for Brand Ratings. Brand protein rating reflects the average of protein scores of 3 or more individual products (N=1789) in a category, representing one brand.
- 383 brands, under 18 categories, were assessed for their average (mean) Protein Rating. Brands with the highest average Protein Ratings were selected for the report.
- 230 products and 150 brands with the highest Protein Rating were selected for the India Protein Score Report.

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<sup>1</sup>Healthy Diets from Sustainable Food Systems – Food Planet Health. Summary Report of the EAT-Lancet Commission - Food in The Anthropocene: the EAT-Lancet Commission on Healthy Diets From Sustainable Food Systems (2019). Published by EAT.  
<https://eatforum.org/eat-lancet-commission/eat-lancet-commission-summary-report/>.

<sup>2</sup>Sharma M., Kishore A., Roy D. and Joshi K. (2020). A comparison of the Indian diet with the EAT-Lancet reference diet. BMC Public Health (2020) 20:812.  
<https://doi.org/10.1186/s12889-020-08951-8>

<sup>3</sup>Khandelwal S and Kavishwar A (2018). Indians are protein deficient, and it needs immediate attention. Forbes India Blogs.  
<https://www.forbesindia.com/blog/giving/indians-are-protein-deficient-and-it-needs-immediate-attention/>

<sup>4</sup>India's Protein Paradox study (2020). Published by RightToProtein.  
<https://righttoprotein.com/protein-paradox/>