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Torrent Pharma introduces Shelcal Total adult nutrition powder

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Shelcal Total now marks the brandâ??s evolution into a modern, consumer-focused nutrition portfolio

598-2025 Shelcal Total KV - 11.6794 x 7.5 in

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Torrent Pharmaceuticals has announced the launch of Shelcal Total, a scientifically formulated adult nutrition supplement powder that expands its flagship Shelcal brand into the rapidly growing Nutrition segment.

Shelcal with a three-decade legacy of trustâ??has remained Indiaâ??s #1 calcium supplement brand since its acquisition by Torrent Pharma in 2013. The portfolio has since expanded with consumer-friendly innovations, such as Shelcal Pro Gummies and Shelcal Pro Kids Gummies, reinforcing the brandâ??s relevance across age groups and evolving health needs. Shelcal Total now marks the brandâ??s evolution into a modern, consumer-focused nutrition portfolio.

â??India is facing a growing nutrition gap driven by lifestyle changes, poor dietary habits, and rising stress levels, all of which contribute to deficiencies across age groups,â?• said Amal Kelshikar, Chief Commercial Officer, India Business, Torrent Pharma. â??As health awareness increases and more adults need convenient holistic nutrition, the demand for trusted, convenient solutions is only accelerating. Shelcal Total is our answer to that need. This science-backed, great-tasting supplement makes comprehensive daily nutrition more accessible and easier to adopt, while upholding Shelcalâ??s long-standing credibility and consumer trust.â?•

Shelcal Total is a comprehensive daily supplement combining high-quality protein, essential vitamins, minerals, and functional nutrients to support bone, muscle and joint health, energy, immunity, gut health, brain health and skin health â??addressing the everyday nutritional gaps faced by modern Indian adults. Formulated with vegetarian-origin ingredients, Shelcal Total contains no added sugar, artificial colours and flavours, making it suitable for health-conscious adults managing their calorie intake. Each serving delivers targeted nutrients including calcium, magnesium, vitamin D3 and K2 for bone strength. Most notably, it has glucosamine and bamboo shoot extract for joint health, another often overlooked area in mainstream nutrition.