

Parag Milk Foods Launches a Milk-based Protein Drink in Collaboration with Tetra Pak

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Parag Milk Foods Ltd, under its sports nutrition brand Avvatar, has announced its entry into India's fast-growing ready-to-drink (RTD) protein beverage segment through a strategic partnership with Tetra Pak. The company has launched Avvatar Protein Cold Coffee, a protein cold coffee in India's first Tetra Prisma Aseptic 250E pack, combining convenience, nutrition, and taste in an on-the-go format that fits seamlessly into consumers' daily routines. Priced at INR 120, the beverage

strengthens Avvatar's portfolio beyond traditional sports nutrition into everyday functional consumption.

The launch comes at a time when India's whey protein-based products market is witnessing significant growth. Despite growing awareness around nutrition, nearly 73 per cent of Indians remain protein-deficient, creating a significant opportunity for convenient, everyday protein formats.

Avvatar Protein Cold Coffee has been developed to bridge this gap by integrating protein into one of India's most familiar daily habits-coffee. The ready-to-drink beverage delivers 15g of protein in a 250 ml pack, with no added sugar or artificial sweeteners. Available in Classic and Vanilla variants, the coffee beverage is based on milk protein with no added sugar and no artificial sweeteners, offering a balance between indulgence and functional nutrition.

Designed for modern consumption and mid-day energy needs, Avvatar Protein Cold Coffee reflects the brand's expansion into a broader lifestyle and wellness space. The product is packaged in an octagonal-shaped pack, which is lightweight, paper-based, and recyclable, aligned with the company's focus on convenience and greener packaging.

The launch also comes amid strong business momentum for Parag Milk Foods, with the company's new-age business segment, including Avvatar, recording a 91 per cent year-on-year growth in FY26, reflecting increasing consumer demand in the health and nutrition category for trusted brands.

Speaking on the launch, Akshali Shah, Executive Director, Parag Milk Foods, said, "Protein consumption in India is evolving rapidly, but for many consumers it still feels like a conscious effort rather than a natural part of daily life. With Avvatar Protein Cold Coffee, we wanted to bridge that gap by combining the familiarity of cold coffee with the functionality of high-quality protein in a convenient, ready-to-drink format. The idea was to create a product that fits effortlessly into modern lifestyles while making everyday protein intake more accessible and enjoyable. We believe the future of nutrition lies in formats that seamlessly blend taste, convenience, and performance."