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The Sweet Change Aims to Make Sugar Reduction a Mainstream Lifestyle Choice

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For generations, sweetness has been an integral part of Indian culture, from the morning cup of chai to festive celebrations and everyday family rituals. Yet as awareness around diabetes, obesity, and metabolic health grows, consumers are increasingly looking to reduce sugar without sacrificing taste. India's sugar substitutes market is already estimated at over $650 million and continues to expand, driven by rising demand for healthier alternatives.

While working as a clinical nutritionist for over a decade, founder Manvi Agnihotri assisted more than 12,000 patients managing diabetes, PCOS, obesity, and insulin resistance. She repeatedly observed that while consumers wanted to reduce sugar, existing alternatives often fell short on taste, ingredients, or trust.

That insight led to the creation of The Sweet Change, a brand built on the belief that if sugar reduction is to become mainstream, consumers need an alternative that delivers the familiarity and experience of sugar without its drawbacks.

Founded in 2024 by Manvi Agnihotri and Sheen Hitaishi, The Sweet Change is India's First Gut-Friendly Monk Fruit Sweetener made with monk fruit, allulose, and prebiotic guar fibre.

Unlike most monk fruit sweeteners in the market that are largely made up of erythritol and bulking agents, The Sweet Change was formulated with a clinical-first approach: no erythritol, no artificial ingredients, no unnecessary fillers, and no bitter aftertaste. The company has also built one of India's highest-concentration monk fruit formulations available in the market today. They are building a portfolio of natural sweeteners designed to help anyone switch to a healthier alternative to sugar.

Manvi Agnihotri, Co-founder & CEO, The Sweet Change, commented, "The Sweet Change is building for a future where reducing sugar becomes a default consumer choice rather than a medical recommendation. In just one year, we have generated over Rs1.69 crore in revenue, fulfilling over 15,000 orders. We have grown at an exceptional 84 per cent month-on-month compounded growth rate over the last three months, scaling revenue from Rs 8 lakh to Rs 50 lakh per month following the launch of our sweetener drops in March 2026, with gross margins of 75 per cent. We are currently ranked among the top sweetener brands on Amazon India. Our long-term ambition is to become the default sugar replacement brand across Indian households, cafÃ©s, foodservice, and packaged foodsâ?•.