

SunBridge Consumers Introduces Nutraceutical Milk Mix and Clean-Label Food Products

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The company launches AlphaKid, KidZola, Frooney and LifeJoy as the first brands in its growing portfolio of nutrition-led products for Indian families



SunBridge Consumers, the fast-moving consumer goods company of SunBridge Group, announced the launch of its first set of brands comprising AlphaKid, KidZola, Frooney and LifeJoy, a range developed thoughtfully to support healthier, smarter everyday choices for Indian families.

Drawing on SunBridge Group's four decades of expertise in agri-processing and food commodity business, SunBridge Consumers combines carefully selected and mindfully sourced ingredients with modern food science to develop products that support everyday health. Built on the belief that consumer brands should deliver not just taste, but also trust, health and care, the portfolio marks SunBridge Consumers' entry into India's rapidly evolving nutrition and FMCG landscape with products that combine quality ingredients, functional benefits, and everyday relevance.

As Indian consumers become increasingly conscious of ingredient labels, processing methods and nutritional values, families are actively seeking products that are healthier yet do not compromise on taste or convenience. SunBridge Consumers, with its inaugural portfolio KidZola, AlphaKid, Frooney, and LifeJoy- aims to fulfil these needs through products developed to support healthier everyday choices for children and families.

AlphaKid – A nutraceutical milk mix made with thoughtfully selected ingredients such as Ghee, Jaggery, cereal mix, to support children's immunity, brain development, gut health and overall growth. It has 19 essential nutrients and 12 vital actives and gives 55 per cent of the daily protein requirement as per RDA (when mixed with 200ml milk).

KidZola – A low-absorption triple oil blend (Rice Bran, Olive, and Flaxseed Oils) powered by KidZorb Technology, which helps food absorb less oil during cooking and ensures zero bitterness, making everyday meals lighter and tastier for the entire family, especially growing kids. It also delivers an optimum ratio of SFA: MUFA: PUFA, giving a Balanced Fatty Acid Profile.

Frooney – A clean-label fruit jam made with real fruit pulp, honey and just 3 other natural ingredients - Apple Pectin, Chicory Root Plant Fibre, and Lemon Juice

LifeJoy – A tomato ketchup crafted with tomatoes, jaggery and additional clean ingredients, designed to deliver familiar ketchup taste. It has no refined sugar, artificial flavours, colours or preservatives.

Commenting on the launch, Anuj Agarwal, Founder and Chairman, SunBridge Group, said, “At SunBridge Consumers, we believe that the best family products are often those designed with the youngest member of the household in mind. Our inaugural portfolio reflects this philosophy of combining science, clean-label ingredients and thoughtful innovation to create products that support modern family lifestyles without compromising on taste or convenience. Through AlphaKid, KidZola, Frooney and LifeJoy, we are laying the foundation for a new generation of nutrition-led brands that make healthier choices simpler and more accessible.”