

Small-Town India Emerges as the Growth Engine for High-Protein Atta, Says MILLD

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Order data from India's first and fastest-growing high-protein atta brand shows tier-2 and tier-3 cities expanding 6x in six months, emerging as the unlikely new capitals of India's protein boom



The fastest-growing protein buyers in India are not in Mumbai or Bengaluru. They are in Mohali, Nagpur, Dehradun and Bhopal. That is the finding of a customer-behaviour analysis by MILLD, India's first high-protein (46 per cent) atta brand and creator of the category. Since its launch in November 2025, the brand has grown roughly 50 per cent month-on-month for nine consecutive months, reaching nearly 6 lakh homes across more than 1,700 cities and towns.

The growth story belongs firmly to smaller India. Between December 2025 and June 2026, MILLD orders from Mohali grew more than 9x. Nagpur grew 7.5x, Dehradun and Bhopal about 7x, and Raipur and Vadodara close to 6x. Pune, up 6x in the same window, was the only large city expanding at that pace. More than 47 per cent of MILLD's transactions now come from repeat buyers. "Everyone assumes protein is a metro conversation. Our data says otherwise," said Sivaram Briyas, co-founder of MILLD and founder of Briyas Tofu. "Mohali, Nagpur, Dehradun and Bhopal are growing faster than any metro we serve. When protein is affordable and fits the food people already cook, India adopts it at scale."

Delhi remains MILLD's largest market, followed by Mumbai, Hyderabad, Bengaluru and Pune, yet these top cities together account for just 38 per cent of all orders. The rest come from towns such as Jamnagar, Thrissur, Hoshiarpur and Muzaffarnagar, markets the protein industry has largely overlooked.

"Europeans eat almost twice the protein an average Indian does, and expensive supplements will not close that gap," said Prashant Pitti, co-founder of MILLD. "When we launched in November 2025, this category didn't exist; we had to invent it, one trial at a time over 6 months. After 281 trials, we could finally create a protein-rich atta that delivers complete protein, all nine essential amino acids in a roti that puffs like regular atta."

Additionally, "Fitness in India will not come from supplements. It will come from the kitchen," said Milind Soman, brand ambassador for MILLD. "Roti is the most consistent thing an Indian family eats. Making it a real source of protein, without changing its taste or the ritual around it, is the most practical health decision a household can take."