

Zydus Wellness Launches Complan Powerplay Ready-to-Drink Nutritional Milkshake

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New milkshake targets children aged 7 and above as part of the brand's expansion

Complan POWERPLAY

HAR PASSION KO DO POSHAN

30% RDA VITAMIN D₂

CONTAINS PREBIOTICS

NO ADDED SUGAR

CALCIUM

10 g PROTEIN

Complan POWERPLAY

VANILLA SHAKE

10 g Protein

30 mg Calcium

30 mg Vitamin D₂

Complan POWERPLAY

CHOCOLATE SHAKE

10 g Protein

30 mg Calcium

30 mg Vitamin D₂

zydus wellness

Flavoured Milk - Added Vanilla Flavour & Added Chocolate Flavour, respectively.
A variety of food for flavoured milk. Complan Power Play contains approx. 10 g protein, 150 mg calcium, 2.2 g total fat, and 4.5 mg Vitamin D₂ in reference to the ICAR RDA 2020 for children aged 7-9 yr.
CONTAINS NATURALLY OCCURRING SUGARS.
[THIS CONTAINS SUCRALOSE] [CONTAINS NON-CALORIC SWEETENER]
*Microscopic are for creative depiction. *Creative Visualization. *Registered Trademark.
Refer individual pack for instructions for use & other mandatory declaration.

Zydus Wellness announced the launch of Complan Powerplay, a ready-to-drink nutritional milkshake marking the brand's entry into India's ready-to-drink dairy beverages segment. The launch targets the nutritional needs of children aged 7 to 9, opening a new consumption occasion for Complan in the milkshakes and flavored milk category, which is estimated at Rs1700 crore.

The launch comes amidst a broader shift in children's consumption habits, as increasingly active lifestyles create nutrition needs beyond traditional mealtimes. Parents are increasingly seeking convenient, nutrient-dense options to support these

routines, yet many existing snack and beverage choices are either high in sugar or fall short on meaningful nutrition. Complan Powerplay has been developed to bridge this gap, combining Complan's trusted nutrition expertise with the convenience of an on-the-go nutritional milkshake.

Alongside the launch, Complan has unveiled its integrated campaign, 'Har Passion Ko Do Poshan,' which celebrates and encourages every child's unique interests. The campaign reinforces the thought that every passion requires optimal nutrition to support children as they move through their everyday pursuits.

Complan Powerplay delivers 10g of high-quality milk protein in every 160 ml serving, along with Calcium and 30 per cent of the recommended daily allowance of Vitamin D2. The formulation also contains prebiotics and is made with no added sugar, preservatives, artificial colours or artificial flavours.

Commenting on the launch, Tarun Arora, CEO & Whole Time Director, Zydus Wellness Ltd., said: "Children's lifestyles today are fundamentally different from what they were a decade ago, and nutrition solutions must evolve alongside them. At Zydus Wellness, our innovation strategy is centered on identifying emerging consumer behaviours and creating relevant formats that seamlessly fit into everyday life. Complan Powerplay is a natural extension of the brand's trusted nutrition heritage into a fast-growing adjacent category, allowing us to address new consumption occasions while remaining focused on delivering science-backed nutrition."