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Danone India Expands Dexogrow with New Vanilla and Chocolate Flavour Sachets

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Dexogrow has built its reputation on tackling one of India's most pressing childhood nutrition gaps

Danone India has announced the launch of two new flavour sachets, Vanilla and Chocolate, for its toddler nutrition drink, Dexogrow, designed to make the brand even more appealing to young children. To help parents deal better with the changing food preferences of young children, the company has created a unique method of preparation that combines essential nutrition with flexible flavor options.

Dexogrow has built its reputation on tackling one of India's most pressing childhood nutrition gaps: Iron deficiency Anemia, which affects a significant proportion of toddlers and can impact cognitive development and learning. With this introduction of flavour sachets, the brand aims to combine the same science-backed nutrition with flavours that kids actively look forward to.

Priyanka Verma, Marketing Director, Danone India said: "Getting toddlers to enjoy something that's genuinely good for them can be a big battle for parents. With Vanilla and Chocolate flavours now part of the Dexogrow range, we want nutrition moments to feel less like a negotiation and more like something kids ask for themselves, without compromising on the nutrition parents count on."

Dexogrow is a brand for India, made in India and it has an Iron Biotics engine that contains nutrients that support 3X iron absorption, which in turn plays a crucial role in cognitive development in young kids. Dexogrow is making an effort to underline the importance of early childhood development and to help shape India’s next generation’s progress. Now, the same trusted Dexogrow, with a nutritional base that consists of DHA, ARA, and a blend of 36 essential nutrients, includes Iron Biotics with nutrients that support 3X iron absorption, while letting their child pick a flavour that they would enjoy.