



ABOUT

Naturell (India) Pvt. Ltd. is a visionary healthy lifestyle company, today known as the Protein company. Naturell's vision is to provide the finest nature-based products that will help consumers adopt a healthier lifestyle. Your busy hectic life can easily make your health take a back seat, Naturell offers a wide range of Ritebite premium products to keep up your energy levels. Naturell provides nutritious superior quality products that please your taste buds. Ritebite comes in a convenient pack; so wherever you go, whatever you do, we make it a perfect on-the-go **Power Snack**.

Our **Protein Power Snacks** are made of blend of proteins, have balanced nutrition that helps keep you on top of your fitness goals. Choose from our range of great tasting Bars & Chips and see how product benefit meets taste. As a Power Snack, Meal Replacement, or on-the go snack, our products are a great source of nutrition.

Categories we offer:

1. **Protein Bars** – Ritebite offers a variety of Protein Bars under the brand name **Max Protein**. Based on the varying protein content we have classified our bars as Max Protein Daily, Max Protein Active and Max Protein Ultimate.

Max Protein Daily

- 10 g Protein
- 4-5 g fibre
- 3 flavours – Choco Classic; Choco Berry and Choco Almond (No added sugar)
- Positioned as snack bar which helps to fuel your everyday protein needs
- Provides 2 hours sustained energy[#]

Max Protein Active bars

- 20 g Protein
- 5-7 g fibre
- 5 flavours – Green Tea Orange, Green Coffee, Choco Slim (No added sugar) Honey Lemon, Choco Fudge
- Positioned for your everyday active lifestyle
- Provides 4 hours sustained energy[#].

Max Protein Ultimate

- 30 g protein
- 10 g fibre
- 5.5 g BCAA and 2 g Glutamine
- 2 flavours – Choco Berry and Choco Almond (No added sugar)
- Positioned to support your workouts better
- Provides 5 hours sustained energy[#].



All our bars are made of **blend of proteins** (combination of soy, whey and casein) which aid to build muscle mass; come with the goodness of **prebiotics** which keep a check on gut health; **21 vitamins and minerals** and have goodness of **Omega 3** fatty acids.

2. **Nutrition Bars** – Ritebite has a variety of nutrition bars with the goodness of natural ingredients positioned as on-the-go healthy hearty snacks. Made of natural ingredients, our nutrition bars contain no preservatives or no added sugar helping you make sustainable, healthier choices. Available in 6 delicious flavours – Fruits and Seeds, Peanut Butter, Nuts and Seeds, Yogurt Berry, Sports Bar and Choco Delight.
3. **Protein Chips** – We have launched India’s first Protein Chips with the power of **Supergrains**. Our chips are made up of 7 grains and are positioned as a healthy on-the-go balanced snack in between meals. A 60 g serving of our chips provides 10 g protein and 4 g fibre, is gluten free with low glycemic index and 35% lesser fat compared to other traditional namkeens. Our chips contain no white carbs (no – rice, corn, wheat and potato) which increase blood sugar levels rapidly and also cause a quick drop making you feel tired. Whereas the Supergrains provide energy that sustains for a longer period of time. We have an array of products like Cheese Jalapeno, Spanish Tomato, Peri Peri, Chinese Manchurian, Salt and Pepper, Desi Masala, Cream and Onion which give you the luxury of choice.

For more information please visit our website: www.maxprotein.in

1st April 2019

- Based on an independent study, majority of the respondents claimed that RiteBite Max Protein provided sustained energy for upto- Daily - 2 hours; Active - 4 hours; Ultimate - 5 hours.