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Pepsico India Expands Its Better-for-You Snacking Portfolio with Quaker® Ladooz and Chikki Bites; Democratizes Protein and Fibre by Making IT More Accessible and Affordable

Chennai, 23 Oct 2026: PepsiCo India is expanding its Better for You snacking portfolio with the launch of Quaker® Protein Ladooz and Quaker® Protein Chikki Bites, taking Quaker® beyond breakfast and into everyday Indian snacking. Bringing together real oats, 12% protein and high fibre in two much loved formats, Rose Dry Fruit Ladooz and Ragi Choco Chikki Bites, the new range makes it easier for consumers to bring protein and fibre into their everyday snacking occasions, at just ₹10. Made with no artificial flavours and no palm oil, the products combine familiar tastes with a more accessible nutritional proposition.

The launch reflects PepsiCo India's focus on translating evolving consumer needs into relevant innovation. To better understand the barriers to protein and fibre intake, PepsiCo India, in collaboration with Euromonitor International and the Indian Institute of Millet Research (IIMR), undertook The State of Protein & Fibre in Urban India, a study exploring how consumers perceive and incorporate these nutrients into their daily diets.

The findings reveal a significant gap between nutritional needs and everyday consumption. While 70% of respondents consume less than 41g of protein daily, below recommended intake levels, 61% fall short of their recommended daily fibre intake. Affordability remains a key challenge, with 60% citing high cost as a barrier to consuming enough protein.

Yet, the appetite for better nutrition is evident. Across generations, 89% of Gen Z, Millennials and Gen X respondents express a desire for protein to be available in more familiar, everyday food formats.

Together, these findings highlight a clear opportunity to bridge nutritional gaps by making protein and fibre more accessible, affordable and relevant to existing eating habits.

This is where Quaker® sees an opportunity to make a difference. Rather than asking consumers to change their snacking habits, the brand is bringing protein and fibre into formats they already know and enjoy. By combining the goodness of oats with much loved Indian favourites at an accessible price point, Quaker® Protein Ladooz and Chikki Bites bring PepsiCo India's ambition to democratise nutrition to life, making better for you choices easier to embrace in everyday life.