Suphala *Care*
HOLISTIC NUTRITION & WELLNESS · SINCE 2012

OPEN
FOR BUSINESS & DISCUSSION

Let's make India's favourite snacks *the better way*, together.

Snack Sabha by Suphala Care: a fun range of roasted desi snacks being developed by Dr Suguna Sapre, PhD. We are inviting manufacturers, co-packers, distributors and retailers to build it with us.

WHO WE ARE

Suphala Care is a Bengaluru nutrition and wellness practice founded in 2012 by **Dr Suguna Sapre**: PhD from Nizam's Institute of Medical Sciences, Hyderabad; Master's in Community Health & Nutrition; 25+ years in clinical and community nutrition; author of *Holistic Food for Happiness*. We coach families in India and abroad, and run talks for companies and schools.

THE OPPORTUNITY

The first thing clients ask after "what should I eat?" is "what can I snack on?" Many namkeens are deep-fried and high in salt, and many "healthy" snacks are imported ideas. Traditional Indian kitchens already hold the answer. They need a brand people trust, flavours people crave and a partner who can make them well.

THE FIRST FIVE · APPROVED BY DR SUGUNA SAPRE · RECIPES SHARED UNDER NDA

Meet the Snack Sabha: "Crunch more. Worry less."



Sattu Superstar

Bihar's original summer cooler, now a superstar in a pouch.

Big on crunch, bigger on attitude. Signing autographs at tea time.



Rajgira Raja

Munch like a raja: royal crunch, humble grain.

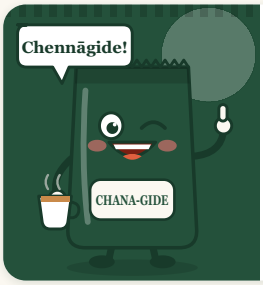
Royal crunch for every day, with a special edition for fasting days.



Bom-Matar

Small peas. Big bang.

Tiny, round and very loud. Handle with a smile.



Chana-gide!

Kannada for "it's lovely". One bite and you'll say it too.

Born in Bengaluru, made for the 4 pm chai-and-chatter break.



Chana-Matar Jugalbandi

Two legends. One crunchy duet.

Two classics, one crunchy duet. Best shared, like all good music.

The Snack Sabha design rules (targets, not claims)

- ✓ Roasted, baked or puffed, not deep-fried
- ✓ No added sugar and no artificial colours
- ✓ Aiming for high protein and fibre: we will say so on a pack only when an accredited lab confirms the product meets FSSAI rules
- ✓ Planned portion packs of 30–40 g (target about 120–160 kcal)
- ✓ Desi flavours you already love
- ✓ Recipes developed by Dr Suguna Sapre, PhD, founder of Suphala Care

How we could *work together*

OPEN FOR DISCUSSION · EVERY MODEL NEGOTIABLE



Contract manufacturing
You make and pack to our recipe and specification; Suphala Care owns the brand and sells.

Co-development
We develop recipes together on your lines and launch together; terms set product by product.

Co-branding
Your existing snack, reviewed by Suphala Care and co-branded where it meets our design rules, with the link disclosed on pack.

Distribution & retail
Stores, gyms, office cafeterias, pharmacies, quick-commerce and marketplaces stock the range.

Ingredient supply
Trusted mills and farmer groups for our key raw materials; specifications shared under NDA.

OUR SIDE

What Suphala Care brings

- Recipes and nutrition design by Dr Suguna Sapre, PhD (25+ years, clinical and community nutrition)
- A trusted health brand since 2012, with clients in India and abroad
- Launch marketing: blog, newsletter, LinkedIn and WhatsApp channels
- Corporate and school wellness talks, workshops and a practitioner network
- Honest labels: only lab-verified claims, within FSSAI rules

YOUR SIDE

What we look for in a partner

- Valid FSSAI licence; hygiene and GMP (HACCP, ISO 22000 or FSSC 22000 preferred)
- Roasting, baking or puffing lines; nitrogen-flushed packing
- Batch-wise lab testing and traceability; 4–6 months shelf life
- Small pilot runs first, then scale together
- Clear pricing, quality and recall terms in a written agreement

FROM FIRST CALL TO SHELF

A simple, low-risk path

1 — Talk
A first call, then an NDA before recipes are shared

2 — Develop
Recipes on your line; lab nutrition and shelf-life tests

3 — Pilot
Two products, small runs, sold through our channels

4 — Grow
More products, wider distribution, festival boxes

OWNERSHIP

Clear and fair

- Recipes, brand names and pack designs belong to Suphala Care.
- Your process know-how stays yours.
- Recipes, ingredients and flavours are shared only under an NDA; a written supply agreement comes before the first order.
- Exclusivity per product can be discussed.

TO DISCUSS TOGETHER

Open questions

- Minimum order for a pilot, and pricing per pack
- Pack sizes (30–40 g single serve, family jars) and formats
- Shelf-life targets and packing materials
- Distribution reach: cities, channels, marketplaces

Honest labels, always. The nutrition goals here are design targets, not claims. A claim such as “high protein” or “source of fibre” goes on a pack only if accredited (NABL) lab results meet the FSSAI Advertising and Claims Regulations 2018 thresholds; labels follow the Labelling and Display Regulations 2020. Before anything is sold, both partners will hold valid FSSAI licences: the manufacturer’s, and Suphala Care’s as brand owner.

Interested? *Let’s talk.*

Dr Suguna Sapre, Founder, Suphala Care
Partner enquiry: www.suphalacare.com/partners (choose “Food manufacturer or co-packer”)
About the range: www.suphalacare.com/snacks
LinkedIn: linkedin.com/company/suphala-care

Scan to enquire