



Sugar Free Product Portfolio



Gold



Natura



Green



Sugarfree – Portfolio

Sugar Free Gold



Made from Aspartame

INDIA'S NO. 1 SWEETENER

Ideal for Table Top Consumption

Available in Pellets & Powder Conc.

Sugar Free Natura



Made from Sucralose

Sucralose has ZERO CALORIES

Suitable for both Culinary Use & Table Top Consumption

Available in Pellets, Powder Conc. and Liquid Drops format

Sugar Free Green



Made from Stevia

100% NATURAL

Suitable for both Culinary Use & Table Top Consumption

Available in Pellets, Powder Conc. and Ayurvedic Sweet Drops format

Sugarfree - Equivalence to Sugar

PELLETS



1 pellet equals
1 tsp sugar

POWDER CONC.



1 measured
spoon equals
1 tsp sugar

LIQUID DROPS



1 drop equals
1 tsp sugar

SACHETS



1 sachet equals
2 tsp sugar

DIET SUGAR



1 spoon equals
1 tsp sugar

PELLETS



1 squeeze equals
Sweetness for
1 cup of tea

Product Ideas :

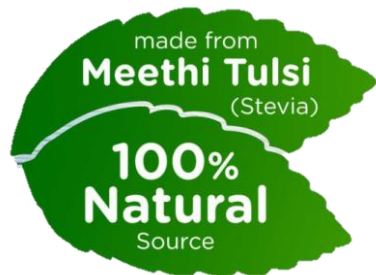
1. Sugarfree Rasgulla
2. Sugarfree Summer Drinks
3. Sugarfree Cakes
4. Sugarfree Muffins

Sugar Free Green – Suggested Product



Powder Conc. Format

**1 Measured Spoon
equals
1 tsp of Sugar**



**Made from Stevia –
100% Natural ingredient**

Zero Calories from Sugar



**Suitable for
Cooking, Baking &
Table Top Usage.**



**Ideal replacement of
Sugar for both Diabetics
& Calorie Conscious**

**Suitable for consumption
by entire Family**

Sugarfree Communication - Towards Health Seekers

Take your 1st step
to fitness with
Sugar Free Green*



**NEW
PACK**



made from
Stevia[^]
**100%
Natural**
Source



*Claim based on considering 2 teaspoons (10g) Sugar = 40 kcal. Approx. energy expenditure by 60 kg man in walking 4 km/hr = 160 kcal/ hr (Dietary Guidelines for Indians – A Manual, NIN, ICMR, 2011). Calories burned during physical activity depends on varied factors including body weight. POLYOLS MAY HAVE LAXATIVE EFFECT. ^Refers to Steviol Glycosides.

Sugarlite – 50% Less Calories



Product Details

SKU - 500 gm
Shelf Life - 2 years

Key Highlights

- Use only half as much as regular sugar
- Natural blended sugar with Stevia

For Kitchen Use Low Calorie Dish

500g - MRP 99 - 17% Discount

2.5g Sachet – NPI – 0.60+tax – To Launch

Product Ideas :

1. Sugarlite Summer Drinks
2. Replaces Sugar with a Health Intent

SUGAR FREE D'LITE CHOCOLATES



Inside Room - Chargeable basis
40g - MRP 99 – 17% Off
80g – MRP 189 – 17% Off

<p>NO ^{ADDED} SUGAR</p>	<p>MIN. 50% COCOA</p>
<p>DOES NOT PROMOTE DENTAL DECAY</p>	<p>SOURCE OF DIETARY FIBRE</p>

Nutralite Margarine



Key Highlights

- Ideal for Shallow Frying, Cooking & Baking
- Naturally Cholesterol Free
- Contains No Trans Fat



Product Details

SKU: 500 g
Shelf Life: 9 Months

SKU: 2 x 250 g
Shelf Life: 9 Months

SKU: 5 x 100 g
Shelf Life: 9 Months

SKU: Mini Tub 8 g
Shelf Life: 9 Months

SKU: Chiplets 8 g
Shelf Life: 9 Months

Nutralite Buttery – Margarine 16% Milk Fat



Key Highlights

- Perfect Substitute for Butter
- Contains 16% Milk Fat

Product Details

SKU: 500 g
Shelf Life: 9 Months



Nutralite Doodhshakti – Pure Butter

- 100% Pure Milk Butter, made at our Aligarh Factory plant
- We have a 7.5 lac/ltr/day plant with our own VLC
- Launch planned in Foodservice



Nutralite – Professional Ghee



Nutralite – Mayonnaise



New Product Introduction