



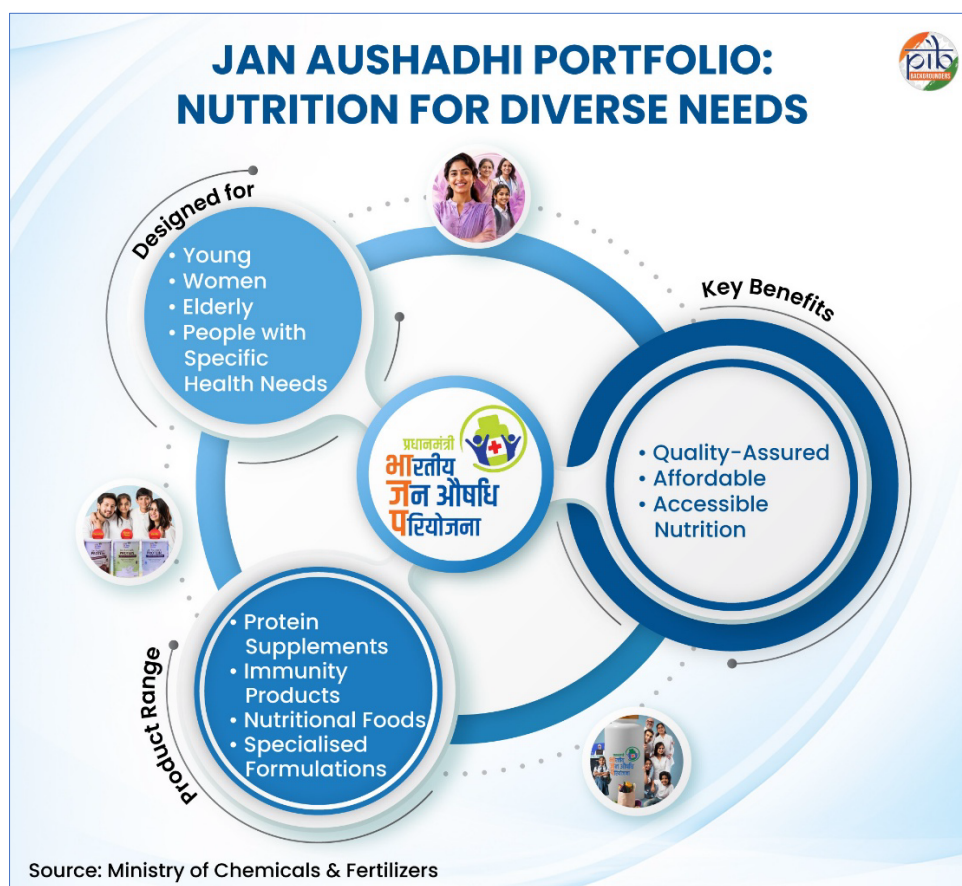
Affordable Nutrition for Every Indian: Jan Aushadhi Nutraceuticals

30 July, 2026

In an increasingly health-conscious India, nutraceuticals have gained recognition as an essential part of overall well-being. Be it for school-going children or senior citizens, dietary supplements, herbal products that include vitamins & minerals, herbs & botanicals, probiotics, etc., have found wide acceptance. Yet, **affordability continues to be a challenge for millions of families seeking nutritional supplements**. The Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP) is addressing this gap with its nutraceutical basket. From nutrition bars to disease-specific formulations, the Jan Aushadhi nutraceuticals Basket is making nutrition supplements more accessible to people across India.

Nutrition for Diverse Needs

The Jan Aushadhi portfolio is designed to respond to the varied needs of young, old, women, and people with different health issues. The range includes protein supplements, immunity products, nutritional foods and specialised formulations for individuals with specific dietary requirements.



Manufactured in accordance with prescribed quality standards and offered at affordable prices, these products aim to make regular nutritional support more accessible without placing an undue burden on household budgets.

Convenient Nutrition for Active Lifestyles

Nutrient-dense Jan Aushadhi Protein Bar & Jan Aushadhi Immunity Bar offer a portable source of nourishment for children, working professionals and fitness enthusiasts. Available in chocolate flavour in a 35-gram pack, protein bar provides a convenient way to supplement daily protein intake while on the go. Enriched with Immunity-Supporting Ingredients tasty Immunity Bar provides energy and strengthens body's protective barriers. These nutrition bars offer an economical alternative for consumers craving a quick snack but averse to junk food.

For a more substantial protein supplement, 100% Whey Protein Powder & Jan Aushadhi Protein Powder support daily protein intake and muscle recovery, making it suitable for fitness enthusiasts. Protein Powder is available in Vanilla and Kesar Pista flavours, giving consumers greater choice.

Supporting Women's Nutritional Needs

Women have distinct nutritional requirements at different stages of life. Jan Aushadhi Women Protein Boost is formulated to support daily protein intake, energy levels, and healthy bones and muscles. Available in chocolate and vanilla flavours, the 250-gram pack is priced at ₹204.66. By offering specialised nutrition at affordable rates, this product seeks to make it easier for more women to incorporate nutritional supplementation into their daily routines.

Nutrition Designed for Specific Health Needs

For individuals managing specific health conditions such as Diabetes, Kidney problems etc, dietary requirements can be more complex. Diabetes Care Protein Powder from JanAushadhi complements the nutritional requirements of people living with diabetes. For individuals with kidney-related conditions, Renal Care Protein Powder is available in both Low Protein and High Protein variants, allowing the choice of formulation to be guided by medical advice and individual dietary needs.

Jan Aushadhi Poshan: Everyday Nutrition for Families

For affordable everyday nutritional support for everyone in the family, the Jan Aushadhi Poshan range offers malt-based nutritional food enriched with essential vitamins and minerals.

Available in regular malt and cocoa variants, the range includes:

- Malt Based Food, 500 g: ₹160.17
- Malt Based Food with Cocoa, 500 g: ₹164.62
- Malt Based Food with Cocoa Sachet, 30 g: ₹8.90

The multiple pack sizes offer flexibility for different consumption needs and budgets. Easy to prepare and suitable for regular consumption, the Poshan range provides families with an accessible nutritional supplement for everyday use.

JAN AUSHADHI NUTRACEUTICAL PRODUCT RANGE



ACTIVE LIFESTYLE

Jan Aushadhi Protein Bar and Immunity Bar

On-the-Go Nutrition; Energy & Immunity Support



PROTEIN SUPPLEMENTS

100% Whey Protein Powder, Jan Aushadhi Protein Powder

Protein Support; Muscle Recovery



WOMEN'S NUTRITION

Jan Aushadhi Women Protein Boost

Protein Support, Energy; Bone & Muscle Health



DIABETES MANAGEMENT

Diabetes Care Protein Powder

Nutrition Support for people with diabetes



RENAL NUTRITION

Renal Care Protein Powder

Kidney Nutrition Support



FAMILY NUTRITION

Jan Aushadhi Poshan

Essential vitamins & minerals; Everyday Nutrition support, easy to prepare



Source: Ministry of Chemicals & Fertilizers

Making Quality Nutrition More Accessible

These products highlight the growing importance of nutrition as part of a broader approach to health management. While specialised nutritional products should be used in accordance with professional medical and dietary guidance, affordable access can help make appropriate nutritional support more attainable for families. For overall well-being, lifestyle choices that include quality nutrition cannot be stressed more. Families are increasingly opting to make healthy choices when it comes to food and nutrition supplements. By offering affordable alternatives to expensive branded nutrition supplements through the Jan Aushadhi Kendra network, PMBJP is ensuring that quality nutritional support is not limited by income.

Affordable medicines remain the core of PMBJP, but nutrition is an essential part of the same larger health journey. Whether it is a student seeking convenient nourishment, a working professional managing a demanding routine, a homemaker supporting family nutrition, a senior citizen with specific dietary needs or an individual managing a health condition, access to appropriate nutrition can play an important role in supporting well-being.

By combining quality, affordability and accessibility, the Jan Aushadhi nutraceutical range is helping make nutrition a more attainable choice for Indian families reinforcing the vision of "Quality Healthcare and Nutrition for All."

Reference:

Ministry of Chemicals & Fertilizers

PIB Research