

# 73% OF URBAN RICH INDIA IS PROTEIN DEFICIENT



Recent IMRB findings reveal a shocking fact — myths around protein intake

- Many believe protein is easily available in fruits & vegetables
- Others consider proteins unhealthy
- Pregnant women and mothers remain most unaware of actual protein requirements

➔ **Lack of protein** doesn't just affect fitness — it leads to fatigue, weakness and poor long-term health outcomes

+ **Health Tip:** Ensure your diet includes balanced sources of protein such as pulses, dairy, eggs, fish, lean meat, soy products, and nuts.

Let's break the myths, spread awareness, and build a healthier nation.

## 73% OF URBAN RICH INDIA IS PROTEIN DEFICIENT

Large sections of Indians need a shocking rack — 77% of urban rich nations are protein-deficient down as me'hapiric a pressibe

My the about  
proten  
sources....

70% locally sourced  
meat, fish, eggs

76% locally sourced  
vegetables, fruits

77% locally sourced  
dairy, pulses, soy

Source: IMRB  
Survey conducted in 2023

78% Protein  
from meat

63% Protein  
from dairy

84% Protein  
from pulses

63% Protein  
from eggs

ON AVERAGE  
INDIAN RICH  
CONSUME 100G OF  
PROTEIN PER DAY  
WHICH IS 10% OF  
THEIR REQUIREMENT

Source: IMRB  
Survey conducted in 2023

78% Protein  
from meat

77% Protein  
from dairy

44% Protein  
from pulses



### High-protein diets high-deficiency levels

Source: IMRB Survey

70% Protein  
from meat

62% Protein  
from dairy

62% Protein  
from pulses

62% Protein  
from eggs

62% Protein  
from meat

28-60% Protein  
from dairy

44% Protein  
from pulses



Heorn onft Baiaker  
moist protren

Bejrob  
to 2:51C

Boigle  
CENR son

Oalliton  
onlt 85150

Dr. Aditya Vijay Kashyap

Founder & Principal Partner,  
Scorpion Capital