1)The Origin Story

Founders:

- **Nikunj Biyani** – former FMCG executive (Future Group, food division: biscuits, namkeen, tea, coffee).
- **Ranveer Singh** – co-founder and creative collaborator.

Why it started:
After years in FMCG, Nikunj saw how *India's consumer expectations* were evolving — they wanted **new experiences, better-for-you products, and brands that felt "modern Indian."** Post-COVID, awareness around health and fitness skyrocketed but most "healthy" brands felt either preachy, niche, or unaffordable.

He cared about **fitness and sports**, and wanted to create a brand that merged both worlds:
"Modern taste + balanced nutrition."

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2. Cultural Context & Consumer Shift

"It's never been easier to start a brand and never been harder to sustain one."

India's middle class is evolving fast. Consumers now:

- Expect **novelty + excitement** in everyday categories.
- Want **better-for-you** options without compromising taste.
- Look for **balance**, not restriction, a little indulgence, a little control.

Post-pandemic, **health became "cool"** not medical.
Being healthy meant being *aware*, not being *austere.*

SuperYou understood that India doesn't need another gym brand, it needs a brand that fits *everyday realities*.

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3. The Core Insight

“SuperYou doesn’t force you to consume protein.
But if your snacks were more balanced, you’d just feel better.”

The brand narrative isn’t just about **protein** it’s about **balance**.
Carbs, fats, protein *everything has a place*.
SuperYou’s voice removes guilt from “snacking” and reframes it as “smart indulgence.”

It’s the **“Better-For-You” category** done in an *Indian way: familiar* formats, fun taste, lighter guilt.

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4. Why Wafers First

Consumer Insight:

- Protein bars = for *gym bros only.*
- Heavy, dense, chewy “I eat it, but I don’t enjoy it.”
- Felt like a diet product, not a snack.

> “We didn’t want to create a product that made people feel like they were failing their diet.
> We wanted to build something that caused delight.”

Strategic Decision:

They chose **wafers** because:

- India loves **crunch** sensory, satisfying.
- Wafer = joy, chocolate = comfort.
- They entered the **₹20,000 Cr chocolate/snack market**, not the ₹400 Cr protein bar market.

→ **Bigger playground, smaller resistance.**

Price Positioning:

- Competitors: ₹75–100 for 10g protein
- SuperYou: ₹60 for 10g protein

Accessible enough to reach *mass premium* audience not just South Bombay/South Delhi.

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5. Brand Philosophy & Positioning

Core Proposition:

“A very high-quality product, that’s better for you good ingredients, good macros, good pricing without putting a hole in your pocket.”

SuperYou **stands for:**

- **Better-for-you snacks**
- **Taste-first**
- **Accessible pricing**
- **Consistent quality**

It doesn’t try to be everything.

It wants to be the **“fun, modern, guilt-minimal” snack** for everyday India.

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6. Design & Semiotics

The visual system mirrors Ranveer’s energy:

- **Logo:**
    - Standard font, but tilted → conveys *scale and boldness*.

- Cut-off edges on ‘S’ and ‘U’ → *not fitting in the box* (like Ranveer).
- **Color Red:** in-your-face, loud, bold.
- Symbolic of a brand that *owns the room*, not blends into it.
- Inspired by cinematic references like *Star Wars* for *scale and statement.*

“If SuperYou walked into a party, you’d know it’s there it wouldn’t stand in a corner.”

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7. Ranveer Singh’s Role

- **Involved in:** Creative direction, taste trials, packaging, narrative.
- **Not involved in:** Operations.
- He brings **energy, enthusiasm, and retention** the “message must land” mindset.

“People may hear you, but nothing stays unless you do something memorable.
Don’t chase impressions, chase impact.”

His personal brand = **high energy, individuality, fearlessness**.
SuperYou borrows that energy systemically *from visuals to voice.*

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8. Product Philosophy

“Health in India means different things to different people.
We don’t want to redefine it just to make it easier.”

SuperYou operates on **“Better-for-You, Not Perfect-for-You”**:

- Keeps taste → removes excess guilt.
- Offers balance → doesn’t moralize food.
- Keeps price fair → mass-premium appeal.

The goal: **delight first, function second.**

That's why trainers criticized the wafers but consumers loved them.

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9. Brand Framework

"Standing for something means not standing for everything."

SuperYou's brand is built around **consistency of promise:**

- *Better-for-you snacks.*
- *Taste-first approach.*
- *Affordable indulgence.*

Every visual, SKU, and ad must live up to that.
Logo, packaging, tone these are *expressions* of that promise, not replacements for it.

"If Tanmay Bhatt stops being funny, he loses credibility.
Same for brands you set expectations and live up to them, again and again."

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10. Evolution & Product Strategy

From Wafers → Chips

- People love crunch, salt, savoury they delivered that *healthier*.
- Didn't do "protein croissant" or "category creation" India doesn't need re-education; it needs reimagination.
- Example: Kellogg's cold milk cereal failed because it asked Indians to *change behaviour.* SuperYou instead improves existing behaviours not replaces them.

"We don't invent categories. We reinvent consumption moments."

Their approach:

1. Pick a **guilty category.**
2. Make it **healthier**.
3. Keep it **affordable.**
4. Make it **tastier.**

Result: Wider top funnel, higher trial, and consistent excitement.

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11. Product Design & Sensory Science

- Baked, not fried → less fat.
- Chips made *thin and airy* → lighter mouthfeel, faster swallow, easier digestion.
- “Doesn’t feel heavy, feels light, easy, repeatable.”
- Combines **data + science + intuition + feedback** (Nikunj personally calls customers).

They actively test flavour acceptance by region:

- North: loved *chatpata*.
- South: disliked *pudina*.
  → They adapt, not assume.

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12. Market Strategy & Brand Building

- **Top funnel:** Snack category (mass audience, low resistance).
- **Middle funnel:** Build trust with quality and consistency.
- **Bottom funnel:** Later, create niches (specific formats, premium SKUs).

“Everyone will try a snack. Not everyone wants a protein shake.”

That’s the funnel logic *start wide, then specialize.*

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13. Framework for Building New-Age Consumer Brands

Nikunj’s POV:

- India is full of **whitespaces** in legacy categories that need freshness.
- Don’t chase trends, **observe what’s being spoken about and connect dots.**
- Multiple levers exist: taste*, format, design, behavior.*
- Create **excitement and all** generations crave newness.

And the biggest truth:

> “It’s never been easier to start a brand.
> Never been harder to sustain one.”

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14. The 3-Line Summary

- **Category:** Better-for-you snacking
- **Brand DNA:** Big. Bold. Balanced.
- **Strategic Edge:** Turns *guilt* into *gratification.*

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15. Key Takeaways for Brand Builders

1. Solve boredom, not just health.
2. Balance familiarity with freshness.

3. Anchor your brand in a feeling not a function.

4. Design for everyday, not elite.

5. Don’t educate India, upgrade India.

6. Make health feel cool, not clinical.

Raw notes from podcast:

Ranveer singh’s brand superyou generated 100 cr in 6 months

1. Nikunj worked at future group - future consumer segment (food category - biscuits , namkeen , tea , coffee)

- How to create new age consumer brands and products because India is evolving , preferences are involving
- They had modern trade stores in which consumers had expectations of seeing something new & experiencing something new
- Knew post covid wanted to start something in this
  Cares deeply about fitness and sports and wanted to mix both worlds
- Post covid - awareness towards health and better for you products

2. Super you does not force you to consumer protein but if your snacks would had been more balanced its just better

- Our narrative as a brand isn’t just protein - there should be carbs , there should be fats

3. Whitespaces in the country
- Never been easier to start a brand - never been harder to sustain one
- Demand for new products is all time high
- Observe what's been spoken about , written about , connect the dots and find whitespaces
- Multiple levers and opportunities , should be able to create excitement as all generations don't like to consume always
- Huge whitespace in the legacy category for cooler products , newer , positioned products , portion control as a functional element

4. Viewpoints of nikunj:

Life can be stressful - work , job , partner , parents , health , screen time, pollution , social media - constantly face this , so we don't want everything in life to be controlled and we need little bit of indulgence , but controlled

5. Ranveer singh why-
    - Ranveer and he stayed in same building - both love sports and played a lot of sports together
    - Observed that creator-led brands have not been very successful
    - Top funnel is very important - awareness and wanted to build a mass premium not very premium
    - Ranveer singh has a very strong defined brand - same attributes - 80-90% people would same thing about him - high energy , zest for life
    - Arsenal supporter - Ranveer was playing a game- sent him a small ppt saying - this is the idea, this is why i think im the person you should build with , this is the opportunity ,send gifs - got approved
    - Lot of super you has a an extension of Ranveer's brand personality - big , bold
    - Logo - standard font - only thing its tilted - so gives impression of size as largeness -like starwars , second thing -its cut off from edges - s and u - symbolic representation of not fitting in the box -like Ranveer's brand - he has his own ways of doing things, colour red- in your face , idea was if you walked in the party, you would know superyou is there and it would not stand in a corner but be at center

6. What does Ranveer does in the company?
    - He is involved in the creative side - very involved - packaging , taste , brings enthusiasm to the brand beyond his PR reach , is not involved in the operational side
    - He taught us - do little always - people may hear you but nothing gets retained - so do one thing to sustain customer attention - impressions don't matter as a number but did the message land it that way

7. Super you products:
    - Tastes amazing - doesn't taste protein at all
    - Trainers backlashed superyou wafers
    - Why there’s an opportunity in this segment because people have started to care more because being healthy now is being cool its not a trend its here to stay
    - Health in our country means mota or patla saying if you are healthy or not
    - Dont eat carbs at night - rice - myths , dont smoke , dont eat fried food - so health means different for different people
    - Better for you category says - we will give you guilt full options but make it slightly guilt free- so remove the sugar , reduce some of the calories and balanced macro profile with protein - so removing the guilt but keeping the taste and not making it too expensive

8. Why they chose wafers as a category
    - Consumer insights and numbers was the reason
    - Consumer insights - protein bars marketed to only gym bros , positioned it that way - like one should eat it after an intensive workout - it felt like eating a meal - extremely heavy , dense , chewy and consumers said we ate it but didn't enjoy so we did the hard thing
    - Which is the greatest product ever made- diet plan because no matter how many times the product fails consumers blame themselves because its strict and no on can stick it
    - So we didn't want to create a product like that - we wanted to to build something that causes delight so you can enjoy it so that your consumption increases and protein and no added sugar will be a bonus
    - Wafers because - exact opposite of typical protein bars and india loves crunch you give india anything in crunch india will love it
    - After consumer insight market data was second reason - question was can you convince people that its a protein bar but delight of chocolate (protein bar market size - 300-400 Cr, chocolates market - 20,000 Cr) so this will be a much bigger market so lets operate in a larger category than a tiny one and create a unique value proposition with the product, price so went ahead with this
    - Price = expectations if your brand and product can live up to it or surpass it , then no problem , but low price = lower expectations is easier to surpass consumer expectations then probability of success is high so we want to speak to a large audience and not south bombay and south delhi crowd only
    - Price in competitors most - 10g of protein is ranged at 75 to 100 rs and we are at 60 rs
    - Example if a glass is at 200 rs my first question will be why because i can get it at much cheaper price but if the brand is able to convince me that ist made up of some xyz material , good for you , good for planet and brands struggle here because they are commoditized and that's why they over index on brands because there's a premium you pay for trust and assurance that product is good enough so you might have few consumers who value this
    - So brand has to very consciously decide on the values that it has to optimize on and then build on communication
    - Your brand can't be for everyone it has to be who we are as a brand and hope and pray that there are enough consumers that want what we are delivering do a good job of convincing them
    - **So our core proposition for super you is- very high quality product , that's better for you with a good ingredient profile, good macro profile and good pricing without putting a hole in your pocket and we will endeavor to deliver on these propositions through all our products**

9. Framework for brand building

- In simple it means standing for something as a brand cannot be everything
- So super you stands for better for you snacks , that deliver on taste and are not too expensive and we will have to deliver this consistently and that's how we will become brand - so logo , marketing, communications , brand design , are building blocks but at the core is living up to the expectation of the consumer consistently again and again.
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- If tanmay bhatt stops being funny - audience will not be expecting it and it loses credibility so that's what a brand is setting those expectations and delivering it consistently

10. Logo of superyou
    - Co design understood the idea of the brand and bought it to life
    - Had to stick to brand guidelines and didn't value it enough before and observed when we do something in a different font - NLP (NEURO LING..) changes th perception of you in the mind
    - Why you sell it and multiple whats in it

11. Why went from wafers to chips
    - The crunch , the flavor , the savory the salt - will give that to you but in a way its healthy for you
    - We will never launch a protein croissant and never do a category creation - why example - Kellogg's convincing people in India since 20 years to eat cereals with cold milk but indians do not start their morning with anything cold no matter how much you try
    - The direction super you is going in - can we find innovative solutions to multiple categories in the form of product that is better for you and isn't expensive
    - Chips is a large market - we consumed ours and it hits the spot so we launched it
    - So choose a huge guilty category , make it healthier , price it better , make it tastier
    - India’s taste palette varies a lot its highly subjective, love and like - stay in between it

12. Nikunj does a lot of customer calls and takes feedback wherever he goes
    - People in north liked it- the chatpata flavor but in south did not- the pudina flavored chips
    - We look at the numbers and data a lot - how many repeats etc
    - 60 year old is not my TG, youth is my TG
    - (1.1 .21)We created Baked chips - has less fat content since its not fried - high fat makes you mouth feel and goes very slow so you always want more but with baked chips difficult to achieve - so we made the chip very very thin ,surface area and amount you eat in one go will be very less which means you may not even need that much fat for it to go down - so our chips are very thin very airy so it doesn't feel dry once you finish eating it and goes down easy and it will always

feel much lighter and you wont feel heavy - so we prepared this with some amount of science and some amount of constant asking how can it be better - that's our process

- Next we are gonna do biscuit and one category than india has never seen before
- So launch looks faster in front of audience but in reality we have products ready but launch is happening later so we chose npt launch already have next products ready
- **Everyone in a room dont mind trying a snack but not all want a protein shake**
- So no matter how much we try ,our product would speak to only those many consumers it won't be relevant to other customers but a 50-60 rs snack relevant to anyone and everyone so this way we would be able to speak to a large amount of people and if we are able to deliver a good product then we will be able superyou to reach to wide and thats become our top funnel and that's how we will be able to acquire a larger number of audience and in this later we can create niches as a brand