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New Delhi: Naturell (India) Pvt. Ltd., the lifestyle health products company, offers a wide range of RiteBite premium products like protein bars, nutrition bars and protein chips that helps one boost up the energy levels. The company is also a pioneer in innovating the concept of 'Power Snacking'. RiteBite Max Protein fuels one with sustained energy, and has no preservatives and artificial sweeteners.

The recently launched, RiteBite Max Protein chips is a power snack that provides protein by blending seven ingredients (Jowar, Quinoa, Ragi, Whole grain oats) super grains and (Soya, Urad and Chick peas) pulses which provides sustained energy for a longer period. This 60 Gms gluten-and-guilt-free wholesome snack provides 10 g protein, 4 g fibre and has a low glycemic index i.e. it has no white carbs like rice, corn, potato or wheat which tend to spike up blood sugar levels and cause it to drop rapidly making one feel tired. RiteBite protein chips has 35% lesser fat compared to other traditional namkeens, making it just the perfect, tasty, 5 pm snack to satisfy savoury cravings.

Mr. Vijay Uttarwar, the Managing Director and Founder of the crunchy snack family, avers that, "Consumers should never compromise on taste for nutrition. One's taste palate and nutritional needs should go hand in hand and at RiteBite we have kept all these factors in mind while the recipe for chips was in progress. RiteBite protein chips proves that guilt-free, crave-worthy indulgence is possible. Our products are available in 10,000 outlets and we intend to reach a target of 20,000 outlets by the end of this fiscal."

RiteBite Max Protein offers a wide range of 'Power Snacks' that help consumers adopt a healthier lifestyle and boost up their energy level. The company's focus has always been on providing tasty and healthy, protein and fibre rich products in innovative formats which help in hunger satisfaction and keep a check on cravings.

One can pick and choose any healthy chips from the range of RiteBite protein chips like: Cheese Jalapeno, Spanish Tomato, PeriPeri, Chinese Manchurian, Salt and Pepper, Desi Masala, Cream and Onion.