

CFTRI incubated startup launches natural sports hydration drink

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SOAR is an all-natural protein electrolyte hydration drink



Athletebit Healthcare, a CSIR-CFTRI incubated startup, has launched its protein electrolyte During Workout drink SOAR at CSIR-CFTRI Campus, in Mysuru, Karnataka. Marketed under the brand name UPPERCLIMB, SOAR is the first protein electrolyte drink in the During Workout category and is available online as well as the locally at Cyclopedia in Mysore.

SOAR is developed in conjunction with the scientists of CSIR-CFTRI to provide athletes a natural ingredients-based alternative that delivers real and uncompromising performance. SOAR is an all-natural protein electrolyte hydration drink with a simple purpose — replace the electrolytes lost, provide instant energy and maintain your energy levels during training without offending your gut or palette. SOAR is isotonic and improves vasodilation, with natural electrolytes that result to faster absorption, reduction in muscle fatigue and improved energy levels during intense training.

Inaugurating the session, Dr. KSMS Raghavarao, Director CFTRI said “MSME’s remain the fulcrum of Indian Manufacturing. CSIR-CFTRI is committed to providing expertise and handholding startups in the Food and Nutrition sector through our Nutro Phyto Incubation Center (NPIC) and Food Business Acceleration (FBA) Center”.

“It is with great excitement, that we announce the release of our first product SOAR. Our goal is to provide our customers with great tasting, dope free sports supplements for different phases of sports activity developed from natural ingredients that deliver real performance. Our products are developed with the scientists of CSIR-CFTRI, Mysuru and meet all necessary norms laid out by the Food Safety and Standards Authority of India (FSSAI). Our customers can have SOAR with confidence as it is tested at LGC Ltd, London, UK for prohibited substances and does not contain any prohibited substances.” said Mathew Chacko, Managing Director (MD)-Athletebit Healthcare.

Before launching, SOAR was tested on over 60 athletes, including national level skating and cycling champions. “We have

tested SOAR during our training and have got great results with it” said Lokesh Narasimachar, National coach of the Indian MTB cycling team.