

Dr. Preeti Shrinivas, Head of Innovation Excellence at Zydus Wellness.

Topic- Clean Label & Functional Foods: Meeting Consumer Demand Through Innovation – balancing transparency, health, and taste.

- **She highlighted evolving consumer demands and key growth drivers in India, including the preventive health mindset and increasing awareness of the protein gap.**
- **She emphasized trends such as clean label products, functional foods targeting gut health and immunity, and transparency in food systems.**
- **She also explained a stage-gate innovation model that balances taste, health, transparency, and regulatory compliance.**