

Godrej Consumer Products launches 'Godrej Ninja', a pet care brand in Tamil Nadu under Godrej Pet Care

- *Godrej Ninja focus on scientifically formulated pet food for dogs designed to enhance gut health and immunity*
- *Enriched with an assortment of immunonutrients including key Probiotics & Prebiotics and Polyphenols*

Chennai, April 08, 2025: Ahead of National Pet Day (April 11), Godrej Pet Care (GPC), a subsidiary of Godrej Consumer Products Ltd, has entered Tamil Nadu with Godrej Ninja—a pet care brand offering scientifically formulated pet food for dogs, designed to enhance gut health and immunity. Debuting exclusively in Tamil Nadu, Ninja marks GPC's first step in the growing pet food market. With a ₹500 crore investment in pet care over the next five years, GPC is committed to promoting #PawsitiveNutrition, helping pet parents provide complete and balanced nutrition to their dogs.

Pet care is an emerging sunrise category for Godrej Consumer Products. The market is estimated at ₹6,000 crore, of which ₹5000 crore is estimated to be pet food. The pet care category has the potential of strong double-digit growth over the next few decades. Despite rising pet ownership in India, penetration of packaged pet food remains low. Currently, ~10% of Indians own a pet, and among them, just ~10% feed packaged food, that too only 40% of the time. Calorie conversion in India is just 4%. China, which was remarkably like India 15 years ago, has close to 20% pet ownership with a calorie conversion of 25%.

Formed in 2024, GPC is built on a strong foundation of expertise from Godrej Agrovet, India's leading producer of animal feed, which brings cutting-edge knowledge in animal nutrition and manufacturing to the table. Backed by Godrej Consumer Product's legacy of marketing excellence and innovation, GPC is committed to delivering exceptional products that not only meet the highest standards but also create a brand that consumers will come to trust and love over time.

GPC is uniquely positioned to enter and disrupt the Indian pet food market with the launch of Godrej Ninja. With a large, dedicated R&D centre in India, GPC brings unmatched focus to product development tailored specifically for dogs in India. Godrej Ninja is proudly made in India and has been extensively tested with dogs across a wide range of breeds. Developed basis a deep understanding of Indian pet dogs' preferences, it delivers optimal palatability, digestibility, and adaptability to local conditions — ensuring nutrition that truly suits their needs.

Speaking on the launch of GPC's first-ever brand, **Robert Menzies, Chief Executive Officer, Godrej Pet Care (GPC)**, said, "Godrej Pet Care represents a long-term commitment from the Godrej Industries Group to build a world-class business in the exciting high-growth space of Indian pet care. The business brings together the animal nutrition expertise of Godrej Agrovet with the marketing muscle of Godrej Consumer Products, all under the trusted brand of Godrej. Godrej Ninja is the first brand launch under the GPC umbrella, offering healthy dog food at an accessible price point. Tamil Nadu is a key market for pet food, with approximately 2–3 million pet parent households. It's a very important state for Godrej's Consumer business and we are thrilled to be launching here as a first step towards nationwide expansion."

Made and tested in India, Godrej Ninja is a product built on deep scientific research and developed at the Nadir Godrej Centre for Animal Research & Development. Godrej Ninja delivers enhanced immunity and gut health via the 3Ps – Probiotics, Prebiotics and Polyphenols. The dry dog food is expertly crafted in collaboration with veterinary specialists to provide the precise nutrition needed for healthy gut and stronger immunity. The company uses only freshly sourced raw material to maintain the highest quality standards. Godrej Ninja contains 37 precisely balanced nutrients, enriched with Probiotics, Prebiotics, Vitamins, Omega-3 Fatty Acids, and Phytonutrients, ensuring complete & balanced nutrition to meet a dog's dietary needs. The product meets or exceeds all Indian, US and EU standards and guidelines.

Dr. Ashok Pattanaik, Head, Research & Development, Godrej Pet Care (GPC) and former Principal Scientist at Indian Veterinary Research Institute, emphasized, "As humans, we instinctively balance our diets for immunity—curd for probiotics, rice and chapati for energy, and chicken or fish for protein. Similarly, pet dogs need a complete and balanced diet with Fibre, Minerals and Vitamins and additional select supplements to ensure a healthy gut and overall immunity. Many pet parents express love by feeding home-cooked meals, but these often lack essential nutrients, leading to nutritional deficiencies and imbalances. With nearly 70% of a dog's immune system in the gut, poor nutrition weakens immunity. As per various reports, gastrointestinal issues make up nearly 30% of vet visits, highlighting the need for precise, scientifically formulated pet food with appropriate immunonutrients ensuring optimal gut health and overall well-being."

Nitin Jain, Chief Operating Officer, Godrej Pet Care (GPC) and a pet food industry veteran said, “Godrej Ninja is the result of years of rigorous research and development, designed to improve pet dog’s gut health and their immunity by providing complete and balanced nutrition. All ingredients are triple-checked for quality. Each kibble of Godrej Ninja ensures consistent nutrient intake, reducing the risk of falling sick. Godrej Ninja is available for both puppies and adult dogs in three convenient pack sizes. For adult pet dogs, the pack options are 100g for ₹20, 1kg for ₹239, and 3kg for ₹610. For puppies, the available sizes are 100g for ₹20, 1kg for ₹259, and 3kg for ₹640.”

Proudly made in India, Godrej Ninja offers pet parents a trusted, high-quality nutritional solution designed to support their dogs' overall well-being.

ABOUT GODREJ PET CARE

Godrej Pet Care (GPC) is a subsidiary company of Godrej Consumer Products Ltd. (GCPL). With a strong foundation in scientific research, innovation, and sustainability, GPC aims to revolutionize the pet food industry in India. Backed by GCPL’s expertise in marketing, distribution, and brand trust, along with a strategic collaboration with Godrej Agrovet— One of India’s leading players in the animal feed market, ensures high-quality, science-backed pet food solutions.

ABOUT GODREJ CONSUMER PRODUCTS

Godrej Consumer Products is a leading emerging markets company, driven by the purpose of bringing the goodness of health and beauty to consumers in emerging markets. As part of the Godrej Industries Group, we are fortunate to have a proud legacy of over 125 years, built on the strong values of trust, integrity, and respect for others. At the same time, we are growing fast and have exciting, ambitious aspirations.

Today, we enjoy the patronage of 1.4 billion consumers globally. We rank among the largest Household Insecticide and Hair Care players in emerging markets. In Household Insecticides, we are the leader in India, the second largest player in Indonesia and are expanding our footprint in Africa. We are the leader in serving the Hair Care needs of women of African descent, the number one player in Hair Colour in India and Sub-Saharan Africa, and among the leading players in Latin America. We rank number two in Soaps in India and are the number one player in Air Fresheners and Wet Tissues in Indonesia.

We believe that we are only as good as what we do next. So, we strive to continuously improve how we do business, and how we live in the world, shaping a more sustainable and responsible future by placing our planet and people alongside profit. Through Godrej Good & Green, we are helping create a more inclusive and greener planet, in line with the United Nation’s Sustainable Development Goals, and the needs of local communities. At the Godrej DEI (Diversity, Equity, Inclusion) Lab, we work on empowering inclusion, help build DEI ecosystems across corporate India and aim to bring ideas and innovation related to DEI to the mainstream.

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