

OMG LABS

The highest protein concentration in the world. Transparent, Organic, No Frills.
Most effective farm to table nutrition.
OMG! Be Superhuman Today.



Slush 2019 Winner
Finland (India)



BioAsia Winner 2018



EDII -TN
Innovation Voucher Winner



SCDD Quarter-Finalist 2016



DIPP - 7005
Startup India



Mindbatteries 100 Ideas to
watch out for



Gravitas Biotechnology
Award



BTI UK Special mention



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OMG LABS

OMG LABS is a British-Indian firm started in 2015 in London and Chennai. We aim to provide revolutionary nutrition products. We founded a small fitness collective to create good, wholesome and highly efficient sports and consumer nutrition products with ingredients procured from sustainable organic farms. We are making organic nutrition affordable, convenient and accessible to the busy millennial. It baffles us to see counterfeit products with no authenticity or organicity being peddled as nutrition supplements. To combat this, we exclusively distribute our own products, no middle men.

What started off as a small friendly firm still continues to be so, inspite of the triple digit annual growth. We still develop our own transparent fully natural cutting-edge nutrition which can be used to make everything from dosas to shakes.

Our products have no GMO, no sweetener, no gluten, no hormones, no antibiotics, no chemicals and no bullshit. We just want you to be healthy. No flashy packaging, no sugar, no bulging muscle images. No gimmicks.

We are the first and only protein research firm in India. We have created proprietary Moringa protein isolate and are creating our own animal nutrition research focusing on proteins made from insects, especially our own strain of buffalo mealworm. Our research capabilities have been recognised all over the world as can be seen from the awards on our cover page.

We are constantly innovating in our food labs to create awesome sports, consumer, medical & animal nutrition products.

BE SUPERHUMAN TODAY

PROTEIN SURVEY

PROTEIN DEFICIENCY AND HOW OMG! LABS IS GOING TO CHANGE YOUR LIFE?

76%

OF INDIANS HAVE A DAILY
DIET LACKING IN NECESSARY
PROTEIN

92%

OF URBAN INDIANS GOING TO THE GYM
EAT EXTREMELY PROCESSED PROTEIN
SUPPLEMENTS WHICH CAN BE HARMFUL
TO THE BODY

OMG! Protein are chemical-free, completely soluble protein extracts that are sourced from grassroots farmers.

Our complete solubility ensures that you can use OMG! to enrich everything from meals for your kids to your parents. we are not a supplement. we are the future of healthy living.

We provide the highest protein out of any supplement available in the market.

Whey Alpha in the sports nutrition space.

Whey Lite in the consumer nutrition space.

Vegan Protein Company in the Vegan Protein space.

This philosophy is evident even in our milkbar/protein water which contain the highest protein of any beverage in the market.

**WE HAVE
NO ADDED
SUGARS**

**WE HAVE
NO PROTEIN LOSS
DURING PACKING**

**A SIGNIFICANT
PORTION OF OUR
'TOTAL EARNINGS'
GOES TOWARDS
SUSTAINABLE
ORGANIC FARMING**

OMG-PRODUCTS



WHEY ALPHA

Serving Size - 33 gms

Advanced Whey Protein. It is our proprietary filtered Whey Protein Isolate. It is the most absorbable and bio-available whey in the market. We pack 31g protein per serving which is the highest amount of protein available in the world. This is extremely useful for muscle repair and muscle growth post-exercise or sport. Our Whey contains naturally occurring tocopherols and best BCAA ratio to boost anti-oxidant absorption and to improve athletic performance. Whey Alpha is heat-stable and can be used for all types of cooking including baking and smoothies. It is the preferred whey for elite athletes and sportspersons across Asia.

Lastly, Whey Alpha is the highest protein and glutamine % available in the market with 100% pure whey isolate giving 95% protein content. It is completely soluble in all liquids and can be consumed by anybody who is active.

FOR ADULTS

Variants:

200gms

500gms

1kg

2kg



Milkbar

- 30g protein in each bottle.
- No Sugar. Stevia sweetened.
- Organic Certified Protein.
- Diabetes Friendly.
- Made from locally sourced fresh organic milk.
- No Chemicals. Only natural flavours.
- Delivered in Eco-friendly glass Bottles.

FOR EVERYBODY WANTING TO ENJOY A MILKSHAKE THAT IS HEALTHY

FLAVOURS



Chocolate



Vanilla



Strawberry



Caramel



Peanut Butter



Banana

Variants:

300ml

500ml



WHEY LITE

Serving Size - 33 gms

Whey and carbohydrate mixture for basic protein supplementation currently used for less active adults and children. High Solubility with high BCAA activity and protein stability. Enhanced with natural compounds useful for muscle and bone growth. All-rounder protein. ProtineX variant with no sugars, no chemicals, and higher protein. We offer better absorption rates and higher protein compared to any high street supplement variant marketed for your parents or children.

Whey Lite is used by doctors to help patients to control diabetes, cancer, obesity and kidney issues.

FOR CHILDREN AND FAMILY

Variants:

200gms

500gms

1kg

2kg

Advanced Vegan Protein mixture made with Moringa, Pea, and Rice. It is our patented high protein sports formulation purely made from plants. It is a complete plant-based protein, fully organic and made in India. This is the plant-based version of our most popular Whey Alpha product. Our Vegan Protein contains first of its kind moringa protein filled with antioxidants and fiber to aid absorption. Moringa Protein Isolate is OMG LABS proprietary innovation and we are the first complete protein isolate to be made wholly in India. This is our sole vegan product and contains more than 85% protein.



FOR ADULTS - NON DAIRY

Variants:

200gms

500gms

1kg

2kg

**VEGAN PROTEIN
COMPANY**

Serving Size - 33 gms



Multi-protein, Multi-fibre meal, and possibly the Future of food. Powdered, balanced meal made with carbohydrates from 16 fruits and vegetables, protein from dairy and plant-based sources excluding soy, fat from organic coconut oil to provide you with MCT as a better source of fat, sweetened with stevia and flavoured with naturally occurring fruit sugars. It is packed with phyto nutrients, antioxidants and completely organic. Soylent variant made completely from natural sources. Affordable, balanced and convenient meal for the active and the only meal approved by FSSAI.

MEAL OF CHAMPIONS

Serving Size - 100 gms

FOR EVERYBODY (Especially Champions in Life)

Sachets:

7

14

28

Creatine Matrix consists of Creatine Nitrate, Creatine Phosphate and Creatine Monohydrate. It has been tested as 300 times more absorbable than regular Creatine because of the 'mimicked' carbohydrate spike which in turn enhances bioavailability. It can also be used as a pre - workout due to our patented 'desi boost' formulation which consists of ashwagandha, green coffee and reishi mushroom.

Creaplus is our only 'workout' product and is a strong favourite amongst the highly active and Elite fitness communities.

FOR EXTREMELY ACTIVE ADULTS

Variants:

200gms

500gms



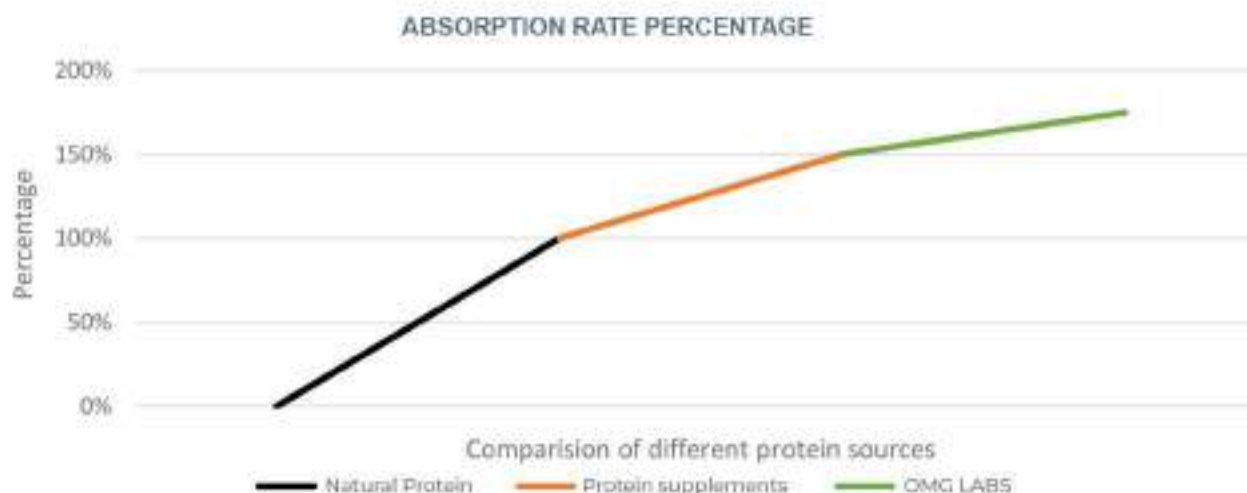
CREAPLUS

Serving Size - 10 gms

OMG-MEDICAL STUDIES

Absorption Rate

Our protein has a high leucine content (50%-75% more than other common food protein) coupled with fast absorption. This makes OMG whey protein ideal as a protein supplement for muscle gain.



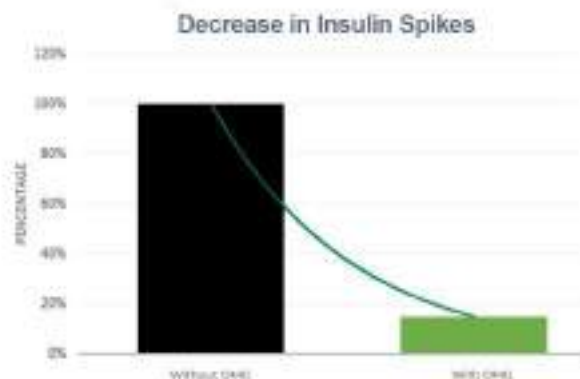
Fat Loss Rate

We have a 20% greater loss of adipose tissue compared to other high street protein supplements. This makes us an ideal partner during fat loss journey.



Controlling Insulin Spikes

The diabetic patients who used our product have seen great results in controlling their sugar levels and fall in their insulin spikes post meal.



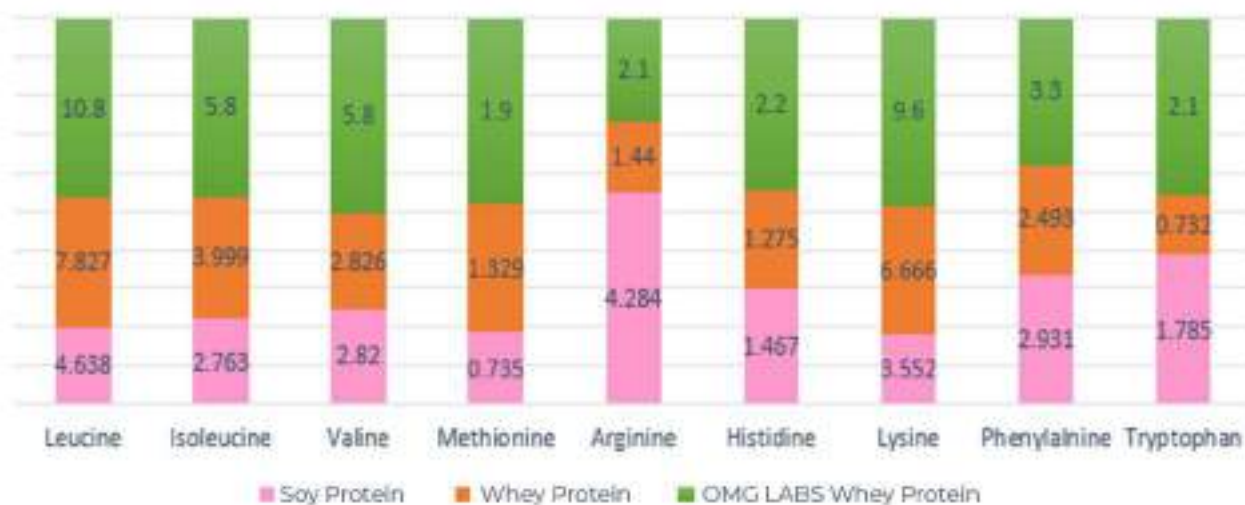
REFERENCE LINKS

Please refer to all the independent research and academic studies conducted using OMG LABS products @

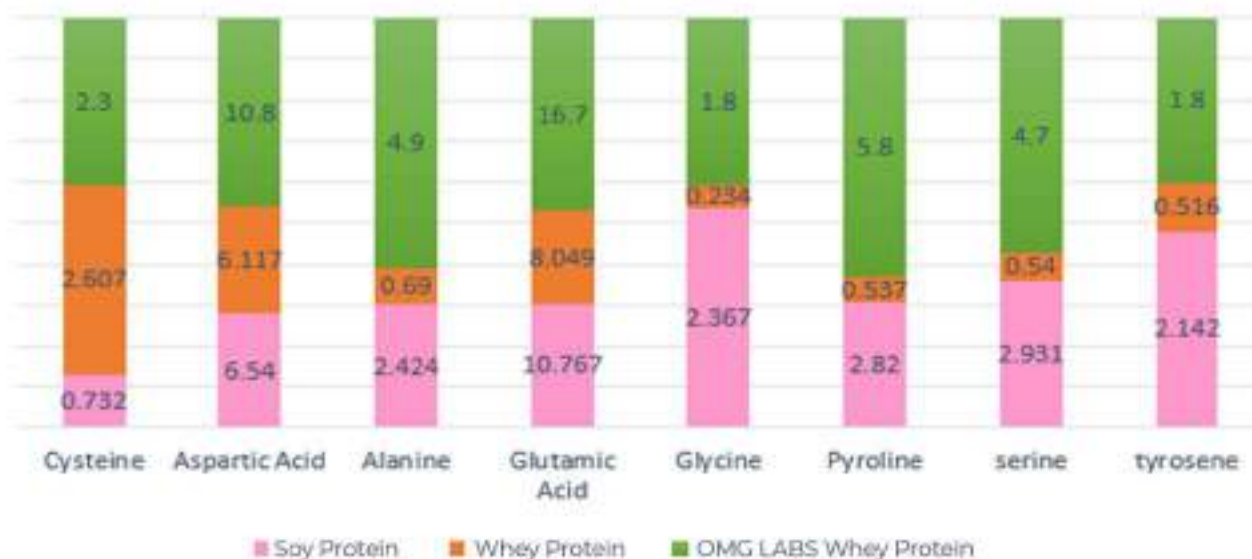
WWW.OMGLABS.CO

OMG LABS leads the pack in its concentration of essential and non-essential amino acids

COMPARISON OF ESSENTIAL AMINO ACIDS

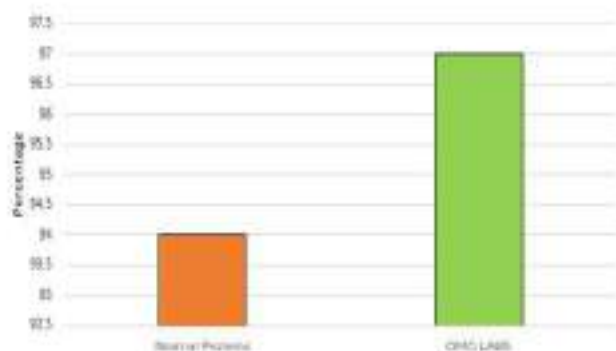


COMPARISON OF NON ESSENTIAL AMINO ACIDS



OMG LABS has 3% lead in innate BV. So our protein have slightly more protein per gram than regular brands.

COMPARISON OF BIOLOGICAL VALUE



Our protein (Whey range) have specifically been tested on patients with heart diseases and have resulted in a significant decrease in SDP and DBP among patients.

COMPARISON OF BLOOD PRESSURE



FITBOOK

#FITBOOK

All our fitness partners are given access to #FITBOOK. Our #FITBOOK is a unique platform for gyms to interact with clients. It is a CRM platform combined with a social network. This is the only platform which provides real-time interaction between fitness partner, clients and competitors. The platform provides marketing support along with Salesforce integration.

Email us at sales@omglabs.co to learn more about the cutting edge in fitness.

PROTEIN WATER

To quench your thirst in the summer we bring you PROTEIN WATER. It is an organic whey protein water (10gms) mixed with natural flavours and stevia.

0g Sugar
0g Guilt
15g Protein

Flavours



"INSECT AS A FUTURE PROTEIN SOURCE "

Negative waste (waste consuming) sub-\$1 80% protein isolate made from Mealworms. The most efficient organic form of protein in terms of bioavailability and sustainability, currently being tested for human or animal consumption.

Our mealworm protein process requires 200 x less land, 10 x less feed, 100 x less GHG, 100 x less time, 2500 x less water, and provides 2 x more protein than for raising cattle to produce dairy for Whey protein.



PERSONALISED NUTRITION BLUEPRINT

70% of Urban Indians are deficient in micronutrients and 85% are deficient in proteins. They just don't know it as there is no straightforward pathological tests to assess complete fitness and health. The Personalised Nutrition Blueprint is the foundation of our subscription programme.

We do a proprietary blend of blood tests which test 63 fitness and health parameters including diabetes, kidney, liver, vitamin, iron, blood, hormone and mineral deficiencies among others. We will create a body profile based on your pathology and current fitness level. This will help tailor a fitness, diet and supplement regimen based on your profile. There is a future option to personalise your supplement based on your requirement.



OMG-PRICE COMPARISON

	Ensure	ProteinX	D-Protein	OMG WHEY LITE
Price / Kg	895	1470	1360	2000
Protein /100gms	14.20	32	26.8	60
Price /gram of Protein	6.30	4.59	5.07	3.33

	Flexprotein	Oziva	Nutrova	Vegan PROTEIN COMPANY
Price / Kg	2200	2399	3160	2000
Protein /100gms	80	83	85	80
Price /gram of Protein	2.75	2.89	3.72	2.50

	WHEY GOLD	OMG WHEY ALPHA
Price / Kg	5999	4000
Protein /100gms	83.3	95
Price /gram of Protein	7.2	4.21

HOW OMG IS BETTER

We do not add any sugar

Our prices are the same on all web portals because we directly distribute across the world

Our products also come with a tag which can be verified from your phone

OMG VERSUS OTHERS

COMPARING OMG TO THE MARKET

OMG! DOES NOT CONTAIN ANY SUGARS, GMO, ADDITIVES, OR ANY TYPE OF UNKNOWN CHEMICAL

OTHERS ADD EVERYTHING FROM PALM FATS TO SOY DERIVATIVES. THEY DO NOT PUBLISH INFORMATION ABOUT THE ORGANICITY OF THEIR INGREDIENTS ON PRODUCT OR IN THEIR PACKAGING

OUR WHEY IS GRASS-FED AND FARM FRESH. NO FUNNY BUSINESS IN THE MILK OR WITH FEEDING THE COWS

OTHER PRODUCTS ARE MOSTLY MADE BY BIG PHARMA OR BY YOUR NEXT DOOR NEIGHBOUR FIRMS AND CONTAIN METALLIC CONTAMINATION TO A CERTAIN DEGREE ALONG WITH UNREPORTED SOURCES OF DAIRY

OUR STORY IS INTRINSICALLY LINKED TO GRASSROOT ORGANIC FARMERS AND OUR VIABILITY IS THEIR LIVELIHOOD

OTHER PRODUCTS HAVE ALL BEEN ACCUSED OF EXPLOITING FARMERS AND DETRIMENTAL TO THE CONSUMERS BY PROVIDING THEM WITH MILK POWDER, UNFERMENTED SOY AND PROCESSED NON NATURAL SUBSTANCES

WE PROMISE YOU THE BEST PROTEIN EXPERIENCE AND A LIFETIME OF TRUST OR YOU CAN HAVE YOUR MONEY BACK

OTHER PRODUCTS ARE IMPORTED TO INDIA SUFFERING A VARIETY OF VALUE-ADDED PROCESSES BEFORE IT REACHES THE CONSUMER. THEY ARE PRONE TO ADULTERATION AND HAVE QUESTIONABLE AUTHENTICITY. THEY OFFER NO MONEY BACK GUARANTEE

WE USE MILK FROM INDIGENOUS A2 COWS SO IT IS EASILY DIGESTIBLE AND PROVIDE THE CORRECT NUTRITION FOR YOUR BODY

MOST IMPORTED PROTEINS USE A1 MILK SOURCES WHICH CAN BE UNSUITABLE FOR YOUR BODY AND MAY CAUSE WEENING PROBLEMS ALONG WITH A GRADUAL ONSET OF DIGESTIVE AND IMMUNITY ISSUES

OMG-IN THE NEWS

THE  HINDU

AN ORGANIC WHEY TO HACK FOOD



KASI SARAVANAN'S YOUNG BOOTSTRAPPED AND AMBITIOUS OMG! LABS CREATES FLEXIBLE PROTEIN SUPPLEMENTS THAT WORK WITH EVERYTHING FROM GYM-FRIENDLY MILKSHAKES TO EVERYDAY DOSA BATTER.

YOURSTORY

OMG LABS, A STARTUP ADDING PROTEIN TO A PREDOMINANTLY VEGETARIAN REGULAR INDIAN DIET



KASI SARAVANAN, WITH A VISION OF SELLING PROTEINS NOT ONLY TO THE GYM-GOER BUT ALSO TO THE EVERYMAN, STARTED OMG LABS IN FEBRUARY 2016.

THE GOOD NEW
INDIAN EXPRESS

CHENNAI'S ORGANIC MEDICAL GROUP THIS PROTEIN PACKS A PUNCH



OUR PROTEIN HAS A HIGH LEUCINE CONTENT (50%-75% MORE THAN OTHER COMMON FOOD PROTEIN) COUPLED WITH FAST ABSORPTION. THIS MAKES OMG WHEY PROTEIN IDEAL AS A PROTEIN SUPPLEMENT FOR MUSCLE GAIN.

THE NEW
INDIAN EXPRESS

HOW CHENNAI-BASED MILKBAR IS CHANGING THE WAY PEOPLE CONSUME PROTEINS



MILKSHAKES ARE CONSTANTLY EVOLVING - FROM TOWERING THICKSHAKES TO UNIQUE FLAVOUR IN QUART BOTTLES, TO CONSUME ON-THE-GO. WHILE EARLIER THEY WERE AVAILABLE AT CAFES AS ALUXURIOUS DESSERT, IT IS NOW BEING CONVERTED INTO A HEALTHY OPTION, AS PROTEIN SHAKES SEEM TO BE THE NEWEST ENTRANT.

TESTIMONIALS

Listen grandpa, take other proteins
and blow your kidneys.
Take OMG and beat your kids at an armwrestle.

- ZEON FITNESS

It mixes so easily. It is unbelievable and produces
consistent result among our trainers.

- THE QUAD

Love it so much. It is light and completely
game-changing to the other proteins.
All OMG products are packed with
phytonutrients and antioxidants.

- ZELA FITNESS

OMG! Labs welcomes you to
the new world of Advanced
Artisan, Farm-to-Table Nutrition

OMG: "Engineered in UK. Created for India."

Most Glutamine Content in the Protein Market

With
enhanced
BCAAs,
BHB
Completely
Natural!

WHEY
ALPHA™



100% Whey Protein

Used By



THE QUAD

CRASHOUT



BusinessWeek

YOUR STORY

INSPIRE
INNOVATE
IGNITE

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newsX
NEWS NOT NOISE