

Fact , Friction and Fantasy of The Food for Fit India

Dr Piyush Tailor

M.B.B.B., M.D. (Biochemistry), C.I.H.

Professor and Head

Department of Biochemistry

Government Medical College,

Bhavnagar - Gujarat

Fact / Friction ???

Breakfast Like A King

Dinner Like Prince

Lunch Like Pauper

There is No Common Recipe Plan for All

Every Recipe is depend on

Need - Requirement

Metabolism

Life Style

Age

Disease

Ways To Burn Calories

Walking

11.25 kcal/min



Swimming

15.00 kcal/min

Cycling

18.75 kcal/min



Running

22.50 kcal/min



- How Much Time do you spend ?
- How Much Do You Eat after activity?
- What do you eat after Activity ?

Calory

- Carbohydrate = 4 kcal / gm
- Protein. = 4 kcal / gm
- Fat = 9 kcal / gm
- Alcohol. = ??????

Calory

- Carbohydrate = 4 kcal / gm
- Protein. = 4 kcal / gm
- Fat = 9 kcal / gm
- Alcohol. = ??????

Complex Food Composition

- Carbohydrate = Approximate 85 - 90 %
- Protein = Approximate 10 - 15 %
- Fat = Aproximate 5 - 10 %

One of Great Combination of The Food



Roti With Out Oil / Butter

Fact / Friction ???

Celebrity Fantasy ???



TOO YUMM!

ANYTIME ANYWHERE

VEGGIE STIX RINGS

KARARE POTATO CHIPS

Smart options for smart snackers!

NUTRITIONAL FACTS*

SERVE SIZE: 12g

NUTRIENTS	PER 100g	PER 12g	% DV [†] PER 12g
ENERGY (kcal)	469	56	3
TOTAL CARBOHYDRATES (g)	70	8	
TOTAL SUGARS (g)	3.7	0.4	
ADDED SUGARS (g)	2.4	0.3	1
DIETARY FIBRE (g)	3	0.4	
PROTEIN (g)	8.7	1	
TOTAL FAT (g)	17	2	3
SATURATED FAT (g)	7.8	0.9	4
MONO UNSATURATED FAT (g)	6.9	0.8	
POLY UNSATURATED FAT (g)	2.3	0.3	
TRANS FAT (g)	0.1	0.01	1
CHOLESTEROL (mg)	0	0	
SODIUM (mg)	720	90	5

*APPROXIMATE VALUES

†PERCENT DAILY VALUES ARE BASED ON A 2000 kcal DIET FOR AN AVERAGE ADULT

**FAT CONTENT OF REGULAR POTATO CHIPS IS MINIMUM 31% AND FAT CONTENT OF THESE SNACKS IS 17%

SERVES PER PACK:

NET WEIGHT:

DATE OF MANUFACTURE:

BATCH NO.:

USE BY DATE:

M.R.P. ₹

(Inclusive of all taxes)

TOO YUMM! IS A TRADEMARK OF GUILTFREE INDUSTRIES LIMITED

DO NOT BUY PACK IF FOUND TAMPERED WITH.

STORE IN A COOL, DRY AND HYGIENIC PLACE.

ONCE OPENED CONSUME IMMEDIATELY.

GOODNESS OF MULTIGRAINS

⇒ GREAT TASTE
LESS GUILT ⇒

⇒ DON'T HOLD BACK.
MUNCH ON ⇒

INGREDIENTS

Corn Flour (33.3%), Whole Wheat Flour (Atta) (23%), Rice Flour (19%), Edible Vegetable Oil (Palmolein Oil), Seasoning [Sugar, Iodised Salt, ⁰Spices & Condiments (Contains Onion), Acidity Regulator (INS 330), Tomato Powder (4%), Anticaking Agent (INS 551), Antioxidant (INS 319), Natural and Nature Identical Flavouring Substances], Gram Flour (5.1%), Oats (1.1%), Anticaking Agent (INS 170), Colour (INS 150d).

⁰Used as natural flavouring agent

ALLERGEN ADVICE: CONTAINS WHEAT AND OATS

MAY CONTAIN MILK, SOYA, MUSTARD AND SULPHITE

FOR MFG. UNIT ADDRESS & LIC NO., READ THE FIRST TWO LETTERS OF THE BATCH NUMBER AND SEE BELOW

MANUFACTURED BY

M4-HEEMANKSHI BAKERS PVT. LTD., SY. NO. 709, J. P. DARGA ROAD, MEKAGUDA VILLAGE, NANDIGAMA MANDAL, RANGA REDDY DISTRICT- 509 228, TELANGANA (INDIA). LIC.NO. 10014047000100

M8-AMEYA INC., SP-1036, RIICO INDUSTRIAL AREA, CHOPANKI, BHIWADI, ALWAR, RAJASTHAN - 301 019. LIC.NO.10018013001623

M9-GKP SNACKS PRIVATE LIMITED, D4-39/A/NEW, HINDUSTAN GAS COMPANY ROAD-1, MAHESHTALA, KOLKATA - 700 141, SOUTH 24 PARGANAS, WEST BENGAL. LIC.NO. 10019031002915

MARKETED BY

GUILTFREE INDUSTRIES LIMITED,
DUNCAN HOUSE 1ST FLOOR, 31
NETAJI SUBHAS ROAD,
KOLKATA - 700 001, INDIA

fssai

LIC.NO. 10017031002079

READY TO EAT SAVOURY (PROPRIETARY FOOD)

FOR FEEDBACK AND QUERIES WRITE TO (INDICATING BATCH NO. AND MANUFACTURING DATE) CUSTOMER SERVICES MANAGER, GUILTFREE INDUSTRIES LIMITED, DUNCAN HOUSE 1ST FLOOR, 31 NETAJI SUBHAS ROAD, KOLKATA - 700 001, INDIA OR CALL US AT 18004205525 OR EMAIL US AT

feedback@tooyumm.com



Facebook/TooYumm



8 906090 571197

Which one is Best ?

TOO YUMM![®]

ANYTIME ANYWHERE

VEGGIE STIX RINGS

KARARE

POTATO CHIPS

Smart options for smart snackers!

NUTRITIONAL FACTS[#]

SERVE SIZE: 12g

NUTRIENTS	PER 100g	PER 12g	%DV [*] PER 12g
ENERGY (kcal)	469	56	3
TOTAL CARBOHYDRATES (g)	70	8	
TOTAL SUGARS (g)	3.7	0.4	
ADDED SUGARS (g)	2.4	0.3	1
DIETARY FIBRE (g)	3	0.4	
PROTEIN (g)	8.7	1	
TOTAL FAT (g)	17	2	3
SATURATED FAT (g)	7.8	0.9	4
MONO UNSATURATED FAT (g)	6.9	0.8	
POLY UNSATURATED FAT (g)	2.3	0.3	
TRANS FAT (g)	0.1	0.01	1
CHOLESTEROL (mg)	0	0	
SODIUM (mg)	720	90	5

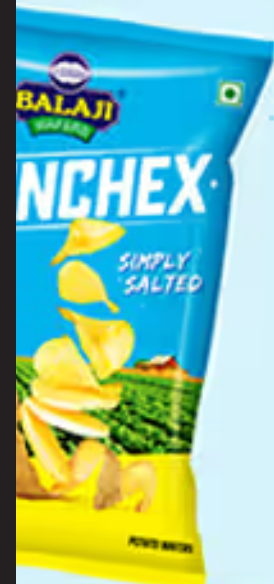
[#]APPROXIMATE VALUES

^{*}PERCENT DAILY VALUES ARE BASED ON A 2000 kcal DIET FOR AN AVERAGE ADULT

^{*}MEAT CONTENT OF REGULAR POTATO CHIPS IS MINIMUM 21%



NCHEX



PRIVATE LIMITED, REGD.

(VAD), KALAWAD ROAD,

0021, GUJARAT - INDIA.

2: SURVEY NO. 360, SHANKAR

GE, TA. - DIST. VALSAD-396375,

2021000037. U3: PLOT NO. 2,3,4

A, RAU PITHAMPUR LINK ROAD,

HYA PRADESH - INDIA. fssai

O. A 23 TO 40, PHASE 2, UPSIDC,

TAR PRADESH - INDIA. fssai

UFACTURING UNIT ADDRESS &

INGREDIENTS:

POTATO (88%), EDIBLE VEGETABLE OIL (PALMOLEIN), SUGAR, EDIBLE COMMON SALT, MALTODEXTRIN, SPICES & CONDIMENTS (CHILLI (0.5%), PEPPER), DEHYDRATED VEGETABLE POWDER (ONION, GARLIC (0.1%), TOMATO), MILK SOLIDS (WHEY) (0.1%), HYDROLYZED VEGETABLE PROTEIN (SOYA), ACIDITY REGULATOR (INS 296, INS 334), ANTICAKING AGENT (INS 551), MINERAL SALT (INS 340), PAPRIKA EXTRACT (INS 160C), FLAVOUR ENHANCER (INS 627, INS 631), NATURAL & NATURE IDENTICAL FLAVOURING SUBSTANCES (CHILLI).

PROPRIETARY FOOD

POTATO WAFERS

INDIAN SNACKS & SAVOURIES

ALLERGEN ADVICE: CONTAINS MILK SOLIDS & SOY.

NUTRITIONAL INFORMATION [*]	PER 100g	% DAILY VALUE OF RDA [^] PER 30g
ENERGY	545 Kcal	8 %
PROTEIN	7.5 g	
CARBOHYDRATES	55.0 g	
TOTAL SUGARS	3.8 g	
ADDED SUGARS	3.0 g	2 %
TOTAL DIETARY FIBER	9.3 g	
TOTAL FAT	30.7 g	14 %
SATURATED FAT	14.4 g	20 %
TRANS FAT	< 0.1 g	< 1 %
CHOLESTEROL	< 1 mg	
SODIUM	967 mg	15 %

^{*}APPROXIMATE VALUES | GUIDELINE DAILY AMOUNT ACCORDING TO
[^]RECOMMENDED DIETARY ALLOWANCE FOR AVERAGE ADULT PER DAY (2000 KCAL DIET) AS PER FSSR (LABELLING & DISPLAY).

SERVING PER PACKAGE^{*}: 5

SERVING SIZE: 30g

NET WEIGHT:

135g

MRP ₹

(#INCL. OF ALL TAXES):

40.00

Fact / Friction ???



Which one is more lighter food?



Best Break Fast ?????

- One Glass Tea with Sugar
- One Glass Tea with Sugar Free
- One Glass Bournvita
- One Khakhara
- One Plate Pauva
- One Toast
- One Bhakhari

Who can provide “Health Tea” ?



Should we have to take additional Protein Powder in daily diet ? (Lunch or Dinner)

- Normal Human Need = 0.8 gm / kg weight
- Daily Diet Pattern
- Daily Routine - Physical Activity
- Exercise
- Level of Protein

Protein in Our Traditional Food

- Roti - Wheat / Juwar / Ragi
- Sabji - Bhindi / Sev Tameta / Potato
- Dal - Tuver Dal
- Salad - Cucumber / Onion / Tomato
- Chas - Butter Milk

Wheat vs Ragi Atta

Ingredients: Whole Wheat
Store in a cool & dry place

Nutrition Facts**

Nutrient	Per 100g	% RDA^/serve
Energy	378kcal	-
Protein	12g	26%
Carbohydrate	71g	
Total Sugars	4g	
Total Fat	2g	3%
Saturated Fat	0.4g	2%
Cholesterol	0mg	0%
Sodium	0.2mg	0%
Zinc	3.5mg	31.8%
Iron	3.9mg	19%

**Approx values. ^%RDA values based on 2000 kcal diet for adult per day

Nutritional Content of our Bio-fortified Wheat Seed

Nutrient	Content (ppm)
Zinc (zn)	>43.7 ppm
Iron (Fe)	>50.3 ppm
Copper (Cu)	>5.32 ppm
Manganese (Mn)	>52.1 ppm

Ingredients: Whole Ragi
Store in a cool & dry place

Nutrition Facts**

Nutrient	Per 100g	% RDA^/serve
Energy	382kcal	
Protein	11g	22%
Carbohydrate	72g	
Total Sugars	0.6g	
Total Fat	1.5g	
Calcium	410mg	41%
Potassium	436mg	9%
Iron	3.4mg	17%
Zinc	2.2mg	20%

**Approx values. ^%RDA values based on 2000 kcal diet for adult per day

Nutritional Content of our Bio-fortified Ragi Seed

Nutrient	Content (ppm)
Zinc (zn)	>24.0 ppm
Iron (Fe)	>38.0 ppm
Calcium	>400.0mg/100g

Based on ICAR published data

My Own Belief

- Do Entertain Advertisement
- Do Not Believe On Product Labels
- Do Not Believe On Words of Out of Syllabus Celebrities
- Find Fact of The Common Recipes / Trends
- Find Fact and Science Behind The Rituals.
- Choose and Compare Food With Sense and Knowledge

Health is property,

Which “No One” can

Buy It

Sell It

No One Can Give It

No One Can Take It

So

Own it

And

Carry It.