

NutriExpert Partners with Blinkit for 10-Minute Delivery of Guilt-Free Cookies

After strengthening its presence on Flipkart, Amazon, and JioMart, NutriExpert expands into quick commerce with Blinkit launch, bringing its clean-label cookie range to Indian households in record time.



Gurgaon, Haryana Apr 25, 2025 ([Issuewire.com](https://www.issuewire.com)) - [NutriExpert](https://www.nutriexpert.in), one of India's emerging clean-label snacking brands, today announced its official launch on [Blinkit](https://www.blinkit.in), the country's leading instant commerce platform. Known for its healthy cookies made with **desi ghee** and **free from maida, refined sugar, and artificial preservatives**, NutriExpert now enables consumers to enjoy clean, tasty snacks in as little as 10 minutes.

This strategic entry into quick-commerce marks a new phase in NutriExpert's digital-first expansion, following strong consumer response on Flipkart, [Amazon](#), and JioMart. With Blinkit's lightning-fast delivery network, NutriExpert now brings its wellness-driven cookie portfolio closer to everyday consumption moments—from tea breaks to post-workout cravings.

"Today's consumers want more than just convenience—they want quality and transparency in what they eat," said **Rajesh Munjal, Founder & CEO, NutriExpert**. "Blinkit allows us to combine speed with integrity and make clean snacking accessible like never before."

The Rise of NutriExpert

Founded under the mHealth umbrella, NutriExpert has quickly built a loyal base of customers seeking truly healthy snack alternatives. Unlike many products that claim to be healthy but use maida or refined sugar, NutriExpert cookies are:

- **Made in Desi Ghee**
- **No Maida, No Refined Sugar**
- **No Artificial Preservatives**
- **NutriExpert-Verified for Quality and Clean Ingredients**

These core values have helped the brand grow organically across multiple channels—from online platforms to premium retail shelves and corporate events. With Blinkit's ultra-fast fulfilment network now in the mix, NutriExpert is poised to scale further while staying true to its mission.

Quick Commerce: A Natural Fit

India's quick-commerce sector has seen explosive growth in the last 18 months, driven by shifting consumer behavior and the need for instant gratification. For NutriExpert, Blinkit offers not just a new sales channel but a way to meet customers exactly where—and when—they need clean nourishment.

Whether it's a sudden snack craving, an urgent need for a guilt-free dessert, or a last-minute gift, NutriExpert's Blinkit presence makes clean eating a default option.

What's Available

While product assortments may vary by location, customers on Blinkit can expect a curated selection of NutriExpert cookies that span multiple taste profiles and preferences, all crafted with nutrient-dense ingredients and zero compromise.

Consumers can now order from [Blinkit](#), or continue shopping from their platform of choice:

- Flipkart
- Amazon
- JioMart

- Or directly from NutriExpert.in

About NutriExpert

NutriExpert is a next-gen health food brand under mHealth, offering a new standard in guilt-free indulgence. Focused on clean-label cookies, NutriExpert is committed to using only authentic ingredients—like desi ghee, whole grains, and natural sweeteners—with no harmful additives.

Currently trusted by 100+ corporate clients and loved by health-conscious consumers across India, NutriExpert is redefining what it means to snack smart.

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