

The Science Behind Mettle: Why Athletes Are Switching from International to Indian Brands



Gurgaon, Haryana Jan 31, 2026 (IssueWire.com) - Indian sport has never been more competitive or more demanding. From cricket's packed calendars to the meteoric rise of home-grown endurance events, athletes are searching for nutrition that can keep pace with their training intensity, climatic realities and dietary preferences.

Increasingly, that search ends at an Indian doorstep: [GetmyMettle](#), the performance-nutrition range created by Swasthium Wellness Pvt. Ltd. and sister company S.M. Nutras.

Built for the Indian Athlete, Powered by Science

For decades, competitors relied on imported powders and bars developed for temperate markets and Western diets. GetmyMettle reverses that equation by starting with Indian physiology, palate and weather as non-negotiables. Every formula passes through a systematic quality-assurance loop, basic raw-material testing, and innovative R&D. Precision production and barrier-safe packaging guarantee stability in 40°C locker rooms and monsoon humidity.

The brand's four nutritional building blocks, multivitamins, fat burners, proteins and isotonic drinks, map directly onto India's most common lifestyle hurdles: vitamin shortfalls linked to vegetarian diets, heat-driven exhaustion, stress-induced weight gain and rising cholesterol levels. Each block is supported by targeted actives:

- Multivit with ginseng delivers 12 essential vitamins in a 100% vegetarian capsule designed to blunt stress reactions.
- L-Carnitine Liquid, the nation's first stimulant-free fat burner, mobilises stored fat while reducing lactic-acid build-up to extend endurance.
- Veg Pro uses a three-protein vegan blend plus enzymes for bloat-free digestion, a critical advantage for athletes training in peak summer.
- Electrolyte-rich isotonic mixes replace minerals lost through intense sweat rates common in tropical sessions.

Closing the Nutrient Gap, Naturally

Despite regional cuisines, surveys show large deficits in daily protein, omega-3 and micronutrient intake among active Indians. Mettle's answer is a top-to-toe catalogue:

- [Whey proteins](#), gainers and BCAAs for muscle repair.
- Omega-3 capsules that simultaneously boost immunity and support heart-brain function.
- Creatine, glutamine and pre-workouts for explosive power and faster recovery.

Every SKU is 100% safe, free of banned substances and crafted to global standards, yet priced for local realities. By vertically integrating sourcing and manufacturing, Swasthumm passes efficiency savings straight to locker rooms across the country.

Energy Bars Re-engineered for Real-World Fueling

Traditional "performance bars" often hide added sugars and hydrogenated fats. Getmymettle's Energy and Protein Bars flip that script: no added sugar, zero cholesterol and high fibre. The result is a portable snack that digests easily during long net sessions, weekend treks or children's tiffin breaks. It exemplifies the brand's philosophy: evidence-based nutrition without compromise.

One-Stop Shop, Goal-Specific Solutions

Whether the objective is bulking for rugby scrums, trimming race weight for a 10K or simply surviving 12-hour workdays without burnout, Getmymettle organises its shelf by "Shop by Goal":

- Bulking: calorie-dense gainers and creatine.
- Lean Muscle Gain: [whey isolates](#) and BCAAs.
- Weight Loss: L-Carnitine and stimulant-free blends.
- Athletic Endurance: isotonic mixes and Omega-3.

This modular approach removes guesswork, allowing coaches and weekend warriors alike to plug

scientifically coherent stacks into existing meal plans.

CEO Raghav Singhal's View on the Matter

"International imports often carry a high premium thanks to duties and shipping. By localising R&D, sourcing and production, Getmymettle delivers world-class efficacy at wallet-friendly price points, freeing budgets for coaching, gear and travel, expenses that directly influence podium finishes," shares Raghav.

India's Performance Future, in Indian Hands

From Bengaluru cycling clubs to Chandigarh boxing gyms, a quiet revolution is underway: athletes are rewriting their supplement stack with a tricolour label. They're not making a patriotic concession; they're making a performance upgrade. With Getmymettle, India finally owns a research-driven, from-soil-to-sweat solution that recognises the nation's unique nutritional needs while meeting, and often surpassing, international benchmarks.

The Takeaway

Switching from international tubs to Indian science is no longer a gamble; it's the logical next step in an athlete's progression. Getmymettle offers a complete, validated and cost-effective ecosystem of [bars and supplements](#) engineered for Indian bodies, climates and ambitions.

That is why, race after race and rep after rep, more competitors are discovering that the real edge doesn't arrive in foreign parcels, it's been formulated in India all along.

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Source : Getmymettle

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