

Godrej Pet Care Expands Ninja Portfolio, Debuts Cat Food Exclusively in Tamil Nadu

Chennai, September 08, 2026: Godrej Pet Care (GPC), a subsidiary of Godrej Consumer Products Ltd. (GCPL), today announced its expansion into the cat food segment. Building on the successful rollout of Godrej Ninja dog food, the company is debuting Godrej Ninja Cat Food, formulated to support gut health, immunity and overall wellbeing. The launch comes just 12 months after Godrej Ninja's debut, underscoring Godrej Pet Care's agile, execution-focused culture in building out its pet care portfolio.

The Southern India pet food market is valued at ₹1,800–2,000 crore, roughly one-third of India's overall ₹5,000 crore pet food industry. Of this market in South, cat food accounts for more than 35%, a segment Godrej Pet Care sees as significantly underpenetrated and ripe for a science-backed, India-first offering. Tamil Nadu where Godrej Ninja dog food first launched, remains a key market in Godrej Pet Care's growth strategy.

Speaking on the launch, **Robert Menzies, Chief Executive Officer, Godrej Pet Care**, said, "The encouraging response to Godrej Ninja Dog Food has reinforced our belief that Indian pet parents are looking for high-quality nutrition at accessible price points. A significant proportion of cat pet parents continue to rely on home-prepared meals, underscoring the need for complete and balanced nutrition formulated specifically for the unique requirements of cats. We are expanding the Ninja portfolio to address the unique nutritional needs of cats.

He further adds, "Tamil Nadu has been an important market in our pet care journey, and launching our cat food range here reflects the agility we've built into Godrej Pet Care as an organisation we move fast and act on what the market is telling us. As we continue to invest in building India's pet food category, our focus remains on making quality nutrition accessible to more pet parents across the country."

Godrej Ninja Cat Food is available for both kittens and adult cats across local pet retail stores in Tamil Nadu, offering a complete nutrition solution in dry and wet formats. The dry food range includes Ocean Fish & Tuna and Chicken flavours, while the wet food options include Tuna Chunks in Gravy and Duck & Chicken recipes. To help cat parents transition from home-prepared meals to complete nutrition, every pack includes a seven-day feeding transition guide. Godrej Ninja wet cat food is available in an 80gm pouch priced at INR 45, while the dry cat food comes in 1 kg and 3 kg packs, priced at INR 299, and INR 799 respectively."

Developed at the Nadir Godrej Centre for Animal Research & Development (NGCARD), Godrej Ninja Cat Food has been formulated and tested for Indian conditions, reflecting the company's focus on nutrition tailored to local needs. The range is powered by the brand's signature 3P Gut Health Formula — prebiotics, probiotics and polyphenols — which support digestive health and help maintain a balanced gut microbiome through a blend of live microorganisms and dietary fibres. The complete cat food is further fortified with added taurine, Vitamins A, D and E, DHA & EPA, Omega 3 & 6, minerals and plant-based antioxidants to support immunity, brain and vision development, healthy skin and coat, muscle development and overall wellbeing. Real tuna and chicken are the first ingredients in the formulation, providing high-quality animal protein tailored to feline nutritional needs.

Commenting on the importance of feline nutrition, **Dr. Ashok Pattanaik, Head – Research & Development, Godrej Pet Care, and former Principal Scientist at the Indian Veterinary Research Institute**, said, "Cats are obligate carnivores with nutritional requirements that differ significantly from other companion animals. While many pet parents prepare home-cooked meals with the best intentions, these diets often lack nutrients such as taurine and other essential micronutrients required to support a cat's long-term health and wellbeing. Godrej Ninja Cat Food has been scientifically formulated with our signature 3P blend of prebiotics, probiotics and polyphenols, along with added taurine, DHA & EPA, Vitamins A, D and E, high-quality protein and other essential nutrients to support digestive health, immunity and overall wellbeing. Our focus has been to develop a complete nutritional solution that helps cats thrive at every stage of life."

Formed in 2024, Godrej Pet Care showcases the collaborative culture of the Godrej Industries Group, bringing together the animal nutrition expertise of Godrej Agroveter with the brand-building and distribution strengths of Godrej Consumer Products. Pet care is an emerging sunrise category for Godrej Consumer Products, with cat nutrition representing a significant growth opportunity within the broader pet food market.

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 Agroveter— One of India's leading players in the animal feed market, ensures high-quality, science-backed pet food solutions.