

— NUTRITION SYSTEM · THE ONE NUTRIENT

PROTEIN FIRST

The one number that changes your body faster than any other — and exactly how to hit it on an Indian plate, vegetarian or not, without living on chicken and whey.

LEVEL

Beginner

APPROACH

Protein-led

BEST FOR

Any goal

FORMAT

Free PDF



01 — BEGIN HERE

GET THIS ONE THING RIGHT.

If you fix only one thing about how you eat, fix protein. It builds and holds muscle, it keeps you full so fat loss is easier, and it's the single nutrient most Indians eat too little of. You don't need to track everything — you need to hit your protein. This is the whole of how.

FOR YOU, IF

You're new to nutrition and want the highest-leverage habit first. Whether you want to lose fat, build muscle, or just feel better — protein is the common thread, and it works on every goal.

PAIR IT WITH

The Indian Plate for the full picture — portions, carbs, fats, eating out. This guide goes deep on the protein corner of that plate, the one most people get wrong.

WHY PROTEIN, BEFORE ANYTHING ELSE

It's the most filling of the three macros, so it makes any diet easier · it's the material muscle is built and kept from · it has the highest "thermic effect," so you burn more just digesting it · and the typical Indian plate — heavy on rice, roti and dal — is usually short on it. One fix, many wins.

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02

THE FIVE PRINCIPLES

Everything here follows from these. Read them once; they explain every choice that follows.

01 PROTEIN IS THE PRIORITY

Build the plate around the protein first, then add the rest. When a meal is rushed or money is tight, protect this corner before any other. → [Studies · Protein: how much and where to get it in India](#)

02 HIT A DAILY NUMBER

Roughly 1.6–2.2 g per kg of bodyweight. Below that, you leave muscle and fullness on the table. This one number does most of the work.

03 SPREAD IT ACROSS THE DAY

Aim for a solid hit of protein at each meal rather than one big dose. Three to four portions of 25–40 g is easier to absorb and easier to actually eat.

04 VEG COUNTS — IF YOU PLAN

Vegetarian protein works, but it takes intent: lean on dairy, soya, pulses and a scoop of whey. Combine sources so the quality adds up across the day.

05 WHOLE FOOD FIRST, POWDER TO FILL

Real food should carry most of your protein. Whey or a shake is a convenient way to close the last 20–30 g — a tool, never the foundation.



03

YOUR NUMBER, AT A GLANCE

One page. Find your bodyweight, read across, and that's your daily target — and what it looks like per meal.

DAILY PROTEIN BY GOAL

GENERAL HEALTH

1.6 G/KG

The floor for anyone who trains. 70 kg
≈ 112 g a day.

BUILDING MUSCLE

1.8 G/KG

A little more material to grow on. 70 kg
≈ 125 g a day.

LOSING FAT

2.0–2.2 G/KG

Highest — it guards muscle and
fullness. 70 kg ≈ 145 g a day.

WHAT THAT LOOKS LIKE PER MEAL

IF YOUR TARGET IS...	ACROSS 3 MEALS	ACROSS 4 MEALS	EASY WAY TO HIT IT
~110 g / day	~37 g	~28 g	A palm of protein + dairy/dal each meal
~125 g / day	~42 g	~31 g	Add one whey shake to the day
~145 g / day	~48 g	~36 g	Protein at every meal + a shake

THE ONE RULE

Put a **real protein source** in every meal — a palm-sized portion or more — **before you fill the plate with anything else**. Do that three or four times a day and you'll hit your number without counting a thing.



04

THE PROTEIN-FIRST PLATE

Build every plate in this order — protein down first, then the rest fills in around it. Flip the usual Indian plate, where rice and roti lead and protein is an afterthought.

BUILD THE PLATE IN ORDER

1 • PROTEIN

A palm, or more

Place it first. Eggs, curd, paneer, soya, dal, chicken, fish, whey. This corner is non-negotiable.

2 • VEGETABLES

Two fists

Any sabzi or salad. Volume and fibre that keep you full while the protein does its work.

3 • CARBS

A cupped hand

Rice, roti, millets. Fuel — sized to your goal and your training, added after protein and veg.

4 • FATS

A thumb

Ghee, oil, nuts. A little for flavour and hormones — last on, by habit.

THE MINDSET SHIFT

Most plates are 70% carbs with a token of protein. Protein-first means you decide the protein, fill half the plate with veg, then add just enough carbs. Same foods — better ratios.

QUICK WINS

Double the dal. Add curd to every meal. Keep boiled eggs or roasted chana for snacks. Stir a scoop of whey into milk. Small swaps, big totals.



05

PROTEIN IN EVERYDAY FOODS

Approximate protein per common serving. Learn a handful of these and you can build a high-protein day from memory.

VEGETARIAN

FOOD	PROTEIN
Whey scoop (30 g)	~24 g
Paneer (100 g)	~18 g
Soya chunks (50 g dry)	~26 g
Greek curd / hung curd (150 g)	~14 g
Toor / moong dal (1 katori cooked)	~9 g
Rajma / chana (1 katori)	~9 g
Milk (250 ml)	~8 g
Roasted chana (30 g)	~6 g

EGGS & NON-VEGETARIAN

FOOD	PROTEIN
Chicken breast (100 g)	~31 g
Fish — rohu/basa (100 g)	~20 g
Egg, whole (1)	~6 g
Egg whites (3)	~11 g
Prawns (100 g)	~20 g
Mutton, lean (100 g)	~25 g

THE ROTI-RICE BASE · COUNTS, BUT SMALL

FOOD	PROTEIN
Roti (1)	~3 g
Rice (1 katori)	~4 g

Values are approximate, for planning — not lab-exact. Brands and cuts vary.



06

A DAY THAT HITS ~130 G

Two example days — vegetarian and non-vegetarian — built protein-first. Adjust portions to your own number.

VEGETARIAN DAY

MEAL	PROTEIN
Breakfast CURD + WHEY IN MILK + POHA	~35 g
Lunch PANEER/SOYA SABZI + DAL + ROTI + SALAD	~38 g
Snack ROASTED CHANA + A GLASS OF MILK	~16 g
Dinner RAJMA + CURD + RICE + SABZI	~30 g
Day total	~119 g

NON-VEGETARIAN DAY

MEAL	PROTEIN
Breakfast 3 EGGS + 2 WHITES + MILK + OATS	~34 g
Lunch CHICKEN + DAL + ROTI + SALAD	~45 g
Snack CURD + A HANDFUL OF CHANA	~16 g
Dinner FISH + SABZI + RICE	~28 g
Day total	~123 g

SHORT ON THE DAY?

Close the gap with the easiest 25 g you have: **a whey shake, a bowl of curd, or boiled eggs**. Keep one of these on hand and you'll never miss your number.



07

THE VEGETARIAN PLAYBOOK

Hitting protein on a vegetarian or eggetarian diet is entirely doable — it just needs a plan. Lean on these five and the numbers add up.

01 MAKE DAIRY A HABIT

Curd, milk and paneer are the backbone of veg protein in India. A katori of curd here, a glass of milk there — it stacks up fast across a day.

02 DISCOVER SOYA

Soya chunks are the highest-protein veg food, gram for gram. 50 g dry $\approx$ 26 g protein. Cook them into curries and sabzis you already make.

03 DOUBLE THE DAL & BEANS

Pulses give protein and fibre. Make portions generous, and combine with dairy or grains across the day so the amino acids complete.

04 KEEP A WHEY ON THE SHELF

One scoop closes 24 g in seconds — the simplest way to bridge the last gap. Plant blends (pea + rice) work just as well if you avoid dairy.

05 SNACK ON PROTEIN, NOT JUST CARBS

Swap the biscuit-and-chai habit for roasted chana, a boiled egg, curd, or a shake. Snacks are hidden protein opportunities most people waste.



08

THE DAILY PROTEIN TRACKER

Print this. For two weeks, jot the protein at each meal and total it. You're not counting forever — just long enough to learn what your number feels like.

DAY	MEAL 1	MEAL 2	MEAL 3	MEAL 4	TOTAL	HIT?
Mon						
Tue						
Wed						
Thu						
Fri						
Sat						
Sun						

MY DAILY TARGET

MY THREE GO-TO 25 G HITS



09

QUESTIONS, ANSWERED

IS TOO MUCH PROTEIN BAD FOR MY KIDNEYS?

For healthy people, no — this is a long-debunked myth. High-protein intakes in this range are safe. If you have existing kidney disease, follow your doctor's guidance.

CAN I REALLY BUILD MUSCLE AS A VEGETARIAN?

Yes. With dairy, soya, pulses and a little whey you can comfortably hit any target. It takes a touch more planning, nothing more.

DO I NEED PROTEIN POWDER?

No — it's a convenience, not a requirement. Food first. A scoop is just the easiest way to close the last 20–30 g on a busy day.

DOES IT MATTER WHEN I EAT PROTEIN?

Far less than the daily total. Spreading it across meals helps a little; hitting your number for the day matters most.

IS PLANT PROTEIN "INCOMPLETE"?

Individual sources vary, but eating a mix across the day — dal with rice, dairy, soya — easily covers all the amino acids you need.

I'M NOT HUNGRY ENOUGH TO EAT THIS MUCH.

Lean on denser, easier sources: shakes, curd, eggs, soya. Liquids and soft foods make a high target far easier to reach.

General nutrition guidance, not medical advice. For specific conditions, consult a qualified professional.



HIT THE NUMBER. THE REST GETS EASY.

Protein is the one habit that pays off on every goal — leaner, stronger, fuller, sooner. Get this corner of the plate right, and the rest of nutrition becomes adjustment rather than struggle.

THE FOUNDATION

THE INDIAN PLATE

The full plate this protein corner sits in.

LOSING FAT?

THE STARTER DEFICIT

Protein-led fat loss, no app required.

BUILDING?

EATING TO GROW

The lean-surplus plate for muscle.

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