

**AI BRAND
SOLUTIONS**

CASE STUDY · 2026

Fytomax Nutrition Private Limited

Web design & build for India's first membrane-filtered
Soy Protein Isolate manufacturer · fytomax.com



Mahyco × Kanoria joint venture

Fytomax Nutrition Private Limited is a 2020-founded joint venture between two heritage Indian houses — Mahyco (seed science) and Kanoria (chemical processing).

Its facility in Chhatrapati Sambhajnagar (Maharashtra) is the country's first membrane-filtered Soy Protein Isolate plant, producing FYTONEX SPI alongside Soy Fibers and Soy Syrup co-products.

Target customer: food, beverage and nutrition formulators across India and export markets.



Build the premium B2B presence the science deserves.

01 Editorial narrative

Position the JV as a category-creator, not a commodity supplier. Long-form story, science-led copy.

02 Multi-product portfolio

Hero FYTONEX SPI, surface Fibers + Syrup co-products as substantive lines — not after-thoughts.

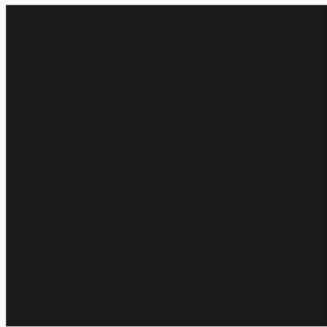
03 Formulator-grade utility

Application Centre, sample workflow, datasheet downloads — the site has to work for R&D teams.

04 Mission framing

Anchor the brand in Nutrient Secure India — closing the country's protein gap, not just selling powder.

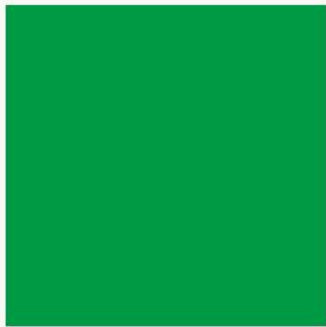
An editorial palette anchored in science.



#1A1A1A

Ink

Primary surface,
type, anchors



#009A44

Emerald

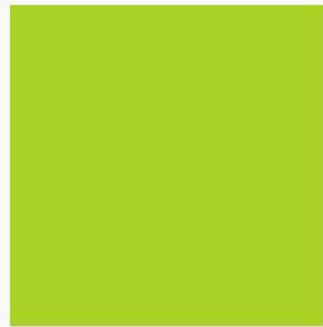
Brand green,
from Mahyco lineage



#F5B731

Gold

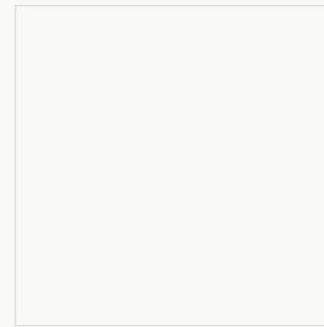
Accent, hover,
category cues



#AAD126

Lime

Highlight,
living / growth



#F9F9F7

Paper

Section breaks,
breathing room

Poppins

for headings,
structure, system UI.

Manrope

for the FYTOMAX®
wordmark — tight, modern.



Seventeen pages. One narrative.

Brand Story

Homepage
Our Story
Nutrient Secure India
Sustainability
Why Plant Proteins

Products

FYTONEX SPI
Soy Fibers
Soy Syrup
Applications
Technology

Partner With Us

Formulate With Us
Distribute With Us
Culture & Careers
Contact

Compliance

Privacy Policy
POSH Policy
404 (branded)

Particle hero, process narrative, credibility stack.

A canvas-driven particle field draws the eye into the FYTONEX mark; a kinetic GSAP scrubber introduces the Mahyco × Kanoria parentage above the fold.

The Process Difference section uses the factory video as a poster-on-load — no jarring switch when the asset streams in. Card stacks ladder visitors from category (SPI, Fibers, Syrup) into the deeper product pages.



06 · THE HERO PRODUCT

FYTONEX®

Soy Protein Isolate

90%

protein

<1%

fat

Low

sodium

Indian

soy origin

Long-scroll product page with a sticky in-page sidebar — specs, applications, traceability and a sample request CTA always within reach. Built to convert R&D leads, not just educate.



Fibers and Syrup — treated as first-class lines.



Soy Fibers

≥65% fiber · 18% max protein · WHC-led

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Soy Syrup

~63% DM · fermentation, feed, aquaculture

Membrane filtration, no chemical extraction.

An interactive before/after slider contrasts conventional acid-precipitation processing with the membrane method. Preserved protein structure, lower sodium, cleaner taste — the page is a science story, not a feature dump.

Backed by lab and plant imagery, the page is the single biggest differentiation surface for FYTONEX in the deck.



Six categories,
one filterable grid.



Dry-Blend Beverages



Plant Burgers



Cake Mixes & Cookies



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RTD Beverages



Energy Bars



Sausages

A horizontal GSAP timeline.

Brand origin presented as a scrub-driven horizontal scroll — milestones unfold sideways as the visitor reads, with parallax on the corresponding imagery.

Anchors a story most B2B competitors leave untold: where the science comes from, why the JV exists, and what the plant in Aurangabad means for India.



Built once, indexed properly,
shareable everywhere.

SEO

- Unique title + meta on every page
- Canonical to fytomax.com (apex)
- 17 URLs in sitemap.xml, submitted to GSC

Schema

- Sitewide Organization + WebSite JSON-LD
- Per-page WebPage + BreadcrumbList on legal
- Logo points to square 512×512 favicon

Social

- 1200×630 OG image, branded
- OG + Twitter cards on every public page
- LinkedIn linked in sameAs[]

Security

- X-Frame-Options, X-Content-Type-Options
- Referrer-Policy strict-origin-when-cross-origin
- Long-cache images & fonts, HSTS via Vercel

fytomax.com

17

public pages

8

JSON-LD blocks

6

favicon sizes

1

branded 404

Running on

- Vercel (apex, HTTPS, redirects)
- Google Analytics 4
- Google Search Console
- Cloudflare-fronted assets

Designed for Purity. Built for indexability.

AI BRAND SOLUTIONS

Brand systems built for the internet.

aibrandsolutions.in

Designed by AI Brand Solutions · fytomax.com/contact