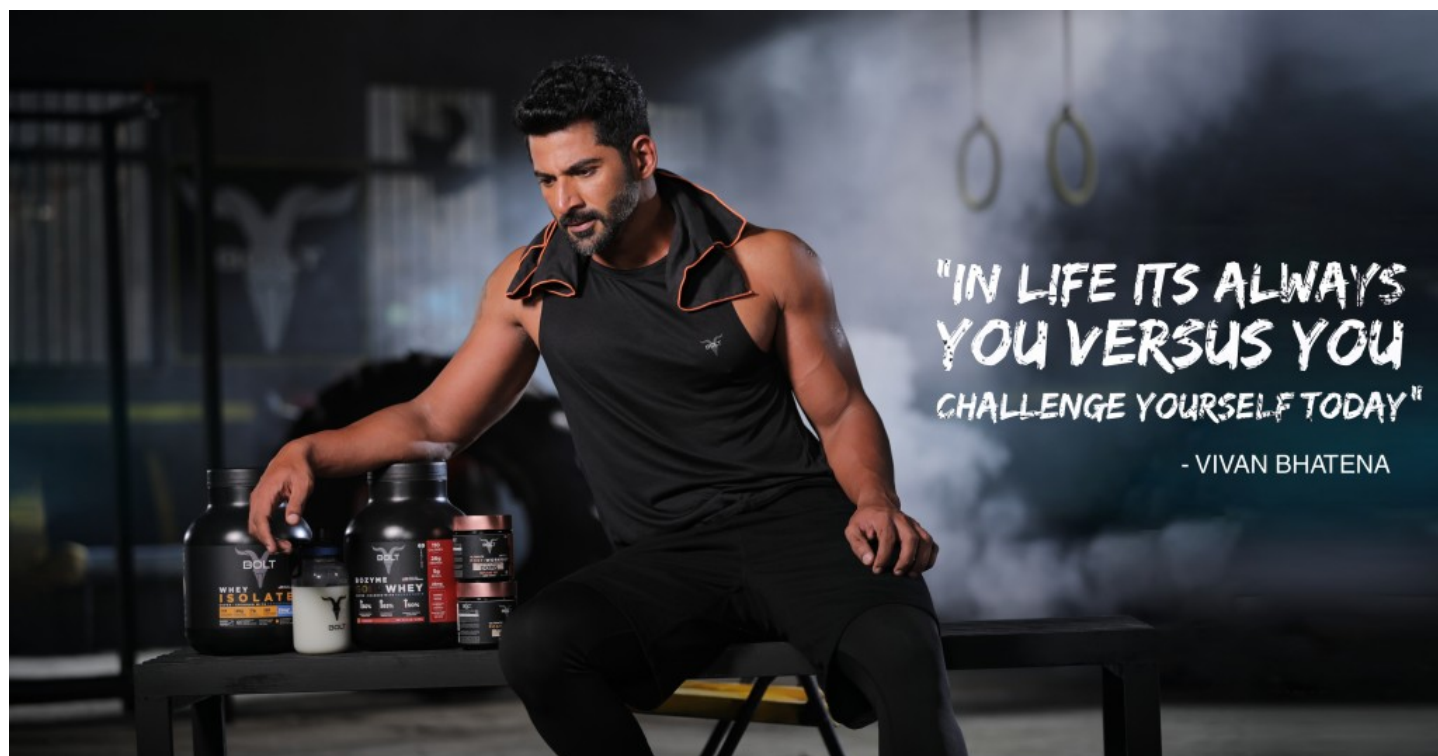


## BOLT Nutrition found its G.O.A.T. in Bollywood Actor Vivan Bhatena



Ahmedabad, Gujarat Nov 28, 2022 ([Issuewire.com](https://www.issuewire.com)) - [BOLT Nutrition](https://www.boltnutrition.com) launched its **Brand Ambassador, Bollywood Actor [Vivan Bhatena](https://www.vivanbhatena.com)** with the very first **Ad Campaign #ItsYouVSYou**. [BOLT Nutrition](https://www.boltnutrition.com) is a brand known for premium protein supplements innovated with the blend of **Phycocyanin** also known as Blue Gold (Patented Formulation). BOLT Nutrition creates supplements formulated and registered in the **USA** making it every athlete's first choice. BOLT is thrilled to have Vivan Bhatena on board. The association between the two parties is strategic as it's a perfect match of the brand ethos with the actor's personality given that he is the ultimate flag-bearer of a fit lifestyle and unparalleled energy. This comes at a time when the world is actively engaging with content created by people who inspire in the fitness space and are always driven to perform and deliver, making him the perfect brand ambassador for a brand that holds the same values.

[Vivan Bhatena](https://www.vivanbhatena.com), quotes "This association is very close to my heart because I genuinely believe in brands that advocate a healthy and athletic lifestyle. I have always been very conscious about the quality of products I use that supports my journey to staying in good shape. This is a brand that has only strengthened my belief that there are still people out there who are committed to providing holistic and wholesome solutions through powerful and natural formulations."

[Neha Kachadiya](https://www.nehakachadiya.com), Director at [BOLT Nutrition](https://www.boltnutrition.com) says "A brand ambassador should be someone who believes in the brand and its ideology, Vivan liked our mission; agreed with our vision. We are onboarding more athletes to increase our family and the BOLT Community. We want to be their partner in their fitness journey. We plan to have a global expansion very soon and have people connect with us to be the **G.O.A.T.**"

[Vikas Kachadiya](#), Director at [BOLT Nutrition](#), says, “Post covid-19, people have been thriving hard to maintain their health. During the time of lockdown, people stressed over their fitness. Today with BOLT Nutrition we strive to bring a revolution and change the scenarios. We at BOLT have a highly qualified and experienced team of research scientists in our Research and Development centre based in the USA who are constantly innovating new formulations. We will soon launch a larger fitness product range and make the BOLT family healthier and larger”

Talking about the brand marketing values [Hiren Patel](#), Marketing & Branding Lead tells us “The brand is not only about supplements it's about supporting the athletes and the fitness enthusiasts in their dream fitness journey helping them achieve their fitness goals. We aren't just selling these products. We also want to build a community that includes every fitness enthusiast, athlete, and sportsman. [We aim to be the G.O.A.T. with BOLT](#)”

The online ad campaign launch was successful with the video premiering on leading digital platforms and native apps. BOLT Nutrition plans a greater offline launch with its athletes & community members. The dates of the launch will be soon disclosed by the authorities.



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Source : BOLT Nutrition

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