

Interview With Young Entrepreneur Rayhan: The Vision Behind Snacc

By **Jazlynn Trinidad** - 12th May 2025



Image Credits: Snacc team

In our busy lives, from making it on time for school or attending the gym or music classes, life can be challenging. In this rat race sometimes grabbing a balanced meal isn't always possible and that's where protein bars come in. These pocket-sized power snacks are packed with essential nutrients that help curb hunger, support muscle repair, and keep our energy levels steady throughout the day. They come in different flavors suitable to mainly adults and not teens. So when young entrepreneur Rayhan Khimji decided to create a protein bar Snacc just for teens, we decided to interview him. Whether you're a teen who is just beginning their fitness journey, taking up sports, going on a hike with friends or just need a boost, a good protein bar is your perfect health companion. That's where Snacc comes in! India's first protein bar crafted specially for teenagers with the right balance of taste, nutrition and energy.

At just 16 years old, Rayhan Khimji is not only the founder of Snacc but also an international Taekwondo medalist who has proudly represented India at the Youth Olympics. A passionate fitness enthusiast and dedicated student, Rayhan has consistently pushed boundaries both in and out of the classroom. While juggling intense training sessions, academic responsibilities, and the everyday hustle of teenage life, he encountered a common but overlooked problem: the lack of clean, convenient, and teen-friendly nutrition.

Frustrated by protein bars that were either packed with artificial sweeteners, loaded with sugar, or simply didn't taste good, Rayhan saw an opportunity to create something better—not just for himself, but for teens everywhere. That's how Snacc was born. Rooted in real-life experience and backed by his deep understanding of athletic performance and youth health, Rayhan developed India's first protein bar specifically tailored for teenagers. With a strong belief that teen nutrition should be clean, delicious, and accessible, he turned his vision into a movement. Today, Snacc stands as a testament to his entrepreneurial spirit, athletic discipline, and unwavering commitment to helping the next generation fuel their goals—one clean bite at a time.

In their very first exhibition, Snacc sold out its first 500 bars and attracted over 3000 interactions from teens, parents, and athletes, instantly generating excitement and early virality across schools and social media. Unlike traditional protein bars built for adults or loaded with chemicals, Snacc is made *for teens, by a teen*—ensuring every bite fuels their goals, supports their lifestyle, and tastes like a treat. Whether it's for school, sports, or study sessions, Snacc is the ultimate on-the-go snack redefining what teen nutrition should be.



Image Credits: Snacc Team

We at Youth Incorporated had the pleasure to interview Rayhan to learn about his inspiring journey creating Snacc, understand the benefits of the protein bar and hear more about his future goals.

1. At age 16, you are juggling academics, sports and now a small business, what really inspired you to launch Snacc at such a young age?

Honestly, my ambition to start a business in the teen-nutrition market started when I saw a glaring gap: there were no healthy, tasty snacks that were convenient to take to school or to sporting events. In school, there were no alternatives to chips or pizza and home-packed lunches would always get cold and stale by afternoon. As I continued on my own fitness journey, I figured out how difficult it was to have a clean-tasting, palatable alternatives—and so I sat down and did some brainstorming, and hence Snacc.

2. What makes Snacc different from other protein bars and what are your plans for Snacc?

We've all tasted the standard protein bars available—filled with chemicals, preservatives, low-quality protein, and artificial sweeteners. Snacc is not. Our bars have only one gram of added sugar, feature prebiotics, and no palm oil or preservatives. We only use the highest-grade protein specifically formulated to meet active teenagers' nutritional requirements. In the future, I envision a huge opportunity in this billion-dollar market, and my vision is to grow Snacc to disrupt the teen-nutrition market.

3. As an international Taekwondo medalist at the Youth Olympics how has it influenced your approach to health and fitness?

Being a Taekwondo black belt has been the catalyst for my venture—it taught me the critical role of proper nutrition. Training almost every day, alongside weight-lifting and other fitness routines, has been my passion since childhood and has driven me to excel in every area of my life.

4. How do you manage your time between studies, sports and managing your brand?

It gets tough, but time management is important. I begin each day by setting down the tasks and allocating specific time slots for academic work, training, and brand activities. Thus, following a schedule prevents me from getting bogged down in procrastination and allows me to get my work done.

5. What are your future goals?

Apart from growing Snacc, I would also like to venture into entrepreneurship in the tech industry.

6. If you could give one piece of advice to other teens who plan to launch their own brands what would it be?

At first, I was unsure—I didn't know how well Snacc would perform or if I could handle everything. But the experience imparted me with valuable learning: selling at exhibitions, pitching to customers, conducting business calls, and writing business emails. My advice would be to take the leap of faith. With careful planning and continuous efforts, you can make your idea a success. It might be challenging initially and may require time and money, but watching people enjoy your product makes it all the more worth it. Alongside, a great core team has been super crucial in the initial launch of Snacc, helping me in every aspect of the business.

Rapid Fire With Rayhan

One food you could eat forever?

A Burger

Who is your celebrity crush?

Margot Robbie.

If you could have any superpower, what would it be?

Time travel.

If school didn't exist, you would do all day?

Sleep more.

If you could swap lives with anyone for a day, who would it be?

Conor McGregor.

Jazlynn Trinidad

I am Jazlynn, a Mass Media Graduate with a deep passion for content writing. To me, writing isn't just a skill; it's a powerful medium that breathes life into emotions and ideas. With my strong flair and creativity, I am eager to delve deeper into the art of storytelling, weave narratives that not only resonate with me but also inspire and captivate others.