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**Simple.
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Meet the
Clean Brands
Fueling Change

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Eat *Right*

Clean eating is no longer a fad but a necessity in the times we live in, and several startups are making sure this is a choice that is easy to make. As people take charge of their health and well-being, eating clean is one of the most important priorities. **Bindu Gopal Rao** features seven startups that are helping make this change, one plate at a time.

Nutreat

Hyderabad-based Nutreat was born in 2014 out of a personal need to provide clean, wholesome food for the founder's son. Over time, this evolved into a deeper mission: to craft handmade, customised nutrition rooted in ancestral Indian food wisdom. "We handcraft each product using our signature four-step process—sprouting, sun-drying, slow roasting, and stone grinding—and tailor it to the individual's age, health condition, and dietary needs. Nutreat promotes clean eating not just by avoiding processed ingredients, but by ensuring every spoonful is mindfully made and consciously consumed. In 2023, when our business was at its peak—with franchise opportunities, foreign collaborations, and incubation



offers—we made a bold decision. We stepped back. We refused to bulk produce because it was creating false demand, pressuring both our team and consumers to buy more than they needed. That turning point reaffirmed our belief in #nooverbuying and #consciousconsumerism. Clean eating, we believe, must also be mindful—free of waste, hype, or excess. While the wellness industry grows, we often see food wastage even in the name of healthy eating. Our model of customisation ensures that we make only what's needed, drastically reducing waste while offering personalised nutrition," says Jyothi Sri Pappu, Founder & CEO, Nutreat. Moving forward, their goal is to scale impact, not volume, by nurturing conscious consumers, supporting women artisans, and creating a food culture rooted in purpose.



Jyothi Sri Pappu, Founder & CEO, Nutreat



The Kenko Life



Neeraj Kumar Yadav,
Founder & CEO, The Kenko Life

The Kenko Life started in Bengaluru in December 2020 with the aim to change the narrative that eating healthy in India is either boring or impossible to sustain. To do this, every meal at Kenko is precisely measured, macro-counted, and tailored to each customer's goals.

"We are uncompromising on quality, sourcing only the best ingredients and never cutting corners on costs. A dedicated nutritionist personally guides our subscribers, tracking their progress and providing expert support. We also keep the journey exciting with a diverse menu that doesn't repeat for an entire month. After all, eating clean shouldn't feel like a chore. We have proven our model and built a strong, loyal community. We are now methodically planning our rollout to bring The Kenko Life to other major cities across India,"

says Neeraj Kumar Yadav, Founder and CEO of The Kenko Life. This vision stems from our core belief that Kenko isn't just about meals; it's about making everyday health a lifestyle. As a company they are committed to being sustainable, using biodegradable packaging and electric scooters for our deliveries. They empower people to take control of their health by making nutritious, high-quality food accessible and enjoyable, helping them build a lifestyle for good.



Swasthya Ahaara

A cloud kitchen launched in April 2025 in Bengaluru was born from the founder's personal struggle to find healthy, vegetarian meals during a demanding corporate lifestyle. "We address the common challenge of balancing nutrition with convenience, offering ready-to-eat meals that are both wholesome and flavourful. Focused on clean eating, Swasthya Ahaara provides a variety of thoughtfully curated



Sindhur KS, Founder
Spoorthy G, Co-Founder/Partner



meals such as Indian thalis, salads with an Indian twist, overnight oats, and guilt-free desserts like protein and biotin ladoos. All offerings are free from preservatives and processed sugars, emphasising natural ingredients, balanced macronutrients, and traditional Indian flavours," says Sindhur KS, founder.

Swasthya Ahaara primarily targets busy professionals, health-conscious individuals, parents, and corporate offices, making nutritious food accessible via simple WhatsApp or phone orders. It also fills key market gaps by offering balanced Indian thalis (with adequate protein and fibre),



flavourful Indian-style salads, and healthy desserts, areas often overlooked in typical meal delivery services. "Looking ahead, we aim to expand its offerings and reach, including more meal variety, broader service areas, and potential corporate wellness partnerships. With a mission to simplify healthy eating, Swasthya Ahaara aspires to redefine the perception of nutritious food, making it enjoyable, sustainable, and part of everyday life. It's more than just a food service—it's a movement towards mindful nourishment for modern lifestyles," says Co-Founder/ Partner Spoorthy G.

Swa Artisanal Syrups



Vaishali Mehta, co-founder of Swa Artisanal Syrups

Swa was founded in 2019 in Bengaluru with a simple yet powerful mission—to create more natural, flavour-forward beverages using India's own rich and diverse produce. At the time, the mixer and syrup space were crowded with imported or overly processed products, often packed with artificial additives and excessive sugar. "It raised an important question: why were we relying on synthetic, imported options when we had such an abundance of homegrown ingredients waiting

to be celebrated and crafted into something better? Swa began as a small-batch venture rooted in real ingredients, fruits, herbs, spices, and botanicals, all with zero artificial flavours, colours, or preservatives. Every fruit-based syrup contains a minimum of 40% fruit pulp, about 8x more than most commercial options, and is made with up to 65% less added sugar than conventional brands. "Swa" represents "our true self"—a name rooted in authenticity and purity. It embodies four key values at the

heart of the brand: *Swabhimana* (a nod to women's pride and empowerment), *Swasthya* (health and wellness through preservative-free products), *Swadish*t (a celebration of exceptional taste), and *Swadeshi* (proudly made in India using homegrown ingredients). Today, Swa works with over 500 cafés, restaurants, and bars across India, including names like Blue Tokai, Third Wave Coffee, Soka, and Daryaganj," says Vaishali Mehta, co-founder of Swa Artisanal Syrups.



Crèmeitalia Foods Pvt. Ltd.

Crèmeitalia is redefining the way India experiences cheese. Founded in 2018 in Mumbai by Prateek Mittal and Rajas Dhote, the brand emerged from a simple yet bold idea to make fresh, high-quality Italian-style cheese locally for an audience ready to move beyond processed dairy. Today, it stands as one of India's most exciting clean-label success stories in the modern dairy space. Tapping into a growing appetite for elevated yet accessible ingredients, Crèmeitalia's portfolio includes Burrata, Bocconcini, Natural Cream Cheese, and a newly launched range of flavoured cream cheeses from Jalapeño and Korean Chilli to Garlic & Herb.

Designed to complement the Indian kitchen while adding global flair, the products have become staples among home cooks, chefs, and everyday entertainers alike.



Rajas Dhote | Prateek Mittal, Co-Founders, Crèmeitalia Foods Pvt. Ltd.

"Built on clean-label values and a flavour-first approach, Crèmeitalia avoids excessive processing and unnecessary additives, offering products that feel indulgent but align with contemporary eating habits. In 2024, the brand raised ₹18 crore in Series A funding, accelerating its presence across Tier 1, 2, and 3 cities through modern retail and quick

commerce channels. With its strong design aesthetic, category-defining product innovation, and growing national footprint, Crèmeitalia is not just selling cheese; it's shaping a new narrative for India's dairy shelf," says Prateek Mittal, co-founder of Crèmeitalia Foods Pvt. Ltd.



Wholsum Foods, parent company of Slurrp Farm and Mille



Meghana Narayan & Shauravi Malik
co-founders of Wholsum Foods, parent company of Slurrp Farm and Mille.

Delhi-based Wholsum Foods began in 2016 from a deeply personal place. "As mothers, both of us were constantly on the lookout for food we could say 'yes' to—something genuinely nutritious, easy to make, and, most importantly, delicious. When we couldn't find it, we rolled up our sleeves and created it, starting with Slurrp Farm. Clean eating isn't a trend for us; it's how we feed our own children. Every product we make uses ingredients like millets, lentils, and oats—ingredients that have nourished generations but were slowly disappearing from our

plates. We wanted to bring them back in formats that fit today's busy lives," say Meghana Narayan & Shauravi Malik, co-founders of Wholsum Foods, parent company of Slurrp Farm and Mille.

Over time, the duo realised that their products were resonating beyond young children with adults, families, and anyone trying to eat better without giving up on taste. That inspired the launch of Mille, their second brand under Wholsum Foods, built on the same millet-forward philosophy but designed

for grown-up nutritional needs. Looking ahead, this year is all about deepening their presence and innovating with purpose. They are focused on Tier 2 and Tier 3 cities, where awareness around food labels and healthier choices is growing rapidly. "We're also expanding our portfolio to include more ready-to-cook and convenient snacking options for busy households, along with products that meet the evolving nutritional needs of toddlers and school-age children. And with digital channels scaling fast, we're doubling down on quick commerce and e-commerce to make clean, nourishing, and yummy food more accessible than ever," say the duo.



Eat Clean with Eshanka

"If you control what you eat, you can control anything," says Eshanka Wahi, a culinary nutritionist, wellness coach, entrepreneur, and founder of Eat Clean with Eshanka, Delhi & Dubai. She launched in 2020 with a deep personal commitment towards wellness, clean eating, and conscious living, and it was the time when the world was slowing down, and wellness took centre stage. "Amidst lockdowns and uncertainty, our virtual wellness and culinary nutrition classes became a lifeline for many. From immunity-boosting recipes to plant-based detox workshops, clients engaged wholeheartedly, eager not just to learn but to transform the way they lived and ate. As a wellness coach and culinary nutritionist, I strongly believe that eating healthy is the strongest form of self-respect," she says.



Eshanka Wahi,
Founder of Eat Clean with Eshanka

They have recently introduced various thoughtfully curated wellness products that are 100% organic and elevate everyday health. The lineup includes

anti-inflammatory tea, organic homegrown dates, date caramel paste, golden elixir, Kashmiri shilajit, dates balsamic vinegar, and organic moringa powder, each product rooted in nature and backed by holistic nutrition principles that promote digestion, improve gut health, support the immune system, and overall health.

