

Valentine's Day: Meet Ritesh & Dimple Bawri – the Founder Couple Behind a Transformative Wellness Movement

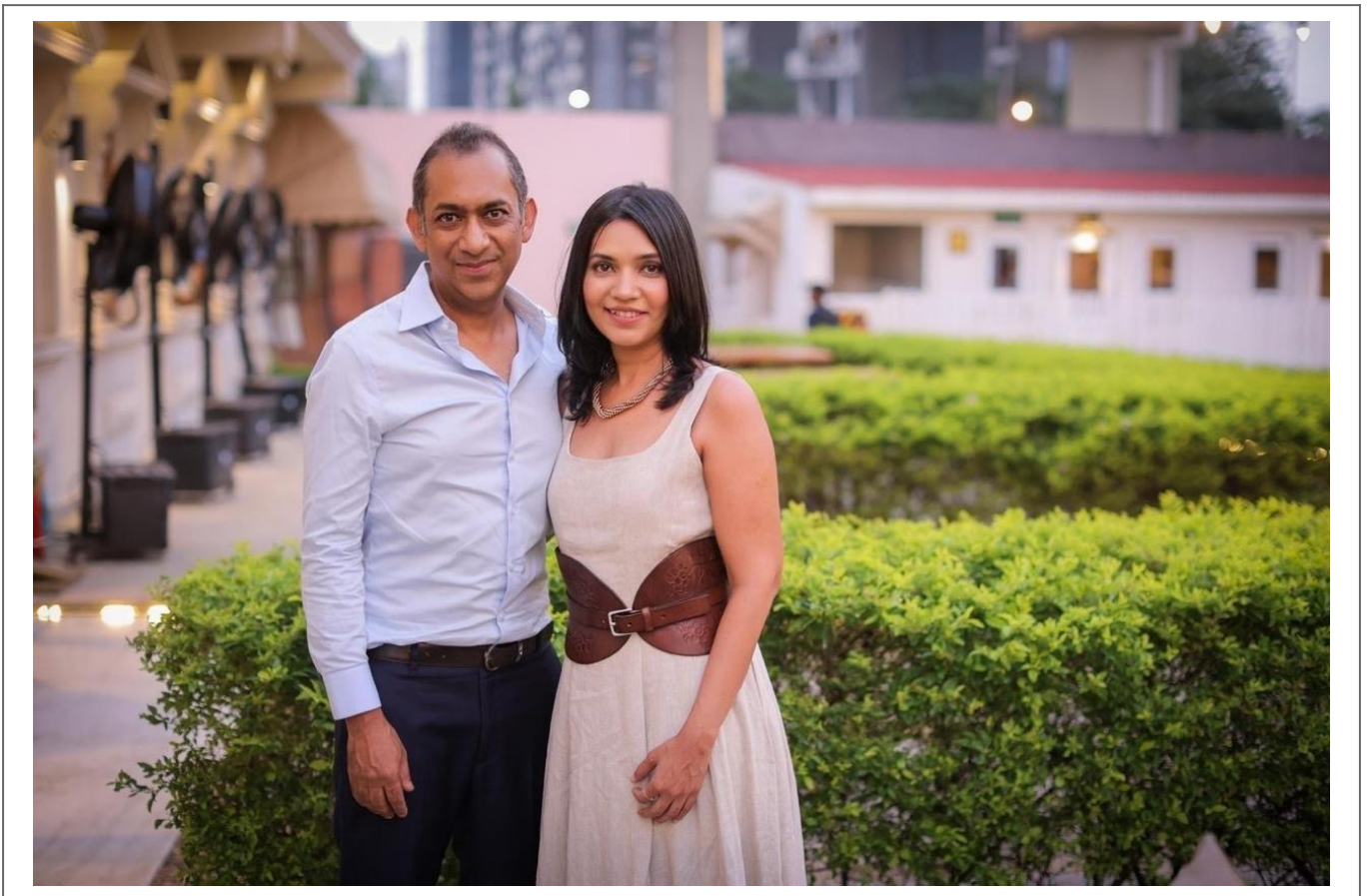
Category: Business

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Every February 14, the world slows down to celebrate love and the joys of companionship with red roses, heart-shaped chocolates and candlelit dinners. Long-lasting partnerships, though, require sustained effort and a strong commitment to shared values in order to co-create personal and professional success. At their best, compatible partners complement one another, offer steady support, and work side by side to achieve common goals. Just like perfectly well-matched co-

travellers Ritesh Bawri, Founder and Chief Science Officer at nirā balance, and Chief Nutrition Officer Dimple Bawri, whose meaningful collaboration has created a success story unlike any other. A story that began when Ritesh received a blunt wake-up call, one he still recalls clearly.



Co-Founders nirā balance Ritesh Bawri & Dimple Bawri

During a dinner in the United States, a professor looked at him and said, *"You are going to die!"* The remark felt abrupt, but medical tests soon confirmed that his health was declining fast. Years of neglect had taken their toll, placing him at risk far earlier than he had imagined.

He recalls, *"At 38, I had achieved what society considers success: I was a fourth-generation business leader with*

multiple ventures and financial independence. Yet, despite my accomplishments, my health was deteriorating. I faced metabolic dysfunction, chronic fatigue, and early signs of cardiovascular disease. While the best doctors offered medications, my journey was about discovering the root causes of my challenges and reclaiming my vitality."

Ritesh decided to radically rebuild his routine from the ground up, focusing on healthy meals, regular movement, and consistent sleep. The results were measurable. He shed excess weight, brought chronic conditions such as Type II diabetes, hypertension, hyperacidity, asthma, and insomnia under control, and recovered the stamina he thought he had lost. Determined to understand the science behind his recovery, Ritesh studied nutrition, cellular biology, and preventive health, and pursued certifications in physiology from Harvard Medical School and nutrition from Tufts University School of Medicine.

Dimple, his wife, played a crucial role in his journey, contributing significantly to what would later be called nirā balance. This approach now incorporates personalised nutrition frameworks that promote metabolic balance, sustained energy, and consistent health outcomes. With her keen aesthetic sense, eye for design, and natural empathy, Dimple ensured that the impact and appeal of nirā balance went beyond mere charts and lab reports.

She explains, *"I have been an artist, and creativity comes naturally to me, so when we embarked on this journey being foodies boring food was never a choice. Nutrition is often viewed as all about strict diets and boring foods. I wanted to completely change that notion by showing how healthy eating*

can be fun and flavorful. I started experimenting at the ingredient level and curating recipes you look forward to eating, keeping nutrition, culture, and preferences in mind, making it effortless to follow. So simple that all you got to do is eat."

Together, they built nirā balance around a simple principle: care should feel personal, effortless, and evidence-based. Their earlier venture, BreatheAgain, established the foundation by providing structured guidance and close follow-ups to clients across different regions, paving the way for nirā balance.

Today, nirā balance integrates diagnostic precision with time-tested practices, tailoring plans to each individual's needs. Ritesh leads science and systems with empathy, while Dimple shapes the experience and daily rituals that make change sustainable and effortless. In this way, their story embodies the spirit of Valentine's Day. It goes beyond just flowers and gestures; it is about being there for one another and pursuing shared dreams every day. For Ritesh and Dimple, a second chance at health gave them a greater purpose, and today they inspire many others not just to get healthier but to live with purpose.

