

# **Indyte Addresses Modern Lifestyle Disorders with Personalized, Science-Backed Nutrition**

Category: Business

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As India's nutrition and wellness industry continues to grow rapidly, so does the confusion around diets, trends, and quick-fix health solutions. While awareness around nutrition is higher than ever, much of the industry still relies on generic meal plans and one-size-fits-all advice.

**Indyte**, a personalized nutrition and lifestyle brand, is

addressing this gap by bringing nutrition back to its clinical roots—focused on individual needs, long-term health, and sustainable habits.



**Dietitian Priyanka, founder of Indyte, sharing expert insights on personalized nutrition and sustainable wellness for a healthier lifestyle**

Founded by Dietitian Priyanka, a clinical nutritionist practicing since 2012, Indyte is built on one clear belief: health cannot be standardized.

### **Strong Clinical Roots, Real-World Impact**

Dietitian Priyanka's clinical training includes a six-month intensive internship at the **All India Institute of Medical Sciences (AIIMS)**, where nutrition is treated as a core medical discipline. She has worked with leading healthcare institutions such as **Sir Ganga Ram Hospital, Indraprastha Apollo Hospitals, and Max Hospital**, and served as a **Diabetes Educator at the Delhi Diabetes Research Centre** under renowned diabetologist **Dr. Ashok Kumar Jhingan**.

Early in her career, questioning generic diet charts became a defining moment. It highlighted the limitations of standardized nutrition advice and reinforced a simple truth—people respond differently to food, habits, and lifestyle changes.

That belief laid the foundation for what would later become Indyte.

### **Responding to Today's Nutrition Trends in India**

India's nutrition industry today is heavily influenced by social media trends, restrictive diets, and calorie-focused plans. While these approaches may deliver short-term results, they often fail to address deeper health issues such as

hormonal imbalance, insulin resistance, stress-related weight gain, and lifestyle disorders.

Indyte takes a different route.

Instead of trends, the brand follows clinical science. Instead of templates, Indyte offers personalized nutrition plans designed around medical history, lifestyle, food preferences, and long-term health goals.

This approach has positioned Indyte as a credible voice in a crowded wellness market—especially for individuals seeking clarity, consistency, and sustainable results.

### **From a Modest Diet Clinic to a Global Brand**

What started as **Priyanka's Diet Clinic** grew steadily through word-of-mouth success stories. In 2023, it evolved into Indyte—a name derived from Individual + Diet + Lifestyle.

Today, Indyte is supported by a 15+ member team of expert dietitians and nutrition professionals, serving over 15,000 clients across 45+ countries, with a 90%+ client satisfaction rate.

Indyte's promise is clear:

- No fad diets
- No shortcuts

- No generic solutions

Only structured, science-backed nutrition with continuous expert support.

### **Addressing PCOS, PCOD, and Hormonal Health Early**

One of the most significant health concerns in India today is the growing prevalence of PCOS, PCOD, and hormonal imbalances, particularly among young women.

Unhealthy eating patterns, irregular routines, high stress levels, poor sleep, and sedentary lifestyles have made hormonal disorders increasingly common. In many cases, treatment focuses only on managing symptoms rather than addressing the root cause.

Indyte focuses on early intervention and long-term correction.

Through personalized nutrition plans, the brand helps address underlying issues such as insulin resistance, inflammation, nutrient deficiencies, and lifestyle-related triggers. Rather than extreme diets, Indyte promotes realistic food choices, structured routines, and gradual habit changes that fit everyday Indian life.

The goal is not short-term weight loss, but hormonal balance, metabolic health, and improved quality of life.

## **Recognised Voice in Preventive Nutrition**

Dietitian Priyanka is also the author of [Nourish Flavours](#), a practical nutrition book that connects clinical science with everyday home food. Her work reflects Indyte's belief that nutrition should be simple, sustainable, and easy to follow.

Her expert insights have been featured on **Republic News India**, where she spoke on [hypertension and lifestyle diseases](#), and in [Dainik Bhaskar](#) (Chandigarh and national editions), reinforcing her role as a trusted voice in preventive health and nutrition.

## **Building Health for the Long Term**

Indyte's mission is to make nutrition personal, practical, and sustainable. The brand focuses on empowering individuals with knowledge, habits, and consistent expert guidance—rather than temporary solutions.

As lifestyle-related health concerns continue to rise in India, Indyte stands out as a nutrition brand focused on building health systems that last.

**Health is built. Not prescribed.**

## **About Indyte**

Indyte is a global nutrition and lifestyle brand founded by

clinical nutritionist Dietitian Priyanka. Built on strong clinical foundations, Indyte offers personalized, science-backed nutrition programs supported by continuous expert care. With 10+ years of clinical experience, 15,000+ clients served, and presence across 45+ countries, Indyte focuses on long-term, sustainable health transformations.

