

# nirā balance Transforming Lives Through Science and Nutrition: Co-Founders Ritesh & Dimple Bawri

Category: Business

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Every February 14, the world celebrates the beauty of connection and the power of shared values. In the realm of health, this synergy is the very foundation of **nirā balance** a movement born from the belief that true wellness requires a perfect harmony between science and nutrition. While many see Valentine's Day through the lens of romance, the story of nirā balance is one of purposeful collaboration.



**Co-Founders nirā balance Ritesh Bawri & Dimple Bawri**

The brand's transformative approach was forged when nirā balance co-founder couple Ritesh and Dimple Bawri identified a critical gap in the wellness industry that shifted the focus from temporary fixes to long-term vitality. By combining scientific inquiry with expert nutritional strategy, nirā balance has evolved from a personal mission into a success story of holistic health.

Ritesh mentions an incident, a turning point in his life, which changed everything. He said during a dinner in the United States, a professor looked at me 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.

