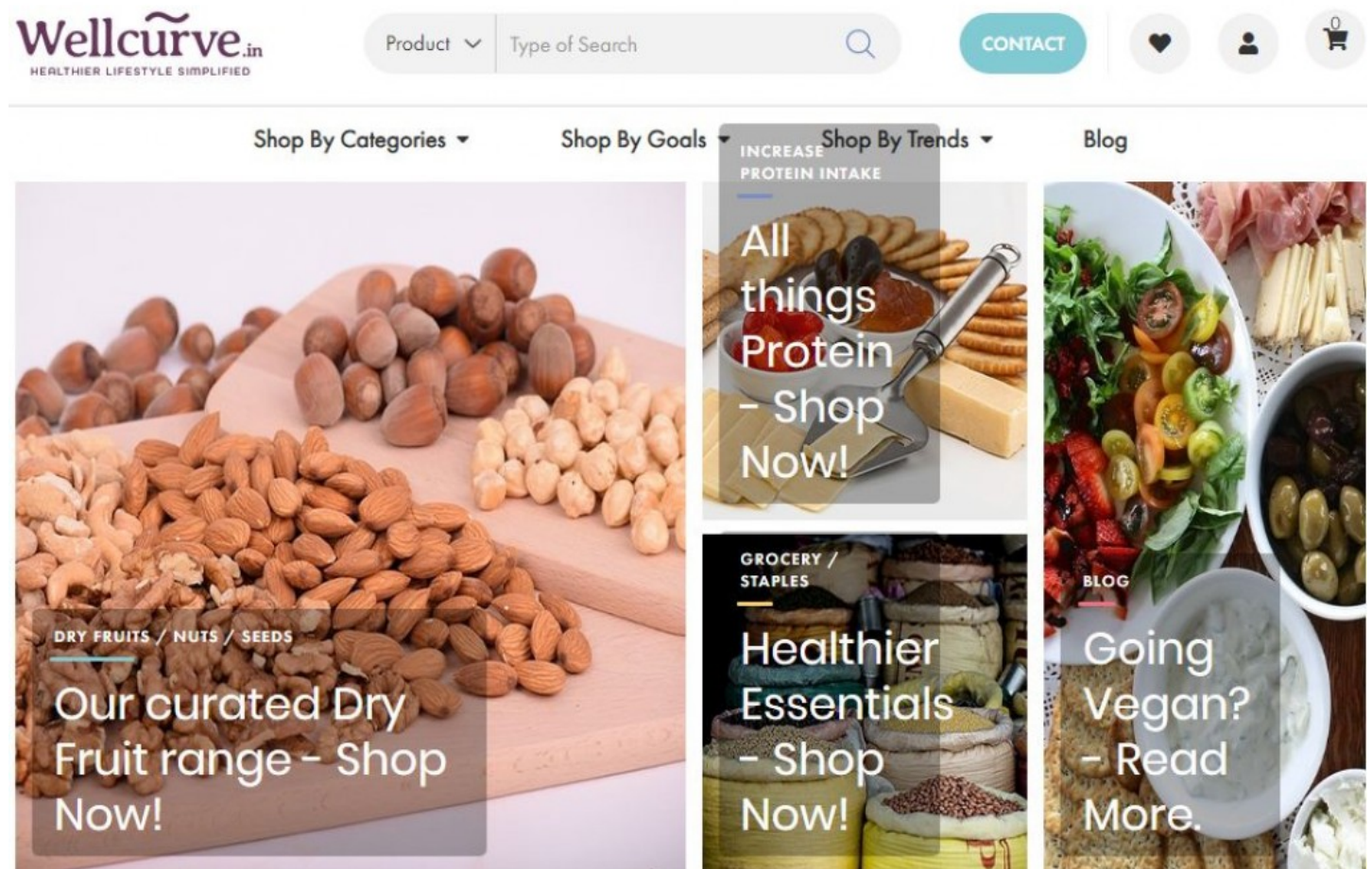


## Wellcurve.in, India's First Integrated Platform for Healthier Nutritional Choices and Information



**New Delhi, Sep 28, 2019 ([Issuewire.com](http://Issuewire.com))** - To meet the fast-growing need for high quality, healthier food and nutrition items, Wellcurve.in, India's first integrated platform of leading brands, products and information have unveiled its online showroom, offering nutrition alternatives for a simplified healthier lifestyle.

Wellcurve's tagline 'Healthier Lifestyle Simplified' encapsulates its two-fold mission. For the consumer, it brings together both relevant insights for your nutritional needs and selected products from a curated set of brands. For the brands, it offers an opportunity to connect with the right audience and reach out to the consumer looking for healthier choices.

Wellcurve.in is the brainchild of Nikhil Mehra, who has had an excellent journey across the Banking and Fashion Retail space, building hugely successful key account relationships.

Speaking about how Wellcurve.in will meet the expectations of the health-conscious, cognizant consumer, Nikhil Mehra, founder and CEO, Wellcurve said, "The old adage that health is wealth, is gaining momentum again. All of us want to make healthier lifestyle choices as nothing can be achieved with a body that does not perform to the best of its ability. There is no greater luxury than 'luxury within' hence investing in it is the most crucial choice one can make in life. Keeping this philosophy in mind, we

started this online platform, which is a curation of the best brands in the nutrition space. A one-stop solution for our clients.”

The journey of [Wellcurve.in](https://www.wellcurve.in) has begun with 17 brands including Mom's Love, Poshtick, Mojobar, Yogabar amongst others, and will soon expand to over 60 brands in the next few weeks. Over 250 carefully curated products are spread across some of the popular categories, which include Breakfast, Snacks, and essential Staples.

Moreover, to make it simple and easy for consumers to search for products, Wellcurve products are categorized as per health goals such as Weight Loss, Improve Digestion, Increase Protein Intake, Boost Immunity/Energy and more. Another interesting category classification is as per trends with Vegan, Keto, Organic, and Gluten-free, which makes it very easy for the visitor to search for products as per diet preferences. The platform has a regularly updated, informative blog that provides useful nutrition-related information. Tips for a healthier living are offered under “Did You Know” snippets, interspersing the product showcase that makes it very interesting for the user to browse Wellcurve.

The platform will continue to add to its list of curated offerings. Wellcurve.in has already received keen interest from some High Networth family offices.

### **About Nikhil Mehra**

A Chartered Accountant by education, a member of the Young Presidents Organisation (YPO) and also currently enrolled as part of the Owner/President Management (OPM) program at Harvard Business School, Nikhil Mehra is ready to take on the health space. With significant insights into the behavior of the Indian consumer, Nikhil taps in with his new venture, [Wellcurve.in](https://www.wellcurve.in).

Nikhil Mehra's journey across Banking and Fashion Retail speak a similar story. He builds hugely successful key account relationships, grows these into win-win partnerships, and runs seamless operations teams to deliver the promise. Thinking strategic and new business at all times is at the core.

Genesis under his captaincy was built into India's largest brand partner for Luxury Fashion & Apparel brands, becoming the partner of choice for the world's top brands, from Burberry, Armani, to Hugo Boss, Jimmy Choo amongst others.

### **About Wellcurve.in**

Wellcurve.in, India's first integrated platform of leading brands, products, and information. The platform aims at supporting nutrition with information, to tell you things as they are so you can make an informed choice. Wellcurve offers a large range of handpicked, curated products, vetted for their benefits, and shipped to your home. The platform takes pride in being responsible for the highest product quality.



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See on IssueWire : <https://www.issuewire.com/wellcurvein-indias-first-integrated-platform-for-healthier-nutritional-choices-and-information-1645910027623036>