



Dabba with a difference

Rushing to your work place vs cooking a nutritious lunch...it is always the former that ends up winning the game. CalorieSmart, a healthy tiffin service, is here to change the game

Ground Reporting

Tanvi Goyal, AIS Gur 46, XI E

Gurgaon, the corporate abode for millions, inhabits perhaps the busiest of people in the National Capital Region, people who gorge on work related documents for breakfast, lunch and dinner. From time to time, bored with their 'staple diet', they tend to find solace in KFCs and the Pizza Huts. Taste and availability have for long taken precedence over health and nutrition, adding up to the problems of a corporate lifestyle. It is in this moment of crisis, that CalorieSmart steps in, a one stop solution to all their dietary and health concerns!

Problem 1: Early morning meetings + Rush = No time to cook afternoon meals!
CalorieSmart solution: Multitasking is failing people miserably in taking care of their diets. Getting lunch from the nearest food joint seems to be the easiest way out. CalorieSmart, an initiative of four nutrition conscious people, addresses this concern with its calorie-planned tiffin service. The brainchild of Priyanka Verma, a member and nutritionist; it addresses the diet concerns of those in the corporate world.

Problem 2: We eat, but we don't count
CalorieSmart solution: Eating at the



Tanvi with Ashima Manek, director, CalorieSmart

desk might make it hard to keep track of the calories one consumes. But CalorieSmart, that delivers calorie-counted meals, makes it simpler. About what goes into the dabba, Ashima Manek, director, Food Planning says, "Our Nutriguide Program advises people on what meal option to select. We have Indian (700 calories), multi-cuisine (500 calories) and Gourmet (300 calo-

ries) boxes to choose from. They cost at par with market rates depending on the vegetarian or non-vegetarian options." Ashima puts forward the basic philosophy, "Every calorie counts but more than that, the nutrition in every calorie does."

Problem 3: Healthy = Boring!
CalorieSmart solution: Broccoli and Almond soup, flax and sunflower salad,



whole grain kulcha, mishti doi for the sweet buds, CalorieSmart is all set to change the perception that healthy eating is boring. With high quality of ingredients and fresh dishes, they stand out. A revolutionary shift from the regular, oily and spicy tiffins, they offer food that rely on age-old herb seasonings as taste-enhancers. Offering the best of the healthiest from Chinese, Greek, Mediterranean, Kashmiri, Lebanese and many more cuisines, the service entails the delivery of around 700 tiffins daily to 200 odd companies in areas like Cybercity and Udyog Vihar.

Problem 4: Goodbye workout = Hello extra weight!

CalorieSmart solution: "We cater to the 30-plus age group since they are more conscious of what they eat. With their professional and personal engagements hardly leaving time to exercise, a good diet is their only saviour. The younger lot, with good metabolism and workout regimes, are still able to manage," says Ashima. The future might see



Happy healthy

"Have started feeling better about myself by fitting this healthy diet into my crazy busy life!" -Natasha Sharma

"They offer flexibility of cancelling or ordering extra trays which helps in last minute travel plans." - Suman Nandy



them operating in the NCR region, Bangalore and Mumbai. Meanwhile, CalorieSmart is living the words "You are what you EAT - so DON'T be fast, easy or fake!"

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Strokes of perfection Paint it red!

