



Karishma Kapoor launches Healthy Alternatives, Health food section at Godrej Nature's Basket

~Karishma Kapoor's fitness mantra: You are what you eat~

Mumbai, Jan 22nd 2013: Godrej Nature's basket, India's most preferred destination for gourmet food launched their health section, 'Healthy Alternatives', today at their new plush flagship store at Bandra. Truly a heaven for health foodies, Healthy Alternatives was launched by the elegant and fitness conscious Karishma Kapoor at the recently opened 8,000 sq ft store in Bandra, Mumbai. The event witnessed Godrej Nature's Basket consumers interacting with Karishma on her fitness regime, diet mantra and the need to practice healthy living with the young ones as well. Karishma also cited experiences from her life as an actress and a mother

As part of the launch, consumers were also seen interacting with renowned nutritionist, Dr. Anjali Mukerjee. The health foodies were seen engaged in some interesting conversations on 'The Perfect Body Diet' and the ideal health foods for various body types that could be picked up from the store. Believed to be the destination that offers the widest range of health foods in India, all Godrej Nature's Basket stores carry Healthy Alternatives collection that offer consumers, products ranging from weight management, Heart Healthy, Diabetic Friendly, Problem Solutions to Protective Foods. From sugar free jams, chocolates, amla candies, ragi chips, seed mixes to slimming soups, a Healthy Alternatives patron can indulge in an exhaustive collection of health foods.

As part of this launch Godrej Nature's Basket has also partnered with other wellness brands that help patrons enjoy this healthy journey. The wellness brands on board are Four Fountains, Mickey Mehta's 360 degree gym, Crossword, Health Total and Lakme Salon

The closed door event was attended by some well known food personalities such as **Snigdha Manchanda (Tea Sommelier)** and **Chef Thomas Zacharias (Sr. Sous Chef Olive Bar and Kitchen)** amongst others.

Speaking about the launch of this section at Godrej Nature's Basket Karishma Kapoor added *“Being healthy is an aspect of life that almost everyone has realized requires most importance. With the availability of a wide range of health foods now at Godrej Nature's Basket it becomes much easier for us to keep ourselves fit and practice the same with our kids as well. I am sure to drop in here more often now”*

Mr. Mohit Khattar, MD of Godrej Nature's Basket said *“The launch of this section is part of our continuous focus on Innovation for the brand. Our ‘Healthy Alternatives’ section is a comprehensive way to ensure that our customers are healthier and happier”*

‘You are what you eat’ was the theme of the session where Dr. Anjali Mukherjee shared some insights and secret health foods that could be mixed and matched to prevent any sinful binging. While the conversations between Karishma, Dr. Anjali Mukherjee and the audience was on, the staff of Godrej Nature's Basket passed around some of their own health recipes that were cooked such as **Spearmint tea, Minted Watermelon and lime Aqua Fresca and Very Berry Blast** amongst the crowd .The session concluded with Karishma Kapoor taking the pledge to be healthy and encouraging others to do the same.