

CORPORATE WELLNESS

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HEALTHCARE



BALCAL NUTREFY

A HOLISTIC
CORPORATE
WELLNESS
PROVIDER

SHASHANK PADHYE,
FOUNDER & CEO

JULY 06, 2020



COVER
FEATURE



SHASHANK PADHYE,
FOUNDER & CEO

siliconindia 10 MOST PROMISING
**CORPORATE
WELLNESS**
SERVICES PROVIDERS - 2020

BALCAL NUTREFY

A HOLISTIC CORPORATE WELLNESS PROVIDER

By Manoswita Naha

Indians are falling prey to lifestyle-related ailments faster than ever before. The sticky-habit of consuming junk food in the name of 'stress-eating' is adding to the growing waistline. The affluent sections of the society are at an even higher risk due to the sedentary lifestyle, inadequate exercise, higher stress levels and ever-increasing share of packaged food in their diet. Dt. Pradnya Padhye (Founder & Chief Nutritionist, Balcal Nutrefy) in her 16 years of professional experience of helping people 'stay healthy the right way', observed a significant trend-shift towards personalized care in the wellness industry. She believes there is no one diet plan which applies to all. With Balcal Nutrefy, she started providing smart wellness plans for healthy living in the most effortless way.



BALCAL NUTREFY IS ALWAYS A STEP AHEAD, AS ITS SERVICES COME WITH A SELF-ASSESSMENT WEB APPLICATION 'WELLNOMETER HEALTH SCORE' - A SIMPLE YET EFFECTIVE TOOL THAT GENERATES A PERSONALIZED REPORT IN IDENTIFYING THE HEALTH RISK



DT. PRADNYA PADHYE,
FOUNDER & CHIEF NUTRITIONIST

Pradnya adds, “Our focus is to offer personalized, tailor-made & holistic programs covering all aspects of wellness to our clients”. Considering individual preferences over food habits, lifestyle and health goals, Balcal Nutrefy offers an array of wellness programs focussed around areas of Weight Management, Lifestyle Diseases, Women Health, Kids’ Nutrition & Sports Nutrition. These are delivered through seminars, health score assessments & personalized diet counseling sessions. Amongst all, its Corporate Wellness Programs with a 360-degree approach focusing on achieving the health goals of its clients, are a class-apart. Their team of wellness consultants not only includes nutritionists, but is also backed by a team of experts including fitness trainers, yoga instructors & doctors to help manage various aspects of physical activity & stress.

Customized Corporate Wellness Plans


Shashank Padhye, Founder & CEO, Balcal Nutrefy states, “We believe that corporate schedules differ from one to the other, and a work culture survey is a primary step in offering a customized wellness program. Hence a curation of age, gender, lifestyle & medical history of the employees

is captured and the programs are aligned accordingly while keeping in mind the client’s requirements.” Balcal Nutrefy’s ‘Invest Program’ is about rebooting the lifestyle habits by simplifying nutrition, healthy snacking, fitness and more; ‘Rebuild Program’ is a 30-90 days program involving seminars & personalized counseling sessions to manage lifestyle disorders; and ‘CXO Health’ is a specially designed personalized-wellness program for the leadership team of the organization.

Instilling healthy habits & achieving good health is incomplete without adequate workout. Hence, the trainers conduct ‘On-Campus Fitness Regime’ for building strength, endurance & agility with various workout formats like Pilates, Power Yoga, Circuit Training & HIIT along with providing Marathon Training support. Visits by physiotherapists to discuss ergonomics, posture and injury management are also arranged. Balcal Nutrefy also undertakes ‘Cafeteria Audit & Meal Planning’ comprising of nutritional analysis & audits, service staff education about nutrition, recipe modification and comparative charting of the item’s food value.



BALCAL NUTREFY’S ‘INVEST PROGRAM’ IS ABOUT REBOOTING THE LIFESTYLE HABITS BY SIMPLIFYING NUTRITION, HEALTHY SNACKING, FITNESS

Shashank adds, “The focus for the near future is to be a technology-led company and to curate data-driven offerings, which will allow better customization, thereby enabling organizations to connect with their employees more proactively”. Balcal Nutrefy is always a step ahead, as its services come with a self-assessment web application ‘WellnoMeter Health Score’ – a simple yet effective tool that generates a personalized report in identifying the health risk. Likewise, due to its unremitting efforts in healthifying the employees, the team has been able to generate a trusted client base. The revenue has doubled this fiscal year and Corporate Wellness Programs have been a strong growth driver in the same. 

CORPORATE WELLNESS



10 MOST PROMISING CORPORATE WELLNESS SERVICES PROVIDERS – 2020

The long stretching work for home schedule, the unwanted work pressure, the communication gap between employees creating wired passage of message, and all of these impacting the employees’ mental health. This is the new normal, and it’s true that companies and employees have to deal with it for long. While in these stressed times, corporate wellness services will play an eminent role in neutralizing the mental and physical health issues, their way of communicating with client and delivering customized services will change drastically.

Hence it is important for corporate wellness providers to tune in their business function according to the need of the hour to offer the best of services in the most appropriate mode. While providing retreat at exotic locations will be a thing of past for some more time now, finding and improvising themselves

to offer uninterrupted services will decide who becomes the name to reckon with in the industry and will emerge as the trusted partner of their clients.

Shedding light on such players who are helping their clients emerge winner by helping their employees live a sound mental and physical wellbeing is our current edition of siliconindia Magazine’s ‘10 Most Promising Corporate Wellness Services Providers – 2020’. This paints a descriptive customized, technology-driven and holistic services providers who are enabling their clients with best of services. siliconindia Editorial Board along with a panel of experts comprising of industry leaders, have shortlisted these foremost names from the industry. The issue highlights the best and appropriate services providers and has put forth the insights that best assist our readers.



Company:

Balcal Nutrefy

Key Person:

Pradnya Padhye,
Founder & Chief
Nutritionist,
Shashank Padhye,
Founder & CEO

Description:

Entailing personalized, tailor-made & holistic corporate wellness programs with a 360-degree approach in achieving the health goals of the clients

Website:

balcalnutrefy.com