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Nutri-foods brand Truweight Wellness is now 'Possible'

Truweight Wellness, a nutrition-based healthcare company in Bengaluru, has rebranded itself as 'Possible'. With this transition, it aims to help 1 million more people in fighting lifestyle diseases. The brand will start servicing Pan-India in 2021.

By **BioSpectrum Bureau** | January 12, 2021



nutri-foods-brand-truweight-wellness-is-now-possible

WordPress post #11788

With the change in name, the company also plans to start retailing its wide basket of healthy food products through its own website and through other marketplaces

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Speaking on the development, Megha More, Co-founder and COO, Possible, said, "Our mission is to help individuals live a disease-free life by using food as medicine. Therefore, we bring specially picked superfoods from around the world. The premium-quality ingredients such as spirulina, moringa, quinoa, and garcinia used in our products boost a healthy diet. We believe in providing the right nutrition by changing an individual’s food habits without compromising on the taste. With Possible, we’ll continue to do so and add more superfoods to our basket of offerings in years to come."

“We want to create India’s leading brand in the nutrition space. There are many companies in the unhealthy food space, but not a single big one in the healthy food space. We see that as a big opportunity. We believe food is the best medicine and we want to convert every kitchen into a pharmacy,” said Vishnu Saraf, Co-founder and CEO, Possible.

Founded in 2015, Truweight, now Possible, has a proven track record in changing the lives of many through diet-based weight loss programs to deal with lifestyle-related disorders. Their tailor-made programs have so far enabled approximately 40,000+ people in losing weight, managing diseases and starting a healthier life.

With the change in name, the company also plans to start retailing its wide basket of healthy food products through its own website and through other marketplaces.

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