

Press Release

“‘Eat Right’ Is The New Medicine” Is The New Health Mantra Of SastaSundar YANA Diet Clinic

- **The Unique Online Clinic Has A User Base Of 25,000**
- **The Soft Launch Took Place A Year Before**

Kolkata, 26th February, 2020: SastaSundar YANA Diet Clinic, an online diet clinic powered by SastaSundar.com, the digital healthcare platform, and which was soft launched a year ago, celebrated their first anniversary with a discussion on their new Health Mantra “‘Eat Right’ Is The New Medicine”. Former National Footballer, **Mr Alvito D’ Cunha**, was the Chief Guest at this event chaired by SastaSundar’s President of Health Foods, **Dr Amitava Sarkar**. Senior dieticians of SastaSundar YANA Diet Clinic, **Ms Eshani Bhaumik Barui and Ms Shampa Banerjee** were also present for the occasion.

Having progressed with a soft launch, SastaSundar YANA Diet Clinic has completed the first year of its operation in February, 2020 with the clinic already providing diet consultation to **25,000** users.

“Owing to today’s sedentary lifestyle, chronic lifestyle diseases have become a part and parcel of most households. On the other hand, a substantial portion of the Indian population also suffer from lack of adequate nutrition. Right counselling towards right nutrition is a holistic approach to tackle these problems. We at SastaSundar.com thus introduced YANA Diet Clinic. We plan to aggressively promote SastaSundar YANA Diet Clinic to reach out to a larger audience”, said **Dr Amitava Sarkar, President - Health Foods, SastaSundar.com**.

This unique online diet clinic has its expert dieticians designing holistic diet plans to help one lose weight and reduce medicine intake. Users can avail personalised 7-day meal plans from YANA for free and they can also opt for one-to-one personalised diet consultation sessions with their preferred YANA dietician over video calls scheduled as per their own convenience.

“A person can get Fit & Healthy Life with minimal medicine intake. Weight loss can take place effectively without starving. All one needs is a balanced nutrition specific to his/her body requirement. The right diet helps to reverse the course of being overweight and numerous other lifestyle diseases. YANA Diet helps you to achieve this balanced nutrition. Barring the three unhealthy habits, namely, Eating Unhealthy Food, Eating at Unhealthy Time and Eating in an Unhealthy Manner, YANA Diet advocates healthy eating in moderate portion sizes at regular intervals”, said **Ms Eshani Bhaumik Barui and Ms Shampa Banerjee, Senior Dieticians, SastaSundar YANA Diet Clinic**.

An age-old Ayurvedic proverb aptly captures YANA’s essence, ‘When diet is wrong, medicine is of no use; when diet is correct, medicine is of no need’. YANA’s senior dieticians are currently working on the Indian adaptation of low carb diet.

The foundation of YANA Diet is constituted by 5 basic principles. These are:

Go Natural, Local, Seasonal and Fresh - The fruits & vegetables you eat must be as fresh as it gets. Avoid non-seasonal and artificially made produce which are laden with unwanted preservatives and hence, have low nutrition value.

Eat in moderate portion sizes - Being conscious of your portion size helps you to control overeating. As a result, you stop extra food from entering your body.

Give interval of 2 hours between 2 meals - Maintaining an interval of at least 2 hours between 2 consecutive meals speeds up your body’s metabolism.

Take early dinner at least 2 hours before sleep - Having an early dinner at least 2 hours before bedtime ensures that your body effectively digests the dinner.

Fall in love with your food - Form conscious yet simple habits and incorporate them in your lifestyle. Avoid using electronic gadgets while eating; focus on your food instead. For the fear of overeating, do not starve yourself. Do not inhibit yourself from eating different food items because of myths that they may make you fat. Most importantly, savour your food while you eat: feel its texture, chew properly, let your senses be invigorated by the spices and flavours.

Couple of users who have benefitted from the services of SastaSundar YANA Diet Clinic were present to share their YANA Diet experience.

About SastaSundar YANA Diet Clinic

YANA Diet Clinic is a unique online diet clinic, powered by SastaSundar.com, that designs holistic diet plans to lose weight and reduce medicine intake. The YANA diet is not about eating less but all about eating right. Founded on saying YES (Ya) to eating natural, local, seasonal and fresh, YANA Diet puts no restrictions on your choice of food EXCEPT for just 3 unhealthy eating habits (Na): Eating Unhealthy Food, Eating at Unhealthy Time and Eating in an Unhealthy Manner. Beyond this, you are absolutely free to enjoy your food!

About SastaSundar.com

SastaSundar.com is a digital platform of healthcare supported by a network of physical counselling and service centres called "Healthbuddies". The service verticals of SastaSundar.com are Pharmacy, Diagnostics and Wellness. The name 'SastaSundar' is derived from a popular Indian phrase in terms of consumer experience of Savings and Quality.

The organisation exists to use knowledge and digital connectivity to reduce cost and add convenience in making available high quality medicines, healthcare products and services to make life simple and happy.

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