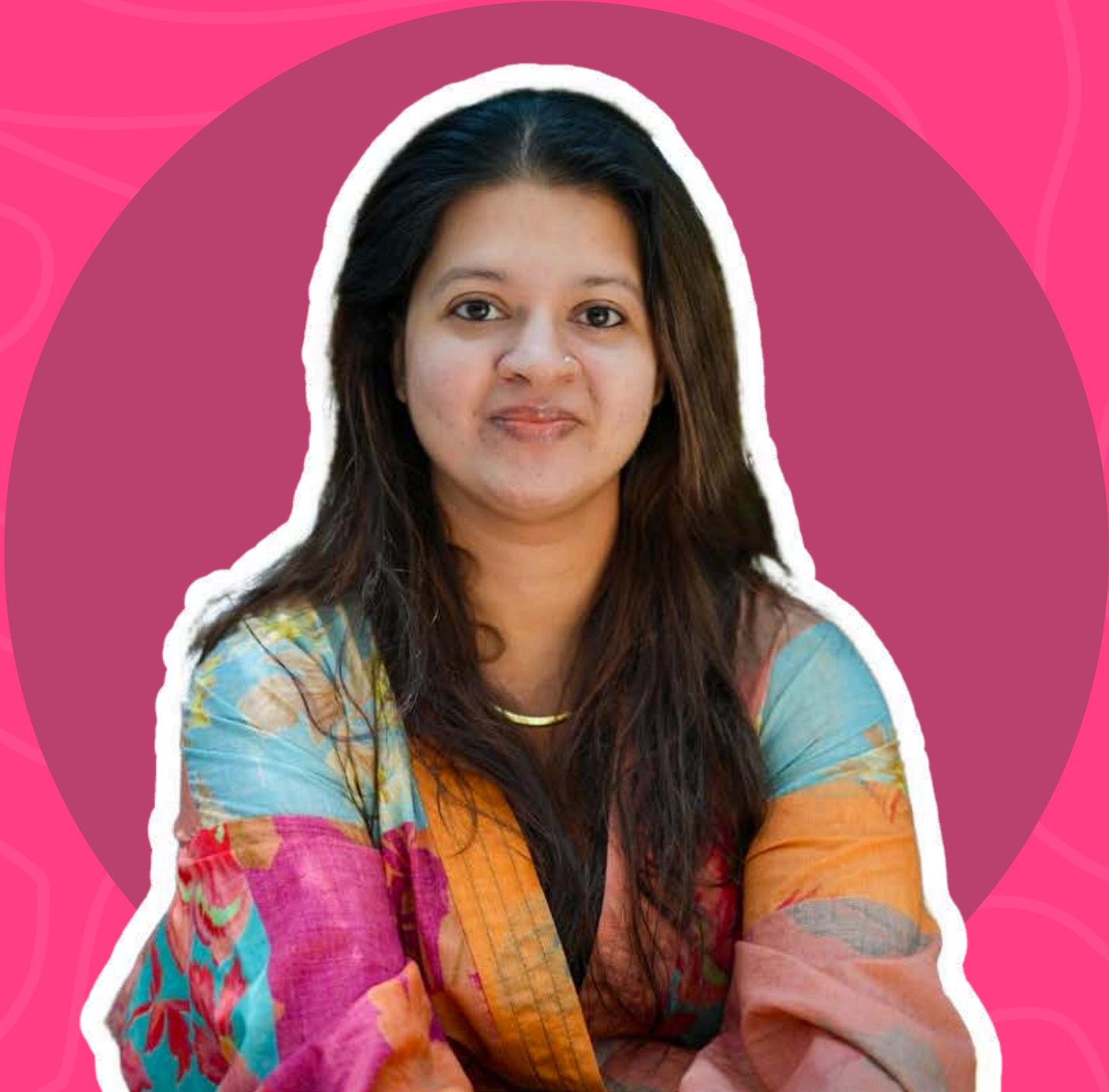


# No Ceiling Stories



**Suhasini Sampath**  
Co-founder, Yoga Bar



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**Suhasini Sampath**  
built a ₹ 100 crore  
health food brand.



- ✘ No marketing knowledge
- ✘ No celebrity endorsement
- ✘ No entrepreneurial background
- ✘ No food expertise



## **2012: The eureka moment!**

During a yoga session, Anindita (Sahasini's sister) wondered:

**why not create healthier protein bars?**

Let's call them  
Yoga Bar!





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**2014: Suhasini and Anindita began to lay the groundwork.** They had minimal uptake.

- ✘ No customer awareness
- ✘ No health food category
- ✘ Skeptical Investors
- ✘ No category leaders





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Their research helped them identify a **major need in the market!**



- ✘ 40% of Indians skipped breakfast
- ✘ Busy urbanites found it hard to include all 9 essential food groups like cereals, pulses, veggies, and dairy in their diet
- ✘ An average Indian snack contains 300-600 calories per serving
- ✘ Over 50% of Indian snacks are deep-fried, adding excess calories



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**2015: Yoga Bar was launched.** Initial funding came from Aarti (Sahasini's other sister).





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**Yoga Bar: an all-natural product**, made from ingredients like dates, oats, and almonds. No added preservatives or artificial sweeteners.

The idea was to feed Indians 20 gms of protein through a multigrain energy bar.





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**Rooted in strong business values of authenticity & affordability, Yoga Bar grew fast, reaching 5,000 stores and yoga studios in Bengaluru.**





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By 2018, investors saw the growth and **backed Yoga Bar with ₹70 Cr.**

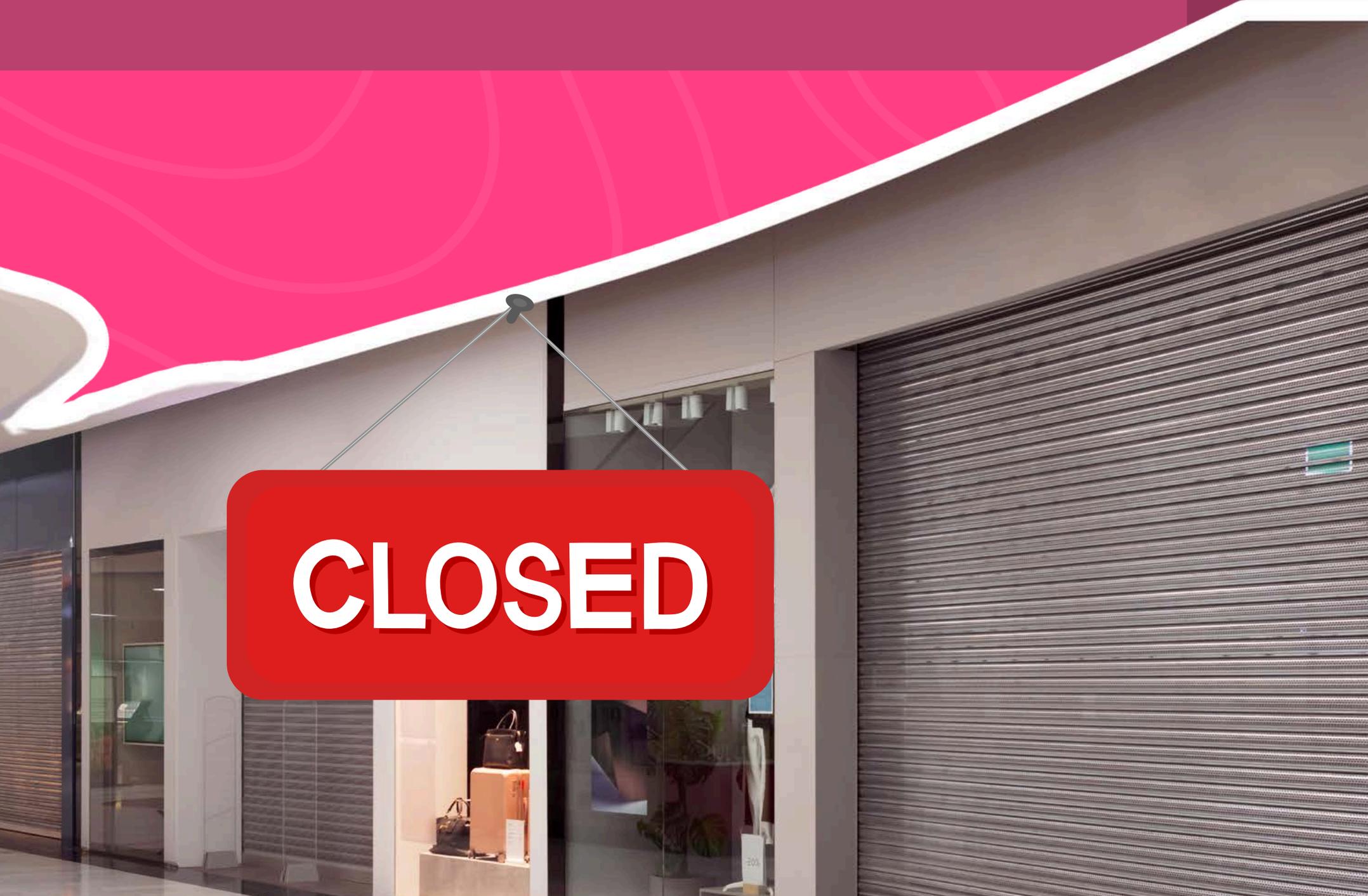


By 2019-2020, Yoga Bar's revenue soared to ₹32 crore.



## In 2020, the dreaded COVID-19 hit.

- ✘ 90% offline sales tanked
- ✘ Markets closed
- ✘ Suhasini was left befuddled



**CLOSED**



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**Suhasini quickly pivoted to e-commerce,**  
pushing online sales to  
50% of revenue.

Revenue soared to ₹68 Cr in  
FY 2021-22, and by next year,  
Yoga Bar crossed ₹100 Cr.





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# Steady growth, relentless persistence.

That strategic vision led to a ₹175 crore acquisition deal, with ITC Limited acquiring a significant stake in her company.





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**Today, Suhasini and team are expanding their operations across Asian markets, with new products in new categories bringing together taste and health.**

The goal remains: “Making healthy snacking accessible!”

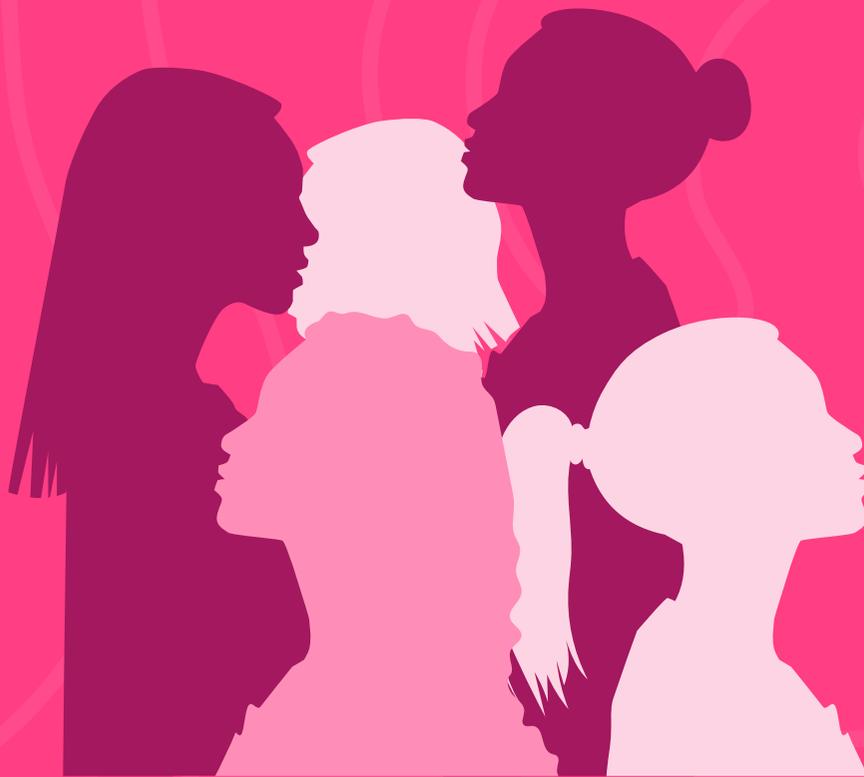




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# No Ceiling Stories

Celebrating women who break barriers and redefine possibilities.



Because when she can do it,  
so can you.

