



Mr Vijay Uttarwar

President & Chief Executive Officer

Naturell India Pvt Ltd

Vijay Uttarwar is a serial entrepreneur. His business experience ranges from software to consumer products.

He is the Founder & CEO of Naturell India Pvt Ltd, a company that provides the finest nature-based products that help consumers adopt a healthier lifestyle. Naturell has created and nurtured the nutrition & protein bars category in India, and Max Protein Bars, Max Protein Chips & RiteBite Nutrition Bars are its leading brands.

At Naturell, he has inculcated a simple philosophy: to continue to be the market leaders in the nutrition bar market in India. Naturell has positioned itself as the protein company of India, and is also working towards promoting & enhancing healthy living by launching a range of innovative protein-based products under multiple categories.

Vijay holds an M.Sc. in Agronomy from PKV Nagpur and MS in Computer Science from Florida Institute of Technology, USA. He is a Sloan Fellow, and a member of the Asia Regional Advisory Board of London Business School. Vijay is also actively involved in social activities that help improve the economies of small towns in India. He is a Charter Member of TiE & regularly mentors new entrepreneurs, helping budding businessmen build their companies.