

BIO PROFILE

About Purnota Dutta Bahl

TRUSTEE, CEO & FOUNDER, CUDDLES FOUNDATION

Almost a decade ago, a chance visit to Tata Memorial Hospital in Mumbai introduced Purnota to the plight of children fighting cancer in India and their lack of access to nutrition for treatment. Although food is at the centre of every Indian family - in sickness and health, the thought that children couldn't fight disease because they didn't have the right nutrition didn't sit right with her. Optimistic and driven, Purnota left her growing corporate career to focus on finding a solution to this problem. Self-study and several discussions with senior paediatric oncologists helped her create a blueprint for today's Cuddles Foundation. Her perseverance and passion encouraged more people to join her on this mission to give every child fighting cancer in India a chance at a cure.

Purnota graduated from ISB, Hyderabad, and spent close to 13 years in corporate India, building brands for Hindustan Times and Shaadi.com before embarking on Cuddles Foundation.