

# PROFILE

## Geetha Saleesh

### Geetha and Geetha's Home to Home's Journey

Geetha Saleesh's journey is one of courage, resilience, and an unyielding drive to make a difference. Growing up in a small village in Kerala, Geetha faced the life-altering challenge of losing her eyesight completely by the age of 15 due to retinitis pigmentosa. But she didn't let blindness define her. Driven by a passion for wellness and purity, Geetha transformed her challenges into opportunities.

Starting with an organic restaurant, Geetha's first business faced setbacks and had to close. Determined to find her way, she sought employment, facing rejections due to her visual impairment. Instead of giving up, she chose to create her own path, launching Geetha's Home to Home, a brand dedicated to organic, turmeric-based wellness products.

Her flagship product, Curcumeal, along with First Drink and pure turmeric powder, reflects her commitment to health and authenticity. Curcumeal is also recognized as an off-campus incubation project of the Indian Institute of Spices Research (IISR), emphasizing the quality and scientific backing behind her products. Geetha's products are not just about health; they represent empowerment and community support. She partners with over 300 farmers in the Western Ghats, offering a guaranteed return policy to protect their income and ensure sustainable livelihoods.

Today, Geetha's Home to Home products are sold across India through online platforms, her website, and retail outlets. Curcumeal Coffee has even become a growing trend in coffee shops, bringing her products into popular culture. From a small village dream to a national wellness brand, Geetha's journey embodies the power of purpose, resilience, and social impact. She stands as a beacon of hope and inspiration, showing that with determination and vision, even the greatest obstacles can be transformed into opportunities to make a lasting impact.