

## Dishit Nathwani: From Legacy Oils to Ayurvedic Skincare — A Modern Entrepreneur’s Journey

Published on 02 Dec 2025 | By IFI Correspondent



Dishit Nathwani hails from an entrepreneurial lineage. The family business — Gulab Oils — established in 1966, has been a trusted name in edible oils across India.

After joining the company in 2014, Dishit witnessed how quickly the business scaled. But he felt a strong urge not just to sustain a legacy — but to transform it. Guided by that ambition, he expanded beyond traditional edible oils, diversifying into cold-pressed oils, organic foods and wellness-oriented products.

This modernising push turned Gulab Oils from a single-focus edible-oil provider into a broader lifestyle and wellness group. Under his leadership, the company expanded its portfolio to include healthier cooking oils, organic staples, and wellness-driven brands — reflecting shifting consumer preferences for purity, health and conscious living.

### **Launching Gulori: Bridging Tradition and Luxury Skincare**

Dishit Nathwani didn’t stop at edible oils. Recognizing a gap in the Indian luxury-skincare market — especially brands rooted in heritage and authenticity — he founded Gulori. The brand seeks to marry ancient Indian beauty rituals with modern sensibilities and sustainability.

Gulori’s unique proposition isn’t just cosmetics — it aims to revive traditional Ayurvedic / Indian rituals through conscious self-care. The products draw on natural, potent formulations and aim for holistic wellness: skin, hair, and overall self-care.

Dishit often says that Gulori isn’t just a brand, but a “movement” — one that reintroduces Indian heritage, clean-living ethos, and intentional self-care to a global audience.

### **Diversification & Strategic Growth — The House of Gulab**

Under Dishit’s leadership, the wider group (often referred to as “House of Gulab”) has expanded beyond edible oils into a multi-category FMCG and lifestyle portfolio. This includes:

- Cold-pressed and healthy cooking oils
- Organic food staples and wellness products
- Natural skincare and self-care through Gulori

The diversification reflects changing consumer habits — people increasingly prefer healthier, cleaner, more transparent options for food and lifestyle. Dishit’s vision aligns with that shift by offering products that emphasize purity,

sustainability, and heritage.

**For more style updates & exclusive fashion stories follow [indiafashionicon.com](https://indiafashionicon.com)**

---

DISCLAIMER: THE VIEWS/CONTENTS EXPRESSED/PRESENTED HEREIN, WITHIN THIS ADVERTORIAL AND PROMOTIONAL FEATURE ARE THE SOLE AND EXCLUSIVE RESPONSIBILITY OF INDIVIDUAL CLIENTS/EXPERT/THEIR AUTHORISED REPRESENTATIVE/PUBLISHER, TO WHICH EFFECT, PUBLICATION HOUSE/ITS REPRESENTATIVES/AFFILIATES ARE NOT RESPONSIBLE/LIABLE WHATSOEVER.