



## Biography

### **Tapasya Bali, Co-Founder, YOGASMOGA**

Ms. Tapasya Bali is the Co-Founder and Chief Operating Officer of YOGASMOGA. YOGASMOGA is a designer, manufacturer and retailer of Yoga inspired athletic apparel and accessories and is proudly Made in the USA. Tapasya is significantly influenced by her upbringing in the Himalayas and the culture of yoga. In addition to running YOGASMOGA's operations, Tapasya is instrumental in forming the NAMASKĀR Foundation as a core pillar of YOGASMOGA. Prior to founding YOGASMOGA, Tapasya was a senior Director in the Risk Financing Department of Prime Brokerage at Credit Suisse, playing a key role in building out the business. Ms. Bali holds an MBA from New York University and a Masters Degree in Information Systems from Baruch College.

# YOGASMOGA

### **About YOGASMOGA**

YOGASMOGA is a designer, manufacturer and retailer of Yoga-inspired athletic apparel. YOGASMOGA was founded with a mantra of innovation and a core of authenticity. From innovative fabric technologies to non-retouched photography, YOGASMOGA prides itself on a responsibility-based reputation that inspires deep, direct and lasting connections with its consumers. The company's founders, Rishi and Tapasya Bali have an authentic connection to the spiritual practice of yoga. Both siblings were born in India in the foothills of the Himalayas and spent their formative years in the region considered to be the birthplace of yoga. Headquartered in New York City, YOGASMOGA products are manufactured in the USA and are available at [www.YOGASMOGA.com](http://www.YOGASMOGA.com).



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