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Vivant launches â??Nyraâ?? app on World Menstrual Hygiene Day

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Empowers women in Asia and the Middle East to manage their feminine health



Vivant, the digital health technology start-up has announced the launch of ‘Nyra’, a simple mobile application that can be used by women to track their period, fertility, ovulation, mood, lifestyle and physical activity. Based on the health information collected, the app provides women with personalized feminine health, hygiene and fertility advice to help manage their wellbeing.

Uniquely, in addition to English, the app is also available in vernacular language starting with Hindi, helping to empower women in traditionally underserved communities in Asia and the Middle East to take care of their feminine health. Nyra is now available for download on Apple and Google app stores.

Adrit Raha, Chief Executive Officer, Vivant, said, “We are seeing a major opportunity to tap into the potential of digital platforms to transform women’s health in Asia and the Middle East. In India, for example, it is estimated that around 23 million girls have dropped out of school due to menstruation and a lack of awareness of women’s health issues. Nyra aims to help address this by giving women everywhere access to feminine health information and advice, and control over their feminine health journey. We have initially launched the app to include Hindi, but are actively looking to make the app available in other vernacular languages.”

The launch of Nyra coincides with World Menstrual Hygiene Day 2019. Nyra is the first product to be launched by Vivant under its Nyra women’s health brand. Further products are expected covering a range of women’s health and wellness issues including pregnancy, post-pregnancy care and re-entering the workplace.

Headquartered in Singapore, Vivant is a data-driven, digital health and wellness company delivering preventative healthcare across Southeast Asia and the Middle East through its leading digital platform and suite of e-health solutions.