

## **ABWPL and Fitternity to make health and fitness a rewarding experience**

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Aditya Birla Wellness Private Limited (ABWPL), a unique digitally enabled wellness and rewards program from Aditya Birla Capital Ltd (ABCL) is pleased to announce its partnership with Fitternity, one of the largest and fastest growing preventive healthcare company in the country.

This partnership will enable ABWPL to strengthen their product offering by providing access to a largest network of gyms and fitness studios across India.

Fitternity uses technology, personalisation & has 10,000+ partner network of fitness centres to enable users to discover & avail fitness services. They have pioneered the 'Pay-Per-Session' offering across the entire partner network which is changing the fitness consumption patterns in India.

Till date, over 1 Crore Indians have used Fitternity to get started in their fitness journey. With over 5 lacs monthly active users they are the de-facto platform for fitness services discovery & booking across the country.

Sensing the need for an upgrade and expanding the network of existing health and fitness ecosystem to 1000+ centres, ABWPL and Fitternity partnership aims to improve the user experience in this category and modernize the way consumers are rewarded for healthy living and staying fit.

Mr Murtuza Arsiwala, Head Wellness - Aditya Birla Wellness Pvt Ltd., said: "The tie-up with Fitternity has helped us expand our reach of fitness centres across the country exponentially. Our customers can access fitness centres anywhere and on the go. This will certainly enhance our customer experience in simpler and quicker manner. With their advanced technological solutions, customers can now avail their cash-back with all our fitness networks seamlessly."

Mr Jayam Vora, Co-Founder of Fitternity India, said: We believe that preventive healthcare is going to take centre stage in the lives of urban Indians over the next 2-3 years. We are geared up to positively impact the ABWPL ecosystem through technology and our network of 10,000 controlled and partnered gyms & studios to enhance health and wellness for millions of Indians in the near future