

## GOQii charts its 2020 roadmap of new products

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### GOQii Launches 'GOQii Smart Stride - Connected Treadmill', 'GOQii Smartwatch', 'GOQii Smart Weighing Scale



GOQii, the smart-tech-enabled preventive healthcare platform, made a slew of announcements during its annual event #ReimagineHealth in Mumbai. Given the state of 'Sickcare' infrastructure in India, GOQii strongly believes that preventive healthcare is the only long-term solution to transform Healthcare. GOQii is working on its vision of 'The Internet of Health' by making preventive healthcare accessible under the GOQii Ecosystem. "LevelUp Your Health" is the mantra GOQii is adapting to help people take ownership of their health and become a better version of themselves.

Vishal Gondal, Founder & CEO of GOQii announced the launch of its product 'GOQii Smart Stride - Connected Treadmill' in India. The first-of-its-kind smart treadmill that immerses the user with GOQii Play - live and on-demand workouts, at the comfort of one's home. Health enthusiasts can indulge in activities such as walking, running and other forms of cardio, under the supervision of live celebrity coaches. With Real Time ClassSync: Coaches can remotely control the speed of all treadmills to ensure that users are getting the same intensity of Workouts during the class.

The GOQii Smart Tread – Connected treadmill base model will be priced from Rs.25,000/- and comes with a 12-month GOQii Coach and Care team subscription.

The company also launched the 'GOQii Smartwatch'. The smartwatches are trendy and will be available in different colours to suit the preferences of the health-conscious customers. GOQii VitalPro version will be powered with ECG Monitor and GOQii RunGPS Pro version will be powered with ECG Monitor and GPS. Pricing of the smartwatches will be starting at Rs.6999/- and will be available by March 2020 and comes with a 3-month GOQii Coach and Care team subscription.

GOQii also announces launch of GOQii Smart Scale which can measure BMI, Body Mineral Content, Muscle Mass, Body Fat, Body Water percentage, BMR, Visceral Fat level and Skeletal Muscle with a 3-month GOQii Subscription. GOQii Balance Smart weighing scales will be available from Jan 2020 with prices starting at Rs. 3999/-

At the event, Vishal Gondal announced a partnership with Bajaj Allianz General Insurance to take Health Insurance to the masses codenamed 'Ayushman India'. GOQii & Bajaj Allianz General Insurance will be offering GOQii users a Universal

Healthcare Cover of Rs 5 lakhs with benefits based on preventive health matrices. The service is expected to launch in the 1st half of 2020.

GOQii, the smart-tech-enabled Preventive Healthcare company and Visa, the global leader in payments technology has also announced a strategic collaboration to develop innovative health and wellness-focused payment solutions for the Indian market. The collaboration is in line with Prime Minister Narendra Modi's vision of Fit India Movement to promote fitness and help Indians get healthy.

GOQii and Visa will work together to design products to make life simpler for its vast consumer base in India. The association will also look at exploring possibilities around digital payments and come up with innovations in contactless payments in India.

GOQii has proudly partnered with PM Modi's Fit India Movement, to encourage India to stay fit and healthy by promoting physical activities and sports in their everyday lives. As a 'Fit India Partner', GOQii will support the Fit India Movement with the objective of fostering a culture of fitness among the citizens across the country. GOQii will work closely with the Ministry of Youth Affairs and Sports to promote fitness by organizing fitness programs and activities involving citizens across the country.

With India Health Quiz lead by Bollywood star, Akshay Kumar, the GOQii brand has reached the masses. To take its offering across a wider segment, GOQii is also investing into offline retail. Over the next 12 months, GOQii's slew of products & services will be available across 10,000 plus stores in partnership with Compuage Infocom Ltd, one of India's leading volume technology products distributor. Currently, GOQii is available across online platforms Amazon, Flipkart and offline via Croma.

As part of its initiative to focus on helping millions of Indians manage their Diabetes, GOQii has also announced the India Diabetes Challenge 2020 to encourage people to adopt healthier lifestyle choices and manage their diabetes with the help of GOQii Digital Therapeutics solutions. Users who successfully reduce their HbA1c during the period of the challenge will be eligible to earn Gold by Paytm. Metropolis Healthcare Ltd. will be the official diagnostics partner for the challenge and Bajaj Allianz General Insurance is the Health Insurance Partner.