BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

ekincare builds wellness-based products with insurance firms

23 February 2021 | News

The digi-health start-up recently collaborated with Bharti AXA to launch â??Bharti AXA Wellness Cuppaâ?



ekincare has announced capabilities to partner with health-insurance companies through white-labeled platforms. The Hyderabad-based, start-up recently collaborated with Bharti AXA General Insurance, a leading non-life insurer to launch ‘Bharti AXA Wellness Cuppa’.

Bharti AXA General Insurance announced the launch of its fitness app - ‘Bharti AXA Wellness Cuppa’ for its esteemed customers in partnership with ekincare. This wellness portal and app will help customers keep track of their daily fitness levels, manage dependents, provide personalised content and have active challenges to participate in.

By virtue of this collaboration, Bharti AXA’s customers can download the newly launched app(iOS/Android) through which the customers can input all key metrics pertaining to their health. Through the wellness portal and app, the policyholders can avail the entire gamut of wellness features and services in one place. Apart from health rewards, some of the features also include video/teleconsultation, pharmacy, and diagnostic services, online chat with doctors, doctor’s appointment, doctor on call, and medical second opinion. All these services are handled digitally by the ekincare platform.

Kiran Kalakuntla, CEO, Founder, ekincare, said, “By working with health-insurance companies to offer our AI driven platform, we can definitely help Young India to understand the importance of having a health insurance. We are happy to kickstart our services with Bharti AXA to help customers track their health and fitness levels with this newly launched app; this marks a whole-new beginning to the health-insurance segment.”