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# Health tech startup Fitterfly raises $3.1 M in pre-Series A round

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Fitterfly, a Mumbai based health-tech startup working in the field of Digital Therapeutics (DTx) has raised $3.1 million (Rs 22.3 crore) in Pre-Series A round.

The raise was led by Fireside Ventures and also saw participation from 9Unicorns – the accelerator fund of Venture Catalysts, Venture Catalysts and a clutch of angel investors from India, the US and Singapore.

Funds will be primarily used for improving the solution to deliver better patient outcomes at scale and impacting a large number of people by creating better awareness and reach.

Kanwaljit Singh, Managing Partner at Fireside Ventures also joins as a board member.

Fitterfly DTx programmes offer 360° guidance around nutrition, exercise, sleep, stress and other factors which affect health outcomes. More than 10,000 people have subscribed and benefited from Fitterfly's programmes.

On investing in the health-tech platform, Kanwaljit Singh, Managing Partner, Fireside Ventures said, "As a consumer-focused fund, we want to play a more proactive and dynamic role in building and shaping consumer behaviour and the lifestyle choices they make. In line with this objective, we are confident and excited about our investment in Fitterfly."

Speaking on the fundraise Dr Arbinder Singal, Co-Founder & CEO, Fitterfly said "We plan to expand our DTx portfolio and invest in developing AI and smart health tracking tools. The timely and relevant real-world data generated will enable beneficial interactions between patients, caregivers, and support networks to permit personalised and human-centric treatments with greater transparency and improved outcomes."

Anuj Golecha, Co-Founder, 9Unicorns said, "We are confident in our investment in their venture and are committed to helping them scale up to offer their much-needed services to every last Indian who may need it. We wish them continued success."