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Tata Digital invests up to $75 M in CureFit Healthcare

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Mukesh Bansal to join as President, Tata Digital



Tata Digital, a 100 per cent subsidiary of Tata Sons, has entered a Memorandum of Understanding for an investment of up to $75 million in CureFit Healthcare, subject to completion of diligence process and other approvals.

CureFit Founder and CEO Mukesh Bansal will join Tata Digital in an executive role as President, Tata Digital. In addition, Bansal will continue in his leadership role at CureFit. Curefit, with its range of fitness & wellness offerings, will help Tata Digital expand into a pro-active health management space.

N Chandrasekaran, Chairman, Tata Sons said, “The CureFit partnership with its industry-leading platform in fitness and wellness aligns very well with our overall healthcare proposition where fitness is increasingly becoming an integral part of a consumers’ life.”

Mukesh Bansal, Co-founder & CEO of CureFit, said, “Joining Tata Digital marks an exciting new step for me and my team and is a recognition of the value we have created with CureFit for fitness enthusiasts in India. Being part of Tata Digital will enable us to nationally scale up our offerings for our customers.”

Sudhir Sethi, Chairman, Chirate Ventures from CureFit board said, “Tata digital partnership will significantly accelerate cure.fit’s growth as a fitness and wellness leader and it will open up access to a large set of the new consumer base. It is a strong validation of the category leadership that cure.fit has and helps cure.fit grow rapidly as digital health takes off in a big way in next decade.”