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#startupoftheday 5- Fitterfly

07 September 2021 | Features

Beating diabetes safely & scientifically



Inception- 2016

Location- Mumbai

Industry Domain- Digital Healthcare

Founders- Dr Arbinder Singal (Co-founder & Chief Executive Officer), Shailesh Gupta (Chief Operating Officer) and Jayesh Sawant (Chief Technology & Product Officer)

Total team strength- 150 (Technology- 95; Sales- 25; Support- 30)

Total funds raised- Rs 33 crore

Investors- Fireside Ventures, 9Unicorns, and angel investors from India, USA and Singapore

Revenue generated since inception- Rs 6 crore

Key Highlights-

- Developed a unique continuous glucose monitoring solution (CGMS) based 3 months Diabetes program called Diabefly
- Did real world testing of nutrition and health assessments of children in schools
- Won the Medix Health Innovation challenge, rated no 1 amongst 110 healthtech companies in India in 2021
- To invest in developing AI and smart health tracking tools
- Signed pilots with two leading lab chains for joint rollout
- Setting up corporate health and insurance tie-ups
- Targetting $100 million annual revenue by 2026

Founder Speaks-

With respect to diabetes management, there seems to be an increase in adoption of resuming digitally and Fitterfly has catered to such a need. More and more patients will start using lifestyle therapy driven digitally for better outcomes. Also, pharmaceutical industry is leading the digital bandwagon in the west and similar story will play out here. Doctors are also adopting digital tools to improve patient compliance and adherence and DTx checks those boxes too. Lastly, payors such as insurers and corporates are also looking at DTx a better fit when it comes to improving outcomes. Outcome improvement automatically leads to short term and long term savings as well as improved health and productivity. We believe the diabetes landscape is going to change forever in the next 4-5 years with digital therapy becoming the first port of call.

- **Dr Arbinder Singal, Co-founder & CEO, Fitterfly, Mumbai**