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

#startupoftheday 145- Fittr

13 April 2022 | Features

Revolutionising the fitness and wellness landscape in India



Inception- 2015

Location- Pune

Domain- Fitness & Wellness

Founders- Jitendra Chouksey, Jyoti Dabas, Sonal Singh, Rohit Chattopadhyay, and Bala Krishna Reddy

Total team strength- 170

Total funds raised- Rs 107.05 crore

Investors- Sequoia (Surge Ventures II), Dream Capital, Elysian Park Ventures

Revenue generated since inception- NA

Key highlights-

- Developed a unique tool that matches the users requirement to the best fitness + nutritional and personal coach which helps in achieving the desired goals in the most effective and efficient manner
- Boasts a strong team of 650+ INFS (Institute of Nutrition and Fitness Sciences) certified fitness experts and nutritionists as part of the Fittr team
- Witnessed a YoY growth of 48% in FY 21-22 and crossed $16 million in annualized booking rate
- Users can get personalized guidance, customized meal and workout plans and weekly check-ups through Fittr's certified coaches by paying a small premium
- Growing and working towards increasing service offerings beyond nutritional plan and fitness coaching by venturing into mental and emotional wellbeing segment along with sports nutrition and sports fitness
- Focusing on increasing presence and expanding reach in destinations beyond India, including US, UK, Canada and Middle East
- Aims is to make 50 million people fit in the next decade and create 100,000 meaningful career opportunities in the fitness industry

Founder Speaks-

"The COVID 19 pandemic changed the entire dynamics of our lives and how we functioned. This led to rising rate of sharing and viewing information over the web and on digital platforms. We witnessed a sharp rise in the total number of people coming on our platform and searching for fitness and nutrition based information. We are witnessing a new breed of fitness enthusiasts who are comfortable in following a hybrid model to meet their fitness goals thus making virtual fitness a key component in the industry. Some of the key trends, that we are seeing are: Artificial Intelligence (AI), Wearable tech and holistic well-being: There is a definite need to focus on our mental health in tandem with physical fitness."

- Jitendra Chouksey, Founder and CEO, Fittr, Pune