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beatXP unveils Exact smartwatch redefining precision of wearable devices

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Provides accurate measurements of heart rate, ECG, sleep tracking, SpO2 (blood oxygen), step count, and body temperature



beatXP, a fit-tech D2C brand by Gurugram-based startup Pristyn Care, has launched a very unique smartwatch called Exact that redefines precision care and is a cut above the rest.

With an aim to integrate technology into everyday fitness routines, the smartwatch comes with not one, but two unique USPs. The first one is the accurate measurement of health parameters through an extensive list of high-specification physical sensors and the second is that it can remotely monitor the vitals of your loved ones from anywhere in the world.

Targeted at the age group of 24-35 years that includes working professionals, fitness enthusiasts, and affordable performance seekers among others, Exact has 6 physical sensors, which provides accurate measurements of heart rate, ECG, blood pressure monitor sleep tracking, SpO2 (blood oxygen), step count, and body temperature. Its accurate continuous monitoring capability is called trak Engine+. It is priced at Rs 4999.

beatXP has also launched two other variants called Marv and Unbound priced at Rs 2499 and Rs 3999 respectively.

Commenting on the brand’s vision, Aziz Alam, Business Director at beatXP said “India is now the ‘Biggest' Smartwatch Market in the world, according to UK-based market research firm Counterpoint Research. This is driven by the growth of home-grown brands in the country which showcases the zeal and pace of technology adoption among health-conscious Indians in the country."