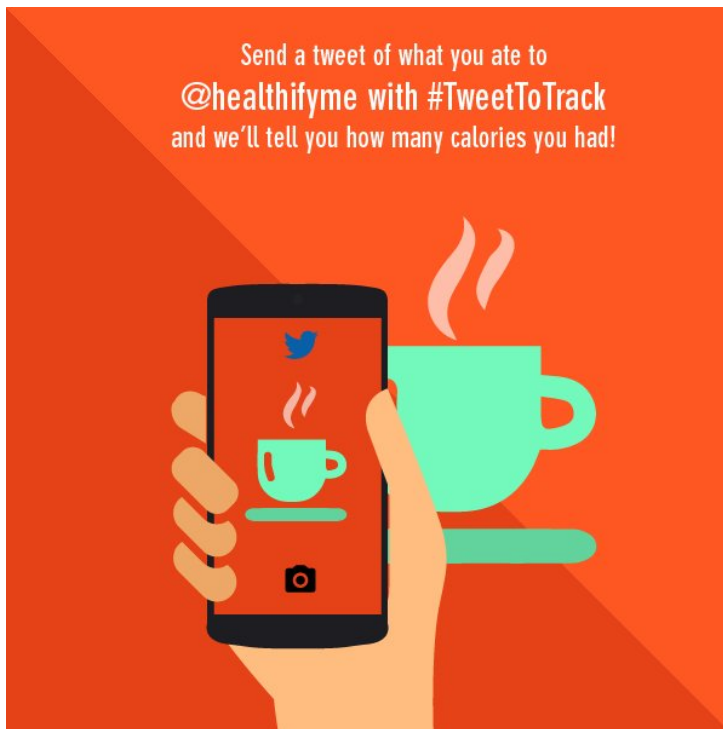


HealthifyMe launches calorie tracking via Twitter

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Now anyone can send a tweet to @HealthifyMe with the hash tag #TweetToTrack and names of the foods/drinks they ate and HealthifyMe will respond back with the calorie and nutrition values for the same. For instance if a tweet "@HealthifyMe 2 idlis, Sambar #TweetToTrack" is sent, HealthifyMe responds back with "211 calories."

HealthifyMe was the first one to launch a dedicated Indian calorie tracking app in 2013 on the Android PlayStore and with this innovation, it is extending its ability to twitter, which has over 22 million Indians.

Mr Tushar Vashisht, CEO and co-founder of HealthifyMe said, "We are committed to promote healthy living and the motive of this campaign is to extend the power of our calorie tracker to all Indians who have access to twitter. Even those who do not have the HealthifyMe app can now get benefit from our comprehensive Indian foods database. This is one step further in our endeavour to Healthify India"

HealthifyMe is owned by Caeruz Ventures and aims to simplify healthy living.

At the heart of HealthifyMe's platform is the World's First & largest Indian Calorie Tracker, which allows users to track their food, exercise and weight, easily via their smartphone or computer while continuously analyzing the user's data and provide powerful insights that ensure that users stay within their calorie/nutrition budgets. HealthifyMe uses a combination of cloud-powered software (smartphone application), hardware (wearable activity trackers, weight trackers) and human assistance

(nutritionists, trainers and yoga instructors) that helps people eat better, workout more, lose weight and become fit.

The company claims that using experts and technology, today over 100,000 users have benefitted from HealthifyMe and met their goals - be it weight loss, eating healthy or staying fit. HealthifyMe is also used in clinical settings such as Apollo and Medanta in Delhi and Manipal Hospital in Bangalore in conjunction with the Endocrinology, Cardiology and Preventive Health Centers.