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Health and fitness startup Growfitter gets SQue capital funding

09 June 2017 | News

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Mumbai-based health and fitness discovery platform Growfitter Pvt. Ltd has recently secured $600,000 (Rs 3.9 crore) in a from venture capital firm SQue Capital.

Sanmati Pande, one of the founders at Growfitter said, “The money will be used to beef up the technology and physical infrastructure, besides funding our expansion plans. Growfitter is working with insurance companies to launch a incentivised wellness programme that would reward consumers for adopting an active and healthier lifestyle.”

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Founded in 2015 by Pande, a chartered accountant with an MBA in finance, and Harshit Sethy, who has a master’s degree in artificial intelligence and machine learning from IIIT Hyderabad, Growfitter took its first steps as an online aggregator for gymnasiums. In 2016, it had raised $250,000 in seed funding from angel investors Devang Nirala, Rupak Taneja and Manisha Gupta.

Growfitter not only advises on the choice of gyms and centres for Zumba, yoga, pilates, dance, kickboxing, aerobics, CrossFit, etc., based on a client’s location, but also provides preventive healthcare suggestions.

By 2018, the company is planning to enter international markets such as Sri Lanka, Canada and West Asia.