

HealthifyMe launches HealthifyPro, new technology in metabolic health

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Set to cross \$100 million in ARR in the next eight months



Bengaluru-based HealthifyMe has launched HealthifyPro combining some of the most advanced technologies in the field of metabolic health to drive behaviour change.

HealthifyPro is HealthifyMe's flagship fitness plan that comes integrated with BIOS (Biosensor system with a Continuous Glucose Monitor), a connected Smart Scale, an 80+ parameter metabolic panel (diagnostic test) and HealthifyMe's coaches, Ria, HealthifyMe's AI assistant. Pro is currently available in Beta (invite only) in India as of April 21 and will be launched globally in the coming months. A request for the Beta can be submitted on HealthifyMe.com and in the app.

BIOS - HealthifyMe's Biosensor System comprises a Continuous Glucose Monitor (CGM) amongst other sensors and body monitors. The CGM, which is typically worn on the arm, measures real-time glucose levels. By combining the glucose patterns with the user's food intake, steps and other fitness patterns, HealthifyMe's coaches and Ria - can help its clients understand what foods work better for their bodies and create smart nudges and personalised diet plans that help them manage and stabilise their glucose spikes better.

HealthifyMe also announced that it has crossed a \$50 million revenue run rate in January 22 and is now all set to cross \$100 million in ARR in the next eight months. The company is targeting a turnover of over \$500 million by 2025 with eventual goals to be a \$1 billion topline entity. HealthifyMe has seen more than 100 per cent growth over the last year with gross margins as high as 75 per cent.