

## HealthifyMe appoints Anish Basu Roy as SVP Enterprise & Platform

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HealthifyMe, India's largest & most loved health & fitness app has announced that Anish Basu Roy (Ex-CEO and Founder Shotang.com) has been appointed as the company's first Senior Vice President.

In his new capacity, Anish will lead the Enterprise Business at HealthifyMe and would be responsible for taking HealthifyMe's Corporate Wellness practice to the next level of growth. Anish is also expected to help the company launch its platform ambition on Foods, Diagnostics and will additionally be responsible for Corporate Development efforts as HealthifyMe looks to acquire other startups. Anish will be reporting to the CEO of HealthifyMe, Tushar Vashisht.

Anish was previously the CEO & Founder of Shotang India which had raised more than \$5M in funding with a goal to disrupt India's retail distribution space in India aggregating over 18,000 retailers and 165 wholesalers in 7 cities. Before starting Shotang, Anish helped setup Nokia's enterprise business in India and also had a successful sales stint at Coca Cola.

Commenting on Anish's appointment, Tushar Vashisht, Co-Founder & CEO, HealthifyMe said, "I am excited about Anish's inclusion in our leadership team. As a fellow entrepreneur who has built businesses and teams from scratch previously, I am confident that Anish will help scale Enterprise and launch other P&Ls in our business while adding positively to our "DoTheImpossible" culture."

Anish Basu Roy commented - "I believe there is a huge opportunity to make a difference in the digital health & wellness

space in India and HealthifyMe is at the centre of this. As a fitness enthusiast myself, I am excited about this new chapter in my life & career. Look forward to my intrapreneurial journey at HealthifyMe.”

Anish is a marketing post graduate from Symbiosis Centre for Management and Human Resource Development, Pune and a Bachelor in Electronics from GEC, Bhopal.