

Aditya Birla Wellness launches new health proposition

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India's first Rewards Program which aims to make Indians Healthy



Aditya Birla Wellness Private Limited (ABWPL), the wellness arm of Aditya Birla Capital Limited (ABCL), has announced the launch of its health and wellness proposition – 'Multiply Wellness'. ABWPL is a joint venture between Aditya Birla Capital and MMI Holdings Ltd. (MMI), a large and diversified financial services leader in South Africa.

'Multiply Wellness', is a unique Wellness and Rewards program which inspires and motivates individuals and their families to live a healthier life. This digitally enabled health and wellness ecosystem offers multiple benefits starting day 1 on leading lifestyle brands to incentivize and reward customer's efforts towards a healthy lifestyle. The offerings include:

- ? Workout Anytime, anywhere at 1000+ leading gyms and fitness centres across the country
- ? Annual Health and Fitness assessment to assess health
- ? Year round wellness coaching for all health and nutrition requirements
- ? Rewards for staying healthy with discounts and cash backs on leading brands like Uber, PVR, Amazon, Indian Oil and more.

On the launch of Multiply Wellness, Mr. Murtuza Arsiwala, Head – Wellness, Aditya Birla Wellness Private Limited said, "It is known that rewards stir the motivation of individuals and push them to go the extra mile. With our goal of creating a healthy India, through the launch of this unique wellness and rewards program, we want to influence, motivate and incentivise individuals to accomplish their health goals and live fulfilling lives. This is India's first wellness and rewards program that actually rewards individuals from day 1 for getting healthy."

Multiply opens up access to over 1000+ gyms and select centres of fitness brands across the country such as Talwalkars, Gold's, Contours, Fluid Fitness, Mickey Mehta, Snap Fitness 24x7, Sarva Yoga Studio, MultiFit, FitnessONE, Skale Fitness and more. It also offers complimentary health and fitness assessments along with unlimited online wellness consultations

from health experts.

In addition, customers also get discounts and cashbacks on a host of everyday expenses like, groceries, entertainment, travel, holidays and fuel from leading brands like Amazon, Bigbasket, Goibibo, Idea, IndianOil, PVR Cinemas, Uber, Samsung to name a few. Now healthy living is not just easy, but also rewarding with Multiply Wellness.