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Cure.fit acquires Onyx eyeing international markets

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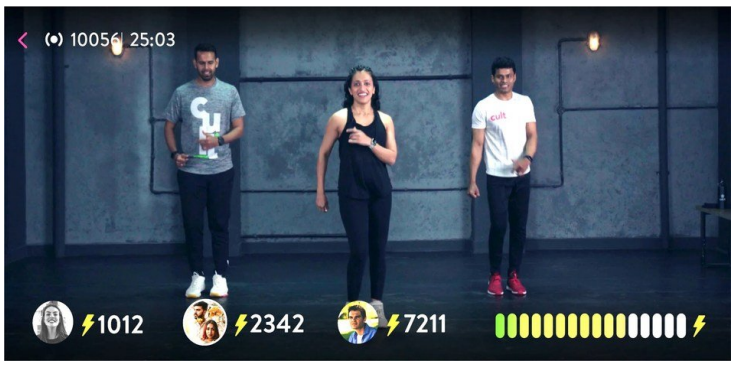
Cure.fit's acquisition of Onyx is a step towards improving its computer vision technology for its at-home fitness product and expanding its international business



With a view to bolster its digital offerings in India and abroad, Cure.fit, India's largest health & fitness company, has acquired Onyx, a California-based fitness company that is building the world's smartest digital training experience.

Cure.fit's acquisition of Onyx is a step towards improving its computer vision technology for its at-home fitness product and expanding its international business.

Cure.fit is India's largest and most-funded health-tech company. Cure.fit recently launched in the US with its energy-meter tech wherein the phone camera tracks users' movements as they try to follow guided content from trainers. Users can track their improvement, compete with their friends, post selfies, and follow their favourite trainers.

Commenting on the acquisition, Mukesh Bansal, Co-Founder, Cure.fit, said: "Onyx will accelerate our efforts towards building a hardware agnostic AI-led platform that offers guided content on physical & mental wellness and nutrition all at the same place."

Shamik Sharma, Head of Technology, Cure.fit, stated, "With this tech, our digital product will be very similar to attending a group class at boutique studio or a personal training session in the gym.

While talking about the acquisition, Asaf Avidan Antonir, Co-Founder, Onyx, said, "We are excited to be joining Cure.fit to contribute to this shared mission, and together bring incredible digital fitness experiences to a global audience even faster."