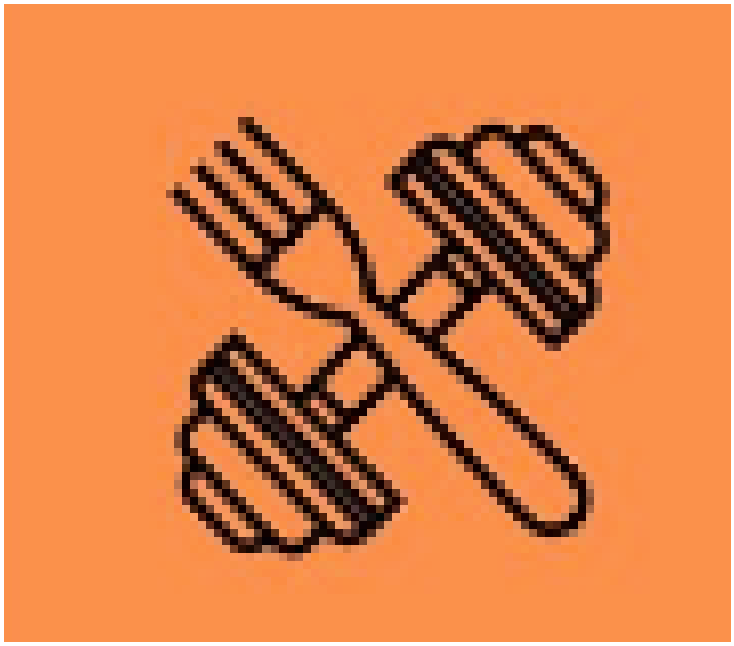
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www.biospectrumindia.co

#startupoftheday 116- Fitelo

15 February 2022 | Features

India's leading health weight loss app



Inception- 2019

Location- Mohali

Domain- Health & wellness

Founders- Sahil and Mehakdeep

Total team strength- 100

Total funds raised- Bootstrapped

Investors- NA

Revenue generated since inception- NA

Key highlights-

- Aims to spread awareness about fitness and health throughout the world through app
- With close to 4 lakh followers on Facebook and 70 thousand followers on Instagram, Fitelo's content reaches more than 50 Lakh people on a monthly basis
- Fitelo is not just helping clients to lose weight, but also to manage and reverse diseases such as PCOD, Diabetes, Hypertension, and Thyroid
- Creates customized diet and exercise plans for you so that you can achieve better health and overall lifestyle

Founder Speaks-

"In the next 5 years, Fitelo will be a single-stop shop when it comes to sustainable and natural fitness. The Fitelo platform will be one place where an unhealthy or unfit person can come when they are looking for awareness, consultation, a product, or a service that can help them to achieve sustainable fitness.

According to industry studies of the Indian retail fitness services market, in 2019, there were six million active users in India who spent on an average $350 to $400 annually towards fitness services, amounting to $2.6 billion market size. The market size is estimated to hit a whopping $6 billion by 2023."

- **Sahil Bansal, Co-founder, Fitelo, Mohali**