

## Healthtech app Fitelo unveils new branding after Pre-Series A fund-raise

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**Fitelo has a team of 50+ doctors, nutritionists, lifestyle experts, and fitness coaches**

Mohali-based startup Fitelo, a weight loss platform, has announced a major re-branding to reflect the organization's vision of helping people achieve their fitness goals efficiently and holistically.

Fitelo's new logo depicts an amalgamation of two key wellness elements, one depicting mental health and clarity, and the other physical well-being and energy. Together these overlapping forms create a union that represents balance and a holistic approach that Fitelo undertakes to help their customers on their wellness journey using philosophies grounded in science and psychology. The target of the rebranding exercise was to help display this ideology via a provocative identity, with a look and feel that had to be memorable and distinct.

Sahil Bansal, Co-founder & CEO, Fitelo said, "After assisting 20,000+ people with their extraordinary transformations, having raised \$1.5 million in pre-series A round of funding, succeeding in touching lives of an audience of over 5 lakh people, and with a rating of 4.9 on google, it was about time for a transformation of our own!"