



## Cornerstone Ventures & Conquest Global invest \$5mn in B2B HealthTech Platform Watch Your Health

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**Watch Your Health promotes proactive health management to prevent care to avoid any unforeseen health issues.**

Founded in 2015 and headquartered in Mumbai, Watch Your Health helps insurers, and pharmaceutical companies enhance the experience and improve the engagement with their customers. Operating as a B2B platform, it augments capabilities of consumer apps of insurers and pharma cos., and provides insights based on data collected from devices like fitness trackers and health records. The platform's advanced analytics helps provide personalised recommendations for customers on how to improve health, guidance on diet management, appropriate exercise regimes, and suggests lifestyle changes - eventually leading to higher persistency ratios and lower claim ratios for insurers. Beyond these tangible benefits, the platform also fills a significant gap in the healthcare industry by enabling preventive care, continuous monitoring of high risk / chronically ill patients, and personalised wellness strategies to enable better well being of end customers. Traditional healthcare systems often emphasise reactive treatment, whereas Watch Your Health promotes proactive health management to prevent care to avoid any unforeseen health issues.

Speaking on the announcement, Ratheesh Nair, Co-founder at Watch Your Health, "We are thrilled to secure this funding from Cornerstone Ventures and Conquest Global, which underscores their confidence in our vision and capabilities. This investment will enable us to enhance our technological infrastructure, expand our user base, and introduce innovative health management solutions. Our mission is to transform the way people manage their health by leveraging AI-driven insights and personalised care. We believe proactive health management is the key to a healthier future, and this funding brings us closer to achieving that goal."

The global digital health market is projected to reach USD 509.2 billion by 2025. Watch Your Health is strategically positioned to capitalise on this growth with its unique blend of personalised health management and AI-driven insights. Watch Your Health plans to introduce electronic behaviour records, mental health support, advanced predictive analytics for disease prevention, chronic disease management and post hospitalisation care programs. These features will offer a more comprehensive health management experience and meet the evolving healthcare needs of users.

Nanika Kakkar, Partner, Cornerstone Ventures shared, "We believe Watch Your Health is targeting a globally relevant and complex need. It not only improves persistence with intelligent algorithms to enable underwritten premium discounts, but more importantly improves health and wellbeing with this continuous engagement leading to lower claims for insurance companies. Truly built from India for a Healthier India. What we like the best about the platform is the ease with which it is able to attribute the value it is creating for its clients and that impact is telling and consistent - leading to a value-share

driven business model. We believe this simply takes the potential of the platform to a completely different level and are excited to be on the growth journey with the founders.”

The company has partnered with several leading healthcare providers to integrate their services into the Watch Your Health platform. Notable partnerships include Watania Takaful and Shalina Healthcare in the UAE, marking a significant step in international market expansion. Additionally, the company has made significant headway in enhancing the platform’s AI capabilities to further improve the quality of health insights.

The leadership team is spearheaded by Ratheesh Nair, founder and global CEO, brings decades of experience in healthcare technologies and entrepreneurship, Abhitosh Pandey, India CEO, an INSEAD alumni who brings over 17 years of leadership experience from Tata Motors and ICICI Lombard, Jay Patel, co-founder and CFO, a Chartered Accountant, specialises in product pricing and analysis, while Prachi Shinde, co-founder and CTO, a postgraduate from Rochester University, leads the platform development. Additionally, Prasanth Prabhakaran, a veteran in capital markets and former CEO of YES Securities, Kotak Securities, and IIFL, adds significant financial acumen and Ashok Nair, a pharmaceutical industry leader with over 35 years of experience and a former MD of Abbott HealthCare India, have both joined the leadership team to further strengthen the organisation and enable rapid growth.