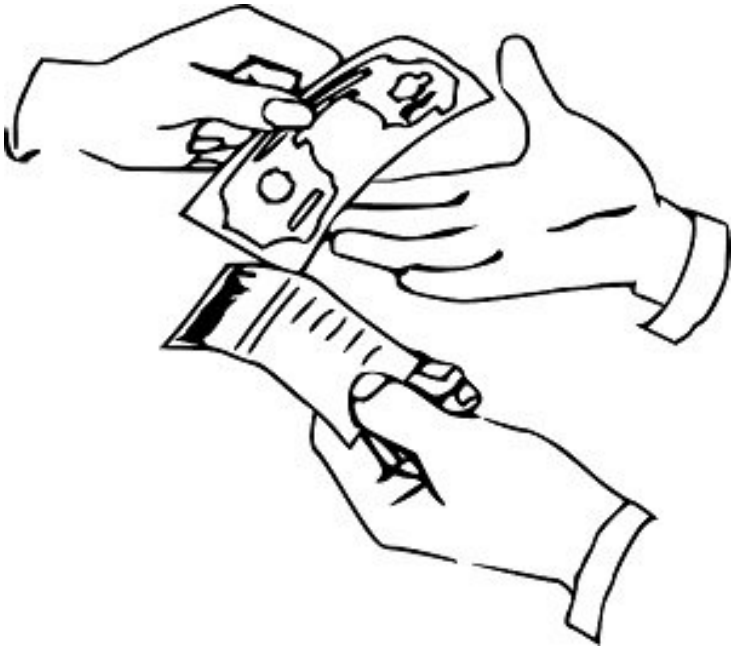
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Practo announces the acquisition of FitHo

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Practo announces the acquisition of FitHo



Practo has announced acquisition of Fitho Wellness, a digital fitness solution that has over two million usersÂ across the globe.

The acquisition will help Practo rapidly expand its offerings and move into the preventive healthcare space. It will also bring the company closer to its goal of making it Â the single health app consumers need.

The founders of Fitho, Mr Dhruv and Ms Prachi Gupta will join Practo, with Mr Dhruv taking on the role of product head for Preventive and Ms Prachi taking on the role of GM - Operations, New Segments. Practo also acquires the proprietary algorithm and recommendation engine which automatically suggests custom diets and exercise regimes to users based on their lifestyle, fitness requirements and food preferences.

FitHo's current offering will phase out over the next six months and Practo will launch a completely new preventive product that will leverage some of the technology from FitHo.

"This is the first of several acquisitions we are exploring. It is the next step in our mission to make a single health app which offers consumers a more comprehensive solution ranging from preventive to curative healthcare. The FitHo team brings on-board enormous talent and expertise to help us tap into the preventive segment. I am very excited to have them join us and look forward to building new and exciting products for consumers with them," said Mr Shashank ND, founder and CEO, Practo.

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"We're really excited to join Practo and integrate our technology and expertise with Practo's offerings. Together we will be able to offer consumers interesting and unique solutions that are more comprehensive than either of us had before. We also find a great cultural fit with Practo where the discussions have been very collaborative about building great products and businesses together. I love the energy and passion that Practo team has for transforming healthcare and look forward to working with Shashank and the team to build some exciting products," said Mr Dhruv Gupta, founder and CEO, FitHo.

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