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Weight management solutions firm Nutri-Health raises \$2M from a Singapore-based fund EXCLUSIVE

BY JASLEEN KAUR BATRA

It claims to have ended FY15 with revenues of Rs 8 crore.

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founded by
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Delhi-based Nutri-Health Systems Pvt Ltd, which provides personalised nutrition management services over the phone and runs a small set of offline wellness centres, has raised \$2 million (Rs 12 crore) from a Singapore-based fund, a top executive of the company told VCCircle.

VCCircle has first reported that Nutri-Health was eyeing a fundraise. It was looking to raise up to \$5 million.

"They wanted to invest in a technology-based healthcare service company and that is how the deal took place," said Shikha Sharma, founder and managing director of Nutri-Health. She declined to name the investor.

Boutique investment bank Maple Capital acted as advisor for this deal.

Nutri-Health will invest the capital raised to enhance its technology platform besides adding more people to its network to have a larger pool of dietitians on board.

"Besides this, we will be using the funds to make our app more user friendly. We launched the beta version of the app two months ago; with the funding in place we will be relaunching the app in six-eight weeks," said Sharma.



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The app Nutri-Health YuWoW is in the domain of nutrition and weight loss management.

Nutri-Health claims it has 7,000 clients on an annualised basis and 70 dietitians. With the funding in place, it hopes to increase its customer base to 11,000 customers in the coming year and would also be increasing its team to 200 professionals including dietitians and ayurvedic practitioners.

The average spend by a customer ranges between a little under Rs 10,000 for a three-month programme to Rs 20,000 for a year.

As per its growth plan, it is targeting clients across the globe. "Within India there are many local players like stand-alone dietitians who can serve the needs of the customers. Our motive is to cater to Indian customers across the world," said Sharma.

It has already created a base for itself in the international market and is receiving traction from clients in countries like the US, the UK, Singapore, Australia and South Africa. Around 15-18 per cent of its clients are based abroad.

Business model

The company was set up in 2003 as a chain of weight management clinics. It later restructured its business model to go asset light.

Nutri-Health started off with eight offline centres in Delhi, but consolidated over the past years. "We wanted to be asset light and so we decided to consolidate. Today, we have three operation centres but we wish to consolidated further and operate only out offline centre," said Sharma.

In 2012, it brought all the dietitians from clinics to one contact centre. These nutritionists use a solution through which they make personalised diet plans for customers based on their lifestyle and requirement. Then they monitor it by calling customers and following up with them every day.

From a brick-and-mortar model, it has now moved to being a service provider with a digital interface. "Today the customers want convenience and the brick and mortar model lacks that. To meet the demand we moved to a call centre model," she added.

The three existing centres provide ayurvedic panchakarma treatment.

It also plans to foray into its own branded wellness product line which will be launched next year. The products will focus on lifestyle disorders.

The company says it closed the last financial year with revenues of Rs 8 crore and is hoping to double it for the year ending March 31, 2016.

(Edited by Joby Puthuparampil Johnson)

Tags: [Nutri-Health Systems Pvt. Ltd.](#) , [Shikha Sharma](#)

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Dr Shikhas Nutri-Health Systems Pvt. Ltd. owns and operates weight management and nutrition center. Its services include cholesterol management program, diabetes management program, weight loss progra... [+](#)

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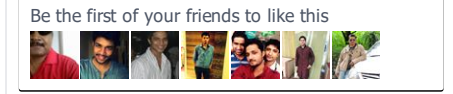
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