

By 2030 HS startup Fitday come up with 50 stores

On Sunday Hyderabad-based health supplements startup Fitday announced plans to launch 50 brick-and-mortar stores by 2023 across India with an investment of Rs 60 crore, riding on a surge in health consciousness among the population as the coronavirus pandemic rages on.

“The food systems in many countries do not offer adequate nutrient outputs to fulfil the health and nutritional needs. Nearly half of the world’s population is malnourished. Micronutrient malnutrition also referred to as ‘hidden hunger’ now afflicts more than 40% of the world’s population,” said founder Suresh Raju.

He said Fitday’s focus is to make nutrition an equitable right with both products and services. Raju said every store has a nutritionist and Body Mass Index (BMI) machines.