

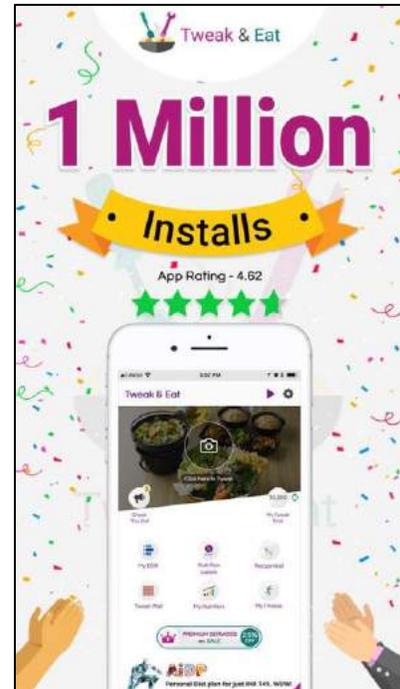
**For Immediate Release**

## **‘Tweak & Eat’ hits 1 Million users within first year of launch**

**India, November 01, 2019:** ‘Tweak & Eat®’, one of India’s most popular AI-powered wellness Apps has garnered over **1,000,000 installs** among health-conscious individuals (HCI’s) across India, Singapore, Malaysia, Indonesia, Philippines, Kuwait and USA.

The year has been filled with some important milestones for the brand. The launch of its two new premium weight management programmes, ‘My Tweak & Eat’ and ‘My AiDP’, has been a major catalyst in driving dramatic app engagement. Also its AI platform, Tweakyfai, is being trained meticulously to recognize multi-ethnic food images and process more nutritional data. The platform has processed several hundreds of thousands of tweaks in just under a year.

‘Tweak & Eat’ is designed to inculcate healthy-eating behaviours and is the first App & Service to allow users to eat as they normally do while just tweaking it a bit through personalized, real-time advice. Live nutritionists provide this dietary advice just before users eat each meal. Subscribers need not remember their diet plans, or estimate or track anything about their food intake. All that they need to do is to use the App and upload a picture of their meal and Tweak & Eat’s AI-enabled platform immediately analyses the food items and the nutritional make-up of the meal, and helps nutritionists in making real-time ‘Tweaks’ to the meal. Tweaks are based on one’s individual goals and body parameters, and refer to portion control, re-proportioning, substitutions, eating sequence, tips and other meal-modification suggestions by nutritionists. Tweaks are designed to improve the health profiles of one’s meals so that diet-related health conditions like weight, diabetes, BP, etc. can be better managed.



**Talking about the milestone and the wellness space, Mr. Narayanan Ram, CEO of PurpleTeal Inc, said,** “We are extremely elated to close 2019 on a high – reaching 1 million users in less than a year is a real testimony to how health & wellness consciousness is evolving among consumers. Our approach to hand-holding users at the time of consumption (while eating) is unique, innovative, and successful. Our AI platform is helping us do this faster as each day progresses. ‘My Nutrition’ trends (that shows trends of Calories and Nutrients for the last 10 plates consumed by a given user) to reach health outcomes is a massive hit! We expect our innovation of hand-holding users at the time of consumption to become a norm in 2020.”

**Sri Vidya Prathap, one of ‘Tweak & Eat’s’ user, said in her feedback,** “My doctor had given me a target of reducing 5Kgs. I researched a bit and subscribed to ‘My Tweak & Eat’. Getting a certified nutritionist to help me while I’m eating at just 400 rupees a month sounded very exciting to me. I was assigned a dedicated nutritionist. The nutritionist was very responsive and committed. She gave me a diet plan, watched my nutritional trends and told me how I need to plan my meal every day. She questioned me if I missed a tweak. This really helped. At the end of the programme I lost about 5.25 Kgs. Extremely grateful to ‘My Tweak & Eat’ for making weight management work for me”.



***Shrinivas Susarla, another user of Tweak & Eat, shared, "I initially had 10 hb1ac (Hemoglobin A1c - Used For Monitoring Blood Glucose) which is well above the average high blood sugar level. Within 3 months of using Tweak & Eat app, my hb1ac has come down to 5.8. This is due to the diet prescribed by Tweak & Eat's nutritionists and their prompt response to the tweaks."***

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**About Tweak & Eat:**

'Tweak & Eat' app is a disruptive and innovative direct-to-consumer app and service that connects subscribers to certified nutritionists who provide real-time, 'just-before-you-eat' personalized advice to help subscribers achieve their health goals. Co-founded by Narayanan Ram and Anand Subra 'Tweak & Eat' App has a presence in Hyderabad and Chennai. It is owned by Purple Teal Inc., a global provider of mobile Health (mHealth) Apps and services based in Fremont, California, USA. The company also operates a personalized Health Tips messaging platform and another mobile App called '**MyHealthAssistant**' and serves over 1.6 million subscribers in 15 countries in 12 different languages. Today the company is **recognized among top 25 'Most promising Internet companies in India'**.

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