

Stick to your New Year resolutions and shed that flab with 'Tweak & Eat'

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Narayanan Ram, CEO, PurpleTeal

Are you one of those people who resolves to slim down and eat healthy at the beginning of the New Year but gives up before the month ends? If you are, help is just an App away. US based,



AI-enabled mobile health platform, PurpleTeal's 'Tweak & Eat' app gives you personalised, real-time meal advice by certified nutritionists in under 60 seconds.

Activate the app, take a photo of your plate of food before you start eating, upload the photo and wait for a Tweak. A nutritionist will notify you when the Tweak is ready.

Open the Tweak and follow it to get rid of extra flab.

Launched 11 months ago, the app has already garnered over 3,00,000 users spread across India, Singapore, Malaysia, Indonesia and the Philippines.

“Tweak & Eat is the simplest, most effective weight loss and healthy eating app which for the first time democratises wellness by helping people get ‘just in time’ hand holding by certified nutritionists with every meal. Our technology platform is completely patented and we have several patents pending” Narayanan Ram, CEO of PurpleTeal Inc told *BusinessLine*.

Asked how the AI-based software is able to figure out whether the food is deep fried or grilled to a perfect brown from a photo, Ram said “the AI platform is trained to differentiate between deep fried and grilled/stir fried/baked food however, it would help if users provide us with additional information like: the masala dosa is a ghee roast. This will help to arrive at the correct calorie count.”

How it works?

Users of Tweak & Eat get the first 10 nutrition labels – 1 label for each plate of food, after which they can buy packs of 10/20/50 nutrition labels for ₹5 each. The company offers premium services such as, an AI-based Diet Plan where a user can get a comprehensive diet plan from a nutritionist after answering a set of questions, for ₹149. Tweak & Eat weight loss product is priced at ₹999 for three months in which, after the diet plan is published and a nutritionist is assigned to handhold the user for three months till weight loss goals are achieved.

PurpleTeal Inc is a profitable, bootstrapped company co-founded by Ram and Anand Subra with a presence in Hyderabad and Chennai. It serves over 1.6 million subscribers in 13 countries in 12 different languages.

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