



For Immediate Release

'Tweak & Eat' launches two new 'personal nutritionist assisted' premium weight management programmes– 'My Tweak & Eat' and 'My AiDP'

- **700,000 App installs worldwide in 1 year**

India, 07 August, 2019: 'Tweak & Eat'®, an AI-powered wellness app that empowers health-conscious users with 'Just-in-time' meal advice from certified nutritionists has launched two new personalized health management programs for its users: "My Tweak & Eat" and "My AiDP" for a more comprehensive and proactive counselling from nutritionists. The two new premium programmes are designed to improve the health profiles of one's meals so that diet-related health conditions like obesity, diabetes, BP among others can be better managed. With 'My Tweak & Eat', users will receive customized recommendations from certified nutritionists and 'My AiDP' will help users align their health goals with a personalized diet plan. Both are monthly subscription programmes where the nutritionists would be available on chat ('My Chat') to answer any questions user may have about their diet plans.

"**My Tweak & Eat**" can be availed by the users at a cost of Rs.1249 for a Quarterly subscription. Users are assigned personal nutritionists who will closely monitor their plates real-time and analyse their consumption trends. Consequently, the nutritionists would suggest recommendations on what to eat or eliminate from their plate via chat sessions so that the user reaches their health goals in the most optimal time possible. The assigned nutritionist will publish a diet plan, right on the app, if they think it is necessary. Additionally, the user can also request a suitable plan anytime during the day and it will be published immediately.

"**My AiDP**" Artificial Intelligence based Diet Plans, will help chart a personalized diet plan tied to one's health goals such as weight loss, diabetes management and so on with timely assistance from certified nutritionists who are aided by '**Tweakify**', **Tweak & Eat's proprietary AI platform**. This service can be availed at **Rs. 149 per month**.

'**Tweakyfai**'®, is being used to automate some 'tweak' activities such as analysing meals, generating nutrition labels and escalating certain exceptions to nutritionists. It helps nutritionists do a better job of giving real-time advice and information to users.

The App is owned by PurpleTeal, Inc., a leading US-based mobile Health (mHealth) service provider. Co-founded by Narayanan Ram and Anand Subra, PurpleTeal has a presence in Hyderabad and Chennai. As a recent development the app crossed half a million user mark with **700,000** app installs across India, Singapore, Malaysia, Indonesia, Philippines, Kuwait and USA in 1 year. '**Tweak & Eat**' ranks as the **4th trending App on Google Play Store in the health & wellness category** and is **one among the top performing health & wellness channels according to YouTube with visitor engagement increasing month-on-month**.

Talking about the newly launched programs, **Mr. Narayanan Ram, CEO of PurpleTeal Inc, said**, "Since the time of its launch in India, 'Tweak & Eat' has recorded phenomenal success and this has encouraged us to launch the two new premium services. Both 'My Tweak & Eat' and 'My AiDP' are the most affordable plans in the market today. It's extremely heartening to see how the app is being well received across diverse geographies and is radically transforming the way consumers are viewing their plates these days. By the end of 2020, we aim to register 15 million subscribers from India,



Indonesia, Malaysia, Singapore and USA. We will establish an extensive database of multi-ethnic food images, nutritional data and individual preferences by deftly exploiting AI to scale-up to billions of tweaks”

Mr. Anand Subra, Chief Knowledge Officer, of PurpleTeal Inc, further added, “Tweak & Eat treats every meal as a ‘teachable moment’ to inculcate healthy-eating behaviours. It makes ‘eating for health’ very simple: no need to enter a bunch of text, no need to remember which foods to eat/not eat, no counting of calories, no trackingusers have to just follow the tweak!”

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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