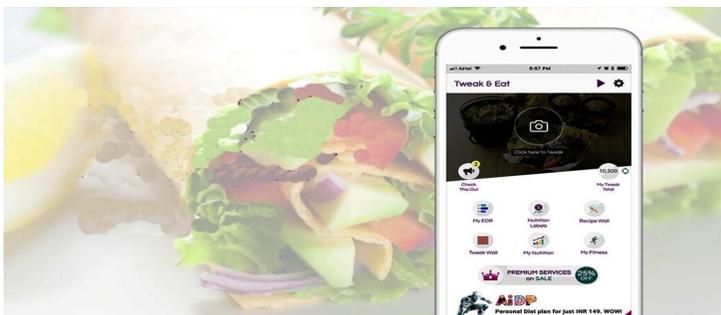




Tweak & Eat hits the Half Million user mark in record time

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500,000 App installs across India, Singapore, Malaysia, Indonesia, Philippines, Kuwait and USA in 1 year



As AI dictates a new paradigm in health & wellness, 'Tweak & Eat ®', an AI-powered wellness App is gaining solid traction with 500,000 downloads among the health conscious consumers across India, Singapore, Malaysia, Indonesia, Philippines, Kuwait and USA. 'Tweak & Eat' is designed to help users with 'Just-in-time' meal advice (i.e. 'Tweaks') from nutritionists who are aided by its AI platform.

'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 the engagement increasing 300% month-on-month, over the last 3 months.

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. It 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'.

Talking about the App, Mr. Narayanan Ram, CEO of PurpleTeal Inc, said, "In the last 6 months, we have seen soaring user engagement and overwhelming traction across geographies with AI being our backbone predominantly. 500,000 downloads is a real testimony to the rising health consciousness among today's consumers. Building on our successful journey in the Asian market and our recent launch in the US market, we just entered the Middle East market by launching Tweak & Eat in Kuwait and the response has been great. We will also be expanding our premium services to cater to more specific health conditions and requirements. With 'Tweak & Eat' the aim is to hand hold people to better health, to help build an informed healthy society."