



#### Press Release

### **SucSEED Indovation starts their HealthTech Investment with AyuRythm, a Wellness Platform.**

- ~Wellness using Ayurveda and Tech platform: AyuRythm raises funds from SucSEED Indovation ~
- ~AyuRythm raises funds from SucSEED Indovation to provide personalized wellness, using technology ~
- ~Providing digital solution for personalized holistic wellness startup AyuRythm raises funds from SucSEED Indovation Fund~

*With a blend of modern technologies with ancient science of health assessment and care AyuRythm's activation rate increased by 60% and install base reached ~100,000*

**Hyderabad - 04th Aug 2021** AyuRythm (HourOnEarth Creative Solutions Pvt Ltd) , has secured an undisclosed amount in Fundraise SucSEED Indovation Fund and other several marquee Angel investors as part of its Seed round. AyuRythm is your hyper-personalized digital companion for holistic wellness, with a blend of modern technologies with ancient science of health assessment and care. Leveraging a simple 30 second pulse analysis (Nadi Pariksha) by placing fingers on smartphone cameras, AyuRythm aims to redefine holistic wellness via personalized recommendations based on an individual's mind, body, and metabolic imbalance.

**AyuRythm** provides an affordable, instantaneous, complete, personalized, wellness solution on the hands of consumers by integrating cutting edge digital nadi pariksha (pulse analysis) into mobile phones. Unlike current offerings which focus on expensive devices for physicians, AyuRythm allows consumers to use existing smartphones or wearables. It provides real time assessment and just-in-time wellness recommendations. AyuRythm's assessment and recommendation engines are certified by leading institutions, like SVYASA, HCG, Niraamaya Retreat, Dr Vaidya's, as well as by many individual experts.

Pandemic has reinforced consumers' interest in holistic wellness to boost immunity, reduce stress and stay well using ancient methods like Ayurveda and yoga. During the second wave of the pandemic, AyuRythm's activation rate increased by 60% and install base reached ~100,000.

**Abhilesh Gupta, the Founder and CEO** of AyuRythm said, “People are unique and so are their wellness needs. Our aha moment came when we realized more than 90% of consumers are looking for sustainable wellness solutions beyond aggressive exercise like running, weight-lifting and cycling. Overwhelming response from the young adult population during the past few months has certainly validated our hypotheses and opened up exciting possibilities ahead, globally”.

He further added that “The seed funding we raised from SucSEED Indovation Fund and such established Angel Investors will help us enhance our product and technology capabilities, strengthening our team and accelerate growth”.

Speaking on why they have invested in AyuRythm, [VVSN Raju](#) Partner of SucSEED Indovation Fund, said, "As the pandemic continues, people have become more heedful towards their well-being and there is a need for sustainable personalized wellness. AyuRythm provides digitized real time assessments by merging Ayurveda with AI algorithm to recommend proactive solutions. They address the underlying causes and treatments of the ailments and stress-related issues which can be accessible and analyzed on smart devices and wearables. As the wellness and healthcare segment is growing fast, AyuRythm provides digitized end-to-end holistic wellness experience.”

**About the market Potential in this space:** Ayurveda (and its allied industry like yoga) industry is on the cusp of high growth and change. It is predicted to be about \$15Bn by 2022 and growing at 16% CAGR approximately. Product market is \$11Bn and service is around \$4Bn. According to the PWC report about 77% of Indian households have used at least 1 Ayurveda product every year. Worldwide Ayurveda product market is close to \$10Bn growing again at 16%. Yoga products like yoga mat are close to \$2Bn in the US alone.

## Supplementary Information - About AyuRythm

<https://www.ayurythm.com>

Founded by Ram, Sandeep and Abhilesh, who saw the need for a sustainable and personalized wellness solution for 90% of the population, enabled by everyday devices like smartphones and wearables. Using signal processing and patent pending algorithms, the startup assesses the user's mind, body and metabolic imbalance, and personalizes the diet and activities to help users achieve and maintain their wellness state.

### Problem(s) that AyuRythm is addressing:

- Physical wellness is just a tip of the iceberg and consumers today know that.
- Holistic wellness lacks objective, and technology driven measurement which can drive personalization.
- Real time assessment and just in time advisory is a consumer need which cannot be addressed without technology. Even though content and solutions are many; accessible, curated, and personalized content is a need of a consumer.

### Solution by AyuRythm:

- Our 30-30 solution: Answer 30 MCQs one time and take 30 second pulse analysis via smartphone camera every day and measure your mind, body and metabolic imbalance.
- You get personalized recommendations on yoga, pranayama, mediation, kriya, mudra, food, and herbal supplements.
- Access curated plans, including DIY content, services, and products via the platform.
- Just in time suggestions to address your current wellness needs. Monitor your progress and achieve your wellness state and access a large database of home remedies.

### Founder's Details –

**Abhilesh Gupta, Founder and CEO at AyuRythm-** A seasoned executive with 25 years of accomplishments in different sectors, geographies, and areas of business. A diehard health and wellness enthusiast.

**Ramanath Padmanabhan, Founder & CPO at AyuRythm** - Seasoned product management executive and a leader with decades of experience in building and scaling health and wellness solutions globally.

**Sandeep Acharya, Founder and COO at AyuRythm** - An Engineer and MBA, having more than a decade of experience in customer data analytics, with expertise in areas of customer intelligence, statistical modelling, and end-to-end analytics landscape setup, in banking and healthcare sector.

AyuRythm App link (Android): <https://bit.ly/ayu-android>

AyuRythm App link (iOS) - <https://bit.ly/ayu-apple>

For further information on AyuRythm, please contact:

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## **Supplementary Information Boiler Plate – About SucSEED Indovation Fund**

**SucSEED Indovation Fund** is an AIF Cat-1 Venture Capital Angel Fund with 100 crore corpus and has grown out of SucSEED Angel Network (SAN) and IIITH Tech Ventures, an early-stage tech seed initiative with IIIT Hyderabad Foundation. General Partners and Team members of Indovation Fund have 100+ years of cumulative experience within technology, fund management, and startup ecosystem and have already invested in 45+ companies and is a team of proven Industry leaders in Tech & Entrepreneurship, venture capital investment, risk management, and funds and transaction management, joined together for the sole purpose of bringing tech innovation to the market with their engagement and growth mentoring.

- Core Members & GPs **of the Fund:** [Vikrant Varshney](#), [Dhiraj Kumar Sinha](#), [Lax Chopuri](#), [J A Chowdary](#), [Ramesh Loganathan](#), [V V S N Raju](#)
- [Vineeta Gupta](#) Head- Deal Discovery & Investments, Indovation Fund, Ex Everstone Capital (PE), Edelweiss, JP Morgan (IB), ICICI Ventures (PE)

The Fund invests in three stages:

1. **Bucket A - Seed Fund – 80% of discovery yet 15-20% of Investible Amount** – towards Early-stage startups with Seed Stage fund up to Rs 50 lacs investment per startup.
2. **Bucket B - Growth Capital** - 40-50% of our investment- towards Growth Capital upto Rs 2 crore investment per startup
3. **Bucket C – Pre-Series/ Bridge Round** - 30-40% of our investment - towards Follow-on Capital or joining Pre-Series A investments upto USD 1mn investment per startup in a USD 3-5 Mn fundraising round.

**The theme of the Fund** – Indian Innovation for mass needs in the following sectors - EdTech, FinTech, Health-tech, Security & RegTech, Enterprise & MSME SaaS and Digital Economy & Emerging Tech.

**Current Portfolio of SucSEED Indovation Fund -**

1. **Enterprise SaaS (Retail Tech & HR Tech):** [6Degree](#), [FreeStand](#), [Stargate](#) and [Jobsgaar](#)
2. **RegTech & Security** – [Spintly](#), [IntelleWings](#) and [Pixuate](#)
3. **Digital Economy & Emerging Tech:** [Kahanibox](#)
4. **EdTech** - [Edmingle](#)

**Past Investment of SucSEED Angel Network, IIIT Tech Ventures and our partners overall -**

1. **EdTech:** lifecycle from K-12, STEM to College and beyond such as [OckyPocky](#), [Xplorabox](#), [Tinkerly](#), [LetzConnect](#), [EduGorilla](#), [Speedlabs](#), [Scholr](#) and [Talent Sprint](#)
2. **FinTech & Card Analytics** : [i2iFunding](#), [Paymatrix](#) (recently acquired by Muthoot Finance), [Insense](#), [Stockal](#), [Stack Finance](#) (recent inclusion in Y-combinator Cohort),
3. **Enterprise SAAS, Gig Economy & HR Tech:** [Tapchief](#) (which is recently acquired by [Unacademy](#) in a 100 Cr transaction) & [Kenynt](#), [Hyrelabs](#)
4. **RegTech & Security** – [SignalX.ai](#)
5. **HealthTech** – Rayd8
6. **RealtyTech & City Solutions:** [MML](#), [Kenynt](#) and [Paymatrix](#),
7. **Supply Chain, HoReCa Procurement & X-border Commerce Platform:** [Eunimart](#) [Vdezi](#), [Aducrup](#) [Supplynote](#)
8. **Sports, Passion, Publishing & Media Tech:** [Leadstart Pencil](#), [Mevero](#) , [Sportido](#) and [Str8bat](#)
9. **Automobile, Logistics & IOT:** [Sepal](#), [Revos](#) and [Mashinga](#)
10. **Retail, Fashion & Women Hygiene:** [Niki.ai](#), [6Degree](#), [Sanfe](#), [Dave.ai](#)

We publish sectoral research reports from time to time so as to gain a deeper insight and create awareness across various sectors we invest into, get a Free copy of our reports : [Insights](#)

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