

Press Release

Digital Healthcare Platform SastaSundar Is Extending Its Wings To Cover The Realm Of Preventive Wellness, In Association With Japanese Sportswear MNC Asics

Kolkata, 9th March, 2021: SastaSundar, a leading name in the space of Indian digital healthcare, has announced its further entry into the domain of preventive wellness. In this endeavour, the Indian organisation has associated itself with **Asics**, the Japan based leading sports footwear & apparel MNC. Producing innovative sports products solutions and technologies, Asics works towards helping athletes and active consumers achieve their personal fitness goals. To such ends, the organisation also operates an inclusive running group led by experienced runners called the Asics Running Club.

Chronic lifestyle diseases constitute a major pain point of the Indian healthcare landscape. On critical analysis of its customer database, SastaSundar observed that 90% of its customers suffer from some form of chronic disease or the other. For such patients, preventive wellness in the form of the right diet, fitness, exercise regime, morning walks and yoga, etc. are more essential than medicines. And, health accessories like sports shoes & equipment lie at the heart of such wellness measures.

Also in the wake of the COVID-19 pandemic, the need for strengthening one's immunity and adhering to a fitness regime over simply being dependent on medicines, have gained prime focus. However despite such pressing needs, the lacking availability of quality healthcare products at affordable price offerings continue to plague the country at large.

So having identified the need, SastaSundar is addressing the exact area. The organisation is already running a holistic wellness programme called YANA Diet Clinic. It is a unique online diet clinic that works on holistic diet plans to help one lose weight and reduce medicine intake. The clinic's diet charts, designed using Artificial Intelligence, are provided to all – free of cost. Along with this, YANA Diet Clinic also offers personalised diet counselling. It is supported by a huge digital library of knowledge consisting of healthy recipes, articles, videos, infographics and panel discussions with various field experts on health-oriented topics.

“For individuals suffering from chronic diseases and fitness enthusiasts alike, choosing the right sports & fitness accessories represent a critical step towards preventive wellness. Sports shoes are especially important because for any fitness regime, be it running, gym practice or playing, quality shoes ensure that one receives the optimal benefit from the exercise session. Moreover, good quality sports shoes are also recommended by healthcare experts to diabetic individuals,” said **Mr. BL Mittal, Founder & Executive Chairman of SastaSundar**.

So in order to extend the efforts, SastaSundar took the decision to collaborate with Asics, Japan. The latter has started making available sports shoes on the SastaSundar website and app. These shoes can be ordered from there and will be delivered across the PAN India market. Furthermore, the facilities of attractive discounts and free home delivery have been added to add to the customer delight.

Endeavours are also being made by SastaSundar to make available to its customers, various other Asics sports equipment and related products.

About SastaSundar

SastaSundar is an online pharmacy and digital platform of healthcare supported by a network of physical counselling and service centres called 'Healthbuddies'. The service verticals of SastaSundar are Pharmacy, Diagnostics and Wellness. The name 'SastaSundar' is derived from a popular Indian phrase in terms of consumer experience of Savings and Quality. The organisation exists to use

knowledge and digital connectivity to reduce cost and add convenience in making available high quality medicines, healthcare products and services to make life simple and happy.

About Asics

Asics has been developing sports footwear and apparel for more than 50 years. In this time, innovation has been the key to their introduction of design philosophies that have revolutionised the world of sports. At the Asics' research and development centre in Kobe, Japan, they work in close collaboration with male and female athletes. Through scientific approach, they have strived to create highly innovative sports product solutions that the customers rely upon. Technologies, such as core GEL cushioning system and Flytefoam are renowned for enabling the most comfortable and performance-enhancing footwear and apparel in the market, for athletes and active consumers alike.

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