



Press Release

## **SastasundarIntroduces Sports, Fitness Accessories and Equipment Categories**

**Kolkata, 1<sup>st</sup> July, 2021:**As health and fitness have taken the center-stage during the pandemic, **Sastasundar.com**, a leading name in the space of Indian digital healthcare, has introduced indoor and outdoor sports, fitness accessories and equipment categories to cater to the wider demand of these products. Covering a wide range of products, the Sastasundarwebsite and app houses top-notch brands in their portfolio.

Despite all the difficulties and hardships that the ongoing COVID-19 pandemic has caused, it has raised public awareness about the need for proper hygiene, fitness and good health. Since last year, this has been reflected in the rise in demand of the fitness and health product categories. Considering such pressing demands, SastaSundar.comintroduced these product categories on their platform which are available at reasonable prices will be delivered at the buyers doorsteps.

“With the outbreak of the deadly coronavirus, health and fitness have become the focal area for everyone in the country. With the series of lockdowns and restrictions implemented in most cities, it is very important to stay fit and healthy in these crucial times. Sports and regular exercises are the proven ways to improve our health, strength and fitness. According to our research, there was a dearth of availability of fitness and sports accessories in the market which is accessible online. Hence, it prompted us to bring to our esteemed consumers the various range of sports as well as fitness accessories and equipment to assist them in their fitness journey during Pandemic situation and the nationwide lockdown,” said **Mr B.L. Mittal, Founder & Executive Chairman, SastaSundar.com**.

Sastasundar’s website and app thus includes a series of products which are divided into categories such as Indoor Games, Outdoor Sports &Accessories. Products such as cricket bat, football, basketball, roller skates, badminton, shuttle cocks, volleyball, indoor board games, yoga mats, skipping ropes & sports accessories amongst others are available on the website and the app. Some of the leading brands whose products are available here includes Cosco, Funksool, Mattel Toys, Nova, Borosil, etc. In addition, enticing discounts and free home delivery have been offered to increase consumer satisfaction.

### **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.

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