



Pooja Duggal,
Founder
HealthHunt

Focusing On The Wellness Of Mind, Body & Soul

Pooja Duggal is the Founder of HealthHunt, Asia's first fully-integrated content-led marketplace focusing on the health and wellness space. She spent 15 years in the diamond industry with Rapaport Group, helping shape policies related to the diamond trading of various countries, until she decided to pursue her cherished passion — health and wellness. To that end, she went on to study nutrition from Integrative Nutrition, the world's largest school for nutrition. Pooja mastered the art of yoga years ago — before it was 'fashionable'. Deciding to combine her strong background in business development and strategy with her true calling was the eureka moment in Pooja's life, that has given shape to what HealthHunt is today.

In conversation with **Dominic Rebello**, Pooja says, "I have set out on an arduous voyage to make a difference in people's lives."

What is the idea behind HealthHunt?

After 15 years in the cut-throat diamond industry, it struck me one day that anyone else in my place would have started to feel the burn. I realised that my dedication to yoga and healthy eating had kept me going through the worst of situations. I was the youngest non-male member of the senior team at Rapaport at the time. Most people around me thought that being healthy was a laborious ordeal and ended up spending millions years later in healthcare bills. Thus, I decided to disrupt this understanding of daily wellbeing and help people achieve their healthiest, happiest lives.

61% of the total deaths in our country are due to lifestyle diseases; which means that they are preventable if people realize in time and begin making healthy choices. I decided to dig deeper into concepts of nutrition, fitness, mental well-being, and organic beauty, which then brought me to the eureka moment when I decided to scale this to millions of people.

How are you different from others?

We are the first SaaS wellness platform that empowers businesses with curated repository of health and wellness information. We have been experimenting with early machine learning algorithm and are gravitating towards a fully AI-based platform. We personalise it to suit a wide audience so that everyone can have the insight and knowledge to make the right health choices every day.

The SaaS platform is an annual subscription model with a pay per user built in. We have many companies signed up for this service, some of which are very large corporate houses across India.

We have a robust digital advertising model in place, where we help health and wellness brands reach the

right target audience through paid campaigns.

Our marketplace works on an affiliate-basis. Advertising opportunities on our website and social handles in the form of written and video content.

Any expansion plans?

We have plans to set up sales offices in 4 major cities in India and grow our corporate customer profile

into hundreds by the middle of this year. We have a team of superiorly-trained holistic experts in place who will be growing this part of our business.

We will continue to grow our health council that already hosts experts from around the world, focus on more strategic partnerships and help other wellness brands reach their target audience through HealthHunt.

Your vision for the company?

We want to make a lasting mark across Asia in the Direct Primary Care trend which I believe to be the future of medicine. Direct Primary Care is a popular trend in the United States, but if there is a country that can truly benefit from it, then it is India considering how rampant lifestyle diseases are in our country. Every day, on our web and social interaction, we find several queries coming from 20-30 something that are eager to share their concerns on weight gain, sleep loss, and mood swings. Since our content takes a very holistic approach to healthcare, we have been and want to continue impacting the lives of many more people...even globally, in a positive way, thus leading them to fully understand daily wellbeing and begin relying more on the natural healing capacity of our bodies.



BUSINESS SHOTS



Expect RBI to pay interim dividend by month-end: DEA Secy

The government expects the Reserve Bank to pay an interim dividend by the end of this month, Economic Affairs Secretary Subhash Chandra Garg said yesterday. In August, RBI had paid a dividend of Rs 30,659 crore for the fiscal ended June 2017. It was less than half the Rs 65,876 crore it had paid in 2015-16. Since November last year, the finance ministry has been in discussions with the central bank to transfer the surplus to the exchequer. "We are expecting RBI to transfer the money by month end," Garg told reporters. According to sources, the government expects the RBI to pay a total dividend of about Rs 45,000 crore for financial year 2017-18.

ILO projects unemployment rate at 3.5% in 2018: Govt

The International Labour Organisation (ILO) has projected unemployment in India at 18.6 million in 2018, higher than 18.3 million in 2017 in its report, Parliament was informed yesterday. "The ILO released a report 'World Employment and Social Outlook Trends - 2018'. As per the report, it is projected that the number of unemployed persons in India is expected to rise from 18.3 million in 2017 to 18.6 million in 2018 and 18.9 million by 2019. At the same time, unemployment rate is expected to remain static at 3.5% during the same period," Labour Minister Santosh Gangwar said in a written reply to Rajya Sabha yesterday. On the fears of increase in unemployment in 2018 and 2019, he explained that no target has been set by the government.

India Post Payments Bank to launch 650 branches by April: Sinha

The government aims to set up 650 India Post Payments Bank branches by next month, communications minister Manoj Sinha informed Parliament yesterday. "India Post Payments Bank aims to have a pan-India reach (650 branches co-located at District Headquarter Post Offices) by April 2018," Sinha said in a written reply to Lok Sabha. India Post received permit from Reserve Bank of India on January 20, 2017 to roll out payments bank. The postal department has already set up two branches on January 30, 2017 in Raipur and Ranchi. Sinha said that these 650 branches will serve as controlling offices to service and monitor all the approximately 1.55 lakh post offices that will act as last mile access points for the public.

WZCC Plan to help Parsi Entrepreneurs

World Zarathushti Chamber of Commerce - India (WZCCI) and WZO Trust Funds (WZTOF) are delighted to announce a joint plan to support entrepreneurs / professionals / start-ups by funding selected projects in India with interest-free loans. The principal amount only would have to be returned, over a pre-determined period. WZCCI and WZTOF would like to invite Zoroastrian Donors to please come forward to donate Rs. 5 - Rs. 25 lakhs towards creating a corpus of Rs. 5 crores to help young people to start-off their entrepreneurial careers or help small businesses reach scale. WZCC - I and WZTOF sincerely hope that a large number of well placed, India based Zoroastrians will come forward and donate sums of money to give a big boost to Zoroastrian Entrepreneurship in India.

Aadhaar covers over 89% population: Alphons

More than 89% of the total population has been issued the biometric identifier Aadhaar

as of mid-February, Parliament was informed yesterday. Aadhaar coverage is low in Assam and Meghalaya where the enrolment has started recently, K J Alphons, Minister of State for Electronics and IT, said in a written reply to the Lok Sabha. As per the information provided by the minister, against total population of 1.31 billion, the number of Aadhaars assigned were 1.17 billion, translating into 89.2% penetration. "As on 15 February, 2018, more than 89.2% of estimated population has been issued Aadhaar all over the country," Alphons said.

Regulatory policies must change to cater to digital world: TRAI Chief

Policies of the physical world cannot be simply "exported" to the digital world which is seeing rapid technological advances such as artificial intelligence (AI) and convergence of devices, Trai Chairman R S Sharma said yesterday. Speaking at Convergence India 2018, he noted that while there is convergence of pipes as also communication devices, the advent of 5G is driving greater throughput, lowering latency and facilitating machine-to-machine communication. "A lot is changing in the digital world. We also need to change the policies, so we can grapple with this issue. Policies for new, digital world can't be the same as those for physical world...These same policies can't just be exported (for digital space)," Sharma said.

Received SEBI nod as registered Investment Adviser: Paytm

Financial services platform Paytm yesterday said its wholly-owned subsidiary, Paytm Money, has received approval of market regulator SEBI to become a registered Investment Advisor. The nod from the Securities and Exchange Board of India will allow the company to roll out investment and wealth management products to consumers across the country, Paytm said in a statement. "Paytm Money is currently completing integrations with the respective compliance and regulatory authorities for KYC under the SEBI regulations. It is also integrating all leading AMCs (Asset Management Companies) in India," the statement added.

TVS Motor rolls out race edition of Apache RTR 200 4V



TVS Motor Company yesterday rolled out the race edition of its Apache RTR 200 4V, priced up to Rs 1,08,985 (ex-showroom Delhi). Termed as race edition 2.0, the motorcycle's A-RT slipper clutch technology accentuates its performance, with 22% reduction in clutch force for quicker upshifts enabling better lap times, the company said in a statement.

SBI puts up Simbhaoli Sugars, 14 other NPA accounts for sale

Country's largest lender SBI has put up for sale 15 NPA accounts worth over Rs 988 crore, including UP-based Simbhaoli Sugars which owes Rs 158.57 crore to the lender. "SBI invites expression of interest from banks/asset reconstruction companies/NBFCs/FIs for the proposed sale of 15 non-performing assets (NPAs) with principal outstanding of Rs 988.95 crore," reads the SBI bid document published yesterday.