

Fitbit launches Fitbit Versa in India

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The Fitbit Versa will be available for purchase online and offline starting May 13.



Fitbit today announced the launch of its latest smartwatch, Versa, in India. The Fitbit Versa will be available for purchase online and offline starting May 13. The list of offline retailers includes Reliance Digital, Croma and Helios among others, while the product will be available online exclusively via [Amazon India](#).

The key features of the Fitbit Versa is female health tracking. The smartwatch in conjunction with the Fitbit app allows women to track their menstrual cycle and symptoms, making it easier to manage the same going ahead with the device getting more accurate as it gathers more fitness data. The standard edition is priced at Rs 19,999 and the Special Edition carries a price tag of Rs 21,999.

Along with the Versa, Fitbit also launched a product for children called Fitbit Ace. The philosophy behind the product is to get the kids to lead a fitter lifestyle right for an early age. It prompts them to get up and move after certain time intervals, and encourages them to stay active all day, and rewards them with congratulatory messages and achievement badges for meeting their fitness goals.