

## Sugar.fit secures \$11 M to transform diabetes management

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Sugar.fit, a Bengaluru-based health-tech startup that seeks to manage and reverse Type 2 and Pre-diabetes through a holistic, science-backed, and data-driven digital health experience, has announced its \$11 million Series A funding round.

The funding was led by MassMutual Ventures with participation from existing investors including Cure.fit, Tanglin Venture Partners, and Endiya Partners. The fresh capital will be used to expand Sugar.fit's product offering, launch an offline presence, and accelerate research and development in the field of diabetes management, accelerating the brand's footprint and growth.

Sugar.fit offers a complete diabetes care programme by integrating a variety of devices such as continuous glucose monitors, fitness trackers and other health diagnostics and providing easy access to a diabetes specialists and health coaches. This enables users to track the real-time impact of their lifestyle on glucose levels, and receive personalised, timely guidance across the aspects of fitness, nutrition and sleep from their care team. This continuous approach to diabetes care has yielded positive health outcomes for consumers – users have seen an average 2% reduction in HbA1c levels after 3 months.

Founded in 2021, Sugar.fit initially raised \$10 million in a seed funding round and has since proven exceptional growth. In the last 18 months, the brand has witnessed eightfold growth in paid subscribers, and currently serves more than 25,000 users on its platform.

