BioSpectrum
the business of Bio & Health Sciences
ASIA EDITION

Flo Health launches Ã¢â?¬Ë?Pass It On Project' in partnership with FemTech India

November 1, 2024 | News

Flo Health is joining efforts with FemTech India to work on widely introducing the Pass it On Project Mission via a special Diwali campaign



Flo Health, the world’s leading period and ovulation tracking app, has achieved a significant milestone by reaching a $1 billion valuation following a recent series C funding round.

With a global base of over 80 million monthly active users and 1,5 million in India alone, Flo Health is set to make its official launch in India this Diwali.

The company aims to use this festive season to spotlight and deliver its innovative offering to millions of women across the country. Flo’s mission is simple - to create a better future for female health, and equip women with the knowledge to better understand their bodies - including hormonal patterns, health conditions such as PCOS or endometriosis, fertility and beyond.

This is why in 2022, Flo Health created the Pass It On Project, offering free Flo Premium subscriptions to women in 22 countries, where access to safe and credible health information is limited.

As of 2024, this project supports 66 countries and 18 million women around the world, with India at its heart. To mark its official launch in India, Flo Health is joining efforts with FemTech India to work on widely introducing the Pass it On Project Mission via a special Diwali campaign.

In India, where a Period Health Study found that 70% of women experience menstrual health issues and 58% lack knowledge on how to manage their periods, the campaign aims to make a meaningful impact with health information and tools.

In the coming weeks Flo Health and FemTech India will be working on reaching female Android users all over the country - in cities across the full economic spectrum, where access to comprehensive health information and medical support is often limited.

Flo Health’s Chief Medical Officer, Anna Klepchukova said, “With million users in India already relying on Flo to track their health, we believe our 'Pass it On' Mission will spark a movement of awareness and empowerment. We aim to reach women in even the most remote areas, making women's health accessible to all."

FemTech India founder, Navneet Kaur said, "We are proud to be the first company from India to be part of the UNFPA Equity Alliance 2030 and thrilled to partner with Flo Health on the 'Pass It On' project. This initiative aims to provide free access to millions of Android users across India, improving women's health and promoting gender equity. As we celebrate Diwali, a season of light and hope, there is no better time to inspire positive change and celebrate."