

Have **Fun** . **Doo** Learn . Stay **Fit**



Edition: Autumn 2025

July – Sep 2025

Digital Partner



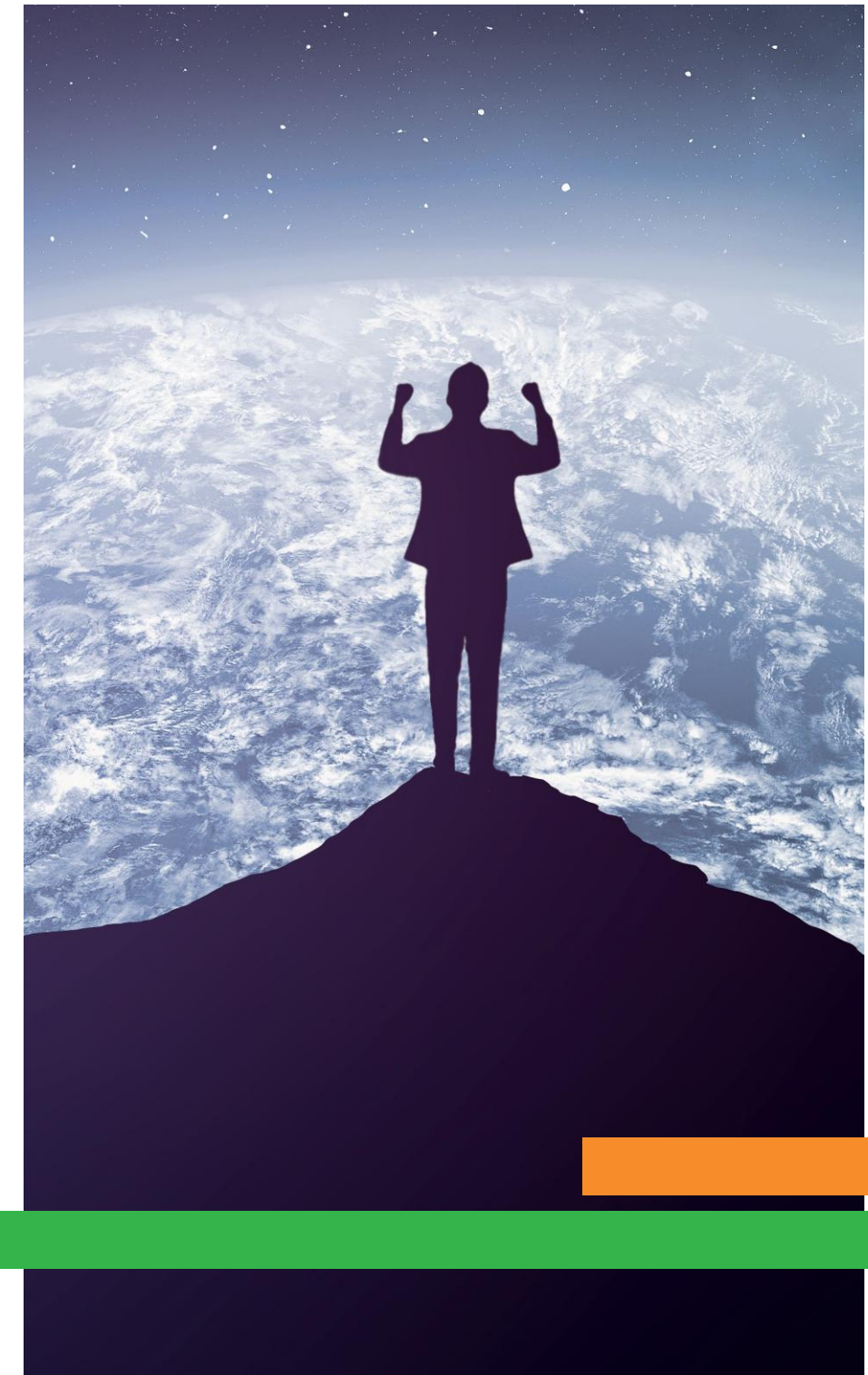
The Story

Once upon a time—not too long ago—health was more than a choice, it was a *way of life*.

Morning sun salutations, food cooked with love and mindfulness, and evening walks with neighbors. This was the India we knew—rooted, rhythmic, and radiant.

But somewhere along the way, life picked up speed. Deadlines replaced downtime. Processed foods took the place of home-cooked meals. Screen time overtook serene time.

And slowly, our wellness began to slip away—not because we didn't care, but because we didn't notice. *It's time we noticed.*

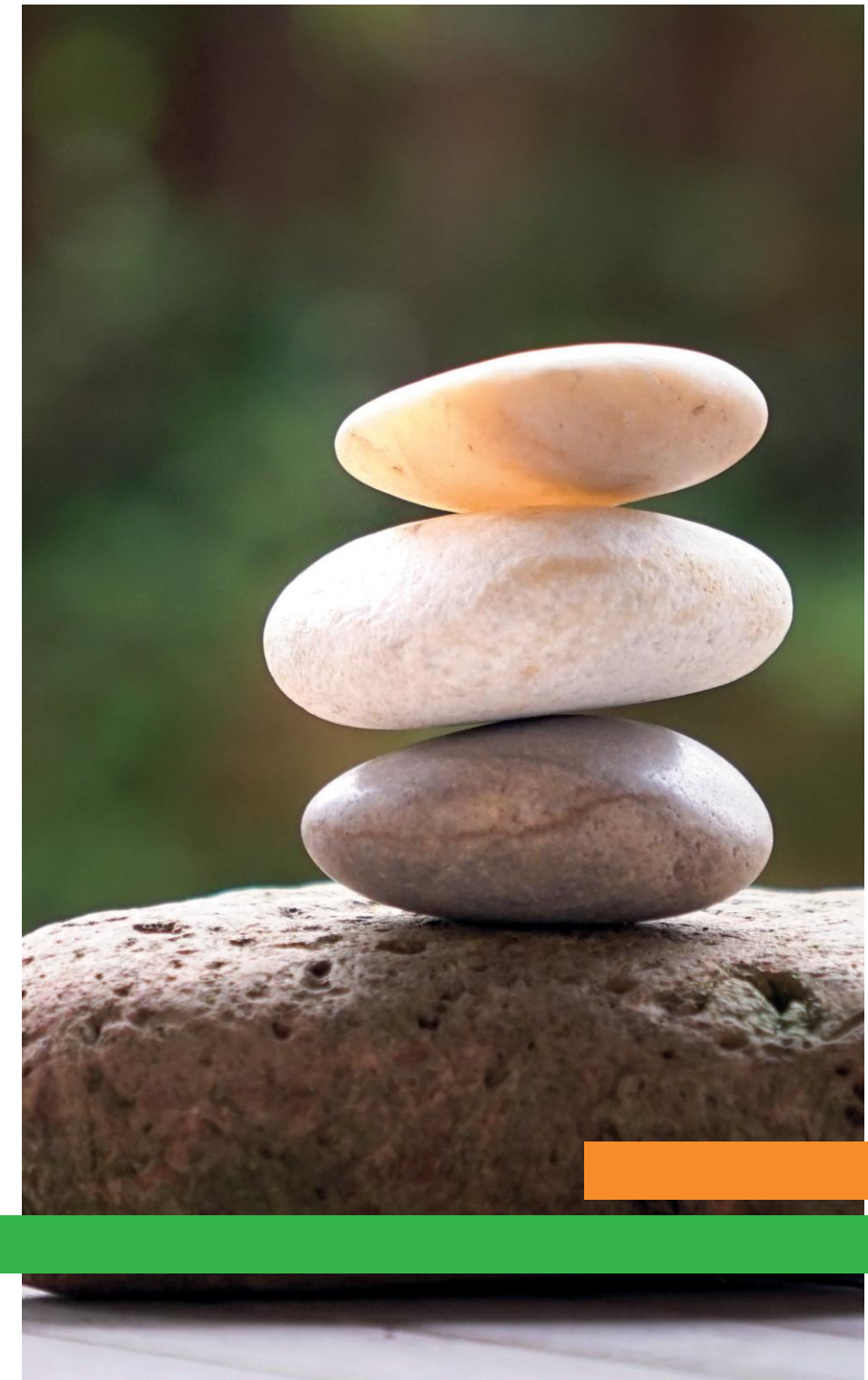


This Initiative

This is our humble attempt to bring back that attention—one breath, one step, one habit at a time. Over the next **3 months**, we invite you to join us on a curated wellness journey rooted in wisdom and powered by modern practices.

- 🎥 Bite-sized videos for mind, body, and soul
- ✓ Weekly Lifestyle Wellness Challenges
- ♥ Exclusive health checkups and offers
- 🌱 A community moving together toward holistic wellbeing

This isn't just a campaign. It's a call. A call to pause, realign, and reclaim the vibrant health that's always been our legacy.
Because a healthier India begins with you.



FUNDOO Fit In Tamil Nadu

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10,00,000+ Reach

10,000+ Users

25+ Partners

3 Months Duration



Health Categories

Mental Wellness

Physical Wellness

Diet & Fitness

Activities

Know your Health

Daily Content

Users learn about having a good health with our articles or videos. They get offers for health check-ups from partners.

Engage your Health

Weekly Challenges

These are curated by experts; users can join multiple challenges at the same time.

Reward your Health

Monthly Rewards

Rewards from health brands given exclusively for lucky winners of the UGC activity under each category.

How this Works?

- We **publish** videos, infographics & articles under “*Know your Health*” section in collab with our partners.
- Users can utilize the **offers** in “*Check your Health*” and walk-in to clinics / labs / consultation units.
- **Users register** to access *Engage your Health*, and *Reward your Health* sections.
- **Engagements** are curated by experts; users can join and take part in multiple ones at the same time
- **Rewards** from brands available exclusively for the lucky winners of the UGC contests under each category.
- Users **vote** for their favorite Healthcare brands for the Awards
- Announce People’s Choice **Awards** for various categories towards the end of the period based on data.

Milestones – 3 Months

15 Jun'25

Onboard partners for content, challenges and rewards.

1 Jul'25

Soft Launch the campaign and open up early-bird registration by invite-only.

15 Jul'25

Officially launch the campaign, and open user registration for all.

30 Sep'25

Campaign Ends by announcing campaign stats & People's Choice **Awards**.

Sample Challenges

1. The 10-Minute Mind Challenge (Mental Wellness)

Goal: Spend 10 minutes daily for 7 days doing something to calm your mind. Options: Meditation, journaling, deep breathing, digital detox, gratitude writing.

Hashtag: #10MinMindChallenge

2. 5K Steps a Day Challenge (Physical Wellness)

Goal: Walk at least 5,000 steps per day for 7 days.

Tip: Use smartphone pedometer or any step-tracking app.

Hashtag: #StepIntoWellness

3. One Healthy Swap a Day Challenge

Goal: Replace one unhealthy habit with a healthier one each day.

Examples:

Replace soft drink with nimbu paani

Replace chips with roasted chana

Replace screen time with book time

Hashtag: #HealthySwapChallenge

4. Hydration Hero Challenge

Goal: Drink at least 8 glasses (2+ litres) of water each day.

Engagement Idea: Share a creative selfie with your water bottle.

Hashtag: #HydrationHeroIndia

5. Sleep Reset Challenge

Goal: Sleep for 7-8 hours daily, go to bed before 11 pm.

Focus: Routine, screen-off before bed, better sleep hygiene.

Hashtag: #SleepWellIndia

6. Digital Detox Hour

Goal: Stay away from screens for 1 hour daily (no phone / TV).

Hashtag: #1HourNoScreen

7. Morning Me-Time Challenge

Goal: Spend the first 30 minutes of your day without your phone.

Activities: Yoga, breathing, nature walk, planning the day.

Hashtag: #MorningMeTime

Sample Challenges

8. Seven Acts of Kindness (Emotional Wellness)

Goal: Do one simple act of kindness every day for a week.

Examples: Compliment someone, donate food, call a loved one, help a stranger.

Hashtag: #KindnessChallengeIndia

9. Rainbow Plate Challenge

Goal: Eat at least 3 different colored fruits or vegetables each day.

Purpose: Easy, visual, boosts immunity and awareness.

Hashtag: #EatTheRainbowIndia

10. Dance or Move Challenge

Goal: Move your body for 15+ minutes daily through dance, yoga, stretching or Zumba.

User-Generated Content Tip: Encourage reels, fun videos, couple/family entries.

Hashtag: #MoveToFeelGood

11. Breath of Life Challenge (Pranayama Focus)

Goal: Practice 5–10 minutes of deep breathing / Pranayama in dawn.

Hashtag: #BreatheBetterIndia

12. Local Superfood Challenge

Goal: Eat one local seasonal superfood each day for a week.

Examples: Amla, banana, drumstick, curry leaves, coconut water.

Hashtag: #SuperfoodSeSwasth

13. One Page a Day Challenge (Mental Clarity)

Goal: Read at least one page of a book (not on screen!) each day.

Purpose: Reduces screen time, builds calm focus.

Hashtag: #OnePageOneDay

14. Sunlight Soak Challenge

Goal: Spend 15–20 mins in early morning sunlight daily (Vitamin D)

Tip: Take your chai or breakfast outside!

Hashtag: #SunshineSwasthya

Sample Challenges



15. Gratitude 3 Challenge

Goal: Write down or share 3 things you're grateful for every day.

Boosts: Mental resilience and emotional well-being.

Hashtag: #Gratitude3India



16. Home-Cooked Meal Challenge

Goal: Eat at least one home-cooked meal a day—no ordering in!

Extra: Post a pic of your thali with #DesiSwadSwag

Hashtag: #GharKaKhaanaChallenge



17. Family Fitness Hour

Goal: Spend 30 minutes with your family doing something active—walk, yoga, dance, games.

Focus: Wellness + bonding.

Hashtag: #FitParivaarChallenge



18. Green Routine Challenge

Goal: Care for a plant, water your garden, or grow microgreens every day.

Bonus: Eco + wellness + mindfulness.

Hashtag: #GreenWellnessIndia



19. Low Salt & Sugar Week

Goal: Be mindful and reduce added sugar and salt for one week.

Engagement Idea: Share swaps (e.g., jaggery instead of sugar).

Hashtag: #CutTheSaltSugar



20. 3-Goal Habit Builder

Goal: Set 3 personal wellness goals at the start of the week and do them every day.

Examples: 7 hrs sleep, 1 fruit, no junk food.

Hashtag: #MyWellness3

Exclusively for

PARTNERS



Benefits for Partners

✓ 1. Digital Amplification

- Get your healthcare brand amplified in our digital handles
- Engage with our users and distribute your offers on our website.

✓ 2. Logo Mentions

- Display logo on category's digital assets: creatives, videos, landing pages, promotions.

✓ 3. Content Integration

- Feature partner experts (doctors, nutritionists, therapists) in our branded content.
- Include services/products as CTA to educational videos and explainer reels.

✓ 4. Organic CTA + Offers

- Display your health packages or offers to our users
- Get new leads or walk-ins

Cont...

✓ 5. Social Media Shout-outs

Publish 1 Shout-out post on our social handles and tag your brand, and tagged mentions in associated social media challenges and reels.

✓ 6. Email Shout-out

Dispatch an emailer with a writeup about your brand to all our participants.

✓ 7. Website Lead Forms

Dedicated lead forms or booking pages for partner services on our website.

✓ 8. Podcast Video

Create 1 video podcast, and publish on our social handles and Youtube.

✓ 9. PR Coverage

Media and PR mentions, CSR reporting tie-ins.

Our Deliverables for Partners

Category Partner	Content Partner	Reward Sponsor
Digital Amplification	Digital Amplification	Logo Mentions
Logo Mentions	Logo Mentions	Logo on Merchandise
Content Integration + Offers	Content Integration + Offers	
Social Media Shout-out		
Email Shout-out		
Website Lead Form		
Podcast Video		
PR Coverage		

GOLD Partner – All the above (*Category, Content, Reward*)

Next Steps for Partners

Commercials

1. Category Partner – ₹ 35,000
2. Content Partner – ₹ 10,000
3. Reward Sponsor – ₹ 5,000

GOLD Partner – Partner for all the above (*Category, Content, Reward*) – ₹ 50,000

Get Started

Step 1: Confirm your interest by filling in the form at <https://fundoofit.com/partnership/>

Step 2: We will reach out to you, raise the invoice, get payment

Step 3: We shall work closely with your team and onboard your brand.

Thank you!



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www.fundooofit.com

Digital Partner

