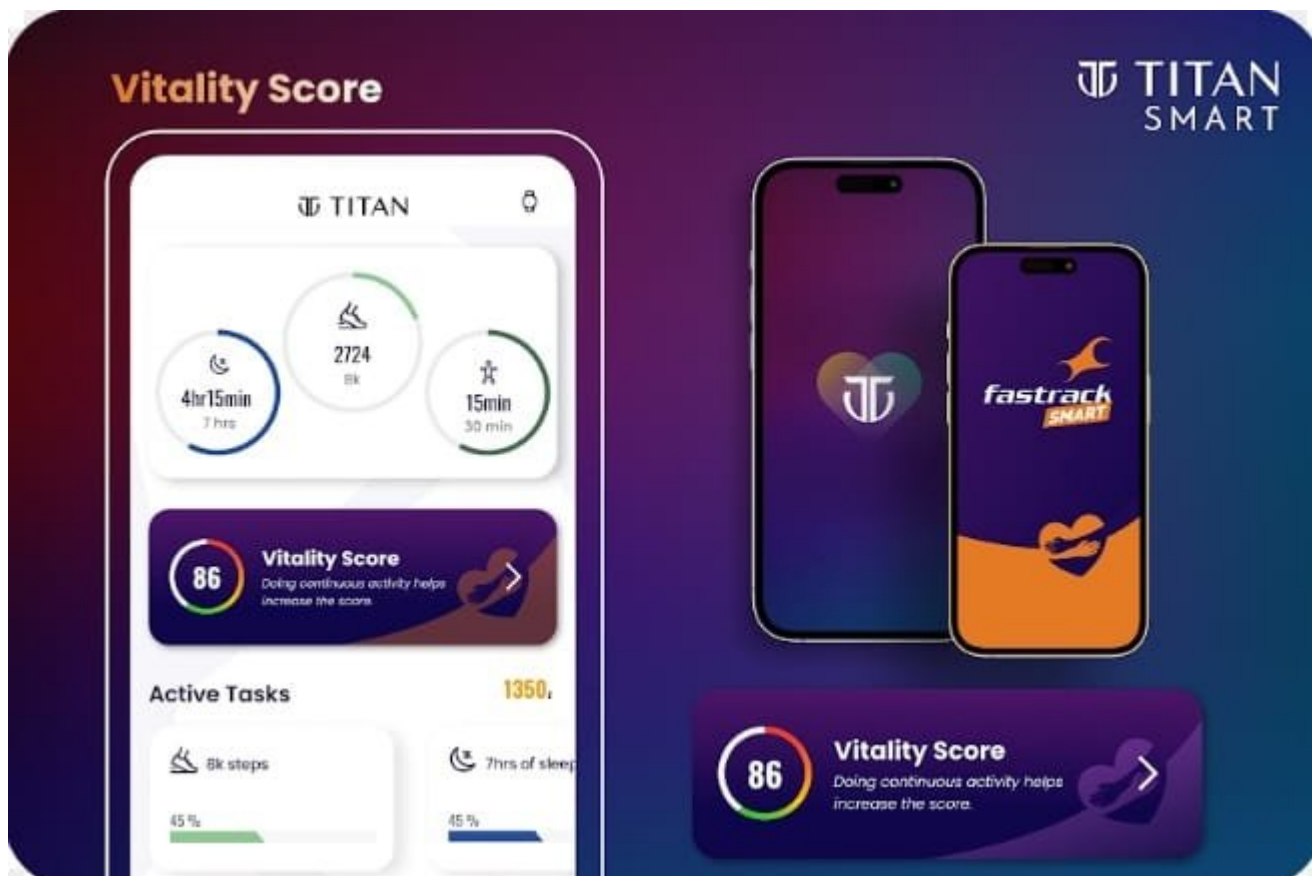


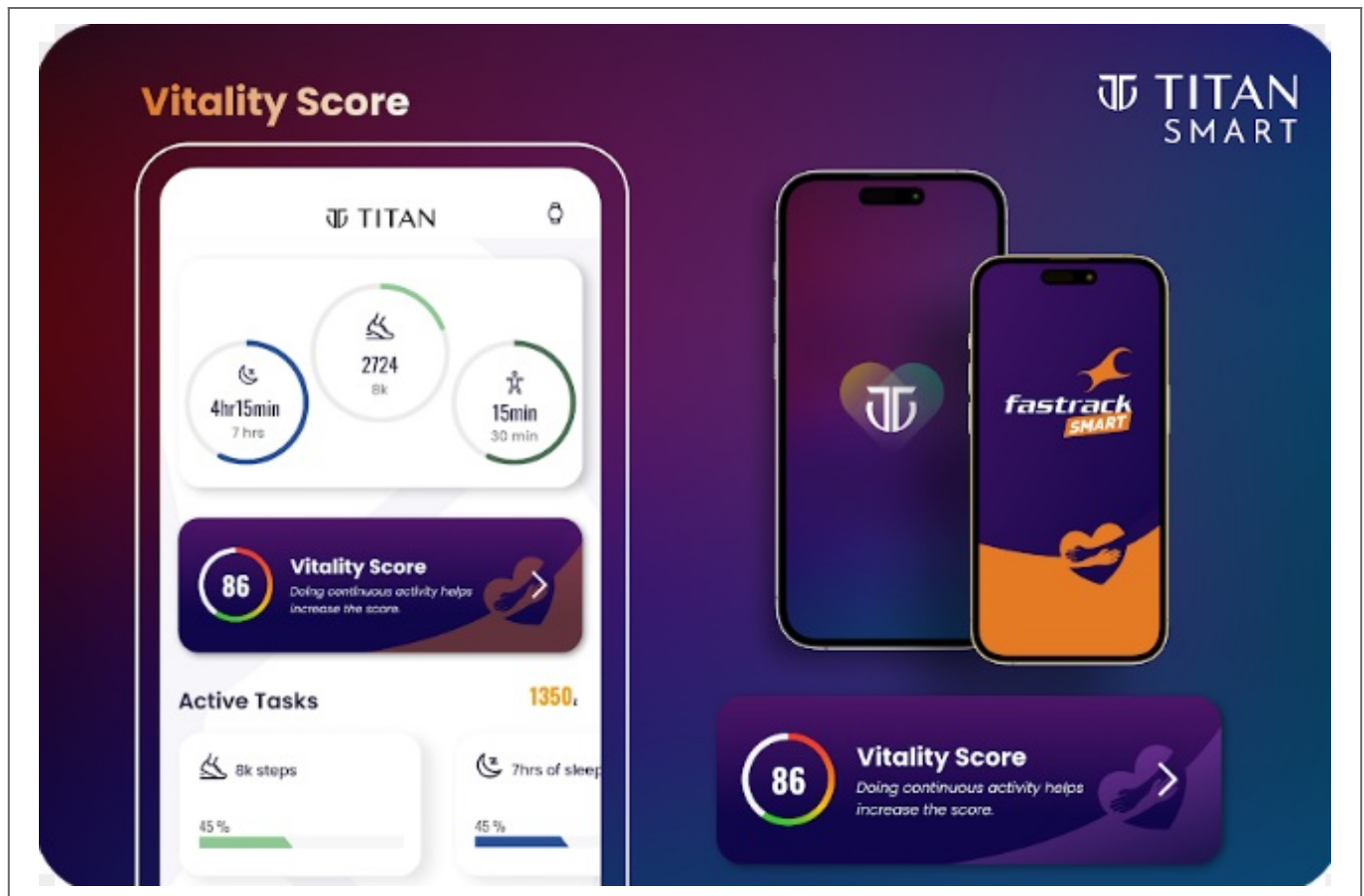
This World Health Day, Decode your Fitness Levels with 'Vitality Score' by Titan Smart

Category: Business

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Marking World Health Day with a transformative leap in health-tracking technology, Titan Smart has announced the launch of its innovative '**Vitality Score**' feature across all Titan and Fastrack smartwatch companion apps. This feature evaluates interconnected dimensions of health-emphasizing consistent daily behaviors rather than isolated, short-term activity bursts.



Make smarter health choices every day with Titan Smarts Vitality Score

In today's fast-paced [world](#), achieving a balanced and healthy lifestyle can be challenging. The Vitality Score feature emerges as a thoughtful [response to a holistic wellbeing tracking system](#) where users seek more meaningful insights from their wearable devices and also through the companion app. A unique 100-point system that analyses movement, rest, exertion, and consistency, offering a comprehensive measure of well-being- helping users to make smarter [health](#) choices every day.

Integrating these factors, users receive a score ranging from 0-100, categorised as Weak (0-30), Fair (31-70), Good (71-90), or Excellent (91-100), giving them actionable benchmarks to drive improvement. By continuously tracking key health metrics, it [strengthens preventive](#) care efforts, empowering individuals with personalised health recommendations based on real-time data. Additionally, goal-driven insights actively foster long-term habit formation. This feature holds potential

for integration with India's expanding digital health ecosystem-enabling timely [health check-ups](#), virtual consultations, and proactive interventions driven by user activity patterns.

Seenivasan Krishnamurthy, Chief Marketing and Sales Officer, Titan Smart Wearables division explains the ethos behind this innovation, "At Titan, we understand the growing demand for meaningful and actionable [health](#) insights that go beyond surface-level tracking. With lifestyle-related [health concerns on the rise in India](#), the need for actionable health insights has never been greater. Vitality Score goes beyond basic tracking, encouraging users to build healthier routines. By [combining intuitive design](#) and user-friendly interfaces, we've ensured that users can easily interpret their wellness data and effortlessly translate insights into daily actions. Launching it on [World Health Day](#) reinforces our commitment to empowering individuals with meaningful, proactive wellness choices.

At the heart of Titan's Vitality Score is its uniquely designed personalised tracking system-intelligent prompts tailored to individual performance and behavioral patterns. With the launch of this feature on World Health Day, the focus is to [celebrate consistent achievements](#) while gently guiding areas that require improvement, these nudges encourage sustainable lifestyle adjustments rather than unrealistic, momentary goals.

The new Vitality Score feature is available immediately as a free update to Titan and Fastrack smartwatch users on their companion app, requiring no additional investment. Learn more and begin your journey towards better health today by visiting www.titan.co.in.

About Titan Smart Wearables

Titan Smart Wearables is a pioneering force in the world of

smartwatches, with a commitment to crafting smart wearables that redefine personal style and enhance well-being. Since 2016, Titan Smart has consistently pushed the boundaries of technology and fashion, setting new standards for a holistic lifestyle. As a leading Centre of excellence, Titan Smart has developed wearables that celebrate creativity and functionality, [elevating one's style with cutting-edge technology](#) while nurturing well-being. Whether its the sleek sophistication of minimalist designs or the audacious allure of bold statements, the collection invites oneself to indulge in a realm where your personal style embodies impeccable taste and distinction. Titan Smart is dedicated to merging technology with personal expression, creating a new era of smart wearables for mindful living.

