

PROJECT: Healthy Nagarro Initiative (HNI)



NAME

Anurag Joshi, 29,
Gurugram, India

MARKET SIZE



TYPE

Rational

Goals

Demographic

♂ Male 29 years

📍 India

Unmarried

Assistant Manager

Mild Health Conscious

Quote

“Motivations towards health are personal and cannot be generalized. Today everyone is concerned about health”

Background

Anurag is a working IT services professional with a more than 5 years of experience

Anurag has been working at Nagarro for 3 years now, he feels that the company does a good job at employee engagement but currently does not have a comprehensive healthcare programme which as per him is quite essential for IT sector, keeping in mind long sitting hours

On a personal front, Anurag takes part in a few fitness activities but is not quite frequent. He finds it difficult to regularize healthy activities and practices as they don't fit in his schedule. Mostly he prefers to run, walk or cycle a few kms as the primary activity. He loves to do activities in groups as he feels it gets boring alone.

Technology



Channels



Motivations

- Physically fit for his own self
- Increasing his productivity to grow fast in life.
- Ability to inspire others to be fit
- Making his parents proud
- Keeping his girlfriend happy

Frustrations

- Inability to find time to exercise due to packed schedule
- Lack of peer motivation
- Slow professional Growth
- Living away from Family