

Case Study

HealthKart Strengthens Platform Security Through AppSecure's Offensive Penetration Testing



Company Size

1k-5k

Asset type

Web & Mobile Applications & Network Infrastructure

Continuous Engagement

6+ Years

Client overview: Healthkart

HealthKart is India's leading health and wellness e-commerce platform serving millions of consumers across nutrition, fitness, and preventive health categories. Operating under Bright LifeCare Pvt. Ltd., the group powers multiple consumer brands, including MuscleBlaze, TrueBasics, and HKVitals, running large-scale digital platforms where security, compliance, and customer trust are business-critical.

Challenge

Ensuring continuous security assurance at scale

As HealthKart expanded high-traffic platforms handling sensitive customer and transactional data, maintaining strong security validation and ISO 27001 compliance became essential.

Security needed to remain consistent across multiple platforms while supporting rapid releases, evolving infrastructure, and growing customer trust expectations. AppSecure helped HealthKart proactively identify exploitable risks, validate real-world attack resilience, and continuously strengthen platform security.

Our unique approach

Offensive penetration testing driven by real attack simulation

AppSecure implemented a structured long-term offensive security program aligned with operational and compliance goals. Through hacker-led testing and real-world attack simulation, AppSecure identified business logic risks, attack paths, and infrastructure weaknesses across web, mobile, and network environments.

Company

Healthkart

Headquarters

Gurgaon, India

Industry

Health & Wellness

Department

IT Security

Service Used

Offensive Penetration Testing



Each finding was prioritized based on real-world impact, enabling faster remediation, continuous validation, and measurable security improvement without slowing development velocity.

Hear it from our client, Healthkart

"The predictable quarterly offensive testing exercises and fast revalidation have taken pressure off our teams. Security is no longer reactive or last-minute."



Ajay Tiwari
CTO, Healthkart

HEALTHKART

Building a Resilient Security Foundation

AppSecure's customized approach drove maximum results for Zolve

- Strengthened security posture across web, mobile, and infrastructure
- Enabled sustained ISO 27001 compliance and audit readiness
- Accelerated remediation through rapid revalidation cycles
- Reduced reactive security incidents through early risk discovery
- Continuous attack-simulation aligned with platform evolution
- Operated as a strategic extension of the internal security team

Hear it from our client, Healthkart

"AppSecure feels less like a vendor and more like an extension of our technology team as we continue to scale securely."



Ajay Tiwari
CTO, Healthkart

HEALTHKART

A Trusted Offensive Security Partner

HealthKart's long-term partnership with AppSecure shows how offensive penetration testing can evolve from periodic assessments into a strategic, ongoing security control, helping scale securely, ensure compliance, strengthen resilience, and protect customer trust.



AppSecure, a global leader in offensive cybersecurity, helps enterprises strengthen their security posture through application security testing, red teaming, and continuous security programs. Our hacker-led experts combine deep research with real-world attack simulations to help organizations validate defences, enhance resilience, and sustain compliance at scale.

Learn more at <https://www.appsecure.security> or [contact us](#) for a tailored consultation.



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hello@appsecure.security