

Southeast Asia's largest parenting platform

2009

founded, in Singapore

20M

users

#1

parenting app in Southeast Asia

8

Southeast Asian countries

5

Motherswork markets

281

people across Southeast Asia

12M+

app installs

19M+

social media followers

#1: Google Play download ranking, Parenting category.

About

The Parent Inc is Southeast Asia's largest parenting platform. Founded in 2009 by Roshni Mahtani Cheung and headquartered in Singapore, it helps families have healthy pregnancies and raise happy, healthy and confident children.

It started with theAsianparent, now used by 20M people across eight Southeast Asian countries and ranked the #1 parenting app in Southeast Asia in Google Play's Parenting category. In Vietnam, the platform runs as Webtretho. The theAsianparent Awards recognise the products parents and experts rate best.

Listening to millions of parents led the group to build its own brands, Mama's Choice (maternity and baby skincare, since 2019) and Little Rei (diapers and swaddles, since 2024), to bring global brands such as Stokke, Cybex and Joolz to the region, and to welcome Motherswork, Singapore's premium mum and baby retailer since 1998, in 2023. Its Project Sidekicks initiative works to reduce stillbirths and support grieving parents.

The Parent Inc employs 281 people across Southeast Asia. Its investors include East Ventures, Vertex Ventures, JD.com, Central Retail, LINE, Naver and SCB 10X.

Businesses

theAsianparent The parenting app used by 20M people across Southeast Asia. Trusted content, community and tools for millions of families, from pregnancy through the early years.

Mama's Choice & Little Rei Products built from what millions of parents tell us they need.

Global brands into SEA We bring the world's best mum and baby brands to Southeast Asian families.

Motherswork Premium mum and baby retail since 1998, online and in store.

Leadership

Roshni Mahtani Cheung, Founder & Group CEO

Sharon Phoong-Wong, Founder & CEO, Motherswork

Team Pramkaew, CEO, International Markets

Rameez Islam, Head of Finance

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