THE PARENT INC.

Fact sheet · October 2026

Southeast Asia's leading parenting platform

2009
founded, in Singapore

20M
parents reached across our digital platforms

#1
parenting app in Southeast Asia

12
markets across Asia

5
Motherswork markets

281
people based across Southeast Asia, serving 12 Asian markets

12M+
app installs

19M+
social media followers

#1: Google Play download ranking, Parenting category.

About

Founded in Singapore in 2009 by Roshni Mahtani Cheung, The Parent Inc has grown from a parenting-content platform into Southeast Asia's leading parenting platform, now reaching 12 markets across Asia: a connected ecosystem spanning technology, media, consumer brands, distribution and retail.

At its centre are theAsianparent and Vietnam's Webtretho, digital platforms where millions of people read, track, ask, discuss and make family decisions. Together they reach 20M parents, and theAsianparent is ranked the #1 parenting app in Southeast Asia in Google Play's Parenting category. Those relationships give the group a constantly evolving understanding of what families need, insight that informs brand partnerships, owned-product development, regional distribution and Motherswork's premium retail strategy.

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 based across Southeast Asia, serving 12 Asian markets. Its investors include East Ventures, Vertex Ventures, JD.com, Central Retail, LINE, Naver and SCB 10X.

Businesses

theAsianparent The parenting platform reaching 20M parents across our digital platforms. 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 leading global 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

Press contact

info@tickledmedia.com
theparentinc.com