



Let's talk health

Indians don't take healthcare seriously

Negligence & high expenses lead to low adherence to proactive care

80%

disease burden preventable by proactive care

76%

Indians delay doctor consultation



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Under-insured due to complex claims process

63%

Urban Indians don't have health insurance

75%

Urban Indians pay out of pocket



Comprehensive proactive care
under one subscription



Subscription
based care-
management
to ensure zero
negligence

Basic subscription
₹ 5999 annually

OPD Cover

IPD Cover

Unlimited
consultations with
inhouse doctors &
specialists

Health & fitness
tracking with 3rd
party trackers



Simplified health covers for zero out-of-pocket expenses

Basic subscription
₹ 5999 annually

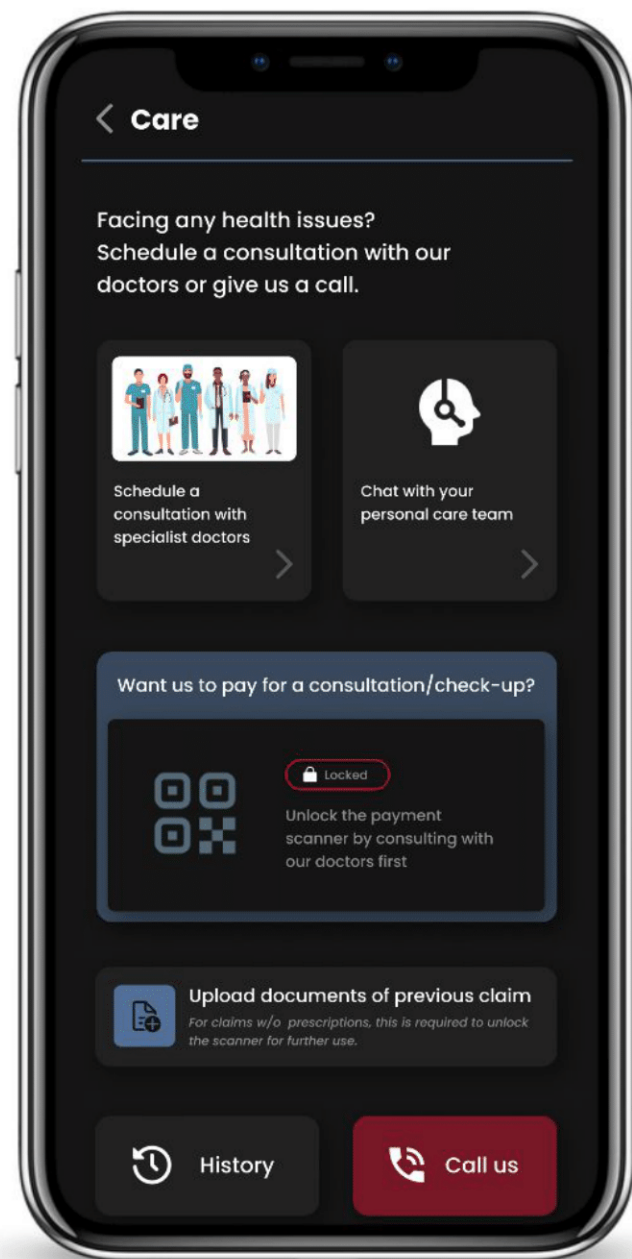
OPD Cover

IPD Cover

Unlimited prescribed diagnostics

Simplified OPD cover for ₹ 10 L
direct payment via app

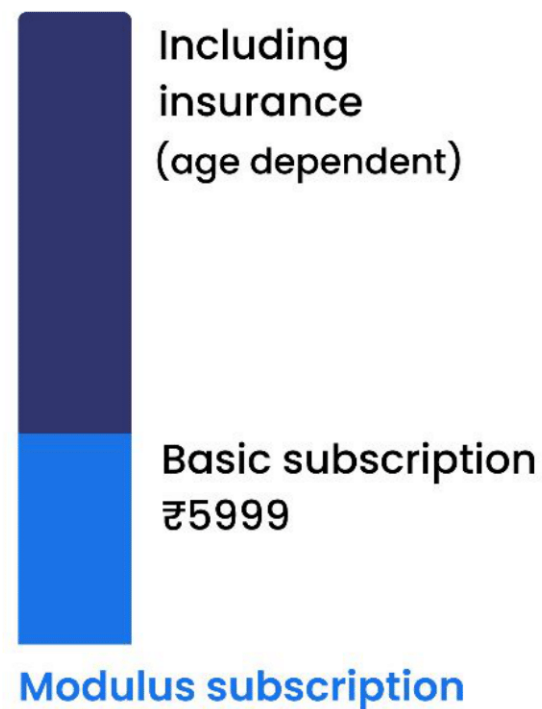
IPD cover for hospitalization



Customers
save over 25%
on medical
expenses

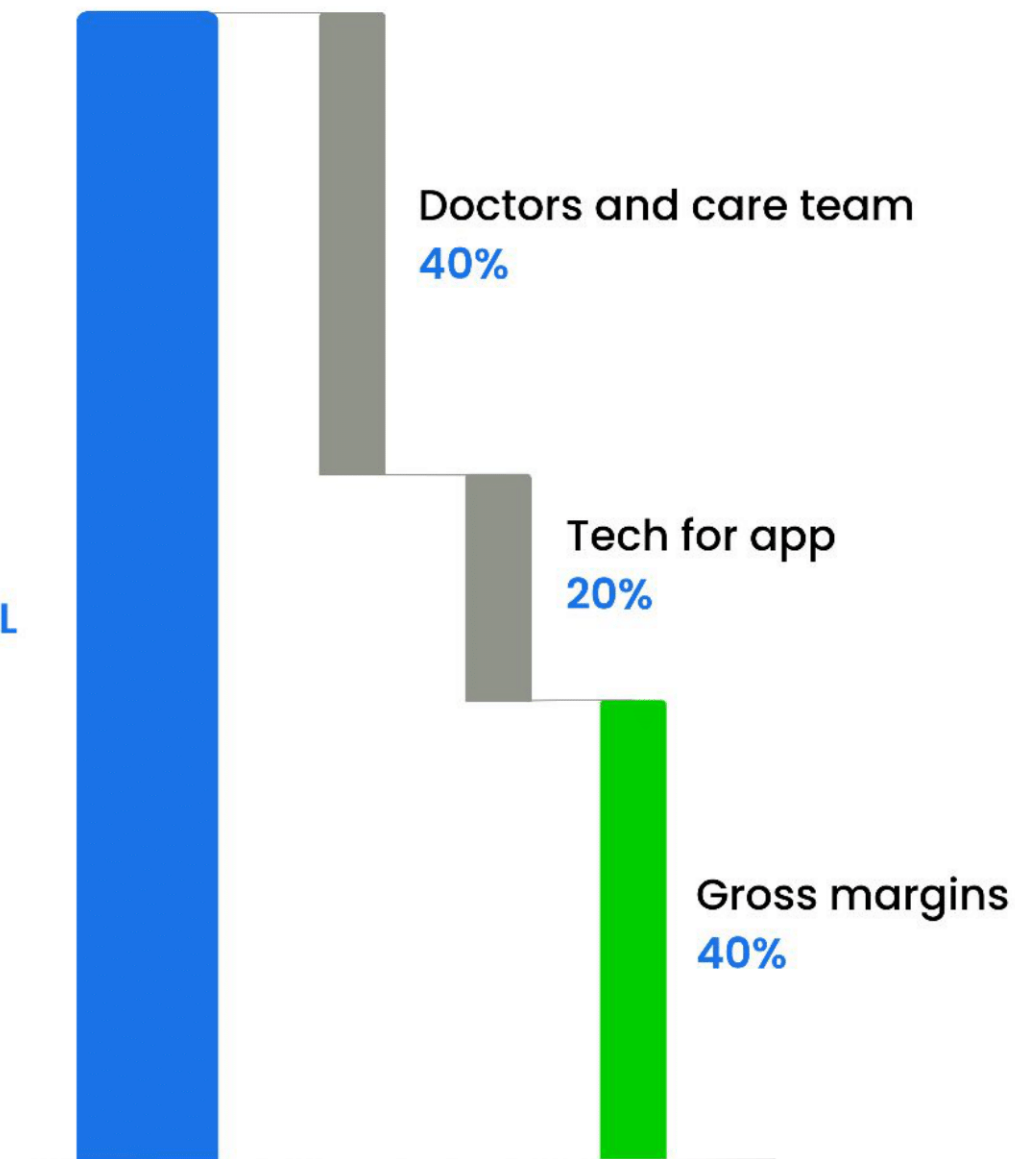


Savings
>25%

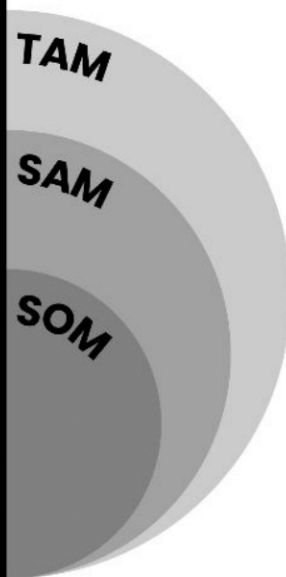


High gross margin profile, even at modest volumes

Revenue for 500 customers
 $500 \times ₹6 \text{ k} = ₹60 \text{ L}$



Urban Indians
spending
out-of-pocket
for healthcare
are our
customers



\$ 95 Billion

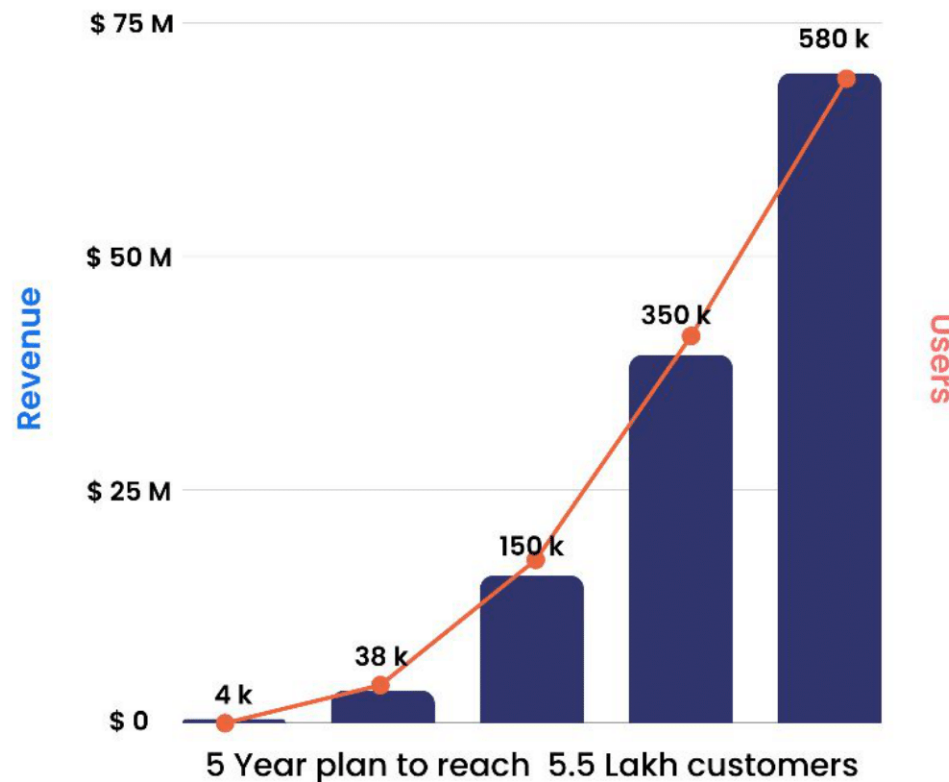
50 Cr. people spending \$190 annually
on healthcare services

\$ 15 Billion

6 Cr. middle and upper class people in urban India,
spending \$250 annually on healthcare services

\$ 125 Million

10 Lakh customers with \$125 annually



Similar
emerging
models
showing
promising
signs of growth

Current
systems



10k+ downloads
started in 2020



50k+ downloads
started in 2018



500+ downloads
started in 2021

Nudges
based on health
tracking



Single
subscription
plan



Health
cover



Proactive care and health monitoring improve
long-term health outcomes and prevent chronic diseases.

Raised

\$5k

as seed grant

- 01.** MVP ready
(managed care &
health monitoring)
- 02.** 6+ doctors onboard
- 03.** 150+ waitlist sign-ups

Now

\$100k

to reach 600 users in 6
months

- 01.** Building the tech
platform
- 02.** Spreading brand
awareness &
onboard initial
customers
- 03.** Operations starting
from Chennai

In Oct'23

\$500k

to reach \$1M revenue
in further 12 months

- 01.** Hiring the right talent
- 02.** Building the tech
platform further
- 03.** Developing
marketing strategies

The team



Arun Deepak
Co-founder

Spearheads Organization

Masters' Union Co'23 - PGP
Fitness enthusiast | Ex-Flipkart
B.E. Mechanical Engg.



**Prathamesh
Bawkar**
Co-founder

Spearheads Product

Masters' Union Co'23 - PGP
Product & fitness enthusiast | Ex-Siemens
Project management
B.Tech. Electrical Engg.

Tech team



Naga Snajay
B.Tech. | Chronus
Back-end



Nandhakishore
B. Tech. | Coca-cola
ML lead



Shivane Pethe
PhD. | IIM Calcutta
Algo & Data



TST Technology
Front-end

Medical team



Dr. Divya Ram
MBBS | MD
Int. Medicine



Dr. Varshini
MBBS
Gen. Medicine



Dr. Vijayashree
M.Sc. | M.Phil. | RD
Dietician



Dr. Hashwini Natarajan
M.Sc. Medical Psychology
Psychologist



Dr. Anjana Thomas
MBBS
Gen. Physician



Vivek
Health Coach | NASM
Health Coach



Modulus

Building a **better** you, one day at a time...