



Dr. Shirodkar's Health Solutions Pvt Ltd

“ Pitch Deck for Lakshya Scheme ”

Technology Start Up

that integrates

Ayurved (World's First Functional Medicine Science)

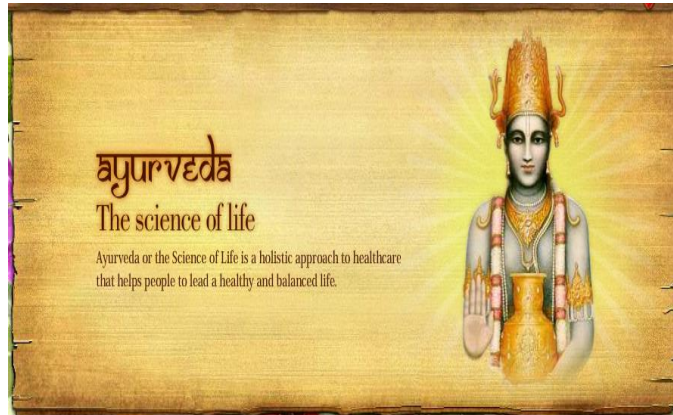
with Modern Medicine,

Nutrition Science &

Food Technology



Guiding Philosophy



**When diet is wrong ,
medicine is of no use ;**

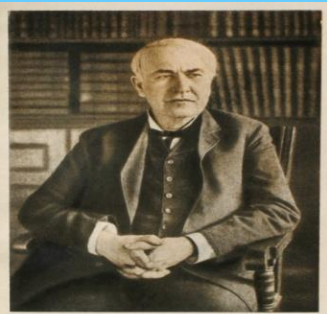
***An ancient
Ayurvedic
Proverb***

**When diet is correct ,
medicine may be of no need.**



**Ann Wigmore,
Holistic Health
Practitioner, USA**

**The food you eat
can either be
the safest and most powerful
form of medicine or
the slowest form of poison !**



**Thomas A.
Edison**

**The doctor of the future will no longer treat
the human being with drugs,
but rather , will cure and prevent
disease with NUTRITION !**



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What are we?..a Technology Start up

- **Address the latent problem almost 200 million people just in India**
- **Integration of Ayurved, Modern Medicine, Nutrition Science & Food Technology**
- **Clinically Tested & Proven Technology ... (Patent Protected)**
- **Developed under Dept. of Science and Technology, Government of India**
- **Pre-mix food products fitting daily habits of patients of diabetes, heart, dyslipidemia, hypertension (H.T.), PCOS, Obesity**
- **Not Only, Help manage / Lower blood sugar, dyslipidemia & help in H.T. ; &**
- **Help control medicine doses ;**
- **But also go beyond just blood sugar control to help improve the diabetes pathology in terms of Fat Derangement, the Root Cause of Diabetes & related Metabolic Disorders**
- **Beauty of these pre-mix products : the foods made from them also helps the pre-diabetic population to prevent / delay onset of these metabolic disorders**

What are we?..a Technology Start up

We are a Technology Start Up aimed at the latent problem of about 200+ million target customers in India. It is based on integration of Ayurved, Modern Medicine & Modern Nutrition Science and Food Technology.

Our Solution Products are evolved out of research and development under the Dept. of Science & Technology (DST), Govt. of India with the evidence of clinical tests & proven technology, which is now patent protected.

We manufacture & promote Pre-mix food products fitting daily habits of patients of diabetes, heart, dyslipidemia, hypertension(H.T.), PCOS & Obesity. They not only, Help manage / lower blood sugar, dyslipidemia, H.T. & Help control medicine doses; but also go beyond just blood sugar control to help improve the pathology in terms of Fat Derangement, the Root Cause of Diabetes & related Metabolic Disorders.

Beauty of our pre-mix products: The foods made from them also helps the pre-diabetic population to prevent / delay the onset of such metabolic disorders. And hence will help the nation in Control / Prevent the Pandemic of Diabetes & related disorders in India.

- **Diabetes, Pre-diabetes, PCOS, Obesity, CVD, Dyslipidemia** (Non-communicable Diseases) **growing in India like epidemic** across the age-group of 20-60 yrs, causing productivity inefficiencies, medical complications, reduced longevity plus an unbearable economic burden for families as well as govt.s !
- **No Awareness** about *silent terrorist* like **Role of Diabetes !**
47% of Indian diabetics **don't even know** that they have diabetes **!!**
90% of target population **ignorant** about research that
Diabetes gives Early Warning Signs !!!
- **Current Diabetes Treatments = Treating to Failure** as per world-eminent doctors
New Paradigm as per IDF, WHO → **Go Beyond Blood Sugar Mgmt by Drugs**
- **Ignorance** that **food is the mainstay of treatment for diabetes** ; in addition to **lifestyle modification.**
- **Lack of knowledge & easy availability of proven therapeutic foods for Diabetes & related diseases**
- The **Challenge**, therefore, is : **TO MAKE PEOPLE REALISE ALL THIS & SO, MAKE THEM CHANGE HABITS FOR HEALTH !**

**Not Easy Availability & Knowledge of
Indian Habits Fitting Food Products,
which are Clinically Proven & so
can be blindly prescribed with 100% trust
by Doctors / Hospitals as a regular daily food
helpful in diabetes, CVD, obesity & PCOS,
where, fat derangement is root cause.**

Standard Indian Breakfast/ Snacks/ Meal Habits (Poha/Upma/Idli/Wadapao/Aloo-Paratha/Rice/Rotis of wheat/ Polished Oatmeals/ Jowar or Ragi Bhakris always

- tend to quickly increase blood sugar,
- lack adequate soluble & insoluble fibre that is necessary in such cases,
- cause frequent hunger pangs than long duration satiety,
- have inadequate protein content,
- are devoid of essential micro-nutrients like Se,Zn,Cu,Fe,K,Mg,P & the overall balance.

➤ Such foods, even if home made & thought to be healthy, are **unable to break the vicious cycle of blood glucose and its root cause of fat derangement.**

➤ People as well as Doctors/Dieticians are in a fix, as to

- ❖ **what diet to follow/recommend to such people ;**
- ❖ which will be **medically helpful to them** so as to address above 5 issues; &
- ❖ which they can **sustain with a liking,** as it will fit their eating habits & tastes

Myths n Facts about Diabetes

Myths:

- ❖ If blood sugar is well controlled by medicines, diabetes is under perfect control
- ❖ Just avoid sweet things and have home made any food
- ❖ Switch to Vegan foods / very high protein content foods to reverse any diabetes
- ❖ Ragi or Jowar or rolled / polished Oats are suggested to Diabetics
- ❖ Root cause of diabetes is Carb.s Metabolism Disorder

Facts:

- ✓ Blood Glucose is just one dimension of diabetes to be controlled. Many International Research Projects have proved that in spite of blood sugar control, diabetes leads to complications in many, many cases.
- ✓ Sugar Reducing Medicines on Diabetes have detrimental effects on health; In stead, if we can control sugars by exercise & **right foods** in right quantity, that is the better solution...but doctors are also less aware on right foods to prescribe.
- ✓ Vegan Foods / Very High Protein Foods for long durations have created major nutrition / kidney / inflammation health issues, although sugars are controlled.
- ✓ Not just sweet but consistent spicy foods/high fat foods cause diabetes too.
- ✓ Indians, although look thin, have higher fats & more prone to fat derangement

Solution : Our Food Products

The Healthy Habit in Daily Meals!

Through re-branded



Dr. Shirodkar's Functional Medicinal Foods

Roti-Mix

Snack Mix

Shake Mix

*as an Easy fit in Indian Breakfast, Snacks, Lunch, Dinner
with Similar Style, Taste & Variety !*

with Advantage of Clinically Proven to help People with

- Pre-diabetes and Diabetes,
- Cholesterol, Dyslipidemia Problems, Heart Ailments,
- Obesity, Polycystic ovarian disease[in women]
- Celiac Disease, Gluten Allergies / Sensitivity (*..This is add-on market*)
- **& of course, all those who want to prevent !!**

Tempting yet Healthy dishes

BLUMARK Roti Mix



BLUMARK Snack Mix



BLUMARK Shake Mix



**Tempting but
Healthy Indian dishes !**

LOW
G.I.

High
Cereal
Fibre

High
Protein

No
Cholesterol/
Trans Fats

99.997/8 %
Gluten Free



	Bhakri		Roti		Paratha		Khakra
	Upma		Uttapam		Cutlet		Dosa
	Cheelah		Veg Omllette		Thalipeeth		Veg Tikki
	Cinnamon flavour		Turmeric flavour		Cardamom flavour		Diet Cake

5 Star Advantage

HEALTH

NUTRITION

SATIETY

TASTE

VARIETY

- Clinically Tested & Proven solution with support from international research papers, but primarily founded on the wisdom in Ayurved + Research & Experimentation.
- Reaches to the root cause (i.e. fat derangement) of diabetes & related disorders.
- Helps reverse this root cause by helping correct the diabetes pathology using foods, which fit day-to-day food habits of people
- Go beyond just the blood sugar understanding of diabetes & related disorders to helping correct the day-to-day complaints / symptoms of diabetics
- Habitual Indian dishes like Roti/Paratha/Bhakri, Dosa/Upma/Cheelah/Cutlet/Utthapam, Energy/Hydrating Drink can be easily made from our Products,
- Offer same taste & similar variety to help people sustain these products for long durations for their own benefit, because people are slaves of tastes & habits.

5 Star Advantage

HEALTH

NUTRITION

SATIETY

TASTE

VARIETY

- Very Low G.I. food products, uniquely in-vivo tested as per ISO 26642(2010), that makes food driven blood sugar control proven
- If taken by people with normal B.S., our products do not make people hypoglycemic
- They help achieve
 - balanced nutrition (towards R.D.I. by NIN-Hyderabad),
 - complete with
 - ✓ complex carb.s,
 - ✓ resistant starch,
 - ✓ high soluble fibre with formidable Beta Glucan in natural form,
 - ✓ insoluble fibre,
 - ✓ protein rich &
 - ✓ a powerhouse of micronutrients Se, Zn, Cu, Fe, Mg, Ca, K, Na etc.;
 - ✓ correcting the Na-K & Ca-Mg balances in body.
- **Helps Reach upto Root Cause of Diabetes and Related Disorders**

VALUE – Statement & USP

Offer What : Proven option of **“ Healthy Habit in Daily Meals ”**

For : Help prevent/control **Diabetes, CVD, Dyslipidemia, Obesity, PCOD**

Why : - Clinically Proven - Functional Medicinal Food i.e. Goes to Root Cause
- Integrates Modern Science with Ayurveda &
- 5 in 1 advantage [Health, Nutrition, Satiety, Taste, Variety in One]



**Being
Rebranded
based on
Mkt Feedback**

USP

Help Build immunity against & Break the vicious circle of diseases like obesity, diabetes, complications, heart etc. thru. food

Science & Technology behind



American Association of
Clinical Endocrinologists

CPG

- Medical nutrition therapy (MNT) is important in preventing diabetes, managing existing diabetes, and preventing or slowing the rate of complications
- It is important at all levels of prevention



American
Diabetes
Association

Cure • Care • Commitment

Clinical Practice
Guidelines 2011 CPG

- Individuals with pre-diabetes or diabetes should receive individualized MNT as needed,
- MNT can improve outcomes and reduce costs

➤ Research has shown that special dietary foods with LOW GI, High soluble and insoluble fibre, Balanced proteins & carbs and Essential Micronutrients

- help reduce hunger pangs, increase satiety & hence reduce / lose weight
- help avoid blood sugar spikes
- help lower blood lipids
- help reduce appetite for quick sugars & carbs
- help reduce insulin resistance

Ref. : Mani, Iyer, Biswas Paper on “Practical Approach in Dietary Management of Diabetes”
Department of Foods and Nutrition, World Health Organisation (WHO) collaborating centre for non-communicable diseases, MS University of Vadodara

➤ Last but not the least, Ayurveda showed same direction ages ago , where contemporary understanding of diabetes is going beyond blood sugar control ... to “what to eat as diet & behavioral modifications!”

Charak Samhita (Ayurveda) says in Section Sutrasthan (Ch. 27 Shlok 349) :

प्राणाः प्राणभूतामन्नमन्नं लोकोऽभिधावति ।
वर्णः प्रसादः सौख्यं जीवितं प्रतिभा सुखम्
तुष्टिः पुष्टिर्बलं मेघा सर्वमन्ने प्रतिष्ठितम् ।
which implies

Healthy Diet plays a Big Supportive Role in Sound Health !

Ref. : “Ayurveda for Diabetes” Protocol of
Ayush Ministry, Govt. of India - 2016

Certifications & Approvals

- **Data of Clinical Studies & Efficacy for claims under DST project**
- **In vivo Glycemic Index studies by tests as per ISO 26642 (2010) from FSSAI approved lab**
- **NABL accredited & FSSAI approved Lab Tests for**
 - **Gluten as Allergen : Negative**
 - **Nutritional Contents as per National Institute of Nutrition-Hyderabad**
 - **Toxicity due to heavy metal content & pesticides : Negative (100% safe)**
 - **Shelf life and Stability Studies**
- **Sensory Evaluation Assessment Certification in Research project**
- **FSSAI License**
- **Selected in top 15% of Start Ups with potential to Transform India (IIM-C)**

Purpose, Vision, Mission, Values

Purpose : “ *Add Life to Years than just Years to Life* ”

“ 1 Stitch in time, Saves 9 ”

Vision :

- Create a National Mission to Help Reverse / Arrest Diabetes Pandemic !

Mission 5 years post funding :

- Screen relevant population of MH & Reach our food solutions to min.100,000 satisfied customers in 5 years crossing Rs.300 Mln. Turnover.

Values :


- Empathy for Patients and People’s Health
- Scientific Approach
- Team Spirit with Trust
- Honesty with Faith in God

Product Portfolio



Meal Type	Dr. Shirodkar's	Wt. of mix	Frequency	days/week	Total /week	Add Contingency	gm	MRP
							Total	Rs.
		gm			gm		Pack/week	Rs.
Breakfast or Evng Snacks	Health Snack	60	1	6	360	140	500	230
Mid Meal	Health Drink	20	2	6	240	60	300	420
3 Rotis of 6" dia for lunch & 3 for dinner assumed								
Lunch/Dinner	Health Atta	20	6	6	720	280	1000	200
							Total for 1 set for week Rs.	850

Obesity, cholesterol, hypoglycemic drug doses



Pandemic like Growth of Diabetes and Related Diseases

Obesity, PCOS increasing by leaps and bounds

Lack of Health Literacy in Masses as well as Classes

Apathy about Health in masses as well as many in classes

Misinformation spread in society ;

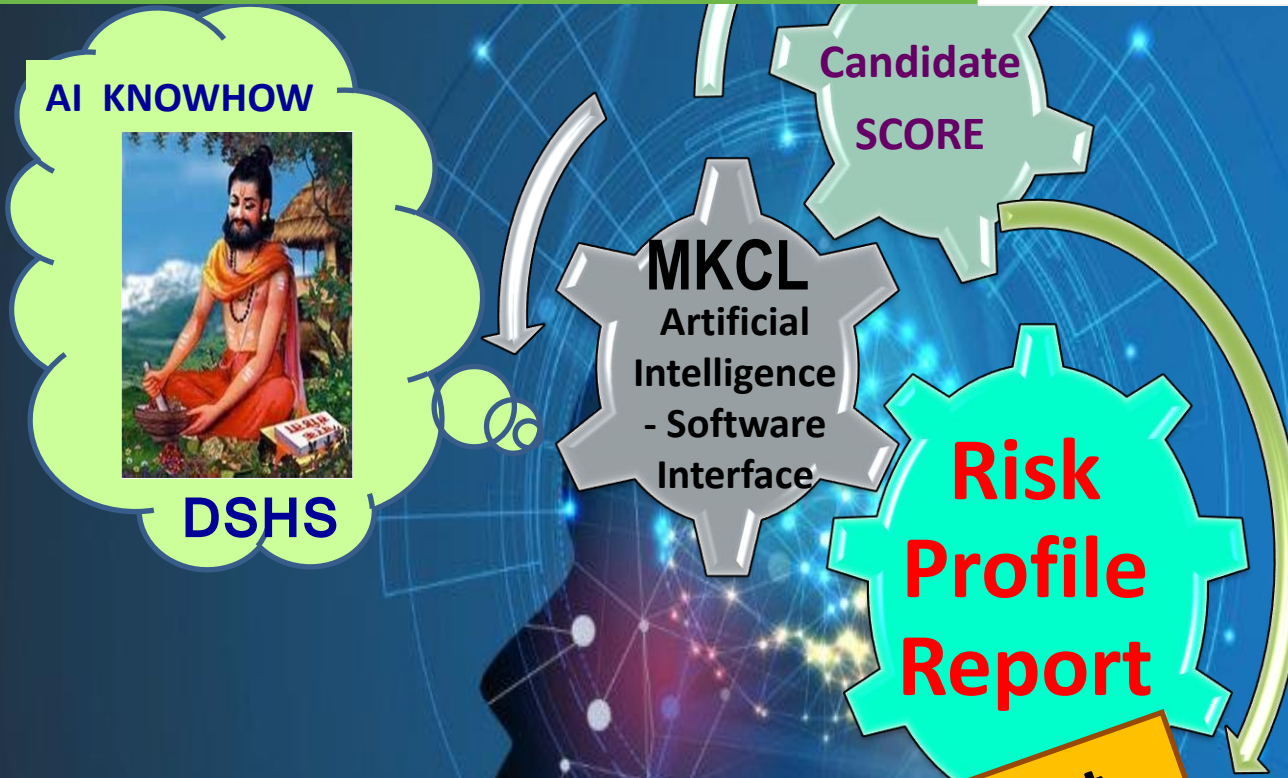
Real need in market place gets translated into Latent Need !

EDUCATE, EDUCATE, EDUCATE UN-TIRINGLY IS THE KEY

Approach 1: Catch'em Young

*DIABETES
RISK PROFILING
EXPERT SYSTEM*

Ayurveda based
Artificial Intelligence
driven **On Line Test**



MKCL
Creating a Knowledge Lit World
www.mkcl.org

Arogya
Tarang



H for Health

Aarogya Tarang Movement

Food

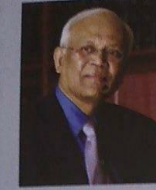
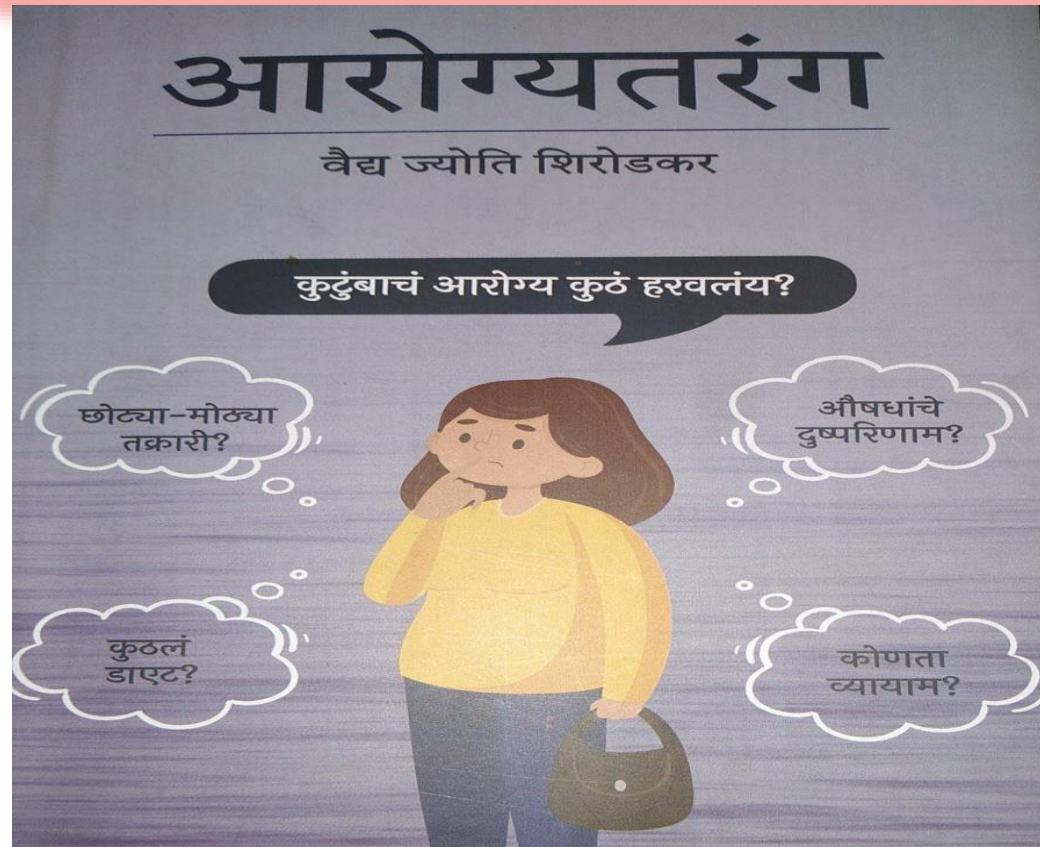
Lifestyle

Stop Diabetes Epidemic

Approach 2: Know YrSelf & Do It On Your Own !

This solution will be presented as
Aarogya Tarang Edu Movement !
through

Health Talk Shows & Digital Campaign



“सर्वाना उमंगेल, भावेल अशा खुमासदार संवादशैलीत आरोग्याचे प्राचीन विज्ञान 'आरोग्यतरंग' मध्ये पखाद्या दीपस्तंभाप्रमाणे आपल्यासमोर प्रकटते. आपल्या आरोग्याची नव्याने ओळख करून देते. आजच्या धकाधकीच्या जीवनशैलीत आपल्या सतत बदलणार्या आरोग्यस्थितीचा समतोल साधत आनंदी जीवन जगण्याची चिरंतन गुरुकिल्ली हे पुस्तक आपल्या हाती देते.”
पद्मविभूषण डॉ. रघुनाथ माशेलकर, पारंपरिक विज्ञानाचे संरक्षक शास्त्रज्ञ



“बाह्यसृष्टीचे मानवी देहाशी आंतरिक नाते आहे. त्या दोहोंची लय जुळली की आरोग्यसंगीत तयार होते. उत्तम संगीत निर्माण होण्यासाठी लागते ते शास्त्रीय ज्ञान आणि रियाज. उत्तम आरोग्य भिक्कविण्यासाठी देखील अशीच आरोग्यसाधना करावी लागते. 'आरोग्यतरंग' हे पुस्तक त्यासाठीच आहे.”
पद्मभूषण डॉ. विजय भटकर, स्वदेशी सुपर कॉम्प्युटरचे जनक .



“जीवाणू, विषाणू यांचा परिचय शालेय जीवनात होतोच परंतु स्वास्थ्य टिकविण्यासाठी उपयोगी असलेल्या आयुर्वेदातील मूलभूत वैज्ञानिक संकल्पना आपल्यापर्यंत पोहोचतच नाहीत. आपली प्रकृति, ऋतुनुसार आहार-विहार, दिनचर्या इत्यादी बाबी या पुस्तकातून आपल्यासमोर अलगदपणे उलगडतात. त्यांची दैनंदिन जीवनातील समर्पकता आपल्याला थकू करते.”
डॉ. चित्तरंजन याज्ञिक, जागतिक कीर्तिचे शास्त्रज्ञ आणि तज्ज्ञ.

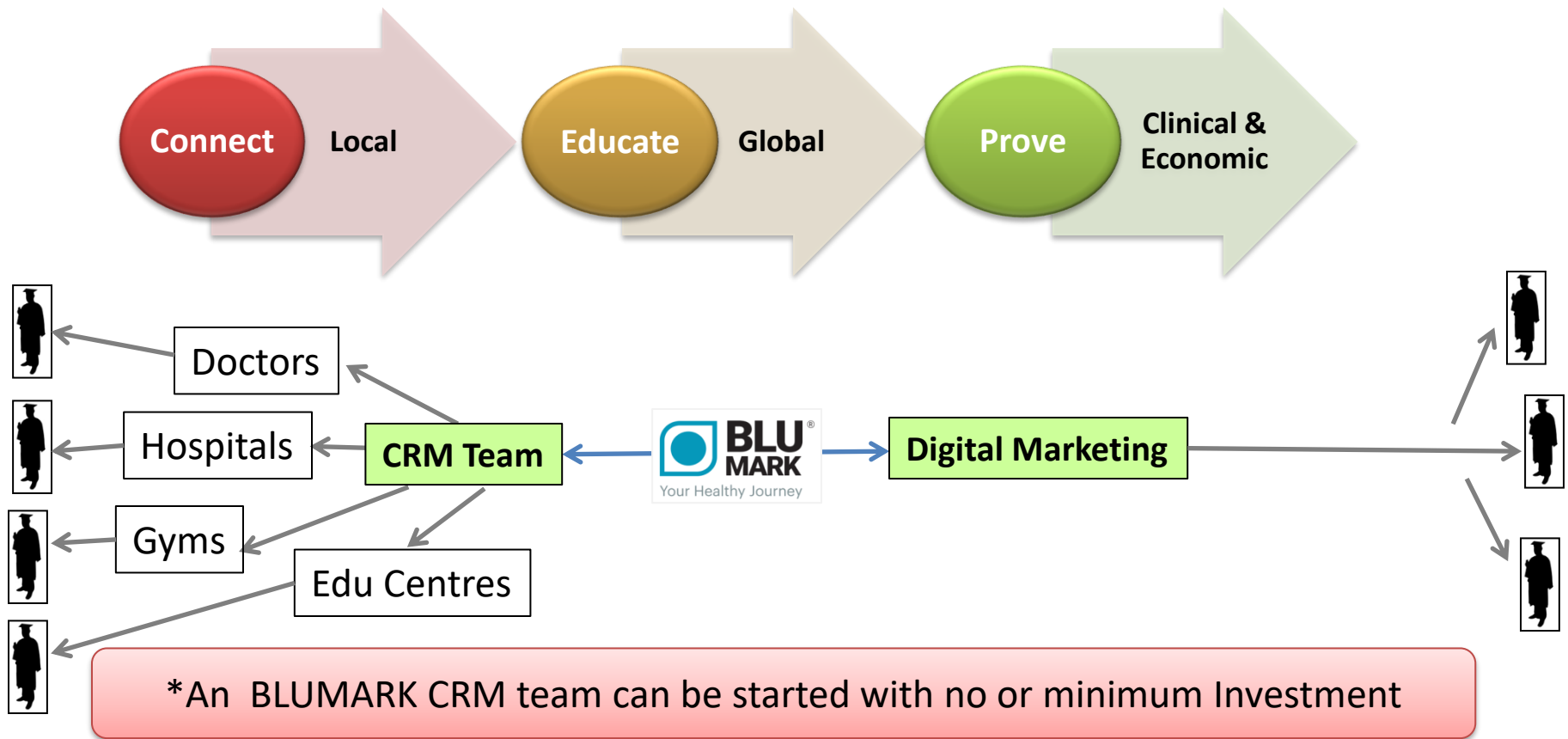


“आजारी पडलो की डॉक्टरांकडे जाऊन उपचार घ्यायचे असा सर्वसाधारण समज असतो परंतु आजार होण्यामागे आपल्याच चुकां कारणीभूत असतात. त्या टाळून आजारांना आपण प्रतिबंध करू शकतो परंतु ह्या चुकां आहेत हेच माहीत नसते. आयुर्वेदावर आधारित हे पुस्तक आपल्याला भानावर आणते व आरोग्यभान देते.”
डॉ. आनंद नाडकर्णी, मानसिक आरोग्य क्षेत्रातील अश्वर्य.

Expert Reviews

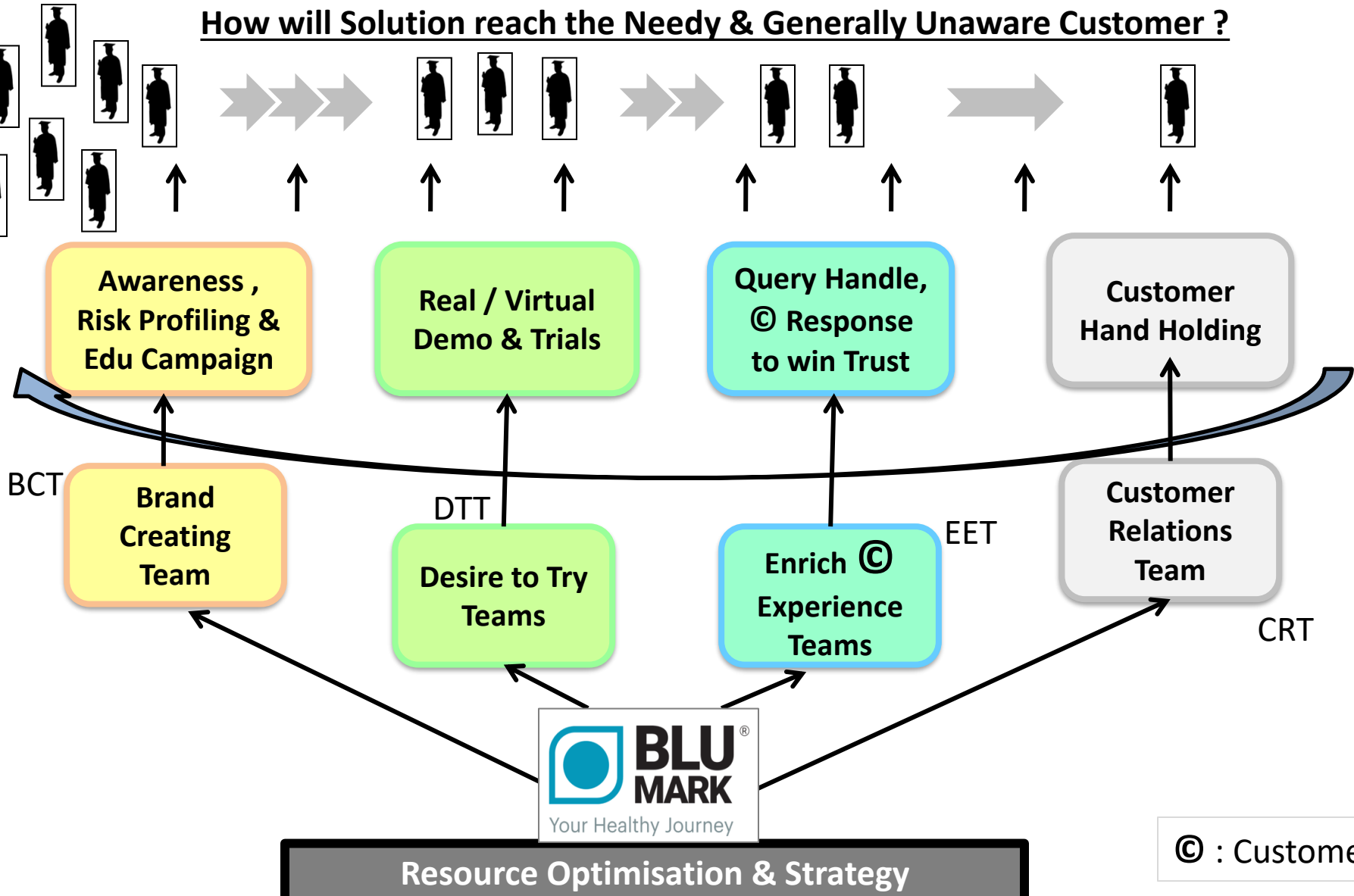
Business Architecture

A **technology enabled relationship nurturing network** of local centers managed through local edu-entrepreneurs and their existing team*, which provides one point contact as CRM centre between target support group and BLUMARK.



Customers Approach

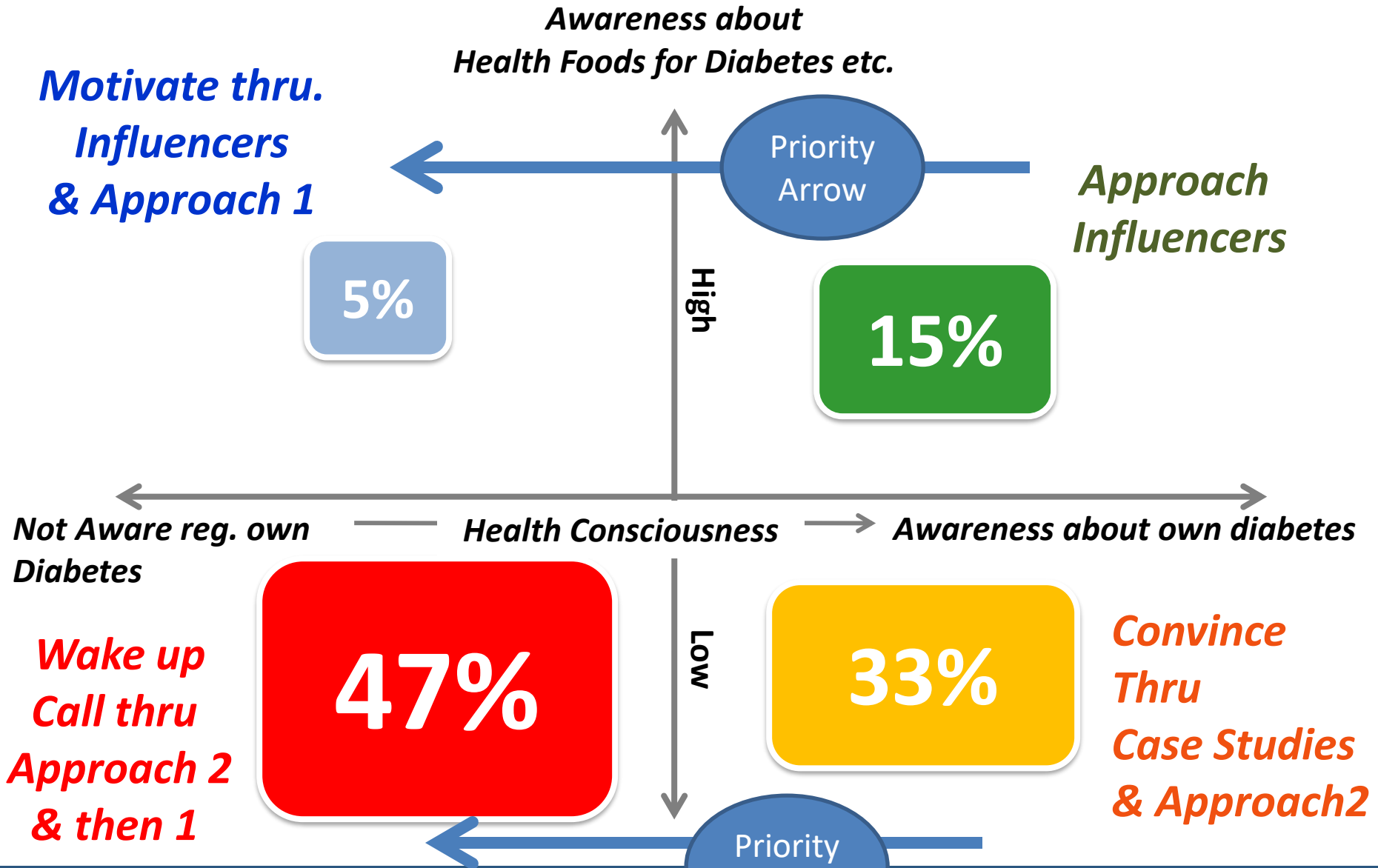
How will Solution reach the Needy & Generally Unaware Customer ?



Market Size and Validation

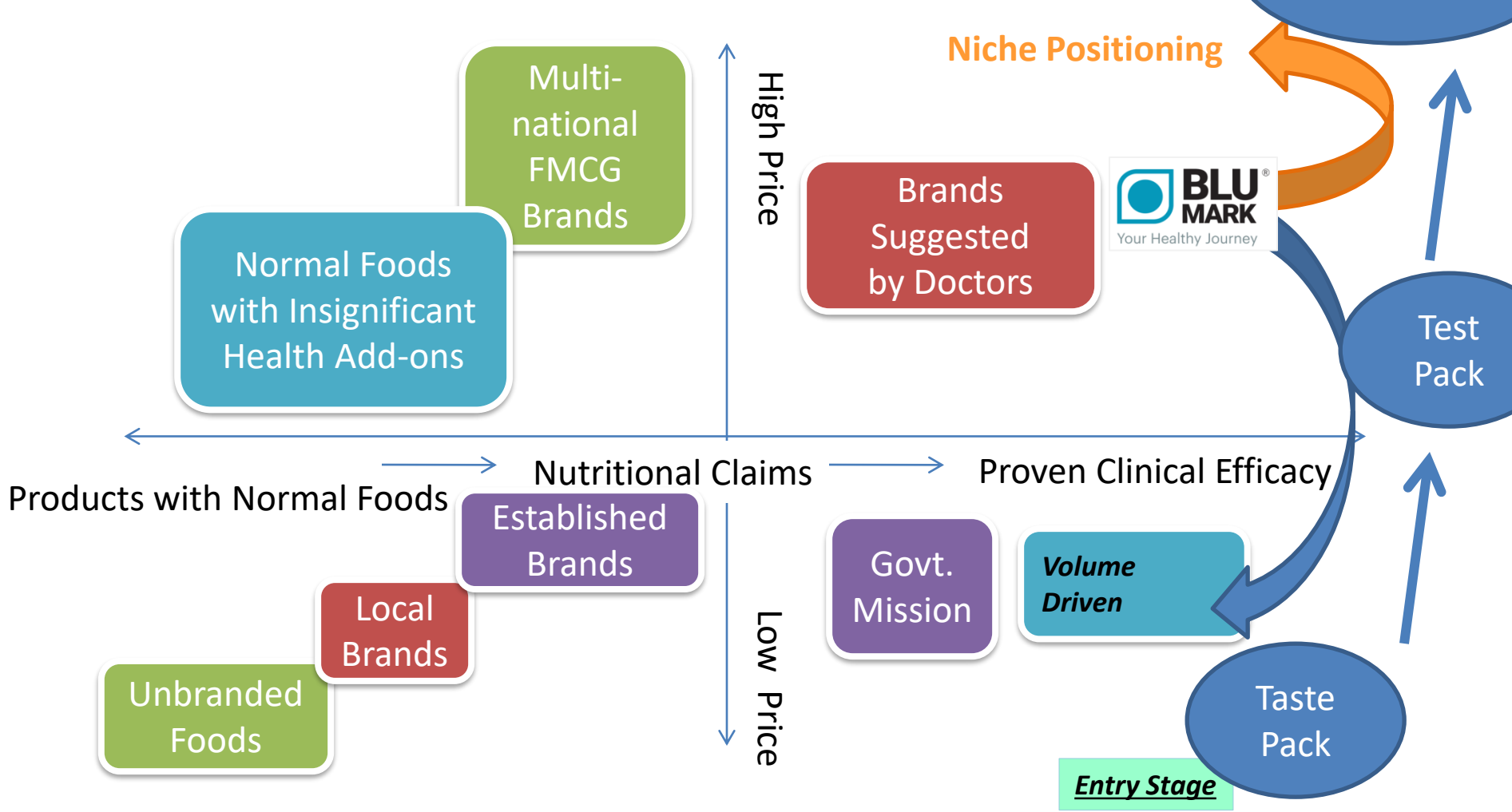
Sr.N o.	Category	Market Size (2018)	Validating Ref Slide
1	Diabetes	80 Million	V1
2	Pre-Diabetes	70 Million	V2
3	Obesity	30 Million	V3
4	Diabetes of Ovaries (Women) [PCOD]	25 Million	V4
5	CVD	Over 50 Million	V5
	Total	Over Min. 200 Million	After Thank You Slide

Market Segmentwise Strategy



Positioning & Penetration Strategy

[Competition with features] vs. [Price]



Product & Service Overview

Awareness Campaign

- Mktg Tools - catalogues, audiovisuals, demos, lectures, testimonials, ...
- Customer Awareness & Education Campaign involving channel partners
- Value adding , Knowledge Imparting Social Media Campaign

Product Promotion

- Customer Reactions Data Capture & Analysis to shortlist Early Shift Groups
- Review / Revise Product Positioning with respect to 5P's of marketing
- Process and Team to handle customer queries to effect **FIRST SALE (Trial Order)**

Product Sales

- Quick Customer Response System after First Sale
- Data collection and Enrich Customer Experience to create **RE-SALE**
- Sale Forecast System & Gearing up production system to meet demand

After Sales Market

- Proactive & Close Customers Monitoring Process (CRM)
- Corrective & Preventive Actions System to improve products / processes / production time / policies / people

CRM Process Approach to Market

Market Segment	Urgency (Very High/High/Med./Low)	Awareness Level	Health Consciousness Index	Risk Profile Score	Segment Category	Team to Act	Monitor & eSupport
					G/B/Y/R		
Obese	High	<p style="text-align: center;">To be assessed by our teams interacting with subjects & also record their names / contact details</p>			Y	BCT	<p style="text-align: center;">CRT & eSupport thru. Doctor, only if desired by subject</p>
PCOD	Medium				Y	BCT	
Pre-Diabetes	Medium				R	DTT/EET	
Diabetes	Very High				Y	EET	
Dyslipidemia	High				R	BCT	
CVD	Extremely High				G	CRT	
Bariatric Surgery Patients	Extremely High				G	CRT	
Non-Patient	Low				R	DTT	

Revenue streams to BEP & beyond

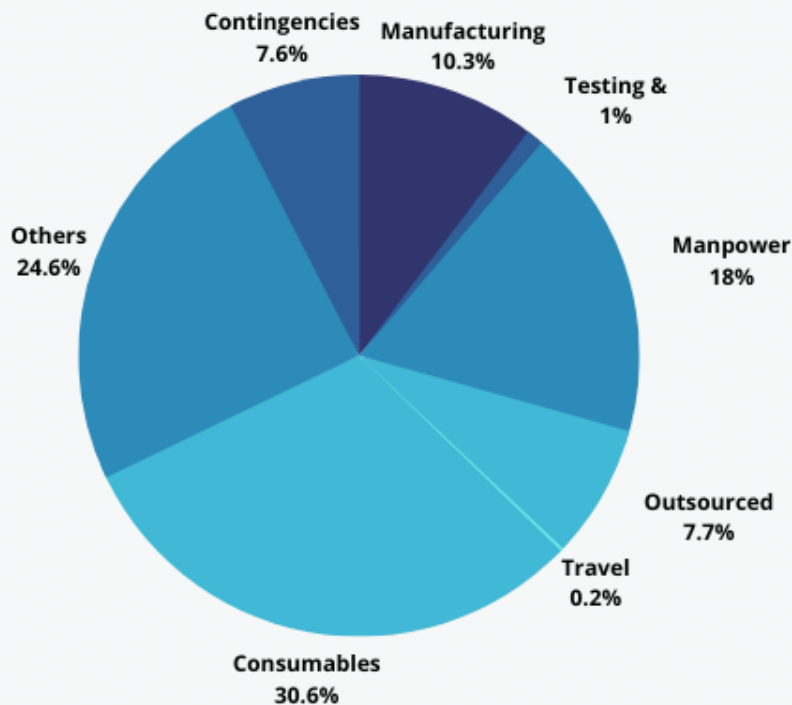
Priority	Revenue Stream	Process Spelt out	Add. Manpower Reqd	Estim. time to be viable	% Business Estimated
1	MKCL Edu Centre	Yes	Yes	Short	
2	eCommerce Sites	Yes	No	Medium	
3	MR Route	Yes	Yes	Short	
4	Own Health Food Outlet at Strategic Location	Yes	Yes	Medium	
5	Outsourced Mktg / White Labelling	Yes	No	Medium	
6	B2B	No	No	Long	
7	Strategic Tie ups	No	No	Medium	
8	B2G	No	No	Long	
9	NRI Exports	No	No	Long	
10	Gluten Free Exports	No	No	Long	

2 years after funding to break even & Then Rise Exponentially based on process set in first 2 years

Resources for Business Plan

S.N.	Area of Operation	InHouse/ Outsourced	Manpower	Training	Software	Hardware	Machinery/ Equipment/ Tools/Furnit	Utilities	
1	Sales	I	4	Y	Y	Y	Y		
	Distribution Logistics/Transport	I / O	1		Y	Y		Y	
	CRM	I	1	Y	Y	Y	Y		
	Marketing Services	O	1				Y		
	Core Brand Development	I	J & A	Y		Y	Y	Y	
	eMarketing (Digital Marketing)	O	1	YY	Y	Y	Y		
	Personal & Office Assistance to DIR	O	1						
2	HR	I	1		Y	Y	Y		
	Admin	I					Y		
	Accounts	I		Y	Y				
	Legal	I			Y				
	IT	I							
3	Purchase of RM	I			Y	Y		Y	
	Supplier Development	I							
	Production & Processing	I	3	Y			Y	Y	Y
	Quality Assurance & Supervision	I	1	Y			Y	Y	
	Packing and Storage	I	1	Y			Y	Y	
	Safety	O					Y		
4	R & D	I		Y			Y		
	Value Added Products Vendor Dev.	O	10	Y					
	IP Management	I							

FUND UTILIZATION



Scheme Name	LAKSHYA	
Quantum of Fund Required (Rs):	10,00,00,000	
Application of Fund	Amt in Rs.	Timeline of Utilisation of Fund
Manufacturing	1,02,50,000	01/04/2023 to 31/03/2027
Testing & QA tools	10,00,000	01/04/2023 to 31/03/2027
Manpower	1,79,52,000	01/04/2023 to 31/03/2027
Outsourced	76,80,000	01/04/2023 to 31/03/2027
IP	4,08,000	01/04/2023 to 31/03/2027
Travel	1,92,000	01/04/2023 to 31/03/2027
Consumables	3,05,15,800	01/04/2023 to 31/03/2027
Others	2,44,80,000	01/04/2023 to 31/03/2027
Contingencies	75,22,200	01/04/2023 to 31/03/2027
	10,00,00,000	

FINANCIAL SUMMARY

after Funding is Disbursed before Mar'23

Figures in INR

	Yr. 1 (23-24)	Yr. 2 (24-25)	Yr. 3 (25-26)	Yr. 4 (26-27)	Yr. 5 (27-28)
Revenue	1,57,70,340	3,09,76,439	9,72,64,827	21,09,11,044	43,51,14,306
Direct Cost	64,65,839.40	1,27,00,339.79	3,98,78,579.08	8,64,73,527.86	17,83,96,865.37
INDIRECT EXPENSES	1,19,98,388	1,30,25,767	1,41,55,700	1,54,00,977	1,67,76,370
NET INCOME	-26,93,887	38,85,245	3,19,90,606	8,06,87,039	17,75,56,392

*After funding before March 2023
& Execution of Strategic Plan as per Pitch deck*

VALUATION

Figures in INR

PARTICULARS	Year 1	Year 2	Year 3	Year 4	Year 5
MONTHS	8	20	32	44	56
TOTAL REVENUE	1,57,70,340	3,09,76,439	9,72,64,827	21,09,11,044	43,51,14,306
EXPENSES	1,84,64,227	2,70,91,193	6,52,74,221	13,02,24,005	25,75,57,914
NET INCOME	-26,93,887	38,85,245	3,19,90,606	8,06,87,039	17,75,56,392
DISCOUNT MULTIPLIER	0.82	0.61	0.45	0.33	0.25
DISCOUNT RATE	35%				
NET INCOME	17,75,56,392				
MULTIPLE	2				
EXIT VALUE	35,51,12,784				
DISCOUNT FACTOR	0.25				
PRESENT VALUE	8,75,27,002				

Organisational Structure Plan



Key team members of & around above org. structure will be recruited using Scale-up fund to create a scalable and sustainable model from MVP



Dr. Shirodkar's Health Solutions Pvt Ltd

“ Core Team ”





Dr. Jyoti Shirodkar

Founder and Director

BAMS, MD, PhD (Ayurveda), BA-Sanskrit (T.M.V.), MA-Russian(Pune University)

- Practising Ayurvedic Physician for over 20 years with special interest & focus in diabetes research
- Published research papers & has worked with Dr. CS Yajnik, an eminent Diabetologist from India
- Member of core committee by Government of India –AYUSH Ministry for Protocol on Diabetes from Ayurvedic perspective



Ajay Shirodkar

Co-founder, Director and CEO

B.Tech. (IIT Bombay), Dipl. In Industrial Mktg
(NITIE, Bombay)

- Experience of over 25 years in industry and corporate world
- Served in Kirloskar Brothers Limited in the past as
- General Manager-Business Development and Diversification,
- GM-Corporate Strategic Planning & Communications and
- GM & Business Head Solar Pumps
- Also served as Vice President – Solar Pump Business in Shakti Pumps (I) Limited
- Certified Director of Institute of Directors, New Delhi



Sachin Amalnerkar

Executive Consultant

A result oriented senior executive with over 24 years of professional work experience. Seasoned in retail & institutional sales, establishing new concepts , business strategies, training & human capital development, C.R.M, channel development. Dedicated towards work , great team player.

Professional with exposure of work with legendary pharmaceuticals Glaxosmithkline and Johnson & Johnson. Served in to financial industry with Newyorklife, Tata AIG, Birla group, Indiabulls finance in to various roles.



Amisha Trivedi

Head-Finance, Costing and
Accounts, CRM Support

Chartered Accountant (ICAI)

- Worked as Pricing and MIS lead at Tata Consultancy Services for 6 years.
- 4 years experience in coaching
Accounts and Maths



Shalmalee Shirodkar

Manager - Marketing and CRM

*B.Des. (Graphic Design) from MIT-ID,
BA-Sanskrit (T.M.V.),
Pursuing External MA-Sanskrit (T.M.V.)*

Executive Development Diploma in

*“Design Strategy with
Human Centred Approach”
from Stanford , USA*

- Worked as a Freelance graphic designer for 3 years.



Your Healthy Journey

Contact:

Ajay Shirodkar

Director and CEO

ajayshirodkar2@gmail.com

9168710494/9850965661

THANK YOU

IN ADVANCE

Validated Market– Diabetes v1,2

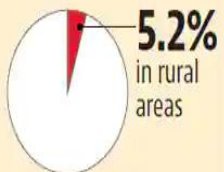
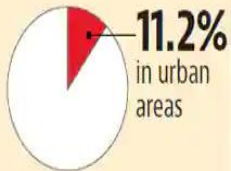


7.3% or 69.2 million of India's adult population has diabetes

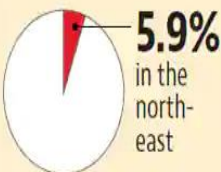
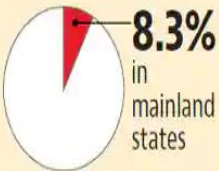
10.3% people in India have prediabetes

{ **47.3%** people with diabetes are undiagnosed }

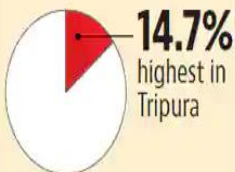
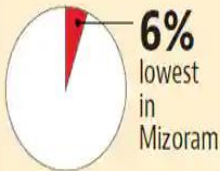
Battling diabetes



Prevalence of disease



Prediabetes risk



Causes for concern

- Hypertension, obesity, and family diabetes history are risk factors in both urban and rural areas
- Diabetes more common among the affluent in rural India
- It's prevalence is higher among poor in the urban areas of affluent states

WORLD OF DIABETES

North America and Caribbean
2015 44.3 million
2040 60.5 million

Europe
2015 59.8 million
2040 71.1 million

Middle East and North Africa
2015 35.4 million
2040 72.1 million

Western Pacific
2015 153.2 million
2040 214.8 million

South and Central America
2015 29.6 million
2040 48.8 million

Africa
2015 14.2 million
2040 34.2 million

South East Asia
2015 78.3 million
2040 140.2 million

Top 3 countries

1. INDIA
2. CHINA
3. USA

World

2015 415 million
2040 642 million

Estimated number of people with diabetes worldwide and per region in 2015&2040

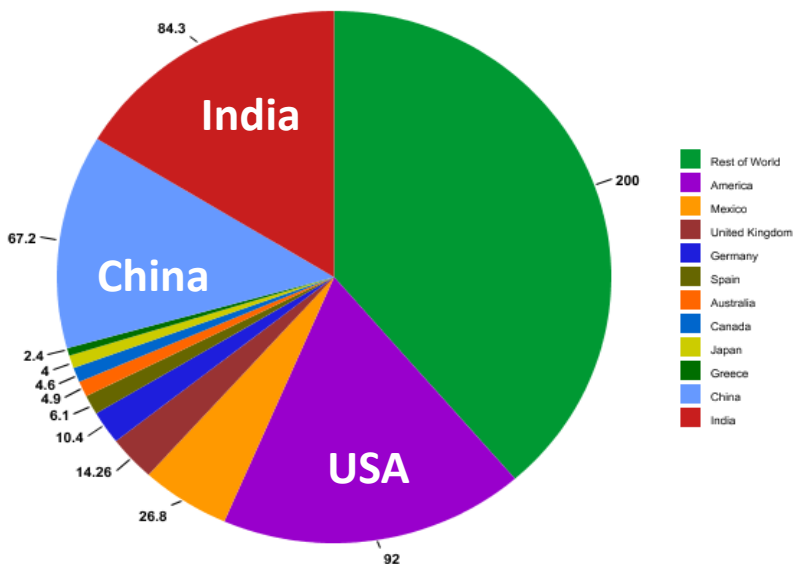
Source: IMCR Report 2015

Source: IDF Report 2016

Validated Market – Obesity v3



Obesity Worldwide 2013 (in Millions)



Obesity among Indian kids on the rise

Indians aged between 5 and 19 years are increasingly getting obese, according to a report by a commission formed by the World Health Organization (WHO).

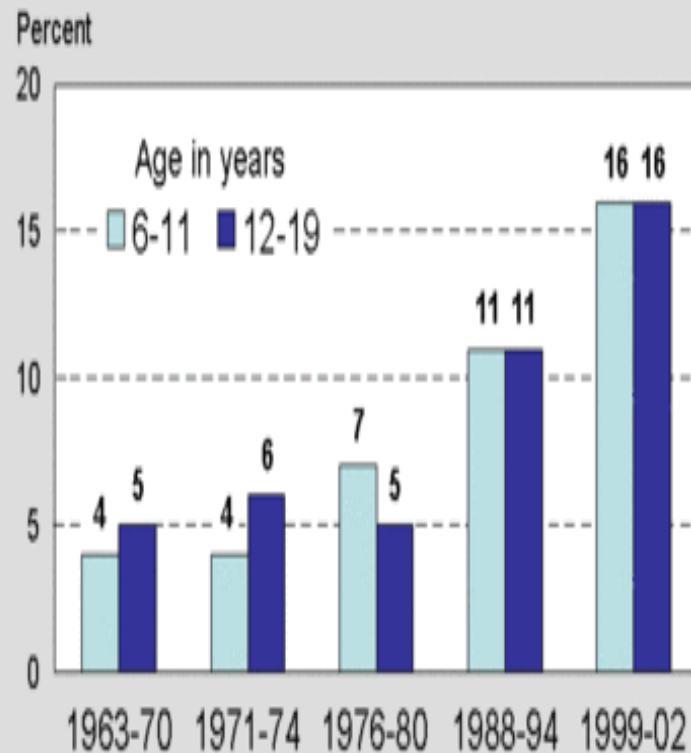


STARTLING FACTS:

- Between 1990 and 2014, the number of overweight children in low and middle income countries has more than doubled from 7.5 million to 15.5 million.
- In 2014, almost half (48%) of all overweight and obese children under 5 years age lived in Asia and one-quarter (25%) in Africa.
- Almost 22% of Indian children are obese and face health risks.

ALARMING CONSEQUENCES:

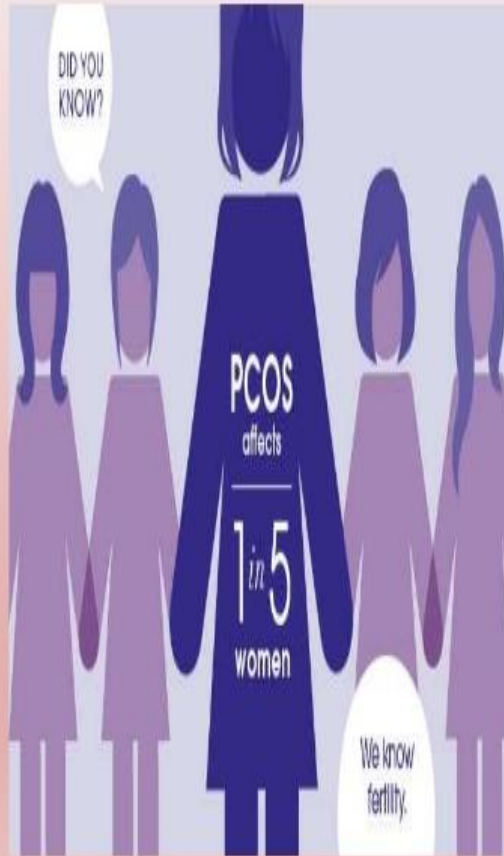
Figure 1. Prevalence of overweight among children and adolescents ages 6-19 years



NOTE: Excludes pregnant women starting with 1971-74. Pregnancy status not available for 1963-65 and 1966-70. Data for 1963-65 are for children 6-11 years of age; data for 1966-70 are for adolescents 12-17 years of age, not 12-19 years. SOURCE: CDCINCHS, NHES and NHANES

FACTS AND FIGURES

- **1 in 5 women of reproductive age have PCOS**
- **The World Health Organization estimates that it affects 116 million women worldwide as of 2010 (3.4% of women).**
- **One community-based prevalence study found that about 18% of women had PCOS, and that 70% of them were previously undiagnosed.**



29 Jan

4

Prevalence of PCOD In India



30-36% Girls in India are suffering from PCOS

Indian j pediatr.2012 jan;79suppl 1:s69-73

J pediatr adolesc gynecol.2011 Aug;24(4): 223-7

Deaths due to CAD (India)

Age	2010*	2015**	Increase from 2010 to 2015 (%)
All	2.3	2.9	26
< 50 years of age	1.14	1.5	32
< 40 years of age	0.70	0.92	31
< 30 years of age	0.33	0.42	27

- * - 780 million adults > 20 years of age
- ** - 800 million adults > 20 years of age
- National Commission on Macroeconomics and Health.
- Enas EA, Mehta J. Malignant coronary artery disease in young Asian Indians: thoughts on pathogenesis, prevention, and therapy. *Coronary Artery Disease in Asian Indians (CADI) Study. Clin Cardiol.* Mar 1995;18(3):131-135.