

Date: 11<sup>th</sup> November, 2024

To,

Listing Compliance Department, **National Stock Exchange of India Limited,** Exchange Plaza, Bandra Kurla Complex, Bandra East, Mumbai-400051

#### NSE Symbol: Madhavbaug

## Sub: Disclosure under Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015

Pursuant to the Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, we are enclosing herewith a copy of the Investor Presentation on Unaudited Financial Results of the Company for the quarter and half year ended 30th September, 2024.

We would request you to take the above intimation on records.

For, Vaidya Sane Ayurved Laboratories Limited

Sapna Vaishnav Company Secretary and Compliance Officer

#### VAIDYA SANE AYURVED LABORATORIES LIMITED

Registered Office Address: Fl.5 1047, Shriram Bhawan, Shukrawar Peth, Pune- 411002, Maharashtra India. CIN No : U73100PN1999PLC013509



### Vaidya Sane Ayurved Laboratories Limited

**Investor Presentation** 







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# Table of contents







**Business Overview** 





**Financial Highlights** 



Way Ahead









## Among leading chains of Cardiac care clinics & Hospitals

- Unique medical service institution focus on Traditional Medicine
- Strives to reduce India's disease burden of Cardiac disease, Diabetes, Hypertension and Obesity

#### Madhavbaug has

- 350\* Clinics Across India
- Rural reach of 63+ OPDs and Mini Clinics
- 450+ Ayurveda Physicians
- Treated Over 10 Lakhs Patients Successfully
- 83 manuscript and 500 Research Paper Publications
- 200+ Awards & Recognitions
- Tie up with more than 5 TPA and 5 Insurance Companies

#### **State of Art Fully Equipped Hospitals**

- Madhavbaug Hospital Khopoli (NABH Accredited)
- Madhavbaug Hospital Nagpur
- Madhavbaug Vizag Hospital

#### Treatments

- Heart Disease Reversal
- Diabetes Reversal
- BP Management
- Obesity Management
- Knee Pain Relief Camp

#### **Our Treatment Philosophy**

- Holistic Non-invasive Treatments
- Advanced Research & Technology
- Patient-Centric Care

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### **Company structure**





F-Health Accelerators Pvt. Ltd. (80% Holding)

- Focus on start-ups that work in the areas of D2C, home healthcare, telemedicine, patient centric innovations, Med-tech and digital therapeutics
- Made primary investment in SNA Milk and Milk Products Private Limited and Justkare Technologies Private Limited

Cure & Care Primary Care Pvt. Ltd. (Raphacure – 17.5% Holding)

- Shareholding Agreement with Cure and Care Primary Care
- Leading healthcare management company to provide a host of services telemedicine, diagnostics test, Covid Care and wellness solutions

06

 We envisages to bring innovative healthcare services at its patients doorsteps



Easy Ayurveda Pvt. Ltd. (15% Holding)

- Shareholding Agreement with Dr. Janardhana V Hebbar
- Help to spread and disseminate awareness, knowledge, education, training about the Ayurveda treatments, therapies and products in world and provide the common forum of interaction, training courses and special programmes to impart training, education in Ayurveda

07

Aaharshashtra Foodz Pvt. Ltd. (20% Holding)

 Incorporated a Company with Ms. Pooja Patil where Company hold 20% Shareholding of new company

04

 Aaharshashtra in the business of arranging workshops, training for preparing, inventing new healthy food recipes and inculcating habit of having healthy diets and recipes for its consumers and patients

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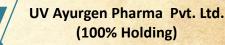
Joint Healing Services Pvt. Ltd. (99% Holding)

02

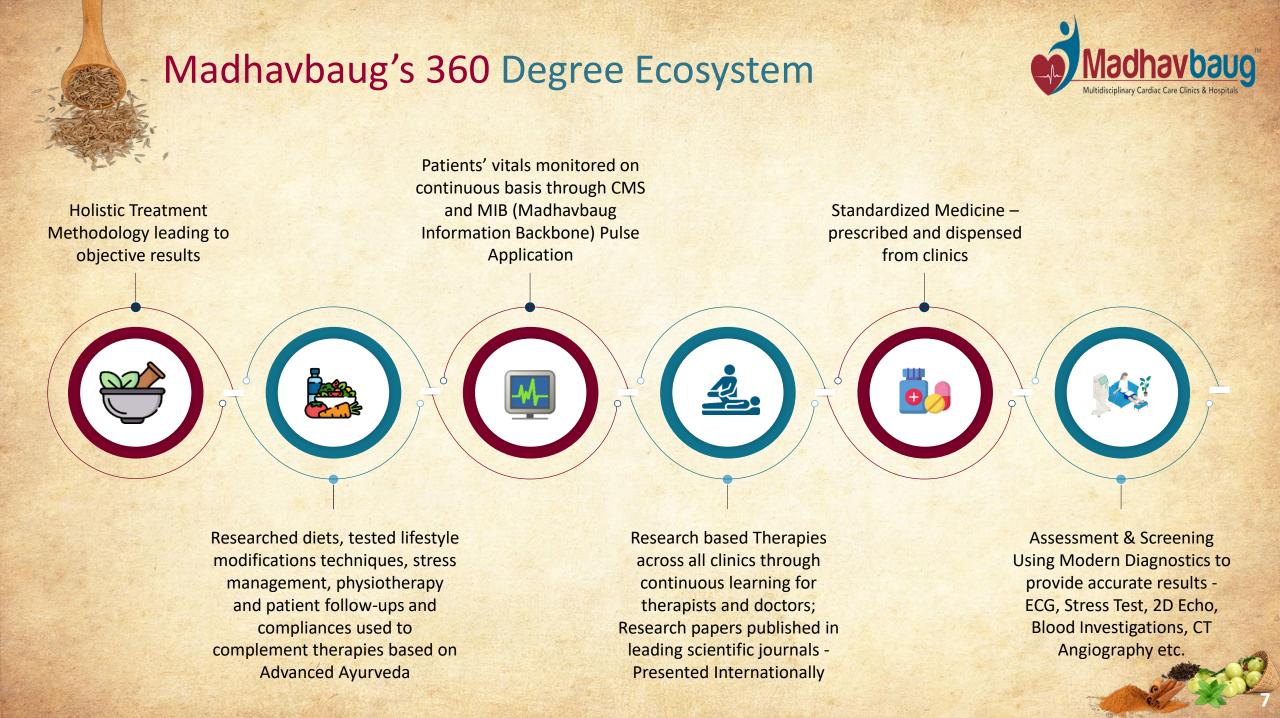
- Joint pain and Muscle pain related Healthcare Exercise platform, workshop, camps and other related activities
- Joint Healers is a pain management system with a holistic approach towards a pain free life and focuses on improving quality of it. This is the combination of modern and traditional way of treatment

Dynamic Remedies Pvt. Ltd. (100% Holding)

- Manufacturing of Ayurvedic Medicines
- Dynamic has diverse medicine and product portfolio and it is one of the top suppliers of Company's Ayurvedic medicines, Dynamic shares major share in Company's Medicines and Product Portfolio



- Manufacturing of Ayurvedic medicines and Nutra Products
- UV Ayurgen has diverse medicine and diet product portfolio and it is one of the key suppliers of Company's Ayurvedic medicines and Diet products





### Journey so far



- Listing of shares on NSE-Emerge
- Khopoli Hospital empanelment with SBI General Insurance
- NABH of Madhavbaug Khopoli Hospital
- Initiated campaign "Fhealth Accelerators"
- Incorporation of Easy Ayurveda Pvt. Ltd.
- 302+ Clinics and Presence over 8 states
- Tie up with more than 30 Insurance Companies
- Incorporation of Company- F- Health Accelerators Pvt. Ltd.
- Prime Sponsor of 9th World Ayurveda Congress

2022

- Completion of first production batch of madhavshakti Atta at New Factory, of UV Ayurgen Pharma Private Limited
- Participated in Ayush Medical Value Travel Summit

2024

2006-09

2006 - 1st Cardiac

Dombivali

Thane

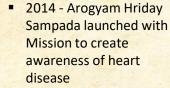
Hospital in Khopoli

and opening of 1st

2009 - Setting up in-

house R&D Team in

Madhavbaug Clinic in



 2015 - Launch of Research based therapies at Clinics

2014-15

 2018 - India book record for conducting GTT of 661 patient in single day

- 200th Madhavbaug Clinic in Nanded, Maharashtra
- 2019 Introduced research based heart blockage management program

2018-19

2012-13

- 2012 -2nd Hospital at Kondhali, Nagpur
- 2013 100th Clinic at Kankavali, Ratnagiri

 2016 -Introduction of Standardized Diet Kit on Each Disease

2016-17

- Collaboration of Madhavbaug Institute of Preventive Cardiology with MUHS
- 2017 Randomized controlled trial published in Indian Heart Journal, Official publication of Cardio logical Society of India

 2020 -Launch of MIB Pulse Mobile Application for patient engagement

2020-21

- 2021 MIB Pulse Mobile Application achieved over 1 Lakh downloads
- Opening of 250th Madhavbaug Clinic at Vashi, Maharashtra
- Research trial on one year follow-up of Diabetes patients treated published in Journal of Association of Physicians of India

 Mandate for Training session of Ayurveda Practitioners of State of Uttarakhand

2023

- (MOU) with Research Institute under Central Council for Research in Ayurvedic Sciences (CCRAS)
- Completion of acquisition of Dynamic Remedies Pvt Ltd. and UV Ayurgen Pharma Pvt Ltd.
- 'Incorporation of Associate Company-Aaharshashtra Foodz Private Limited'
- Inaugurated third Hospital as "Madhavbaug Visakhapatnam Hospital" in Andhra Pradesh MedTech Zone

## **Strong & experienced management**



#### Dr. Rohit Sane – Chairman & Managing Director

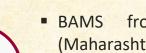


- MBBS (Medicine and Surgery) and fellowship in Cardiac Rehabilitation
- More than 20 years of experience in health care consulting
- Pioneer in conceptualizing and promoting Ayurveda in healing of chronic heart diseases - Sampurna Hriday Shuddhikaran treatment and well established therapies prescribed in Ayurveda

#### Mr. Shripad Upasani – Chief Executive Officer



- Integrated experience of 25 + years in Insurance and Healthcare Industry
- Bachelor of Science and MBA in Marketing by Qualification
- Heading PAN India Operation of Madhavbaug with custodian of Exemplary Leadership skills and Motivational Speaker



#### Dr. Vidyut Bipin Ghag – Whole Time Director

- BAMS from Ayurved Mahavidyalay, Sion, Mumbai (Maharashtra University of Health Sciences, Nashik)
- Completed PGDM DLP (2 YRS) in Healthcare Administration from Welingkar's Institute of Management, Mumbai
- Associated with Company since 2006 as Chief Administrative Officer, Medico-legal Consultant and heads Investigation vertical for development of Company

#### Mr. Yogesh Walawalkar – Senior Vice President - Marketing & Corporate Relationships



- Bachelors in the law from GLC Mumbai and Diploma holder in **Business Management from Wellingkar Institute**
- Responsible for overseeing Planning, Development and Execution of various marketing and advertising initiatives of Madhavbaug
- Building successful marketing strategies with market research, pricing, products, marketing communications to ensure brand awareness at targeted audiences

## **Strong & experienced management**





Dr. Gurudatta Amin Chief Medical Officer



Mr. Naredra Pawar Chief Financial Officer



Ms. Sapna Vaishnav Company Secretary & Compliance Officer

- BAMS, MD (Samhita, Siddhant), PGDEMS and Certified Black belt in Six Sigma
- Affiliated with Madhavbaug since 2007, worked on various levels in medical operations, and Designated as CMO since 2012
- Designed Medical Strategies, developing new treatment modalities, product development along with co-author to 63 Research Publication, recognized as "Reversal Expert"
- MBA (Finance) from ICFAI University, Hyderabad along with Diploma Holder in Tax Management from Wellingkar Institute of Management and bachelor's degree in commerce
- 30 years of experience in Accounting, Finance, Tax Management, Taxation and is known for his Leadership and team handling
- Associate Member of Institute of Company Secretaries of India (ICSI), holds Bachelor's degrees in commerce and Law
- Holds more than 6 years of corporate experience with expertise in Secretarial & Legal Compliance, Corporate Governance and advisory including exposure of dealing with various Government Departments. etc.
- Designated as Company Secretary & Compliance officer, bearing responsibilities of SEBI & ROC compliances along with other applicable legal compliances





#### Strong Research based Treatments & Therapies with papers published and accepted internationally

Unique combination of modern healing methods and ancient natural practices

Effective, Non- Invasive & Affordable Treatments to improve overall health of society

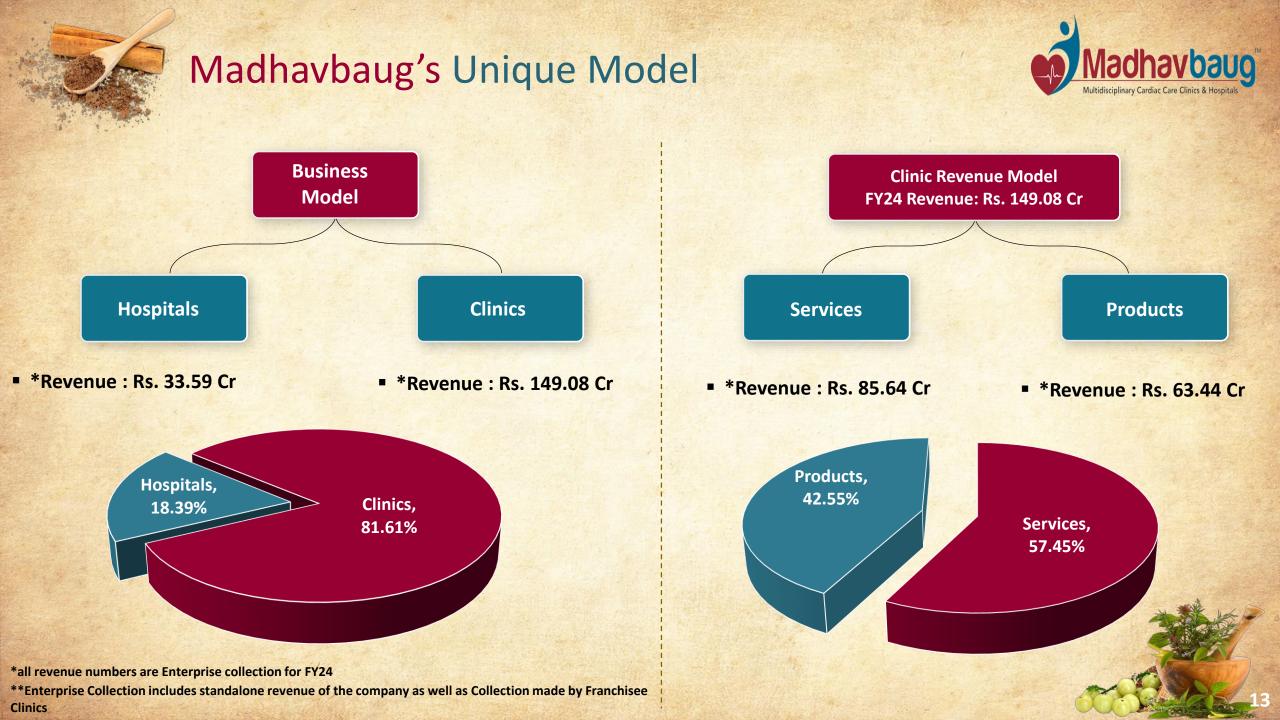
Innovation & Technology platform helps core medical team to interact with on ground team of doctors & therapists to increase efficiency

Powerful Tool - Madhavbaug POWER MAP aims to provide in depth medical analysis of Patients current health status

Experienced Leadership with able & welltrained team led by Dr. Rohit Madhav Sane State of the art in-house manufacturing facilities leads to greater economies of scale, stricter quality control and expand our product portfolio Strong Efficient Clinic Management Systems to gather vital information for getting quick results

MIB Pulse App – Chat based Technical solution to connect patients with team of doctors for effective consultations & solutions

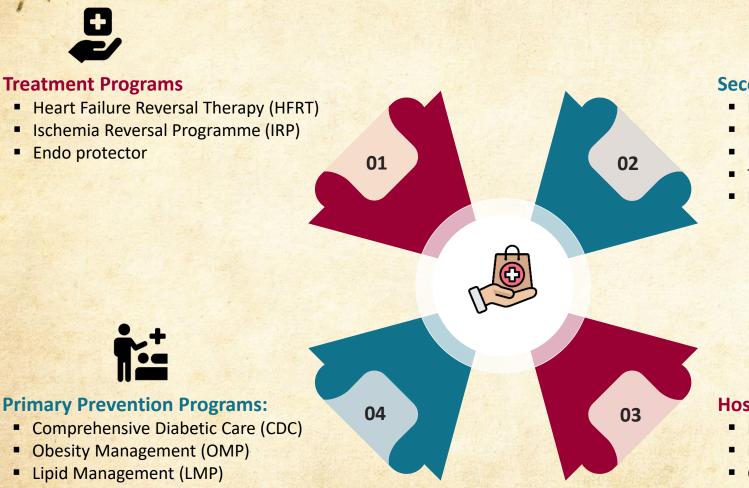






## **Holistic Treatment Programs**





Hypertension Management Program



#### **Secondary Prevention & Rehabilitation Programs:**

- Plaque Stabilization Therapy (PST)
- Diabetic Complication Management (DHCM)
- Hypertensive Complication Management (HCM)
- Total Heart Revitalization Therapy (THRT)
- Blockage Management Program

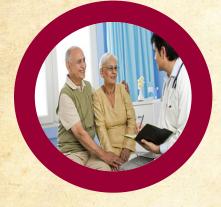


#### Hospital Based Treatments (Residential):

- Intensive care Cardiac Programme
- Risk reduction Programme
- Critical Care Cardiac Programme

### ...With innovative reversal therapies...





Heart Disease Reversal

- Cardioprotective Therapy
- Ischemic Reversal Program
- CAD Management
- Heart Failure Reversal Therapy



Diabetes Reversal

- Comprehensive Diabetic Care Program
- Diabetes Complication Management Program (Pre-Failure)
- Diabetes Complication Management Program (Pre-Ischaemia)



Blood Pressure Management

- Blood Pressure Management Program
- Blood Pressure Complication Management Program (Pre-Failure)
- Blood Pressure Complication Management Program (Pre-Ischaemia)



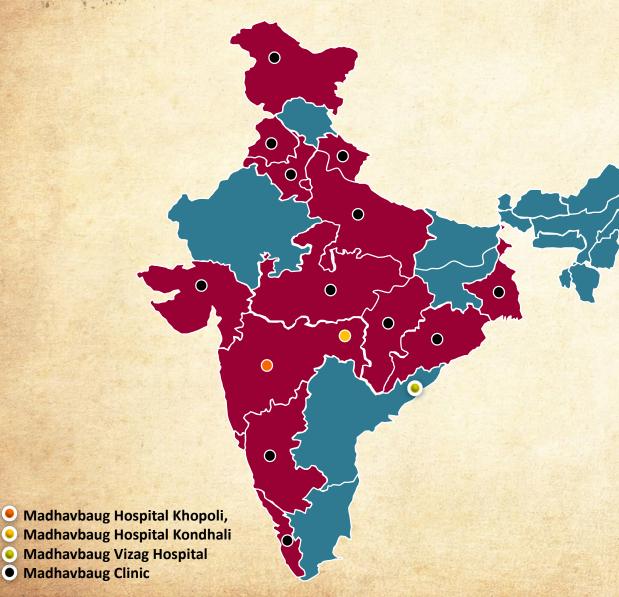
Obesity Management

- Obesity Management Program
- Helps reduce body weight lowers risk of heart disease, diabetes, cholesterol, and high blood pressure



## With Pan India Network as on 30<sup>th</sup> Sept. 24





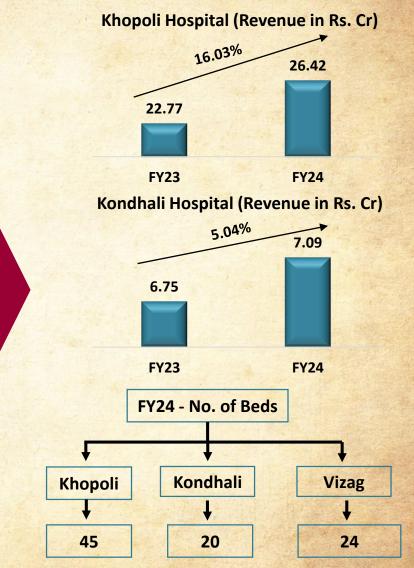
States	No. of Clinics		
Jammu and Kashmir	1		
Punjab	4		
Haryana	2		
Uttarakhand	1		
Delhi NCR	6		
Uttar Pradesh	18		
Rajasthan	2		
Madhya Pradesh	16		
West Bengal	2		
Orissa	1		
Chhattisgarh	3		
Gujarat	16		
Goa	4		
Maharashtra	255		
Karnataka	19		
Total	350		

16

## State of Art Hospitals – Khopoli, Kondhali & Vizag



- Madhavbaug Hospital Khopoli 1<sup>st</sup> Hospital in 2006
- Madhavbaug Hospital Kondhali, Nagpur 2<sup>nd</sup> Hospital in 2012
- Madhavbaug Vizag Hospital Vishakhapatnam 3<sup>rd</sup> Hospital in 2023 Generates Revenue of Rs. 8 Lacs in FY24
- 3 Hospitals Team of 450+ Doctors clinics
- Expert Doctors
- Advanced Diagnostics
- Chronic Care Treatments
- Research based Ayurvedic Therapies
- Physiotherapy & Yoga
- Tie up with Insurance Companies for Cashless Treatment
- Entered into Corporate Tie-ups
- Hospital based treatments
  - Intensive Care Cardiac Programme
  - Critical Care Cardiac Programme
  - Risk Reduction Programme





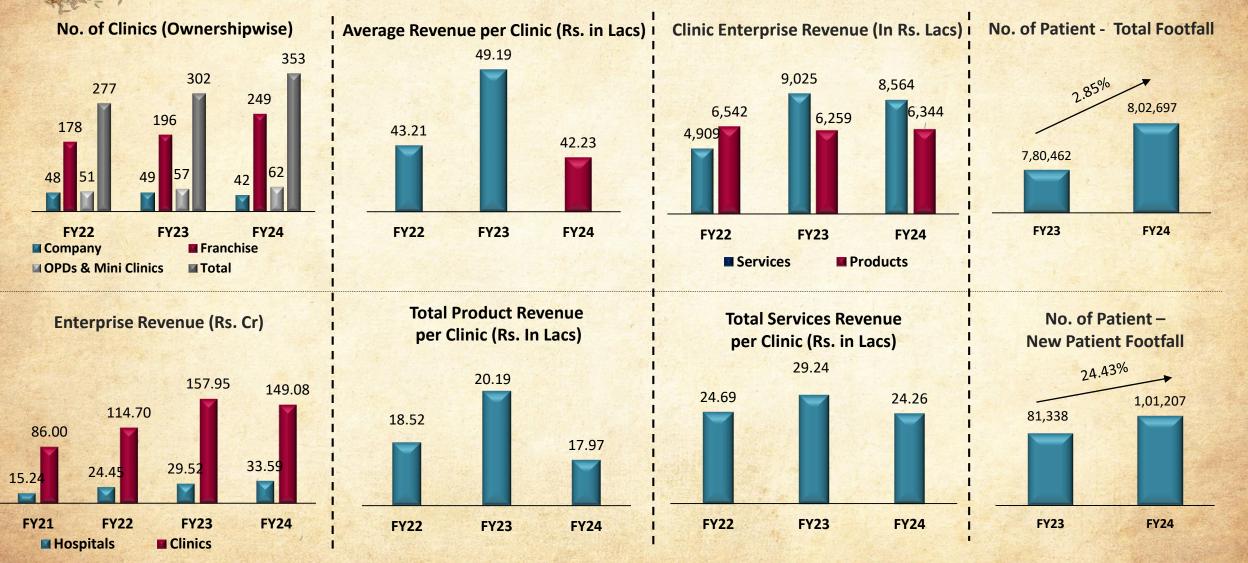
## **Multidisciplinary Cardiac Care Clinics**



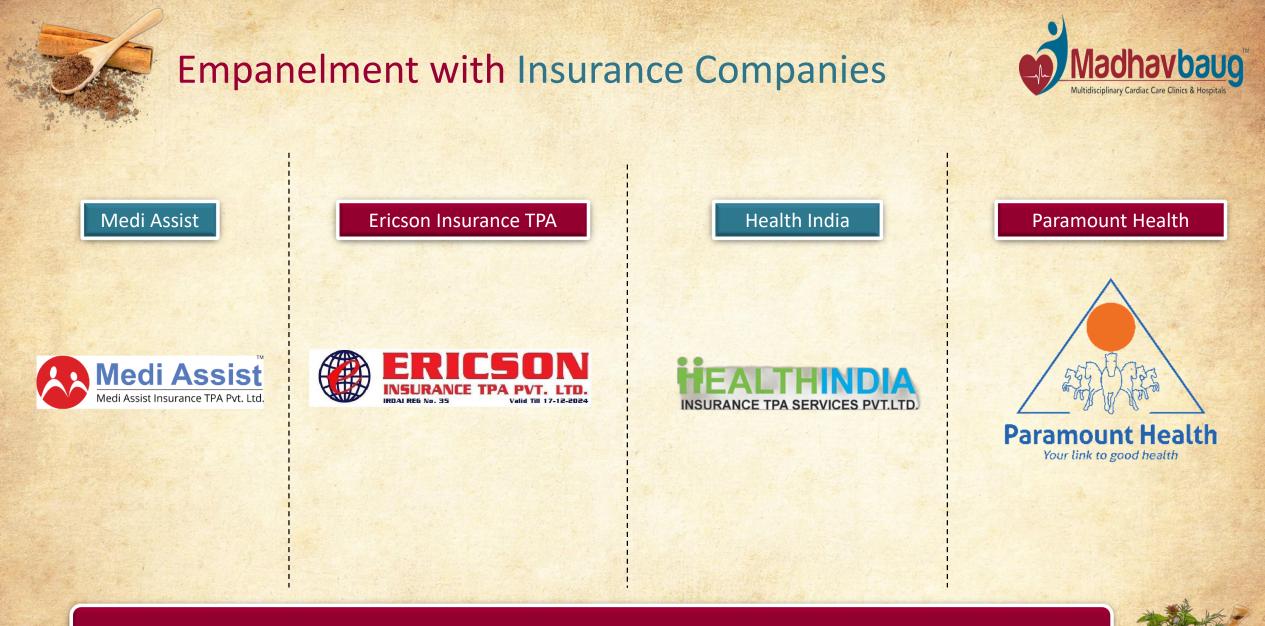


## **Multidisciplinary Cardiac Care Clinics**





\*\*Enterprise Collection includes standalone revenue of the company as well as Collection made by Franchisee Clinics All above numbers are Enterprise Revenue



More than 30 Insurance companies empaneled with above Third Party Administrators (TPA) each

### Madhavbaug Power Map





- Medical analytics service built for Madhavbaug Doctors to help them reverse Chronic cardiac disease of their patients effectively -
- Union Minister for Road Transport and Highways Nitin Gadkari inaugurated Madhavbaug's Power MAP on 15<sup>th</sup> January 2022



- **Critical Care**
- **Close Medical Monitoring**
- **Medical Intelligence** 
  - **Disease Reversal Score**  $\checkmark$
  - Medicine Tapering score V
  - **Complication Prediction (In**  $\checkmark$ development)
  - E-Library (In development) ~
- **Lifestyle Management**



- **Diet Management**
- **Medicine Management**
- **Health Coach Support**



- Super-Consultant support
- **Medical Services Management**



**Health Timeline** 





# Mib Pulse App - Enable Healthcare reach to lowest strata

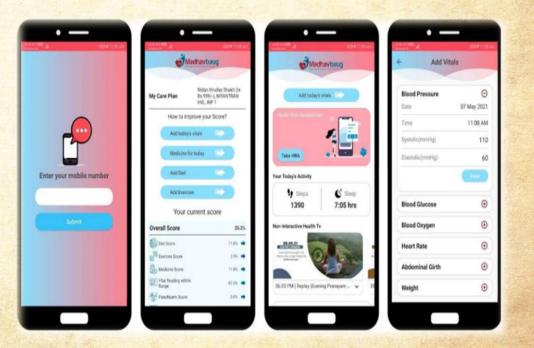
- It's a free app which anyone can use from anywhere in case of Medical assistance
- App gives you full past history of your health



#### **Medical Assistance**

- Connected Medical Assistance of Doctors to give patients appropriate solution through live chat and vitals monitoring
- Diet & Exercise Monitoring
  - Diet and exercise monitoring to get maximum benefits out of Healthy lifestyle management
- **Staying Fit** 
  - Daily Health coaching through video based Diet and Exercise sessions to maintain healthy life & improve lifestyle
- **Health Monitoring** 
  - InApp chat based close Health Monitoring through Vital parameters
- Expert Medicine management support
  - Medicine reminders, Realtime Medicine tapering advise of connected Doctors

#### MIB Pulse App (+100K Downloads)



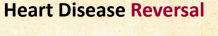


## Madhavbaug's Research based Diet Kits



**Diabetes Reversal** 







**Breakfast** 







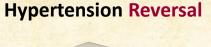














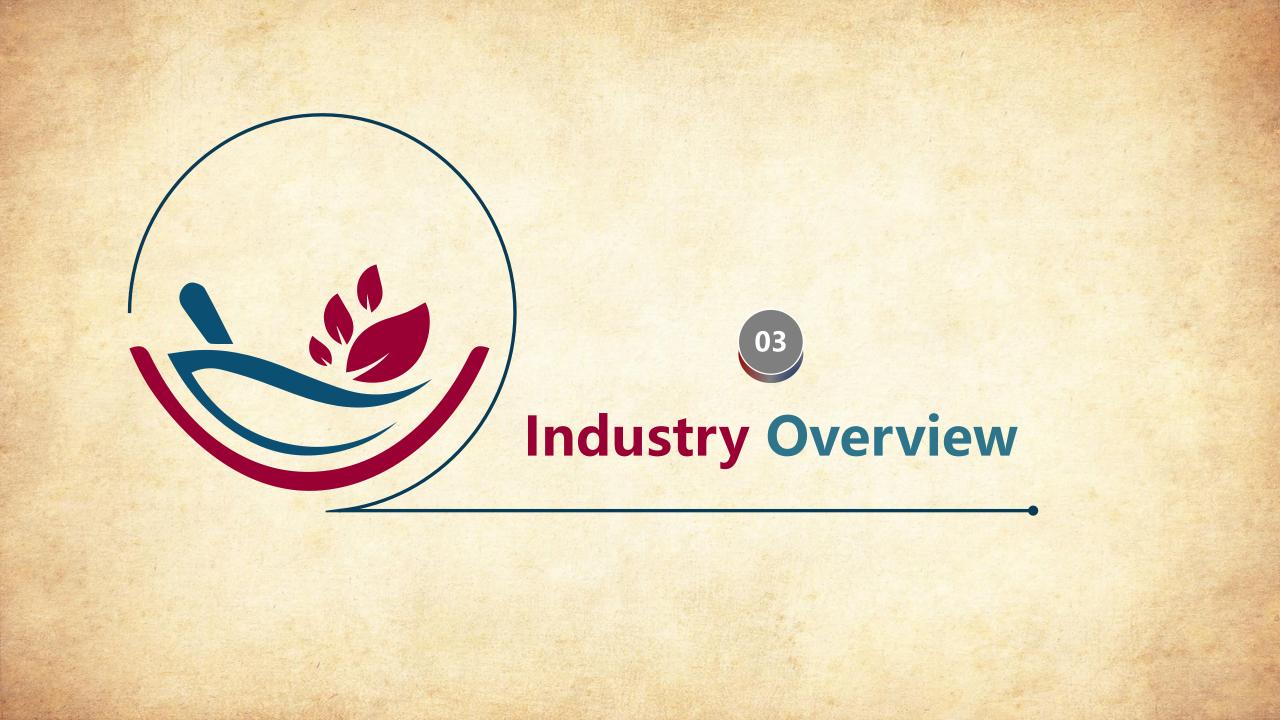
**Obesity Reversal** 

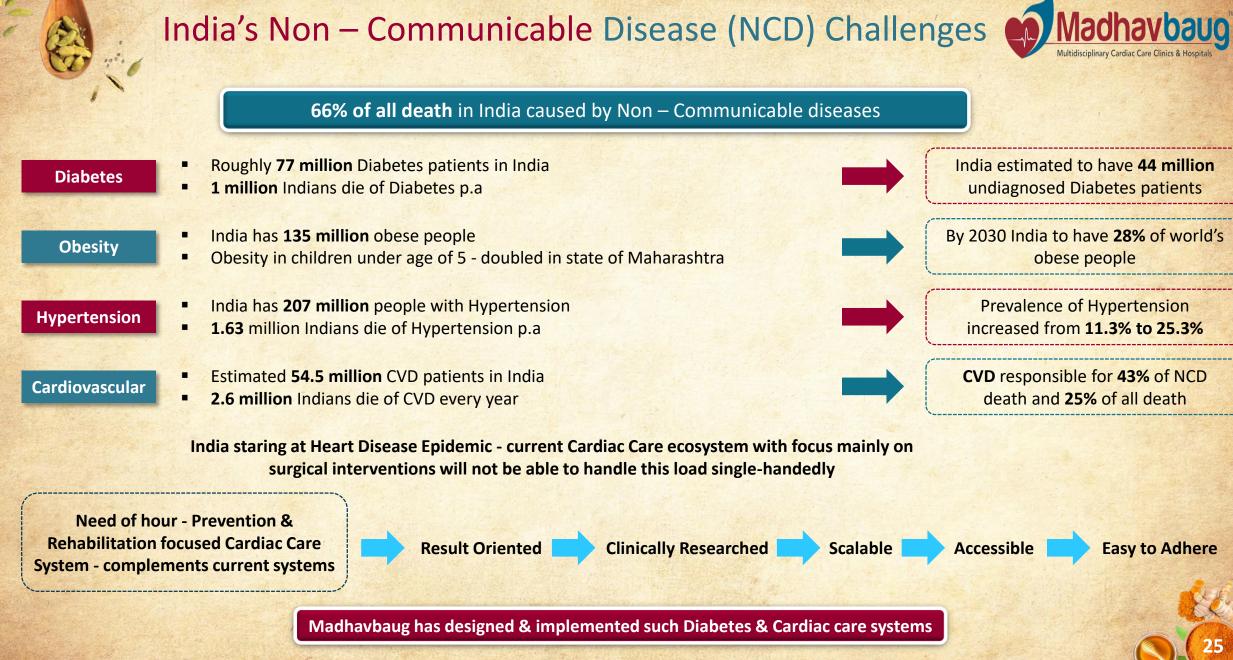


Lunch/Dinner

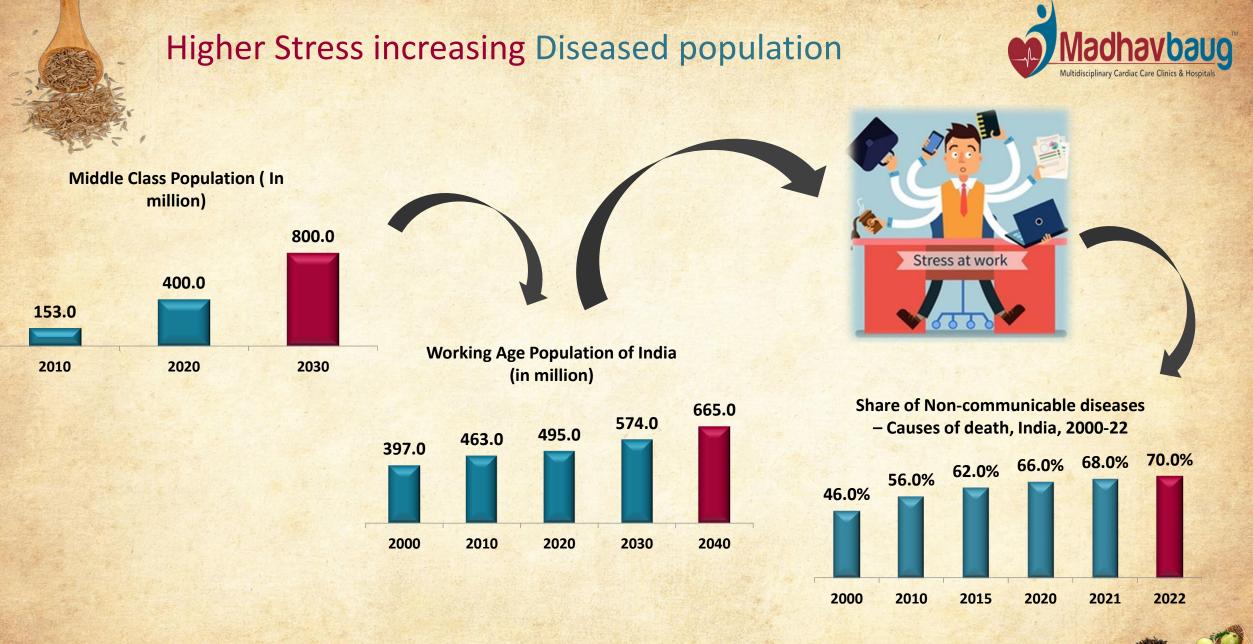








Source - Ayush Study-Public Policy and Economic-FINAL REPORT



Source - Ayush Study-Public Policy and Economic-FINAL REPORT 28 OCT.pdf (ris.org.in) Source - China vs. India — Where is the momentum in consumer spending? | World Data Lab Source - wcms\_775940.pdf (ilo.org)

## **Re-emergence of Traditional Medical Care**

#### Market size and services offered

- Indian Ayurvedic Industry expected to reach US\$ 9 billion by 2022 - Ayurveda medicines - > 90% plant based formulations
- Broadened offerings services on diet and nutrition, yoga, herbal medicine, humour therapy and spa

#### Leading brands and players

 Many big players such as Apollo, VLCC and Manipal Group setting up wellness centers across India with traditional healthcare remedies

#### **Developing infrastructure**

 In July 2021, Union Cabinet approved continuation of National Ayush Mission, responsible for development of traditional medicines in India, as centrally sponsored scheme until 2026



### Madhavba Multidisciplinary Cardiac Care Clinics & Hosp

#### Notable trends

- Traditional medical sector developing Traditional Knowledge Digital Library to prevent companies from claiming patents on such remedies
- Growing interest from PE firms in traditional Indian healthcare sector
- Center revamping existing 1.5 lakh wellness health centers across country

#### **Recent Developments**

- The Ministry of Ayush was allocated Rs 3,712.49 crore in 2024-25 Interim Budget. This is a 23.74% increase from the previous year's budget allocation of Rs 3,000 crore
- WHO's Launch of Ayurveda Research Institutions

## IRDAI announced new regulations that insurance providers to offer Ayush coverage in Health Insurance

- Insurers must offer board-approved plans that treat AYUSH treatments similarly to other medical treatments
- Insurers must include quality standards and procedures for enrolling AYUSH hospitals and day care centers into their network for cashless treatment

#### India Emerging as Global Wellness & Ayurveda Hub - Ayurveda at Top of Immunity Boosting Shelves

Source - Ayush Study-Public Policy and Economic-FINAL REPORT 28 OCT.pdf (ris.org.in)



### **Management Comments**





Commenting on H1 FY25 results, Dr. Rohit Sane, Chairman & Managing Director, Vaidya Sane Ayurved Laboratories Limited said: "During the first half year we have registered a Revenue of Rs. 41.80 crore. EBITDA and PAT were Rs. 5.76 crore and 2.68 crore.

Our "Azadi Diabetes Se" campaign in August, recognized as "Month of Azadi from Diabetes," achieved remarkable success in raising awareness about reversing Type 2 Diabetes through Ayurveda. Key highlights included a Mega Glucose Tolerance Test (GTT) event across 90+ clinics and free health consultations, reinforcing our commitment to sustainable diabetes care.

At the recent Ayush Medical Value Travel Summit, I had the honor of discussing the potential for integrated healthcare with global leaders. Our approach combines Ayurvedic practices with modern technology to address lifestyle-related disorders, especially in non-invasive cardiology. This summit reinforced Madhavbaug's role in providing holistic care to both domestic and international patients, highlighting the growing influence of Ayurveda in global medical value travel.

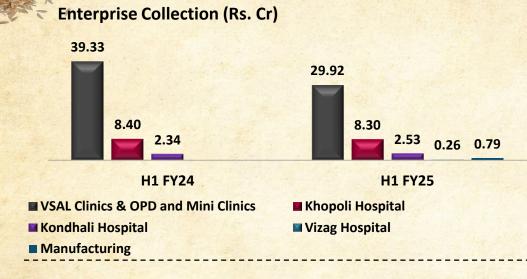
We are also focused on expanding our NABH-accredited hospital network with a focus on cashless treatment options and CGHS empanelment. Planned expansions include an additional 100 beds at our Khopoli hospital and 20 more at our Nagpur facility. Future growth will prioritize acquisitions to scale our hospital presence in North India, Gujarat, and the South.

By 2030, our goal is to establish 1,000 clinics, 10 hospitals, and 5,000 outpatient departments, especially in rural India. Through our Institute of Preventive Cardiology, we are also committed to training 10,000 physicians to advance our leadership in preventive healthcare.

I would like to reiterate our focus on quality patient care, innovation and continued pursuit of medical excellence. In this regard, we will continue to build upon our team of exceptionally committed Doctors and other support staff to deliver world-class patient care services. We will also continue to provide a safe environment for patients and employees.

## **Consolidated Half Yearly Financial Highlights**

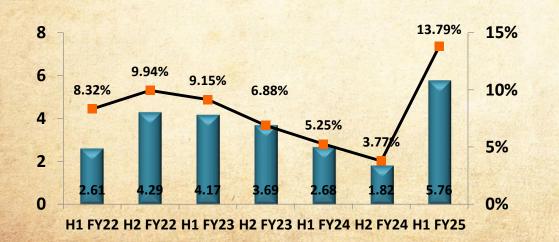


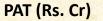


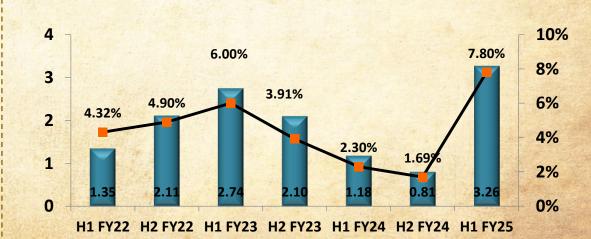
#### Revenue (Rs. Cr)



#### EBITDA\* (Rs. Cr)







30

#### 31

## **Consolidated Financial Highlights – Half Yearly**

1.12

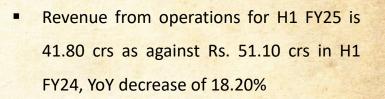
220.54%

1.12

Rs. Crore	H1 FY25	H1 FY24	Y-o-Y (%)	H2 FY24
Income from Operations	41.80	51.10		48.23
Other Operating Income	0.00	0.00		0.00
Total Income	41.80	51.10	(18.20%)	48.23
Raw Materials	9.21	14.93	the states of	10.77
Employee Cost	10.41	13.56		13.32
Other Expenses	16.42	19.92		22.31
Total Expenditure	36.04	48.42	(25.57%)	46.41
EBITDA (Excluding other income)	5.76	2.68	114.79%	1.82
EBIDTA Margin%	13.79%	5.25%	854 bps	3.77%
Other Income	0.83	0.63		1.12
Depreciation	1.93	1.59		1.56
Interest	0.08	0.16		0.09
Exceptional Item (Gain) / Loss	0.00	0.00		0.00
Profit Before Tax	4.59	1.57	192.37%	1.30
Тах	1.33	0.39		0.48
Profit After Tax	3.26	1.18		0.81
PAT Margin %	7.80%	2.30%		1.69%

3.59

**Basic EPS in Rs.** 



EBITDA (excluding Other Income) - Rs. 5.76 crs in H1 FY25 as against Rs. 2.68 crs in H1 FY24 increase of 114.79% - on account of decrease in employee cost and other expenses



# Annual Financial Highlights

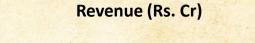
#### **Enterprise Collection (Rs. Cr)**

■ VSAL Clinics & OPD and Mini Clinics ■ Khopoli Hospital ■ Kondhali Hospital ■ Vizag Hospital



EBITDA\* (Rs. Cr)







PAT (Rs. Cr)





## **Consolidated Financial Highlights – Annual**



Rs. Crore	FY24	FY23	Y-o-Y (%)
Income from Operations	99.33	99.17	Server 1
Other Operating Income	0.00	0.00	
Total Income	99.33	99.17	0.16%
Raw Materials	25.71	27.62	1 P 1 1 1 1 1 1 1
Employee Cost	26.88	22.00	
Other Expenses	42.24	41.69	
Total Expenditure	94.83	91.31	3.85%
EBITDA (Excluding other income)	4.50	7.86	(42.68%)
EBIDTA Margin%	4.53%	7.92%	(339 bps)
Other Income	1.75	1.36	March 1
Depreciation	3.14	2.60	
Interest	0.25	0.19	A MAR SAL
Exceptional Item (Gain) / Loss	0.00	0.00	See Eline
Profit Before Tax	2.86	6.43	(55.47%)
Tax	0.87	1.60	
Profit After Tax	1.99	4.83	(58.81%)
PAT Margin %	2.00%	4.87%	(287 bps)
Basic EPS in Rs.	1.88	4.60	(59.13%)

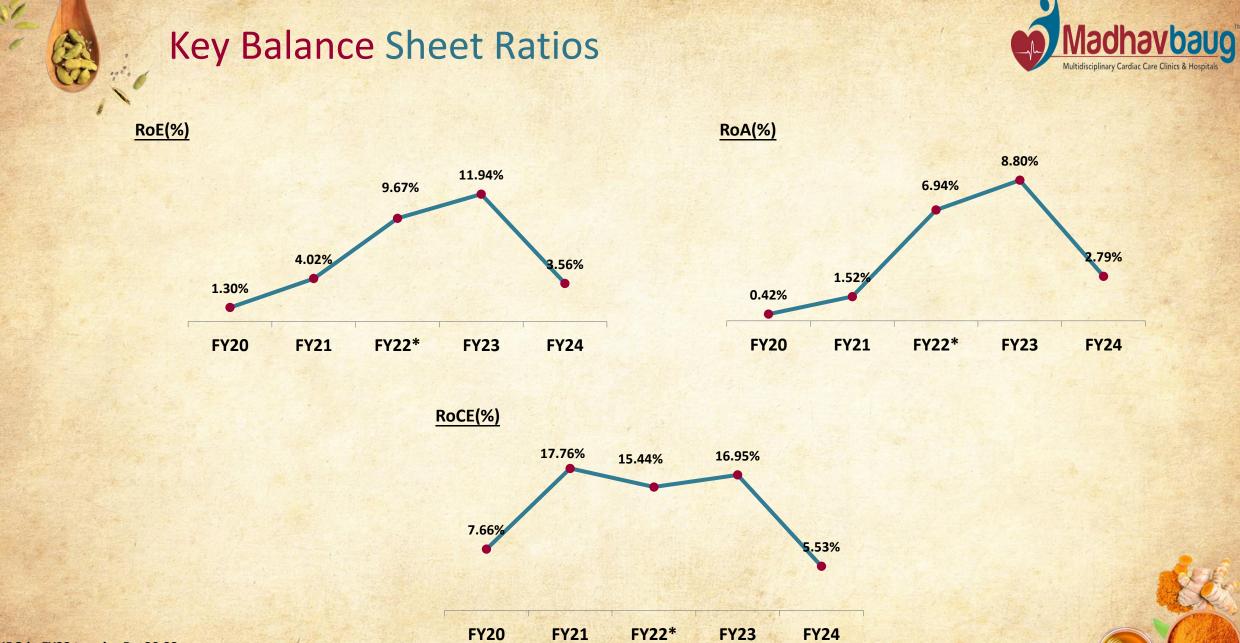
- Revenue from operations for FY24 is 99.33 crs as against Rs. 99.17 crs in FY23, YoY increase of 0.16% - Sales towards non disease patients coupled with successful marketing campaign helps to maintain revenue level
- EBITDA (excluding Other Income) Rs.
  4.50 crs in FY24 as against Rs. 7.86 crs in FY23
- PAT Rs. 1.99 crs in FY24 as against Rs. 4.83 crs in FY23, decrease of 58.81% - on account of increase in Employee benefit expenses caused due to hiring of frontline business executives and medical staff for sourced franchisee model

## Consolidated Balance Sheet as on 30<sup>th</sup> Sept. 24



Rs. Crore	As on 31 <sup>st</sup> Mar' 24	As on 30 <sup>th</sup> Sept' 24
Shareholder's Funds	55.60	58.87
Share capital	10.51	10.51
Other Equity	31.66	34.92
Money received against share warrants	13.43	13.43
Minority Interest	0.0	0.0
Non-current liabilities	1.36	1.91
Financial Liabilities		
Borrowing	0.00	0.00
Provisions	1.36	1.91
Deferred Tax Liabilities (Net)	0.00	0.00
Other Non-Current Liabilities	0.00	0.00
Current liabilities	13.93	11.36
Financial Liabilities		
Borrowing	1.68	1.13
Trade Payable	7.20	4.32
Other Current Liabilities	4.34	2.92
Provisions	0.71	2.99
Total Equities & Liabilities	70.89	72.14

Rs. Crore	As on 31 <sup>st</sup> Mar' 24	As on 30 <sup>th</sup> Sept' 24
Non-current assets	37.43	39.64
Property, Plant & Equipment		
Tangible assets	21.13	15.61
Intangible assets	6.90	14.98
Capital WIP	2.60	2.39
Deferred Tax Assets	0.07	0.11
Long term loans and advances	5.72	5.55
Non Current Investment	1.00	1.00
Current assets	33.47	32.49
Current Investment	2.22	0.00
Inventories	4.11	3.46
Financial Assets		
Trade receivables	7.16	5.04
Cash & Cash equivalent	17.14	19.40
Loans	2.83	1.60
Other Current Assets	0.00	2.98
Total Assets	70.89	72.14



35

\* IPO in FY22 to raise Rs. 20.23 crs

RoE = Net Profit/Net Worth | RoA = Net Profit/Average Total Assets / RoCE = EBIT/(Shareholders Fund + Total Debt-non current investments)





### Way Ahead



01

02

03

04

05

#### Scalable and Standardized Clinic Design

 Clinic-based health care delivery model along with tele-medicine - low capex requirement and easy accessibility

#### **Strengthening and Expanding Clinic and Hospital Network**

- Strategic locations in Maharashtra; expand Clinic Network in Madhya Pradesh, Uttar Pradesh and Gujarat; expand Khopoli and Nagpur Hospitals
- Opening of 50 New Franchisee Clinics and 1 Hospital

#### **Online Distribution Channel**

- Setting up online distribution channel through various e-commerce platforms
- Creation of marquee Product portfolio

#### **Invest in Marketing**

- Invest in integrated marketing campaign to improve visibility and awareness
- Lead generation through Events, Print, Radio & Television and App based online media

#### **Empanelment with Insurance and Corporate Companies**

- Target health insurance companies to empanel our hospitals reduce financial burden on patients
- Reimbursement of Expenses at Clinics for patients through Insurance Companies
- Provide Discounted healthcare packages for Corporates
- NABH Accreditation of All Clinics



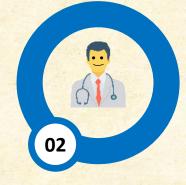


"By 2028, Over 5 Crore People in India will be directly under Madhavbaug's Care"



#### Save My Heart – App

Purported for preventation of heart disease as well as emergency management Collect vital health data



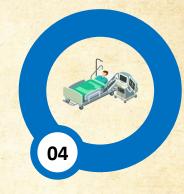
#### Madhavbaug Associate

1000 Associate Doctors MB Associate to consult Patients and prescribe of medicine Lead to increase of network and sale of medicines



#### **Clinics & Hospitals**

Expansion of Khopoli hospital with 60 Beds and Kondhali 20 Beds additional Cashless services to patients at hospitals 1,000 clinics all over the nation Reach 10 hospitals by the end of 2028



OPD

Existing network of 50 Plus OPD in Maharashtra Open 5,000 OPDs in talukas PAN India



# Thank You

### For further information, please contact:

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