



Business  
Plan  
**Welltopia**

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# 1.0 EXECUTIVE SUMMARY

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## 1.1 INTRODUCTION

A surge in the ageing population and rise in costly chronic care needs are exerting considerable demands on the health systems in India. While the private sector has been involved in building the healthcare infrastructure in the country over the last two decades, with active participation from private equity players, the efforts are only scratching the surface of India's healthcare conundrum.



The Indian healthcare sector needs to reshape the paradigm of care and create an environment of regular introspection to achieve the goal of Healthy India. Over the last three decades, private sector has been making growing contribution and supporting already heavily burdened public health institutions at every level. The private sector today provides 58% of the hospitals and 81% of the doctors in India.

India's healthcare sector is currently the second fastest growing surpassed only by retail. Unsurprisingly, many corporate houses are looking to exploit the opportunities, this field of business provides and are actively considering diversification into or have already diversified into this sector by setting up their own healthcare facilities. In order to meet India's burgeoning healthcare needs and leverage on the opportunities available, the founder has launched a company named Welltopia in the year 2018, that is a premium healthcare and life enhancement center which provides gamut of services that improves and enhances quality of human lives. The primary target segment of the company is individual customers facing health related issues that are looking for consultation and care services. Having targeted the area of Noida in its initial launch, the company has now decided to expand its services to much

wider area covering the entire Delhi NCR and has also decided to target the corporate clients as well. The Company is managed by the CEO, Dr. Sandeep Gupta, a strategic leader and innovator. Qualified doctors and assistants are hired along with administrative staff to assist him in daily operations. The staff is to be provided training at reasonable intervals to update them with the latest medical technology and best medical practices prevailing in the industry.

## 1.2 OBJECTIVES

- To increase the range of services wherever there are opportunities to meet an area of patient need and demand, on financially viable basis
  - To focus on niche areas such as Lifestyle Diseases, Sports Related Challenges (Sports Medicine), Anti-aging Treatment and Life Coaching, thus creating a futuristic medical institution
  - To make available in Delhi NCR a modern, well-equipped and efficient health care facility that can provide a much higher standard of patient care than any other wellness center nearby
  - To plan and provide multidisciplinary healthcare and life coaching services to a wide variety of patients
  - To focus on prevention of disease by promoting health and wellbeing and offering care and advice to its patients
  - To continually improve healthcare services to patients through learning, monitoring and auditing
- 

### 1.3 MISSION STATEMENT

The mission of **Welltopia** is to provide holistic care to achieve wholesome health at its centers across the country. It aims to improve the quality of life of members of community by offering them high quality patient-focused health care options at affordable pricing.

### 1.4 VISION STATEMENT

Wellness or Health is not absence of any infirmity or absence of illness; it's rather presence of total mental, spiritual and physical well-being. With this thought in our mind we have created Welltopia. We aim to provide "holistic care to achieve wholesome health" at our centers.



## 1.5 KEY SUCCESS FACTORS

Experience of Founder

Multiple Strong Marketing Strategies

Aggressive Recall System

Commitment to Continuously Improve the Quality of Service

Experienced Medical and Administrative Talent

### Experience of Founder:

The founder of the company, **Dr. Sandeep Gupta** has more than 10 years of experience in the healthcare industry that helps the company to capture initial market share in the new markets and establish long-term client relationships and loyalty. His work experience at different healthcare companies act as a foundation stone for the company as he has gained exposure in the management of healthcare businesses.

### Multiple Strong Marketing Strategies:

**Welltopia** leverages the power of referral marketing and social media sites like Facebook, Twitter, and Instagram, etc. to target its potential customer base. It also partners with general practitioners within Delhi NCR to generate brand awareness and widen its patient base through referral marketing. Email marketing is also used to share important information with the patients considering the personal interests of all the patients in mind.

#### **Aggressive Recall System:**

The team at the company recalls its existing patient base through phone calls, reminder messages, or emails reminding them about their next scheduled appointments. This results into creating a brand position of the company among existing patients for further recommendation.

#### **Commitment to Continuously Improve the Quality of Service:**

The Company continuously figures out the ways to improve its services as per the current and latest technological advancements thereby removing the obstacles faced by current and future patients.

#### **Experienced Medical and Administrative Talent:**

**Welltopia** has recruited and will recruit professionally qualified and experienced professionals with excellent interpersonal communication skills and expert knowledge base committed to provide the highest quality healthcare services. Regular training will be provided to the assistant healthcare professionals and interns to equip them with the latest changes in the medical technologies and serve the customers in a better way.

### **1.6 STARTUP FUNDING**

The founder has already invested an amount of INR6,300,000 in the company that has been used to set up the healthcare center at Noida. An additional amount of INR50 million (INR 5 Crore) is requested from the investors to finance the expansion plans of the company. The amount to be raised from the investors for the business will be used to fund the long-term and short-term funding requirements of the company.



## 2.0 COMPANY SUMMARY

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**Welltopia** is a healthcare company that allows the individuals to connect with the qualified and experienced professionals. The Company was founded in the year 2018 by Dr. Sandeep Gupta, who is a renowned physician, motivator, counselor and life coach. He has been managing the company in his capacity as the CEO. Today, the company is setting a new benchmark in the industry by offering a plethora of personalized services to its clients in the area of lifestyle diseases, sports therapy, life-coaching, anti-aging, and psychotherapy. Till date, the company has been offering the services for sports related issues for free.

The team of the company includes experienced professionals, doctors, mentors, innovators, psychiatrists, sports physicists, and others. Overall, the team consists of more than 30 people, who are determined and dedicated to deliver the positive and result oriented outcomes to its clients.

The Company strives to provide highest quality of healthcare services to the Indian population and has gained ISO9001:2015 certification from USA. At present, the company is targeting only individual clients, but as a part of its expansion plan, it aims to partner with the corporate for its life coaching services and sports related issues segment.

In its expansion plan, the company plans to open 13 more centers in Delhi NCR area as well as in Gurgaon, Faridabad, GZB, Noida in the next five years. Each center will be well equipped with latest equipment and qualified health professionals who will assist people in improving their health conditions. A new service segment will also be introduced in addition to what is offered at present i.e. Tele-Medicine. In an arena of smart phones and higher internet penetration, most of the people do not have enough time to schedule and attend to the physical appointments with the doctors. In order to cater to such patients and patients residing in rural areas who cannot access the facilities nearby, the company will be introducing the concept of Tele-medicines, which will save the time and money of the patients.

### 3.0 PRODUCTS AND SERVICES OFFERED

We are living in a world where we eat junk foods and don't do much physical exercise. The competition is quite fierce in Sports which makes players to push their limits. In our life, we come across many circumstances in which we are unable to make critical decisions. Aging is a natural phenomenon but in this ultra-polluted world, one gets old quite early in their lives. All these problems are solved by the company; **Welltopia**.

There are six main services provided by **Welltopia** which are outlined as follows:

#### 3.1 LIFESTYLE RELATED PROBLEMS:

Lifestyle diseases result due to lack of physical activity and unhealthy diet. Lifestyle diseases are significantly affecting the younger population. One of the biggest lifestyle diseases that are seen commonly in India is obesity. This normally happens when people eat more food than they should and when their eating habits are poor. The Doctors at the company help people to overcome this problem by managing their diet and suggesting appropriate medicines to improve their overall health. Some of the services offered by the company under this category are outlined as follows:

**Management of Obesity  
(BMI >30)**

**Management of Excess  
Weight: (BMI 25-30)**

**Management of Low  
Weight: (BMI <21)**

**Management of  
Hypertension**

**Management of  
Diabetes**

### 3.1.1 OBESITY TREATMENT

Obesity is a rising problem in our country but it can be cured with the best advice in hand. Hectic schedules, bad eating habits, stress are the primary cause of being obese in our country, but you can visit us and get your problem solved in the most effective manner.

Welltopia provides the best Obesity specialist doctor in Delhi and Noida for a professional treatment and visible results.

**How Welltopia helps the patients-**Welltopia understands how it feels to be overweight and the social factors that lead the person towards depression, and low feelings. To overcome this, Welltopia has the best strategies to fight obesity:

- ✓ **Calculates body fat percentage**
- ✓ **Diagnoses the reasons for obesity**
- ✓ **Adding exercise to patient's lifestyle**
- ✓ **Proper medication**
- ✓ **Effective diet charts**

**How we are different-**Welltopia target just 2-3 kg per month, which can be sustained. At our center, we not only address obesity but also advise on the management of associated problems such as Diabetes and Hypertension, thus, we are better equipped as compared to other weight loss centers.

### 3.1.2 DIABETES

Welltopia is a premium healthcare & life enhancement center where the patient finds the best diabetologists in Delhi. Our team includes expert doctors which know every root cause of diabetes and help individual in fighting against it.

**How Welltopia helps the patients-** We provide diabetes treatment through:

- ✓ **Clinical examination**
- ✓ **Effective diet plan**
- ✓ **Management by medication**
- ✓ **Scheduled exercises**
- ✓ **Frequent monitoring**

### **3.1.3 HYPERTENSION TREATMENT**

Hypertension is a rising crisis in India. The problem looks more prominent in metropolitan cities and Welltopia is a leading hypertension clinic in Delhi provides the patients with expert consultation regarding this unhealthy condition which leads to more serious diseases and sometimes death.

#### **Solution to hypertension by Welltopia-**

Diagnosis of hypertension requires two things. One is diagnosis and the second proper management and treatment. We have the best hypertension doctor in Delhi to support you in difficult situations during the process.

- ✓ **Measuring the extent of hypertension**
- ✓ **Regular Monitoring**
- ✓ **Best Low Sodium Diet**
- ✓ **Suggesting medications**

### 3.2 SPORTS AND SPORTS RELATED CHALLENGES:

The world of sports is highly competitive. Sports persons need to remain at the top of their fitness regimes at all times. This has naturally led to the immense and critical importance & necessity of Sports Medicine specialists in the lives of sports persons. Professionals at the company help the players to prevent and heal injuries, along with examining their fitness level before any upcoming game. Some of the services to be offered by the company under this category are outlined as follows:

- Building of Stamina
- Building of Endurance
- Development of Specific muscles related to sports of your choice
- Building muscle Strength
- Treatment of Sprain, Strains

### 3.3 TELE-MEDICINE:

For decades, telemedicine has been used to bring healthcare services to patients in distant locations. Telemedicine improves access to patients and allows physicians and health facilities to expand their reach, beyond distances. The mobile app designed by the company for Tele-medicine is an interconnecting framework that can connect doctors, patients and the equipments remotely over Internet, eliminating the computing complexity to backend systems thereby reducing cost at client end. The Secure access to patient's medical data from anywhere enables remote consultation and second opinion easier.

App of the company named '**Welltopia – The Premium Healthcare & Life Enhancement App**' is available at Google Play store that can be downloaded by the Smartphone users and can be used to monitor their health at their convenience.



## Welltopia for Doctors

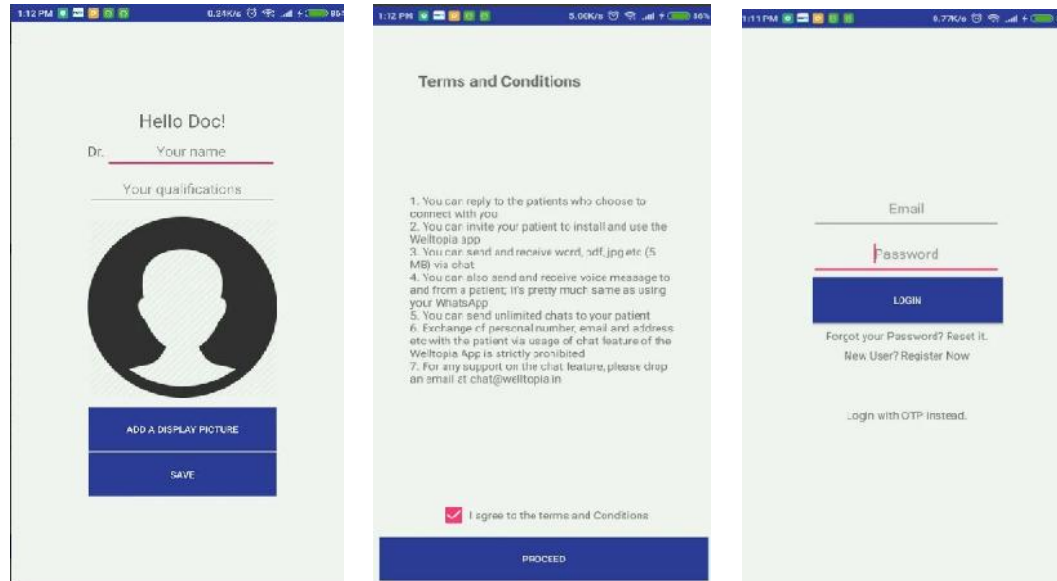
Welltopia Health & Fitness



⚠️ You don't have any devices.

Add to Wishlist

Install



Doctors registered with Welltopia can use this application to provide solutions to their patient's queries.

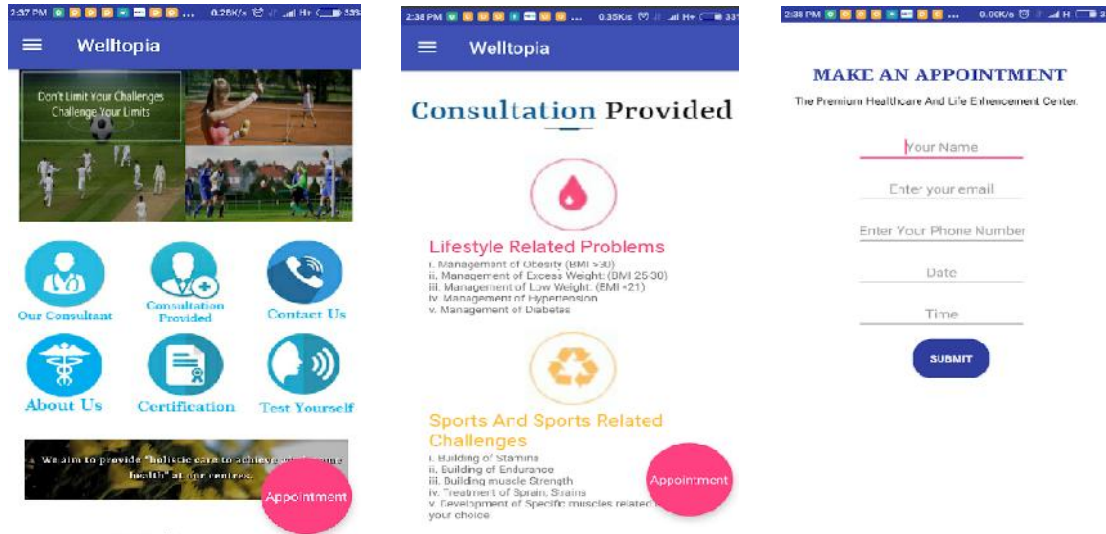
### Features of the doctor's app:

Multiple features offered by the app are:

- Patient can contact their doctors on this App
- Doctors can access their patient queries
- Doctors can send and receive chats to and from their patients

- They can exchange documents in word, pdf and .jpg format
- Voice recorded message can also be exchanged

This app also provide feature to connect on whatsapp for free and can also readily access without login to WhatsApp account



### Features of Patient’s App:

**Welltopia** – The Premium Healthcare & Life Enhancement App. Evaluate your health at your fingertips and get an appointment as well. We bring you premium healthcare and life enhancement app, with following features:

Get acquainted with wholesome health – health is not absence of disease, it’s state of power, strength and feeling of total well- being at our heart.



Evaluate yourself: check your mental health score, motivation score, and willpower score and know how you are functioning at inner level and whether you need any assistance to function better.

**Know about various consultations offered at Welltopia such as:**

- Lifestyle Disease – Obesity, Diabetes, Hypertension. We provide screening, diagnosis and treatment of all three.
- Sports Related Challenges
- Life Coaching
- Anti-aging treatment
- Fix appointments with the doctors at Welltopia
- Chat with the doctors: Patient can chat with the doctors and this app also have all the chat features mentioned in the Doctor's App section

**3.4 LIFE COACHING:**

Life coaching, also known as personal coaching, is a 'one-on-one', collaborative process where professionals at the company facilitate individuals to achieve their personal goals. In a short span of 1.5 years, Welltopia has been recognized among top life coaching companies in Delhi NCR.<sup>[41]</sup>The Company provides deep behavioural insights intended to empower and transform personal and professional life of people associated with it. The coaching methodologies used by the company covers all aspects of life coaching and provide practical and useful tools for improving people's thinking and performance. The services provided under this segment are outlined as follows:

Welltopia helps you to get an overall development in every aspect of your life. We work in the following process.



### 3.5 ANTI-AGING TREATMENT:

Age impacts each individual at every level including muscle, bones and cardiovascular health and mental agility. Hence the anti-aging treatment offered at the company cover all these problems. Specialized and customized plans are prepared depending upon each skin type and concerns. The expert dermatologists at the company carry out a thorough skin analysis to understand the lifestyle and accordingly diagnose the reasons and signs of aging. The system works from deep within to boost collagen, fill wrinkles and tighten sagging skin to give natural looking results. The services are available at a reasonable pricing and that too with quality assurance. The services provided under this segment are outlined as follows:



**Building Adequate Muscle  
Strength**

**Building Adequate  
Cardiovascular stamina**

**Maintaining Adequate  
Mental Agility**

To take care of the skin's need, the company has created Youth-Back emulsion treatment plan that has been further elaborated as follows:

**Welltopia's Youth-Back™ emulsion:**

The Company has created Youth-Back™ emulsion consisting various pharmaceutical and natural substances including, vitamin C, B and H. Youth-Back™ functions as follows:

- Enhances Collagen production, thus improving elasticity of skin
- Reducing sebum production, thus controlling acne
- Fighting bacteria at skin, thus reducing acne
- Increasing cell turnover, thus causing exfoliation smoothly without need of chemical peeling

### **3.6 PSYCHOLOGICAL AID**

With the rise of various working sectors and competitive environment, psychological stress and disorders are rising at fast pace. The rate of various mental disorders in India shows a drastic growth, which makes it a matter of concern. The team of Welltopia consists of experts who understands ups and downs that every human face in his life and can help to tackle it. With the sheer dedication, Welltopia has cured the people with most vulnerable disorders such as bipolar disorder, unipolar disorder, depression, anxiety. Psychological help is not only meant to provide medications to the patient. It involves various steps and a lot of patience. We work in discrete steps to serve our patient a better mental and psychological health. A few of modalities are outlined here:

- Psychoanalysis
- Counseling
- Medications

**Types of Psychological Support Welltopia Provides:**

Welltopia creates happier and stress-free healthy people, who can contribute positively towards their families and society they belong to. The psychologist at Welltopia can help the patients suffering from various conditions:

- ✓ **Childhood psychological problems**-In our endeavor to alleviate the depressive state of children, which may arise due to various surrounding factors such as parental pressure, school, friends, etc. Welltopia organizes counseling sessions so that the behavior of kids gets improved.
- ✓ **Adult psychological problems**-The problems which may not manifest in the juvenile phase of any person's life may show up during his adulthood. In that case, Welltopia counsels and medicates the patients as required in order to get better psychological and mental health.

## 4.0 MARKET ANALYSIS

Healthcare has become one of India's largest sectors - both in terms of revenue and employment. The Indian healthcare sector is growing at a brisk pace due to its strengthening coverage, services and increasing expenditure by public as well as private players. India's competitive advantage lies in its large pool of well-trained medical professionals. India is also cost competitive compared to its peers in Asia and Western countries.

The country has also become one of the leading destinations for high-end diagnostic services with tremendous capital investment for advanced diagnostic facilities, thus catering to a greater proportion of the population. Besides, Indian medical service, consumers have become more conscious towards their healthcare upkeep.

### 4.1 HEALTHCARE INDUSTRY IN INDIA

The Indian healthcare service industry's size is estimated at **US\$160 billion** in 2017 as per IBEF.<sup>[1]</sup> Healthcare market in India is expected to reach **US\$372 billion** by 2022, driven by rising incomes, greater health awareness, lifestyle diseases, and increasing access to insurance. The number of doctors increased to 841,104 in 2017 as compared to 827,006 in 2010.

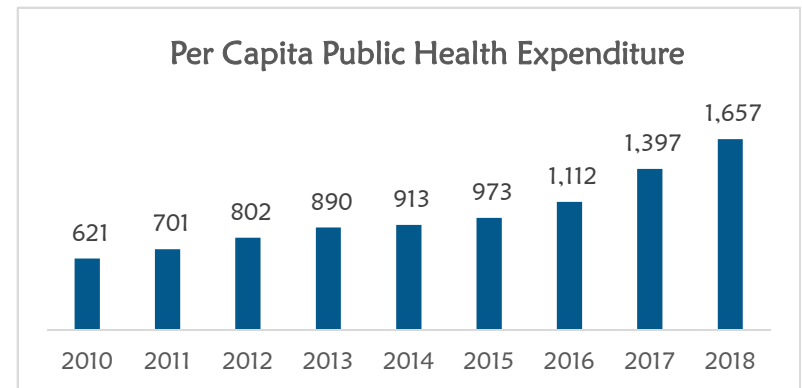


The Government of India is planning to increase public health spending to 2.5% of the country's GDP by 2025. India also plans to create 1 million skilled healthcare providers by 2022.[\[39\]](#)

According to Health Minister J P Nadda, India's expenditure on the health sector has risen from 1.2% of the GDP in 2013-14 to 1.4% in 2017-18. [\[2\]](#)

#### **Per capita public health expenditure across India from FY 2010 to FY 2018**

**(in Indian rupees):** This statistics represents the per capita public health expenditure across India from financial years 2010 to 2018. In fiscal year 2018, the budget per capita public expenditure on health amounted to over Rs. 1,600, up from Rs. 1,400 in the previous fiscal year. [\[3\]](#)



## **4.2 INVESTMENT IN HEALTHCARE IN INDIA**

The hospital and diagnostic centers attracted Foreign Direct Investment (FDI) worth US\$ 6 billion between April 2000 and December 2018, according to data released by the Department of Industrial Policy and Promotion (DIPP). Some of the recent investments in the Indian healthcare industry are as follows:

- Healthcare sector in India witnessed 23 deals worth US\$ 679 million in H12018.
- India and Cuba have signed a Memorandum of Understanding (MoU) to increase cooperation in the areas of health and medicine, according to Ministry of Health and Family Welfare, Government of India.
- Fortis Healthcare has approved the de-merger of its hospital business with Manipal Hospital Enterprises. TPG and Dr. Ranjan Pal could invest Rs. 3,900 crores (US\$ 602.41 million) in Manipal Hospital Enterprise.

### 4.3 GOVERNMENT INITIATIVES

Some of the major initiatives taken by the Government of India to promote Indian healthcare industry are as follows:

- On September 23, 2018, Government of India launched Pradhan Mantri Jan Arogya Yojana (PMJAY), to provide health insurance worth **Rs 500,000(US\$ 7,124.54)** to over 100 million families every year.
- In August 2018, the Government of India has approved Ayushman Bharat-National Health Protection Mission as a centrally Sponsored Scheme contributed by both center and state government at a ratio of 60:40 for all States, 90:10 for hilly North Eastern States and 60:40 for Union Territories with legislature. The center will contribute 100% for Union Territories without legislature.
- The Government of India has launched Mission Indradhanush with the aim of improving coverage of immunization in the country. The scheme thus seeks to drive towards 90% full immunization coverage of India and sustain the same by year 2020.[4]

### 4.4 OBESITY IN INDIA

As India battles malnutrition, the country has developed another nutritional problem—obesity. In past 10 years, the number of obese people has doubled in the country, according to the National Family Health Survey (NFHS-4).

Obesity is rising rampantly in India, number of obese have risen from 0.7 million in 1975 to ~30 million in 2014. Problem is even higher in Delhi NCR where 35% of teenagers, 39% of Men and 48% of women are obese (BMI>30).



According to World Health Organisation, Overweight and obesity are defined as abnormal or excessive fat accumulation that may impair health. Body mass index (BMI) is a simple index of weight-for-height that is commonly used to classify overweight and obesity in adults.

For adults, WHO defines overweight and obesity as follows:

- Overweight is a BMI greater than or equal to 25; and
- Obesity is a BMI greater than or equal to 30.

Nowadays, adults sit in front of computers or televisions and have easy access to packaged food, which is high on calories and sugar that gives rise to various health problems. Urban India's greatest comforts are the cause of obesity problems in the region. Easy access to high-calorie packaged foods, sedentary lifestyles and a predilection for gizmos have resulted in almost 70% Indians in mega-cities such as Mumbai, Delhi, Bangalore or Chennai being overweight or obese, says a new multi-city survey. A survey of Indians-all of whom have access to the internet-showed that 49% were obese or had a body mass index (BMI) of equal or greater than 30. Another 24% had a BMI equal or greater than 25, which puts them in the overweight category.

#### **4.5 LIFE COACHING IN INDIA**

The life coaching industry in India is growing rapidly. Around 89% people in India are aware of life coaching and around 59% have partnered with a life coach at some time, with 97% being satisfied with the experience, revealed the 2017 ICF Global Consumer Awareness Study, which was also conducted by PwC Research. The industry is growing by 50% currently and is estimated to grow at a similar rate for the next four-five years.<sup>[12]</sup> Consumers in India want to partner with coaches who are committed to ethical practice and have the training and experience necessary to help clients unlock their potential and achieve their goals. With trained professionals and ethical service practices in place, **Welltopia** caters to this segment with its quality service offerings.

## 4.6 LIFE STYLE RELATED PROBLEMS

According to a latest report, one in three or 33% of Indians over 30 years of age are suffering from one or more lifestyle diseases such as diabetes, high cholesterol, high blood pressure, thyroid disorders and cancer.

**Prevalence** –Nearly 16% of people in India are suffering from Hypertension, followed by 9.4% people are suffering from highcholesterol, 6% suffering from diabetes and 6.7% suffering from thyroid disorders.

Over the years, there has been an increase in the number of chronic diseases due to the disruptive lifestyle changes in the country. Lack of exercise, erratic eating habits, increase in stress levels and poor sleep patterns are just some of the key reasons behind the increase of this epidemic. While men were found to be victims of diabetes, cholesterol and cardiac related problems, women were found to have issues related to low BP & thyroid. [\[13\]](#)

### Obesity

According to the National Family Health Survey, India has the second highest obese population with 155 million. A number that is increasing at an alarming rate each year.

### Type II Diabetes

According to International Diabetes Federation, India has the largest number of patients of Type II diabetes. The number has been pegged at around 75 million people.

### Heart Diseases

With 50 million people ,India ranks at number one in the world as far as number of people suffering from heart diseases in a country is concerned. [\[14\]](#)

### High Blood Pressure

>200 million Indians suffer from high blood pressure. Some reasons for high blood pressure are stress, obesity, genetic factors and unhealthy eating habits. [\[15\]](#)

Other facts regarding the life style related issues are highlighted as follows:[18]

- Over 61% of all deaths in India attributed to lifestyle or non-communicable diseases (NCDs).
- Every 12<sup>th</sup> Indian a diabetic -- India ranks second in the list of countries with highest diabetes patients.
- More than 2.7 million people in India die of heart diseases every year – 52% of them below the age of 70.

#### 4.7 TELE-MEDICINE MARKET IN INDIA

Telemedicine is one among the fast-emerging segments of health care that is gaining massive attention for its extensive growth and usage. At present, 80% of India's population has no direct, physical access to specialist healthcare, which means a huge potential for telemedicine. [19]As per a report by ASSOCHAM, India's telemedicine market, which has been growing at a CAGR of over 20%, holds the potential to cross **\$32 million** marks by **2020** from the current level of over \$15 million. It is estimated that **150 thousand people** in India are already benefitting from telemedicine every year.

With limited resources and much of population living in remote, rural areas (68%), telemedicine has the potential to revolutionize the delivery of healthcare in India, where there is a dearth of physicians and specialists. Telemedicine has helped in increasing access to affordable healthcare and provide emergency and intensive care services with the aid of specialized professionals from urban areas. It has also helped in early diagnosis and treatment which has further enhanced health outcomes. [20]

NHS study aims to have digital health records for all citizens by 2022 to make telemedicine and E-Health easy. Results of a recent survey regarding the usage of tele-medicine are displayed as follows:

- 94% of those surveyed in India are comfortable with storing their health records with a high degree of security in the cloud,

- Over 50% of consumers would find it valuable if their health care provider presented appointment reminders, information for managing drug side effects and treatment reminders via social media, and
- 62% of Indian consumers had a willingness to share a range of information regarding their health, against a 42% global response rate. [21]

#### 4.8 SPORTS RELATED ISSUES IN INDIA

The Indian sports medicine market is expected to reach **USD 737.8 Million by 2024**, from USD 233.0 million in 2016 growing at a CAGR of 15.5% from 2017 to 2024. In 2016, the orthopaedic braces and supports market is expected to dominate the market with 36.7% market share of the Indian sports medicine market. [23]

#### 4.9 ANTI-AGING TREATMENTS IN INDIA

Indian Anti-Aging industry has reported a tremendous growth in the recent years, and is presenting ample opportunities to the industry players. With favourable demographics and rising awareness, Indian Anti-Aging market is poised to scale newer acmes. Moreover, introduction of various Anti-Aging products and entry of new players is set to further boost the market's growth. India and China are expected to be the key countries propelling the growth of anti-aging drugs market in Asia Pacific region.

Globally, it is around \$600 billion business in the world and even in India there is around 41,000 Crore business of these anti-ageing and cosmetic products. India is now a hub for medical tourism in anti-aging. People across the globe do come here because the procedures are being done by qualified and good trained doctors. There are very good training modules for all the procedures in India so people often come from Middle East, Europe and Australia to get all these procedures done. [24]

#### 4.10 MARKET ANALYSIS - DELHI

The Company will be targeting individual as well as corporate clients for its services. It currently operates with 3 centres and has planned to expand the business by opening 13 additional centres in Delhi NCR. The data regarding the region targeted has been provided as follows:

Delhi has been identified as India's most health-conscious city followed by Bangalore, Mumbai, Kolkata and Chennai. Indians are proactively taking preventive measures in their everyday lives to improve and maintain a healthy lifestyle.

#### 4.11 PROJECTED POPULATION OF DELHI MALE VS FEMALE

| Year | Male       | Female     |
|------|------------|------------|
| 2017 | 12,175,000 | 9,722,000  |
| 2018 | 12,532,000 | 9,991,000  |
| 2019 | 12,897,000 | 10,267,000 |
| 2020 | 13,270,000 | 10,549,000 |
| 2021 | 13,650,000 | 10,835,000 |
| 2022 | 14,036,000 | 11,126,000 |
| 2023 | 14,430,000 | 11,422,000 |
| 2024 | 14,830,000 | 11,723,000 |
| 2025 | 15,235,000 | 12,028,000 |
| 2026 | 15,645,000 | 12,33,7000 |

#### 4.12 DISEASES IN DELHI NCR

For the last two decades, hypertension has been gaining significant prevalence in the National Capital Region. According to a new study, the prevalence of hypertension increased in NCR of Delhi (both urban and rural areas) with a higher rate of rise in the rural population. While the prevalence of hypertension increased by 158% in rural NCR, the prevalence in urban NCR increased by 83%.

A new study has claimed that a whopping 76% of Delhi residents are either overweight or obese, with Chandigarh sharing the top spot with Delhi.<sup>[27]</sup> Over 70% of the middle-aged people (between ages 31-50) in Delhi are overweight, or super obese, which is making them prone to heart disease, diabetes, and cancer. Over 30% suffer from hypertension and 24% have diabetes, while 21.6% are already facing cardiac issues. <sup>[28]</sup>

Owing to a sedentary lifestyle, over 35% of teenagers in Delhi are obese or overweight, a condition which majorly impacts their emotional wellness, confidence and self-esteem, and paves way for depression and other illness.

#### 4.13 HEALTHCARE FACILITIES IN DELHI

There has been a steady decline in number of health care infrastructure crucial for first level of intervention in Delhi. Number of primary health centers has remained stagnant at 8. This is despite the fact that the State's population has been increasing at the rate of 10% every five years. Even more surprising is the fact that the number of dispensaries in the state has reduced by 17% in just one year: from 1,507 in 2015 to 1,240 in 2016. It is worth noting that although the number of nursing homes has almost doubled from 607 to 1,057 between 2007 and 2016, number of hospitals dwindled from 94 in 2012 to 83 in 2016. The immediate fallout of this is that the hospitals in Delhi are facing heavy patient load.

## 5.0 REVENUE DRIVERS

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- **Increasing Population:** Increased population would mean more demand for healthcare facilities and thus it requires more investment from the public as well as private sector. Keeping the figures in mind, **Welltopia** has decided to raise investment to expand its reach to other states and improve its present infrastructure for healthcare facilities at Noida.
- **Rising Disposable Income:** Growing middle-class and increased insurance penetration would lead to a steep rise in annual earnings of Indians, which in turn encourages them to be more conscious about their health and take preventive measures. With per capita income expected to increase 10.2% to Rs 2,66,500 by 2025, discretionary spending is also expected to increase to 45% in 2025, from 35% presently. [37]
- **Digital Disruption:** Digital technology has proven to be a game changer in the healthcare industry and changed the landscape of the Indian healthcare. Telemedicine is helping to bridge the gap and increase accessibility and quality of healthcare while reducing the cost of healthcare. It has helped bring down provider and patient costs as well as provide care in the most remote areas. As the company has recently introduced the concept of Tele-medicine, it would help in targeting the areas that were earlier difficult for it to target. Telemedicine will create the possibility of remote monitoring of patients' health by collecting and sending medical data through electronic means for immediate interpretation.



## 6.0 COMPETITIVE LANDSCAPE

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### 6.1 ANTI-AGING TREATMENT

**Adorable Hair & Skin Clinic:** Adorable Hair and Skin Clinic offers a compelling skin and hair development treatment to its patients. The Company has been in the industry of anti-aging treatments for more than 10 years. **Hair treatment, Skin treatment, laser treatment, and dermatology** are the main services offered by them.



**Derma Clinix:** DermaClinix is amongst the top skin and hair solution centres in India, catering the patients across the world. It has recruited highly qualified dermatologists, trained from the prestigious medical institutes of India. The Company is one of the largest hair transplant clinics in India with more than 3,000 satisfied patients. They offer services related to **Acne/Pimple scars treatment, Botox and filler injection, hair treatment, dermatology, and skin treatment.**



**SkinnovationClinics:** Skinnovation Clinic is amalgamation of art, science, technology, innovation and experience. The clinic is exclusive centre in Delhi NCR with such colossal and ever-widening scope of body aesthetics and therapeutic solutions. Outfitted with most modern and sophisticated technological advancements; the facility stands to compete with international standards of aesthetic sciences, winning the trust of global clientele every day. **Hair treatment, Skin treatment, laser treatment, cosmetic surgery, and dermatology** are the main services offered by them.

## 6.2 LIFESTYLE RELATED PROBLEM

**Health Sanctuary:** The Company was founded by Shubi Husain in the year 2003 with a vision to serve the society. Health Sanctuary presently has 12 clinics all over Delhi, NCR & North India. The group employs over 500 professionals, majority of who are Doctors, Nutritionists, Cosmetologists, Plastic Surgeons, Psychologists and Physiotherapists. Since its inception Health Sanctuary has changed the life's of more than a million people, giving them perfect body and healthy life style.



The services offered by the clinic are **weight loss, cosmetic surgery, anti-aging, and skin care.**

**NutriKalp:** NutriKalp Health & Weight Management Systems Pvt. Ltd. was founded by a group of well experienced Nutritionists & Medical professionals in Year 2004. Operating with its head office in the capital city of India, NutriKalp Health & Weight Management Systems Pvt.Ltd. is fast emerging as the first choice among scores of individuals who want to bring a turnaround in their life by managing their weight better with NutriKalp's highly effective weight management plans. **PCOD treatment plan, disease management program, weight loss for children and working people** are the main services offered by them.



*NutriKalp*

## 6.3 LIFE COACHING

**Soul Symphony:** Started in 2016, Soul Symphony works with individuals and organizations to bring about the positive change. Jyoti is the principal Life Coach and founder at Soul Symphony. 500+ People have experienced positive change in their lives through the life coaching sessions held at the company. Practical tools and techniques are shared along with the intuitive insights in order to provide a complete range of services. **Life coaching sessions** at the company are offered as single sessions and monthly programs. They also provide **corporate coaching sessions** for the working people.

**Soul Symphony**

**Jasmin Waldmann:** Jasmin Waldmann is a saviour, relief provider and one of the best international life coaches in India. She has conceptualized and conducted many seminars, led panel discussions, delivered speeches, appeared in multiple TV shows across Germany and has wide-ranging knowledge and expertise in everything from self-leadership, meditation to weight management. Jasmin's holistic approach has benefitted corporate men and women, managers, athletes, housewives, teachers, entrepreneurs and people from all walks of life. **Corporate coaching and one on one coaching** are the main services offered by them.



**Peyush Bhatia:** Peyush is a transformational coach supporting people with a 360-degree approach to realise their highest potential. She is trained energy healer, angel card reader and certified business coach. She is also a founder member of two NGO's- 'Lifestyle Philanthropic Works Society' that works towards education and social upliftment of underprivileged children; and 'Maadhyam' a cultural society. She uses different modalities of neurolinguistic programming (NLP), angel healing, EFT, andreiki, one on one counselling to heal her clients.



The treatments offered by the clinic include **lifestyle coach, motivational coach, spiritual life coach, and personality development training.**

## 6.4 SPORTS & SPORTS RELATED CHALLENGES

**Pain Management Centre:** Delhi Pain Management Centre is the pioneer in providing non-surgical pain treatment services in India trusted by more than 60,000 patients. Treatment for all major chronic pain conditions like back pain, slipped disc, sciatic pain, knee pain, joint pains, arthritis, neuralgic pain, headaches and migraines is provided at its 5 centers across Delhi and Gurgaon. They offer **Botox therapy, radiofrequency ablation, ozone injection etc.**



**A+ Orthopedic and Sports Medicine Center:** A+ Orthopedic and Sports Med Center is a very specialized establishment looking after Orthopedic problems and taking care of need of all in the field of sports and physical activity. It was established in 2002 with view to address all the needs of people of all age group.



A+OSM Center is situated in the heart of south Delhi located conveniently for approach from any part of Delhi or India. **Anthropometry, Sports Specific Physiotherapy, Arthritis Counseling, and Replacement Surgery** are the main services offered by clinic.

**Osteon Physio:** Clinic employs a team of highly experienced and qualified Osteopathic Manual Therapists and Sports Physiotherapists who are dedicated to provide therapy for rehabilitation and prevention as per international standards. **One-on-one therapy session related to**



**Osteopathy, Kinesiotaping, Manual Therapy, and physiotherapy are the main services provided to the clients.** The Clinic is committed to provide the best solutions for movement dysfunction and pain syndromes with the advanced evidence-based comprehensive approach of Manual Therapy.

## 6.5 TELE-MEDICINE

**Global Tele-health Network:** Global Tele-health Network (GTN) is a nonprofit organization that connects an international network of volunteer physicians with doctors and nurses in medically underserved areas who encounter patients with difficult problems. Health workers located in remote areas throughout the world can obtain free, real-time audio and video consults with GTN's physician volunteers – without anyone having to travel.



**Tattvan:** Tattvan is a Tele-medicine clinic that assists patients in choosing right doctor based on their medical history. Patients can share their case reports with the doctors and Book an online Appointment. On the day of appointment, patients can have a live consultation session with doctors via Tele-medicine or Satellite Technology. Medical Oncology, Cardiology, Dermatology, and Cosmetic Surgery are the Specialities of the company.



## 7.0 SWOT ANALYSIS

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# S

## Strengths

- **Highly Skilled Team**
- **Experience and Qualification of Management**
- **Strong Marketing Strategies**
- **Already Established Network of Patients**
- **Diversified Niche Services**
- **Foray into Telemedicine where competition is lesser and growth is higher**

# W

## Weaknesses

- **Relatively new business with brand needs to be strengthened further**
- **Initial Focus on Individual Clients, Need to Look for Corporate Clients**

# O

## Opportunities

- **Shortage of Doctors in Most Parts of India**
- **Huge Demand Supply Gap esp. in area of Tele-medicine**
- **Tie up with Corporates**
- **Growing market for Lifestyle Diseases, Life Coaching and Anti-aging treatment**

# T

## Threats

- **Competition in Wellness and Lifestyle Services by Strong Brands such as VLCC**
- **Prolific Competition by Small Timer Weight Loss Experts**
- **Low Penetration of Healthcare Insurance in India**

## 8.0 MARKETING STRATEGIES

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Marketing is the key to success for every business and healthcare businesses are not an exception. With more information available online and numerous options available in terms of qualified doctors and 24\*7 care, patients have more options now-a-days than ever before. In order to make a substantial and significant positive contribution to the community and convince and compel the target audience, **Welltopia** has developed an effective marketing plan which has been outlined as follows:



### 8.1 OUR TARGET CUSTOMERS

The targeted customer segments of the company are people aged 15 to 75 years suffering from obesity, diabetes, hypertension, mental conditions or age-related issues and anyone who wish to excel in his life.

### 8.2 OUR OBJECTIVES

The next step is to define the objectives that the company want to achieve. The same have been outlined as follows:



### 8.3 REACH THE TARGET CUSTOMERS VIA VARIOUS CHANNELS

The detailed description of the channels adopted to reach out the targeted customers is outlined as follows:



**Social Media:** Social media is an excellent promotional tool when used right. In fact, 60% of social media users are most likely to trust social media posts and activity by doctors over any other group, according to Infographics Archive. **Welltopia** shares videos, blog posts highlighting its staff caring for patients, upcoming events and dozens of positive patient reviews to engage more patients to its platform. The company also has a dedicated YouTube channel. [\[42\]](#)

**Referrals:** Referral marketing is one of the most important aspects of marketing for any healthcare practice. Rather than connecting directly with the patient, this form of marketing establishes a connection between the practice and the potential referring physician. **Welltopia** also have a customer referral program that incentivize its existing patients to recommend the company's services to friends, family, and acquaintances. It also create a liaison with the general practitioners to offer them incentives for referring their patients for the special treatments offered by the company.





**Website:** The Company has already designed a responsive website that automatically adjusts to the screen size to provide best user experience, whether the site is accessed through a computer, tablet, or mobile device. Information regarding the consultants and doctors working within the company has been provided on the website along with their timings for fixing the appointments which facilitates the patients to plan visits based on their personal preferences. “Test Yourself” tab has also been provided to calculate the mental, motivation, willpower and BMI score level in order to ensure personal fitness and plan the consultation with the doctor in case of negative outcomes from the self-tests. Blogs have also been provided to educate patients regarding self-care, suggest the proper diet and provide information regarding the regular exercises which can be followed to avoid obesity and mental disturbance.



**Resourceful Emails:** 62% of physicians and other healthcare providers prefer communication via email in comparison to direct mail, phone calls, and in-person visits. The Company sends email newsletters to the targeted patients once every month to educate them by providing the fresh content they can apply to their own health. Welltopia uses email personalization and segmentation so that each individual patient is receiving information that is relevant to them. The content to be provided may include a video, a current blog post or industry news that will give readers information on various topics.



**Video Marketing:** Audiences increasingly are leaning more toward visual content. According to Word stream, one-third of online activity is spent watching video. **Welltopia** posts the relevant patient and doctor's videos on its YouTube channel and website that will retain its current patients and encourage more patients to get associated with the company's professionals for better healthcare.



**SEO (Search Engine Optimization):** A Few Internet Research says that 77% of online health seekers began their last session at a search engine such as Google, Bing, or Yahoo. **Welltopia** uses the services of search engine optimization to increase the quality and quantity of organic traffic by centering the content on specific keywords that patients actually use in their searches.

#### 8.4 CREATING A MARKETING CALENDAR:

**Welltopia** has set up a marketing calendar that is updated at regular intervals. The calendar assist the marketing executive in measuring the results of marketing strategies adopted as suggested above, in order to improve the same and add some more tools to the marketing plan of the company. The reviews received from the website also assist him in improving the quality of services and reach out the customers in a better way.

**Welltopia** measures the results of marketing plan with the objectives that have been created earlier to make sure that the plan goes as planned. In order to measure the same, following tools are used:

- The Company uses Google Analytical Tools in order to measure the traffic on the website with the keywords registered on the search engines. WordPress blog assist it in measuring the traffic to blogs written and number of comments posted by people.
- The performance of social media channels is measured through total page likes on Facebook, growth rate of people on platforms, etc. Additionally, it also uses some external tools to have an idea regarding the performance of social media channels.

## 9.0 MANAGEMENT SUMMARY

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**Dr. Sandeep Gupta (CEO)**

Dr. Sandeep Gupta has been managing the company in his capacity as the CEO. He has more than 10 years of experience in medical arena.

### **Education:**



### **Experience:**

He worked as a consultant to hospitals in UAE and advised a few on structuring and capital rising. He has also worked with reputed institutions such as LNJP Hospital, Max Hospital in earlier part of his career.

### **Other Experiences:**

- Written two books on achieving fitness, entitled: “Science of Losing Weight” and “Gaining Weight & Keeping Fit”
- Renowned physician, motivator, counselor and life coach

### **Duties and Responsibilities:**

- Coordinate the medical teams at different locations to achieve the mission and daily goals of long-term care
- Recruit and manage physicians, nurses, caregivers and various non-medical personnel
- Examine and coordinate various practice activities to guarantee the medical quality at the facilitycenters
- Developing, approve, and update the general institutional policy, protocols, and procedures
- Develop a relationship with outside organizations, including the medical community, referring physicians, and the media
- Collaborate with the medical board to update, amend, and replace medical policies
- Establish positive relationships with local medical community and attends local medical society functions
- Establish linkage with pharmacy and community referral entities, social support resources to improve and expand the scope of serves available through community referrals
- To protect patients and managers and ensure the confidentiality and integrity of the healthcare facility
- To take quick decisions to resolve problems quickly



**Dr. Sanjeev Lavania**  
**(Executive Director)**

Dr. Sanjeev Lavania is Senior Consultant with Speciality as Chest Physician and Diabetes Management. He's also a specialist in Allergy treatment & Management.

Dr. Sanjeev has previously worked as a consultant with AIIMS, New Delhi. Thus, he's valuable part of expanding team of Welltopia's Doctors and its Management.

**Education:**



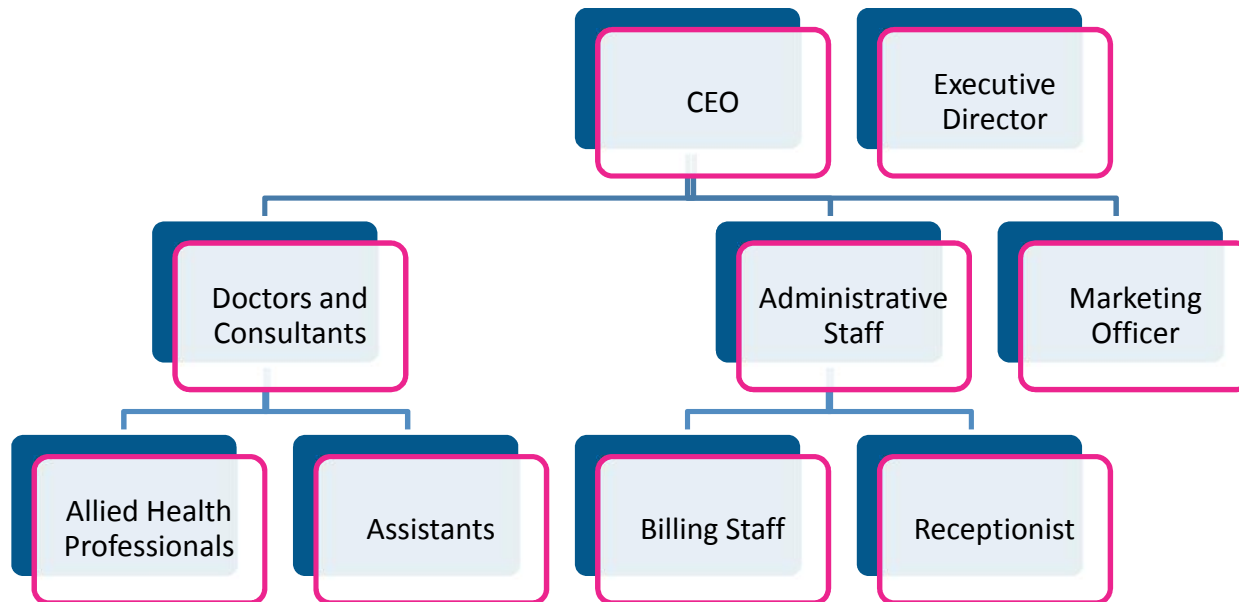
**Duties and Responsibilities:**

- Lead planning for development of new clinical programs
  - Perform or delegate responsibility for medical records reviews to ensure proper recording
  - Monitor progress toward the achievement of stated objectives
  - Manage the budget for different clinical facilities to be established in future
  - Liaison with other medical or non-medical departments and ensure the compliance of all federal and state regulations and codes. Advise the medical staff on new and current Government policy changes and promote compliance at each level throughout the company
-

- Recommend policies and guidelines relating to medical/clinical matters consistent with medical staff bylaws, rules and regulations
- Treat the patients with utmost care and provide excellent services

## 9.1 TEAMSTRUCTURE

Employees will be hired depending upon the volume of business in each year. The CEO, Dr. Sandeep Gupta, oversees the day-to-day working of the company and plan about the hiring process. The Company plans to hire a total of 32 full-time employees during the year 1. The headcount may increase as and when business expands to the new cities in Delhi NCR and surrounding regions. At present, there are 72 doctors registered with the company’s platform. The following is a representation of the structure planned for the business operations of the company.



## 10.0 FINANCIALS

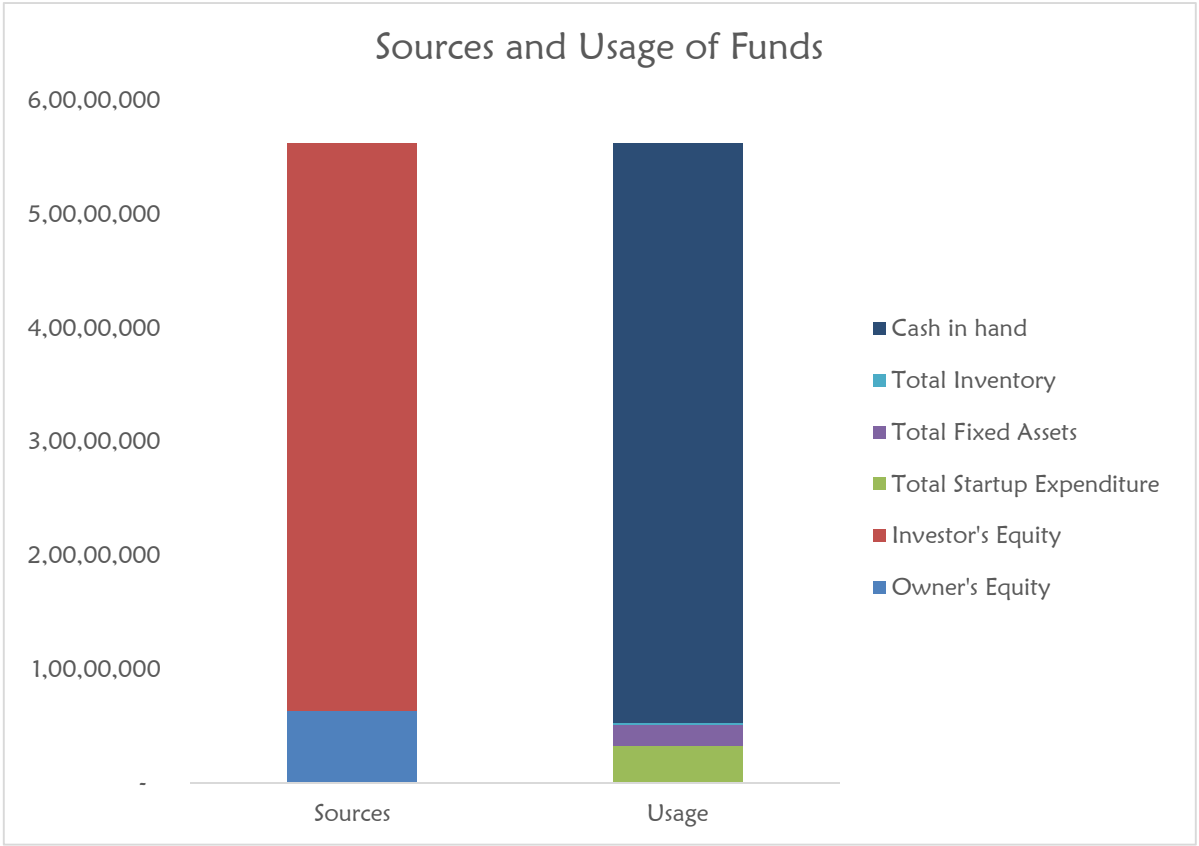
### 10.1 STARTUP TABLE

| Sources and Usage of Funds | Amount in Rupees  |
|----------------------------|-------------------|
| <b>Sources of Funds</b>    |                   |
| Owner's Equity             | 6,300,000         |
| Investor's Equity          | 50,000,000        |
| <b>Total Investment</b>    | <b>56,300,000</b> |

| Usage of Funds   | Amount in Rupees |
|--|------------------|
| <b>Startup Expenditure Incurred before incorporation of Welltopia Pvt Ltd.</b> |                  |
|  |                  |
| Company Registration Cost  | 14,000           |
| Malpractice Insurance  | 10,000           |
| Business Registration  | 8,500            |
| Business License   | 10,300           |
| Brand Development Expenses   | 3,030,000        |
| Legal and Accounting Cost  | 50,000           |



|                                       |                  |
|---------------------------------------|------------------|
| Cost of Improvements                  | 5,187            |
| <b>Total Startup Expenditure</b>      | <b>3,127,987</b> |
| <b>Fixed Assets</b>                   |                  |
| Furniture                             | 750,000          |
| Computers                             | 90,000           |
| Printers                              | 31,500           |
| Equipment                             | 900,000          |
| <b>Total Fixed Assets</b>             | <b>1,771,500</b> |
| <b>Intangible Asset</b>               |                  |
| Website Development                   | <b>70,000</b>    |
| Inventory                             |                  |
| Initial Inventory of Medical Supplies | 113,280          |
| Initial Inventory of Office Supplies  | 100,000          |
| <b>Total Inventory</b>                | <b>213,280</b>   |
| Cash In hand                          | 51,117,233       |



## 10.2 PROJECTED PROFIT & LOSS

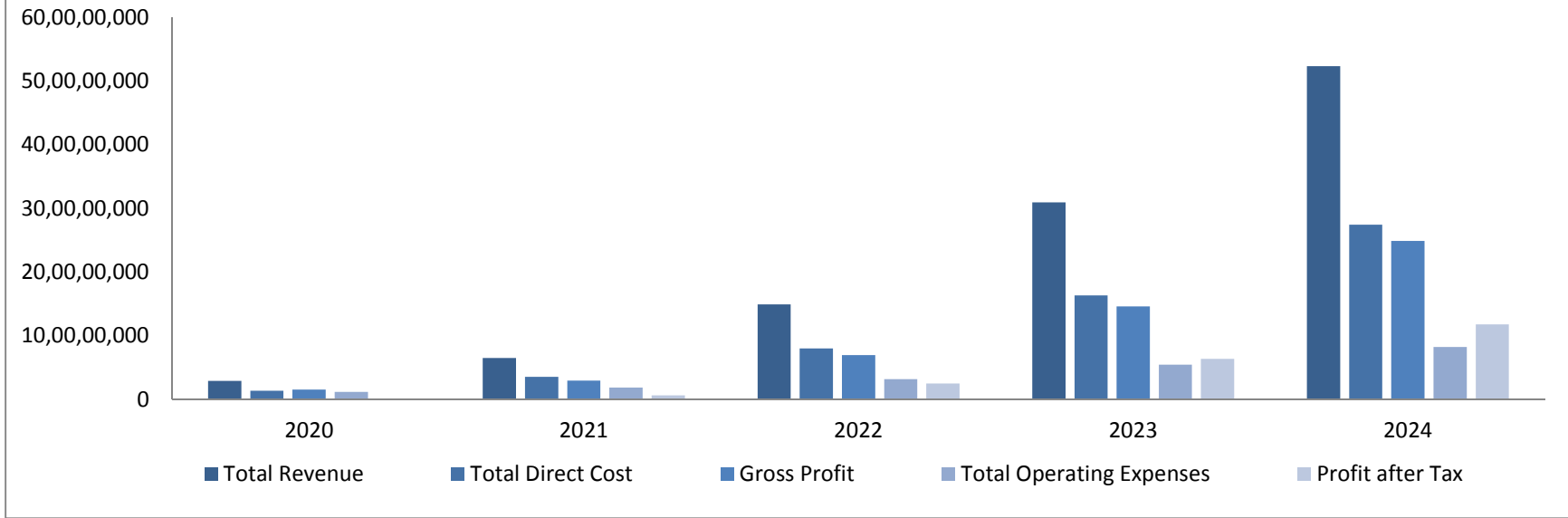
### Key Assumptions –

Pls ask management for the spreadsheet to see the assumptions and calculations in details.

| Particulars                           | FY 2020           | FY 2021           | FY 2022            | FY 2023            | FY 2024            |
|---------------------------------------|-------------------|-------------------|--------------------|--------------------|--------------------|
| <u>Revenue</u>                        |                   |                   |                    |                    |                    |
| Consultation on Lifestyle Diseases    | 17,880,000        | 38,063,520        | 87,052,424         | 179,511,953        | 302,097,566        |
| Anti-Aging                            | 4,470,000         | 9,515,880         | 21,763,106         | 44,877,988         | 75,524,391         |
| Life Coaching                         | 6,258,000         | 13,322,232        | 30,468,348         | 62,829,183         | 105,734,148        |
| Tele-Medicine                         | 651,518           | 3,988,687         | 10,087,006         | 22,216,825         | 39,846,498         |
| <b>Total Revenue</b>                  | <b>29,259,518</b> | <b>64,890,319</b> | <b>149,370,883</b> | <b>309,435,949</b> | <b>523,202,603</b> |
| <u>Direct Cost</u>                    |                   |                   |                    |                    |                    |
| Medical Supplies                      | 292,595           | 648,903           | 1,493,709          | 3,094,359          | 5,232,026          |
| Commission to Doctors and Consultants | 11,703,807        | 32,445,160        | 74,685,442         | 154,717,974        | 261,601,302        |
| Salary to Allied Health Professionals | 1,733,333         | 2,478,667         | 3,722,767          | 5,479,283          | 7,422,987          |
| <b>Total Direct Cost</b>              | <b>13,729,736</b> | <b>35,572,730</b> | <b>79,901,917</b>  | <b>163,291,617</b> | <b>274,256,315</b> |
| <b>Gross Profit</b>                   | <b>15,529,783</b> | <b>29,317,590</b> | <b>69,468,966</b>  | <b>146,144,332</b> | <b>248,946,289</b> |
| Gross Profit (%)                      | 53%               | 45%               | 47%                | 47%                | 48%                |
| <u>Operating Expenses</u>             |                   |                   |                    |                    |                    |
| Mandatory Compliances Cost            | 100,000           | 133,796           | 188,017            | 258,918            | 328,190            |
| Accounting and Auditing               | 300,000           | 401,388           | 564,052            | 776,755            | 984,569            |
| Miscellaneous Compliances             | 16,667            | 22,299            | 31,336             | 43,153             | 54,698             |
| Website Maintenance Cost              | 12,000            | 12,350            | 12,711             | 13,082             | 13,464             |
| Electricity Expenses                  | 666,667           | 891,973           | 1,253,449          | 1,726,123          | 2,187,932          |
| Malpractice Insurance Premium         | 66,667            | 86,667            | 118,333            | 158,333            | 195,000            |

|  |                   |                   |                   |                   |                    |
|--|-------------------|-------------------|-------------------|-------------------|--------------------|
| Rent for Centers   | 303,333           | 405,848           | 570,319           | 785,386           | 995,509            |
| Utilities Cost   | 80,000            | 107,037           | 150,414           | 207,135           | 262,552            |
| Office Supplies  | 80,000            | 107,037           | 150,414           | 207,135           | 262,552            |
| Recurring Marketing Cost   | 2,779,654         | 6,164,580         | 14,190,234        | 29,396,415        | 49,704,247         |
| Cleaning and Sanitation Charges                                      | 166,667           | 222,993           | 313,362           | 431,531           | 546,983            |
| Facility Maintenance Charges   | 333,333           | 445,987           | 626,724           | 863,061           | 1,093,966          |
| Medical Waste Management Cost  | 333,333           | 445,987           | 626,724           | 863,061           | 1,093,966          |
| Repair and Maintenance   | 233,333           | 312,191           | 438,707           | 604,143           | 765,776            |
| Telephone and Internet Expenses                                      | 100,000           | 133,796           | 188,017           | 258,918           | 328,190            |
| Workmen Compensation Insurance                                       | 80,000            | 107,037           | 150,414           | 207,135           | 262,552            |
| Professional Development Cost  | 266,667           | 356,789           | 501,380           | 690,449           | 875,173            |
| Salary to CEO and Executive Director                                 | 1,296,403         | 1,426,043         | 1,568,648         | 1,725,512         | 1,898,064          |
| Salary to Administrative Staff                                       | 1,618,400         | 2,314,312         | 3,475,919         | 5,115,965         | 6,930,786          |
| Salary to Receptionist   | 1,167,207         | 1,669,106         | 2,506,868         | 3,689,686         | 4,998,554          |
| Salary to Marketing Officer  | 2,000,000         | 2,860,000         | 4,295,500         | 6,322,250         | 8,564,985          |
| <b>Total Operating Expenses</b>                                      | <b>12,000,331</b> | <b>18,627,216</b> | <b>31,921,543</b> | <b>54,344,148</b> | <b>82,347,705</b>  |
| <b>Earnings before Interest, Tax, Depreciation, and Amortization</b> | <b>3,529,452</b>  | <b>10,690,374</b> | <b>37,547,423</b> | <b>91,800,184</b> | <b>166,598,583</b> |
| EBITDA %   | 12%               | 16%               | 25%               | 30%               | 32%                |
| Depreciation on Fixed Assets   | 738,652           | 817,789           | 1,167,138         | 1,433,593         | 1,486,592          |
| Amortization of Start-up Cost  | 726,597           | 1,130,597         | 1,736,597         | 2,544,597         | 3,302,097          |
| <b>Profit before Tax</b>   | <b>2,064,203</b>  | <b>8,741,988</b>  | <b>34,643,688</b> | <b>87,821,993</b> | <b>161,809,894</b> |
| Tax Expense  | 563,527           | 2,386,563         | 9,457,727         | 23,975,404        | 44,174,101         |
| <b>Profit after Tax</b>  | <b>1,500,675</b>  | <b>6,355,425</b>  | <b>25,185,961</b> | <b>63,846,589</b> | <b>117,635,793</b> |
| Profit after Tax %   | 5%                | 10%               | 17%               | 21%               | 22%                |

## Profit and Loss Statement



## 10.3 PROJECTED CASH FLOW STATEMENT

| Particulars                                       | FY 2020            | FY 2021            | FY 2022            | FY 2023            | FY 2024            |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|
| <b>Cash Flow from Operating Activities</b>        |                    |                    |                    |                    |                    |
| Net Income  | 1,500,675          | 6,355,425          | 25,185,961         | 63,846,589         | 117,635,793        |
| Depreciation and Amortization                     | 1,465,249          | 1,948,386          | 2,903,735          | 3,978,191          | 4,788,690          |
| Increase/Decrease in Asset/Liability              | (213,280)          | (259,722)          | (615,800)          | (1,166,755)        | (1,558,199)        |
| <b>Total Cash From (For) Operating Activities</b> | <b>2,752,645</b>   | <b>8,044,089</b>   | <b>27,473,896</b>  | <b>66,658,025</b>  | <b>120,866,283</b> |
| <b>Cash Flow From Investing Activities:</b>       |                    |                    |                    |                    |                    |
| Purchase of Computers                             | (150,000)          | (60,000)           | (120,000)          | (120,000)          | (90,000)           |
| Purchase of Furniture                             | (1,250,000)        | (500,000)          | (1,000,000)        | (1,000,000)        | (750,000)          |
| Pre-Operative Expenses                            | (5,147,987)        | (2,020,000)        | (4,040,000)        | (4,040,000)        | (3,030,000)        |
| Website + App development                         | (70,000)           | -                  | -                  | -                  | -                  |
| Purchase of Equipment                             | (1,500,000)        | (600,000)          | (1,200,000)        | (1,200,000)        | (900,000)          |
| Purchase of Printers                              | (52,500)           | (21,000)           | (42,000)           | (42,000)           | (31,500)           |
| <b>Total Cash From (For) Investing Activities</b> | <b>(8,170,487)</b> | <b>(3,201,000)</b> | <b>(6,402,000)</b> | <b>(6,402,000)</b> | <b>(4,801,500)</b> |
| <b>Cash Flow from Financing Activities</b>        |                    |                    |                    |                    |                    |
| Owner's contribution                              | 6,300,000          | -                  | -                  | -                  | -                  |
| Investment  | 50,000,000         | -                  | -                  | -                  | -                  |
| <b>Total Cash From (For) Financing Activities</b> | <b>56,300,000</b>  | <b>-</b>           | <b>-</b>           | <b>-</b>           | <b>-</b>           |
| Net Increase (Decrease) In Cash                   | 50,882,158         | 4,843,089          | 21,071,896         | 60,256,025         | 116,064,783        |
| Cash and Cash Equivalent-Beginning                | -                  | 50,882,158         | 55,725,247         | 76,797,143         | 137,053,168        |
| <b>Cash and Cash Equivalent-End</b>               | <b>50,882,158</b>  | <b>55,725,247</b>  | <b>76,797,143</b>  | <b>137,053,168</b> | <b>253,117,952</b> |

## 10.4 PROJECTED BALANCE SHEET

| Particulars                                    | FY 2020          | FY 2021          | FY 2022          | FY 2023          | FY 2024          |
|--|------------------|------------------|------------------|------------------|------------------|
| Assets   |                  |                  |                  |                  |                  |
| <b>Fixed Assets</b>                            |                  |                  |                  |                  |                  |
| <b>Intangible assets</b>                       |                  |                  |                  |                  |                  |
| Brand Development Expenses + Start Up Expenses | 4,421,390        | 5,310,792        | 7,614,195        | 9,109,597        | 8,837,500        |
| Website Development                            | -                | 54,372           | 42,233           | 32,805           | 25,481           |
| Additions                                      | 70,000           | -                | -                | -                | -                |
| Amortization                                   | 15,628           | 12,139           | 9,429            | 7,324            | 5,689            |
| Website Value                                  | 54,372           | 42,233           | 32,805           | 25,481           | 19,792           |
| <b>Closing Balance</b>                         | <b>4,475,762</b> | <b>5,353,026</b> | <b>7,647,000</b> | <b>9,135,078</b> | <b>8,857,292</b> |
| <b>Tangible assets</b>                         |                  |                  |                  |                  |                  |
| Computers                                      | -                | 55,260           | 42,462           | 59,851           | 66,257           |
| Additions                                      | 150,000          | 60,000           | 120,000          | 120,000          | 90,000           |
| Depreciation                                   | 94,740           | 72,798           | 102,611          | 113,594          | 98,692           |
| <b>Closing Balance</b>                         | <b>55,260</b>    | <b>42,462</b>    | <b>59,851</b>    | <b>66,257</b>    | <b>57,565</b>    |
| Printers                                       | -                | 19,341           | 7,736            | 15,473           | 15,473           |
| Additions                                      | 52,500           | 21,000           | 42,000           | 42,000           | 31,500           |
| Depreciation                                   | 33,159           | 32,605           | 34,264           | 42,000           | 35,368           |
| <b>Closing Balance</b>                         | <b>19,341</b>    | <b>7,736</b>     | <b>15,473</b>    | <b>15,473</b>    | <b>11,605</b>    |
| Equipment                                      | -                | 1,228,500        | 1,497,542        | 2,209,286        | 2,792,206        |
| Additions                                      | 1,500,000        | 600,000          | 1,200,000        | 1,200,000        | 900,000          |
| Depreciation                                   | 271,500          | 330,959          | 488,255          | 617,081          | 668,289          |
| <b>Closing Balance</b>                         | <b>1,228,500</b> | <b>1,497,542</b> | <b>2,209,286</b> | <b>2,792,206</b> | <b>3,023,916</b> |
| Furniture                                      | -                | 926,375          | 1,057,087        | 1,524,507        | 1,870,912        |
| Additions                                      | 1,250,000        | 500,000          | 1,000,000        | 1,000,000        | 750,000          |

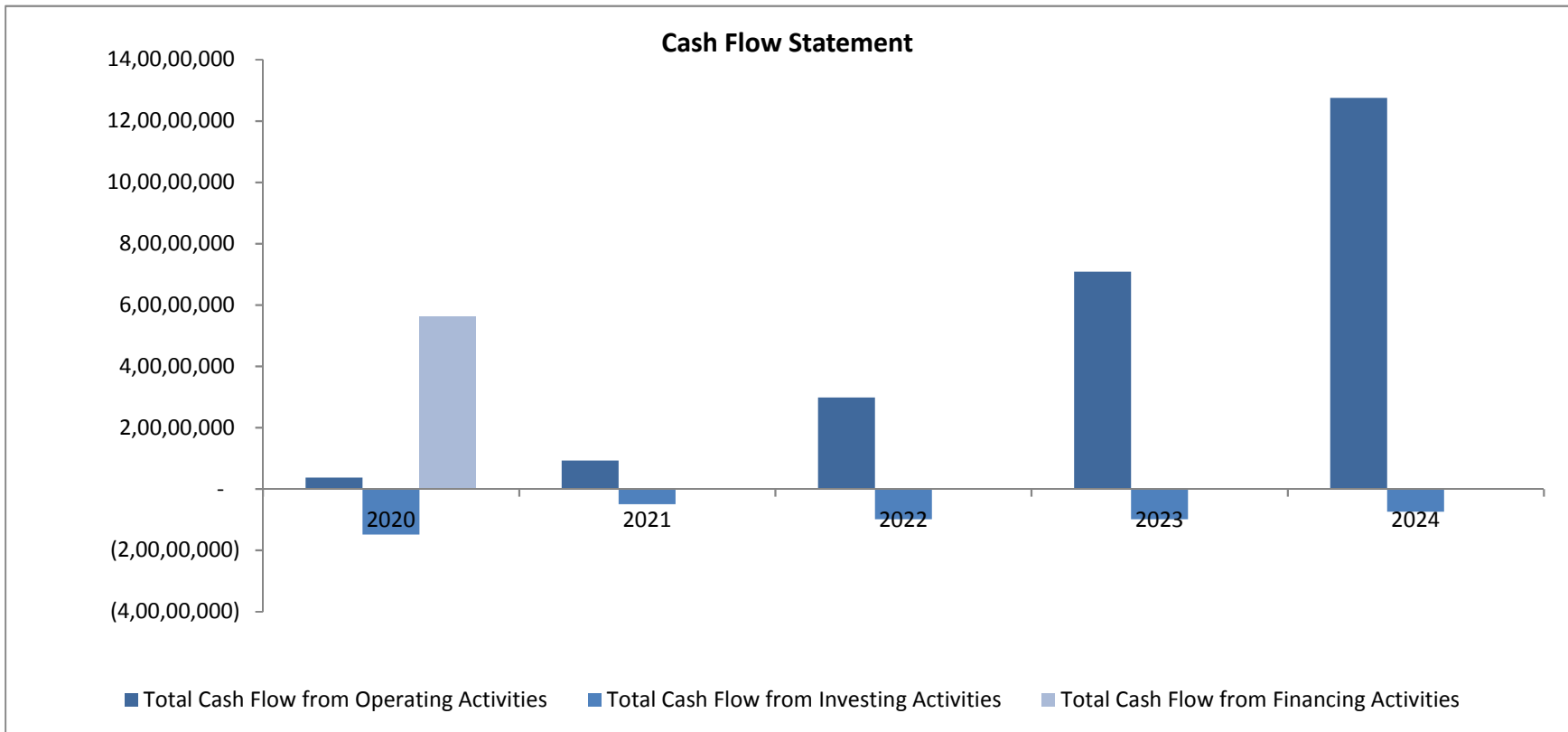
|   |                   |                   |                   |                    |                    |
|---|-------------------|-------------------|-------------------|--------------------|--------------------|
| Depreciation                                      | 323,625           | 369,288           | 532,580           | 653,595            | 678,554            |
| Closing Balance                                   | 926,375           | 1,057,087         | 1,524,507         | 1,870,912          | 1,942,358          |
| <b>Total Fixed Assets</b>                         | <b>6,705,238</b>  | <b>7,957,852</b>  | <b>11,456,117</b> | <b>13,879,926</b>  | <b>13,892,736</b>  |
| Current Assets                                    |                   |                   |                   |                    |                    |
| Cash Balance                                      | 50,822,158        | 55,725,247        | 76,797,143        | 137,053,168        | 253,117,952        |
| inventory   | 213,280           | 473,002           | 1,088,802         | 2,255,557          | 3,813,756          |
| <b>Total Current Assets</b>                       | <b>51,095,438</b> | <b>56,198,249</b> | <b>77,885,945</b> | <b>139,308,725</b> | <b>256,931,707</b> |
| <b>Total Assets</b>                               | <b>57,800,675</b> | <b>64,156,101</b> | <b>89,342,062</b> | <b>153,188,651</b> | <b>270,824,443</b> |
| <b>Liabilities</b>                                |                   |                   |                   |                    |                    |
| Owner's Equity                                    | 6,300,000         | 6,300,000         | 6,300,000         | 6,300,000          | 6,300,000          |
| Accumulated Reserve                               | -                 | 1,500,675         | 7,856,101         | 33,042,062         | 96,888,651         |
| Retained Earnings (Net Profit/Loss-Dividend Paid) | 1,500,675         | 6,355,425         | 25,185,961        | 63,846,589         | 117,635,793        |
| Investors Funds                                   | 50,000,000        | 50,000,000        | 50,000,000        | 50,000,000         | 50,000,000         |
| <b>Total Equity</b>                               | <b>57,800,675</b> | <b>64,156,101</b> | <b>89,342,062</b> | <b>153,188,651</b> | <b>270,824,443</b> |
| <b>Total Liabilities and Equity</b>               | <b>57,800,675</b> | <b>64,156,101</b> | <b>89,342,062</b> | <b>153,188,651</b> | <b>270,824,443</b> |



## 10.5 SUMMARIZED YEARLY REPORTS

|                                 | Particulars                               | FY 2020     | FY 2021     | FY 2022     | FY 2023     | FY 2024     |
|---------------------------------|---|-------------|-------------|-------------|-------------|-------------|
| <b>Income Statement Summary</b> | Total Revenue                             | 29,259,518  | 64,890,319  | 149,370,883 | 309,435,949 | 523,202,603 |
|                                 | Total Direct Cost                         | 13,729,736  | 35,572,730  | 79,901,917  | 163,291,617 | 274,256,315 |
|                                 | Gross Profit                              | 15,529,783  | 29,317,590  | 69,468,966  | 146,144,332 | 248,946,289 |
|                                 | EBITDA                                    | 3,529,452   | 10,690,374  | 37,547,423  | 91,800,184  | 166,598,583 |
|                                 | Net Profit after Tax                      | 1,500,675   | 6,355,425   | 25,185,961  | 63,846,589  | 117,635,793 |
|                                 |   |             |             |             |             |             |
| <b>Balance Sheet Summary</b>    | Net Tangible Assets                       | 6,705,238   | 7,957,852   | 11,456,117  | 13,879,926  | 13,892,736  |
|                                 | Total Current Assets                      | 51,095,438  | 56,198,249  | 77,885,945  | 139,308,725 | 256,931,707 |
|                                 | Total Current Liabilities                 | -           | -           | -           | -           | -           |
|                                 | Total Liabilities                         | 57,800,675  | 64,156,101  | 89,342,062  | 153,188,651 | 270,824,443 |
|                                 | Total Equity                              | 7,800,675   | 14,156,101  | 39,342,062  | 103,188,651 | 220,824,443 |
|                                 | Retained Earnings                         | 0           | 1,500,675   | 7,856,101   | 33,042,062  | 96,888,651  |
|                                 |   |             |             |             |             |             |
| <b>Cash Flow Summary</b>        | Total Cash Flow from Operating Activities | 2,752,645   | 8,044,089   | 27,473,896  | 66,658,025  | 120,866,283 |
|                                 | Total Cash Flow from Investing Activities | (8,170,487) | (3,201,000) | (6,402,000) | (6,402,000) | (4,801,500) |
|                                 | Total Cash Flow from Financing            | 56,300,000  | -           | -           | -           | -           |

|        |                                 |            |            |            |             |             |
|--------|---------------------------------|------------|------------|------------|-------------|-------------|
|        | Activities                      |            |            |            |             |             |
|        | Changes in cash during the Year | 50,882,158 | 4,843,089  | 21,071,896 | 60,256,025  | 116,064,783 |
|        | Closing Cash Balance            | 50,882,158 | 55,725,247 | 76,797,143 | 137,053,168 | 253,117,952 |
| Ratios | Gross Profit Ratio              | 53%        | 45%        | 47%        | 47%         | 48%         |
|        | Net Profit Ratio                | 5%         | 10%        | 17%        | 21%         | 22%         |



## 10.6 RATIO ANALYSIS

| S.No. | Ratios                      | FY 2020 | FY 2021 | FY 2022 | FY 2023 | FY 2024 |
|-------|-----------------------------|---------|---------|---------|---------|---------|
| 1     | Cash Return on Assets ratio | 4.76%   | 12.54%  | 30.75%  | 43.51%  | 44.63%  |
| 2     | Vertical Analysis of Assets |         |         |         |         |         |
| i     | Intangible Assets           | 0.09%   | 0.07%   | 0.04%   | 0.02%   | 0.01%   |
| ii    | Tangible Assets             | 11.51%  | 12.34%  | 12.79%  | 9.04%   | 5.12%   |
| iii   | Cash and Banks              | 88.03%  | 86.86%  | 85.96%  | 89.47%  | 93.46%  |
| 3     | Return on Assets            | 2.60%   | 9.91%   | 28.19%  | 41.68%  | 43.44%  |
| 4     | EBIDTA/Assets               | 6.11%   | 16.66%  | 42.03%  | 59.93%  | 61.52%  |
| 5     | Return on Equity            | 2.60%   | 2.61%   | 8.20%   | 13.16%  | 13.87%  |
| 6     | Gross Profit Ratio          | 53.08%  | 45.18%  | 46.51%  | 47.23%  | 47.58%  |
| 7     | Net Profit Ratio            | 5.13%   | 9.79%   | 16.86%  | 20.63%  | 22.48%  |

## 10.7 RETURN ON INVESTMENT

| Particulars                             | FY 2020            | FY 2021            | FY 2022            | FY 2023              | FY 2024              |
|---|--------------------|--------------------|--------------------|----------------------|----------------------|
| EBITDA                                  | 3,529,452          | 10,690,374         | 37,547,423         | 91,800,184           | 166,598,583          |
| Multiple                                | 24                 | 24                 | 24                 | 24                   | 24                   |
| Enterprise Valuation                    | 83,400,950         | 252,613,538        | 887,245,602        | 2,169,238,349        | 3,936,724,521        |
| Average Working Capital                 | 25,547,719         | 53,646,843         | 67,042,097         | 108,597,335          | 198,120,216          |
| Cumulative Dividends                    | -                  | -                  | -                  | -                    | -                    |
| <b>Sub Total:</b>                       | <b>57,853,231</b>  | <b>198,966,695</b> | <b>820,203,505</b> | <b>2,060,641,014</b> | <b>3,738,604,305</b> |
| Investor Allocation:                    | 57,853,231         | 198,966,695        | 820,203,505        | 2,060,641,014        | 3,738,604,305        |
| Special Disbursement, Return of Capital | -                  | -                  | -                  | -                    | -                    |
| Liquidity Preference 1x                 | 56,300,000         | 56,300,000         | 56,300,000         | 56,300,000           | 56,300,000           |
| <b>Total to Investor:</b>               | <b>114,153,231</b> | <b>255,266,695</b> | <b>876,503,505</b> | <b>2,116,941,014</b> | <b>3,794,904,305</b> |
| <b>ROI</b>                              | <b>2.0</b>         | <b>4.5</b>         | <b>15.6</b>        | <b>37.6</b>          | <b>67.4</b>          |

## 10.8 BUSINESS VALUATION

The business of Welltopia is valued at INR 104.94Crore using the discounting rate prevalent in the industry i.e. 13.74% and we have assumed a perpetual growth rate of 6.80%.

| Particulars                            | FY2020             | FY2021           | FY2022            | FY2023            | FY2024             | Perpetuity         |
|--|--------------------|------------------|-------------------|-------------------|--------------------|--------------------|
| <b>EBIT</b>                            | <b>2,064,203</b>   | <b>8,741,988</b> | <b>34,643,688</b> | <b>87,821,993</b> | <b>161,809,894</b> | <b>172,812,966</b> |
| Less: Tax                              | 563,527            | 2,386,563        | 9,457,727         | 23,975,404        | 44,174,101         | 47,177,940         |
| <b>NOPAT</b>                           | <b>1,500,675</b>   | <b>6,355,425</b> | <b>25,185,961</b> | <b>63,846,589</b> | <b>117,635,793</b> | <b>125,635,027</b> |
| Add: Depreciation                      | 1,465,249          | 1,948,386        | 2,903,735         | 3,978,191         | 4,788,690          | 5,114,321          |
| <b>Cash Flows from Operations</b>      | <b>2,965,925</b>   | <b>8,303,811</b> | <b>28,089,696</b> | <b>67,824,780</b> | <b>122,424,482</b> | <b>130,749,347</b> |
| Capital Expenditure                    | 8,170,487          | 3,201,000        | 6,402,000         | 6,402,000         | 4,801,500          | 5,000,000          |
| Increase (Decrease) in Working Capital | 213,280            | 259,722          | 615,800           | 1,166,755         | 1,558,199          | 1,664,157          |
| <b>Free Cash Flows</b>                 | <b>(5,417,842)</b> | <b>4,843,089</b> | <b>21,071,896</b> | <b>60,256,025</b> | <b>116,064,783</b> | <b>124,085,191</b> |
| <b>Terminal Value</b>                  |                    |                  |                   |                   |                    | 1,787,713,450      |
| <b>PV Factor</b>                       | 0.88               | 0.77             | 0.68              | 0.60              | 0.53               | 0.53               |
| <b>PV of Free Cash Flows</b>           | <b>(4,763,315)</b> | 3,743,591        | 14,320,312        | 36,002,471        | 60,969,868         | 939,101,851        |

| <b>Valuation</b>             | <b>19-Jun</b>        |
|------------------------------|----------------------|
| PV of Forecast Period Value  | 110,272,927          |
| PV of Terminal Value         | 939,101,851          |
| Less: Debt & Bank Borrowings | -                    |
| <b>Equity Value</b>          | <b>1,049,374,778</b> |

## 11.0 APPENDIX (PROJECTIONS AND VALUATION IN PESSIMISTIC CASE SCENARIO)

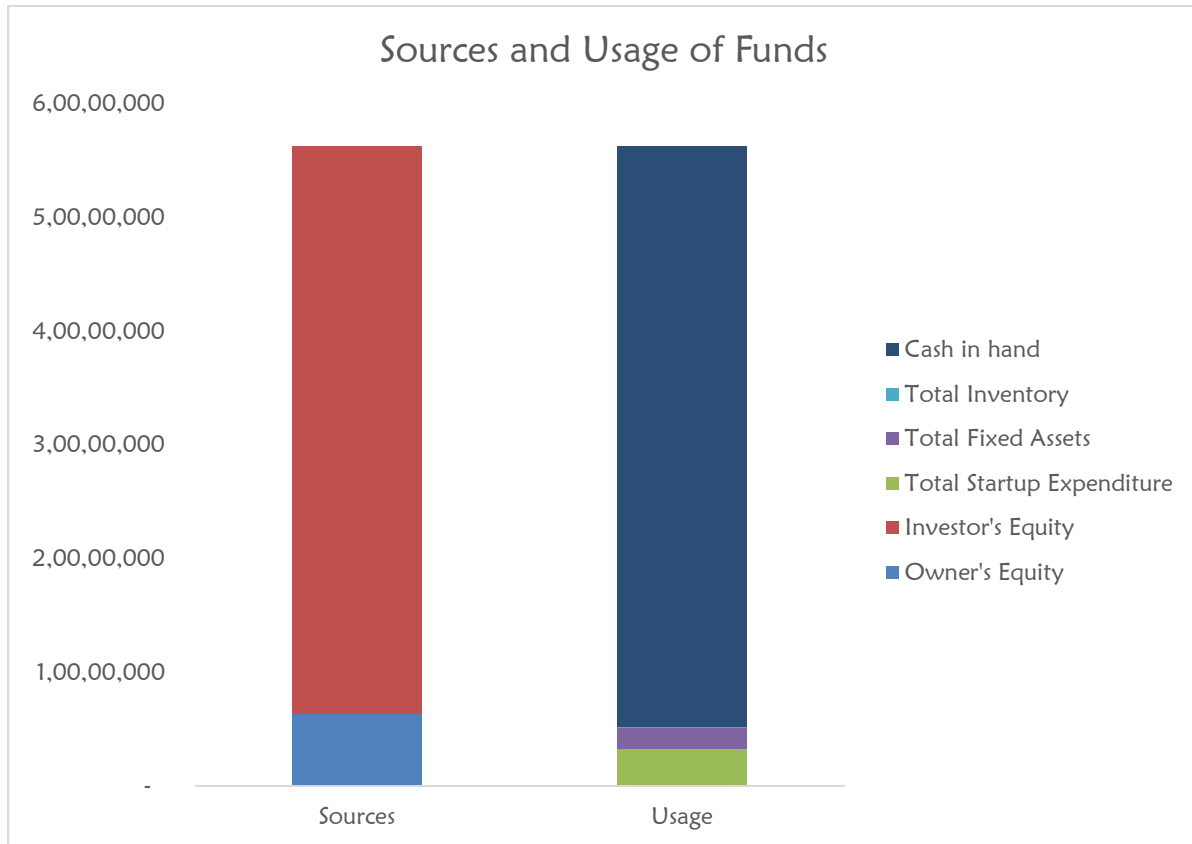
### 11.1 STARTUP TABLE

| Sources and Usage of Funds | Amount in Rupees  |
|----------------------------|-------------------|
| <b>Sources of Funds</b>    |                   |
| Owner's Equity             | 6,300,000         |
| Investor's Equity          | 50,000,000        |
| <b>Total Investment</b>    | <b>56,300,000</b> |

| Usage of Funds   |           |
|--|-----------|
| <b>Startup Expenditure Incurred before incorporation of Welltopia Pvt Ltd.</b> |           |
|  |           |
| Company Registration Cost  | 14,000    |
| Malpractice Insurance  | 10,000    |
| Business Registration  | 8,500     |
| Business License   | 10,300    |
| Brand Development Expenses   | 3,030,000 |
| Legal and Accounting Cost  | 50,000    |
| Cost of Improvements   | 5,187     |

|                                       |                  |
|---------------------------------------|------------------|
| <b>Total Startup Expenditure</b>      | <b>3,127,987</b> |
| <b>Fixed Assets</b>                   |                  |
| Furniture                             | 750,000          |
| Computers                             | 90,000           |
| Printers                              | 31,500           |
| Equipment                             | 900,000          |
| <b>Total Fixed Assets</b>             | <b>1,771,500</b> |
| <b>Intangible Asset</b>               |                  |
| Website Development                   | <b>70,000</b>    |
| Inventory                             |                  |
| Initial Inventory of Medical Supplies | 81,420           |
| Initial Inventory of Office Supplies  | 100,000          |
| <b>Total Inventory</b>                | <b>181,420</b>   |
| Cash In hand                          | 51,149,093       |





## 11.2 PROJECTED PROFIT & LOSS

### Key Assumptions –

Pls ask management for the spreadsheet to see the assumptions and calculations in details.

| Particulars                           | FY 2020           | FY 2021           | FY 2022            | FY 2023            | FY 2024            |
|---------------------------------------|-------------------|-------------------|--------------------|--------------------|--------------------|
| <u>Revenue</u>                        |                   |                   |                    |                    |                    |
| Consultation on Lifestyle Diseases    | 14,900,000        | 31,719,600        | 76,878,058         | 164,552,623        | 276,922,769        |
| Anti-Aging                            | 2,980,000         | 6,343,920         | 14,508,737         | 29,918,659         | 50,349,594         |
| Life Coaching                         | 2,682,000         | 5,709,528         | 13,057,864         | 26,926,793         | 45,314,635         |
| Tele-Medicine                         | 651,627           | 3,989,353         | 10,088,690         | 22,220,534         | 39,853,151         |
| <b>Total Revenue</b>                  | <b>21,213,627</b> | <b>47,762,401</b> | <b>114,533,348</b> | <b>243,618,609</b> | <b>412,440,149</b> |
| <u>Direct Cost</u>                    |                   |                   |                    |                    |                    |
| Medical Supplies                      | 212,136           | 477,624           | 1,145,333          | 2,436,186          | 4,124,401          |
| Commission to Doctors and Consultants | 8,485,451         | 23,881,201        | 57,266,674         | 121,809,305        | 206,220,075        |
| Salary to Allied Health Professionals | 1,733,333         | 2,478,667         | 3,722,767          | 5,479,283          | 7,422,987          |
| <b>Total Direct Cost</b>              | <b>10,430,921</b> | <b>26,837,491</b> | <b>62,134,774</b>  | <b>129,724,774</b> | <b>217,767,463</b> |
| <b>Gross Profit</b>                   | <b>10,782,707</b> | <b>20,924,910</b> | <b>52,398,574</b>  | <b>113,893,835</b> | <b>194,672,686</b> |
| Gross Profit (%)                      | 51%               | 44%               | 46%                | 47%                | 47%                |
| <u>Operating Expenses</u>             |                   |                   |                    |                    |                    |
| Mandatory Compliances Cost            | 100,000           | 133,796           | 188,017            | 258,918            | 328,190            |
| Accounting and Auditing               | 300,000           | 401,388           | 564,052            | 776,755            | 984,569            |
| Miscellaneous Compliances             | 16,667            | 22,299            | 31,336             | 43,153             | 54,698             |
| Website Maintenance Cost              | 12,000            | 12,350            | 12,711             | 13,082             | 13,464             |
| Electricity Expenses                  | 666,667           | 891,973           | 1,253,449          | 1,726,123          | 2,187,932          |
| Malpractice Insurance Premium         | 66,667            | 86,667            | 118,333            | 158,333            | 195,000            |
| Rent for Centers                      | 303,333           | 405,848           | 570,319            | 785,386            | 995,509            |
| Utilities Cost                        | 80,000            | 107,037           | 150,414            | 207,135            | 262,552            |

|  |                    |                   |                   |                   |                    |
|--|--------------------|-------------------|-------------------|-------------------|--------------------|
| Office Supplies  | 80,000             | 107,037           | 150,414           | 207,135           | 262,552            |
| Recurring Marketing Cost   | 2,015,295          | 4,537,428         | 10,880,668        | 23,143,768        | 39,181,814         |
| Cleaning and Sanitation Charges                                      | 166,667            | 222,993           | 313,362           | 431,531           | 546,983            |
| Facility Maintenance Charges   | 333,333            | 445,987           | 626,724           | 863,061           | 1,093,966          |
| Medical Waste Management Cost  | 333,333            | 445,987           | 626,724           | 863,061           | 1,093,966          |
| Repair and Maintenance   | 233,333            | 312,191           | 438,707           | 604,143           | 765,776            |
| Telephone and Internet Expenses                                      | 100,000            | 133,796           | 188,017           | 258,918           | 328,190            |
| Workmen Compensation Insurance                                       | 80,000             | 107,037           | 150,414           | 207,135           | 262,552            |
| Professional Development Cost  | 266,667            | 356,789           | 501,380           | 690,449           | 875,173            |
| Salary to CEO and Executive Director                                 | 1,296,403          | 1,426,043         | 1,568,648         | 1,725,512         | 1,898,064          |
| Salary to Billing Staff  | 1,618,400          | 2,314,312         | 3,475,919         | 5,115,965         | 6,930,786          |
| Salary to Administrative Staff                                       | 1,167,207          | 1,669,106         | 2,506,868         | 3,689,686         | 4,998,554          |
| Salary to Receptionist   | 2,000,000          | 2,860,000         | 4,295,500         | 6,322,250         | 8,564,985          |
| Salary to Marketing Officer  | 100,000            | 133,796           | 188,017           | 258,918           | 328,190            |
| <b>Total Operating Expenses</b>                                      | <b>11,235,971</b>  | <b>17,000,064</b> | <b>28,611,978</b> | <b>48,091,500</b> | <b>71,825,272</b>  |
| <b>Earnings before Interest, Tax, Depreciation, and Amortization</b> | <b>(453,264)</b>   | <b>3,924,846</b>  | <b>23,786,596</b> | <b>65,802,335</b> | <b>122,847,414</b> |
| EBITDA %   | -2%                | 8%                | 21%               | 27%               | 30%                |
| Depreciation on Fixed Assets   | 738,652            | 817,789           | 1,167,138         | 1,433,593         | 1,486,592          |
| Amortization of Start-up Cost  | 726,597            | 1,130,597         | 1,736,597         | 2,544,597         | 3,302,097          |
| <b>Profit before Tax</b>   | <b>(1,918,513)</b> | <b>1,976,460</b>  | <b>20,882,861</b> | <b>61,824,144</b> | <b>118,058,724</b> |
| Tax Expense  | -                  | 539,574           | 5,701,021         | 16,877,991        | 32,230,032         |
| <b>Profit after Tax</b>  | <b>(1,918,513)</b> | <b>1,436,887</b>  | <b>15,181,840</b> | <b>44,946,153</b> | <b>85,828,693</b>  |
| Profit after Tax %   | -9%                | 3%                | 13%               | 18%               | 21%                |

### 11.3 PROJECTED CASH FLOW STATEMENT

| Particulars                                       | FY 2020            | FY 2021            | FY 2022            | FY 2023            | FY 2024            |
|---|--------------------|--------------------|--------------------|--------------------|--------------------|
| <b>Cash Flow from Operating Activities</b>        |                    |                    |                    |                    |                    |
| Net Income  | (1,918,513)        | 1,436,887          | 15,181,840         | 44,946,153         | 85,828,693         |
| Depreciation and Amortization                     | 1,465,249          | 1,948,386          | 2,903,735          | 3,978,191          | 4,788,690          |
| Increase/Decrease in Asset/Liability              | (181,420)          | (227,046)          | (571,028)          | (1,103,944)        | (1,443,770)        |
| <b>Total Cash From (For) Operating Activities</b> | <b>(634,684)</b>   | <b>3,158,226</b>   | <b>17,514,547</b>  | <b>47,820,400</b>  | <b>89,173,612</b>  |
| <b>Cash Flow From Investing Activities:</b>       |                    |                    |                    |                    |                    |
| Purchase of Computers                             | (150,000)          | (60,000)           | (120,000)          | (120,000)          | (90,000)           |
| Purchase of Furniture                             | (1,250,000)        | (500,000)          | (1,000,000)        | (1,000,000)        | (750,000)          |
| Pre-Operative Expenses                            | (5,147,987)        | (2,020,000)        | (4,040,000)        | (4,040,000)        | (3,030,000)        |
| Website + App development                         | (70,000)           | -                  | -                  | -                  | -                  |
| Purchase of Printers                              | (52,500)           | (21,000)           | (42,000)           | (42,000)           | (31,500)           |
| Purchase of Equipment                             | (1,500,000)        | (600,000)          | (1,200,000)        | (1,200,000)        | (900,000)          |
| <b>Total Cash From (For) Investing Activities</b> | <b>(8,170,487)</b> | <b>(3,201,000)</b> | <b>(6,402,000)</b> | <b>(6,402,000)</b> | <b>(4,801,500)</b> |
| <b>Cash Flow from Financing Activities</b>        |                    |                    |                    |                    |                    |
| Owner's contribution                              | 6,300,000          | -                  | -                  | -                  | -                  |
| Investment  | 50,000,000         | -                  | -                  | -                  | -                  |
| <b>Total Cash From (For) Financing Activities</b> | <b>56,300,000</b>  | <b>-</b>           | <b>-</b>           | <b>-</b>           | <b>-</b>           |
| Net Increase (Decrease) In Cash                   | 47,494,829         | (42,774)           | 11,112,547         | 41,418,400         | 84,372,112         |
| Cash and Cash Equivalents-Beginning               | -                  | 47,494,829         | 47,452,055         | 58,564,602         | 99,983,002         |
| <b>Cash and Cash Equivalents-End</b>              | <b>47,494,829</b>  | <b>47,452,055</b>  | <b>58,564,602</b>  | <b>99,983,002</b>  | <b>184,355,114</b> |

## 11.4 PROJECTED BALANCE SHEET

| Particulars                                  | FY 2020          | FY 2021          | FY 2022          | FY 2023          | FY 2024          |
|--|------------------|------------------|------------------|------------------|------------------|
| Assets                                       |                  |                  |                  |                  |                  |
| <b>Fixed Assets</b>                          |                  |                  |                  |                  |                  |
| <b>Intangible assets</b>                     |                  |                  |                  |                  |                  |
| Brand Development Expenses+Start Up Expenses | 4,421,390        | 5,310,792        | 7,614,195        | 9,109,597        | 8,837,500        |
| Website Development                          | -                | 54,372           | 42,233           | 32,805           | 25,481           |
| Additions                                    | 70,000           | -                | -                | -                | -                |
| Amortization                                 | 15,628           | 12,139           | 9,429            | 7,324            | 5,689            |
| Website Value                                | 54,372           | 42,233           | 32,805           | 25,481           | 19,792           |
| <b>Closing Balance</b>                       | <b>4,475,762</b> | <b>5,353,026</b> | <b>7,647,000</b> | <b>9,135,078</b> | <b>8,857,292</b> |
| <b>Tangible assets</b>                       |                  |                  |                  |                  |                  |
| Computers                                    | -                | 55,260           | 42,462           | 59,851           | 66,257           |
| Additions                                    | 150,000          | 60,000           | 120,000          | 120,000          | 90,000           |
| Depreciation                                 | 94,740           | 72,798           | 102,611          | 113,594          | 98,692           |
| <b>Closing Balance</b>                       | <b>55,260</b>    | <b>42,462</b>    | <b>59,851</b>    | <b>66,257</b>    | <b>57,565</b>    |
| Printers                                     | -                | 19,341           | 7,736            | 15,473           | 15,473           |
| Additions                                    | 52,500           | 21,000           | 42,000           | 42,000           | 31,500           |
| Depreciation                                 | 33,159           | 32,605           | 34,264           | 42,000           | 35,368           |
| <b>Closing Balance</b>                       | <b>19,341</b>    | <b>7,736</b>     | <b>15,473</b>    | <b>15,473</b>    | <b>11,605</b>    |
| Equipment                                    | -                | 1,228,500        | 1,497,542        | 2,209,286        | 2,792,206        |
| Additions                                    | 1,500,000        | 600,000          | 1,200,000        | 1,200,000        | 900,000          |
| Depreciation                                 | 271,500          | 330,959          | 488,255          | 617,081          | 668,289          |
| <b>Closing Balance</b>                       | <b>1,228,500</b> | <b>1,497,542</b> | <b>2,209,286</b> | <b>2,792,206</b> | <b>3,023,916</b> |
| Furniture                                    | -                | 926,375          | 1,057,087        | 1,524,507        | 1,870,912        |
| Additions                                    | 1,250,000        | 500,000          | 1,000,000        | 1,000,000        | 750,000          |

|   |                   |                   |                   |                    |                    |
|---|-------------------|-------------------|-------------------|--------------------|--------------------|
| Depreciation                                      | 323,625           | 369,288           | 532,580           | 653,595            | 678,554            |
| <b>Closing Balance</b>                            | <b>926,375</b>    | <b>1,057,087</b>  | <b>1,524,507</b>  | <b>1,870,912</b>   | <b>1,942,358</b>   |
| <b>Total Fixed Assets</b>                         | <b>6,705,238</b>  | <b>7,957,852</b>  | <b>11,456,117</b> | <b>13,879,926</b>  | <b>13,892,736</b>  |
| Current Assets                                    |                   |                   |                   |                    |                    |
| Cash Balance                                      | 47,494,829        | 47,452,055        | 58,564,602        | 99,983,002         | 184,355,114        |
| inventory   | 181,420           | 408,466           | 979,495           | 2,083,439          | 3,527,209          |
| <b>Total Current Assets</b>                       | <b>47,676,249</b> | <b>47,860,522</b> | <b>59,544,097</b> | <b>102,066,440</b> | <b>187,882,323</b> |
| <b>Total Assets</b>                               | <b>54,381,487</b> | <b>55,818,373</b> | <b>71,000,213</b> | <b>115,946,366</b> | <b>201,775,059</b> |
| <b>Liabilities</b>                                |                   |                   |                   |                    |                    |
| Owner's Equity                                    | 6,300,000         | 6,300,000         | 6,300,000         | 6,300,000          | 6,300,000          |
| Accumulated Reserve                               | -                 | (1,918,513)       | (481,627)         | 14,700,213         | 59,646,366         |
| Retained Earnings (Net Profit/Loss-Dividend Paid) | (1,918,513)       | 1,436,887         | 15,181,840        | 44,946,153         | 85,828,693         |
| Investors Funds                                   | 50,000,000        | 50,000,000        | 50,000,000        | 50,000,000         | 50,000,000         |
| <b>Total Equity</b>                               | <b>54,381,487</b> | <b>55,818,373</b> | <b>71,000,213</b> | <b>115,946,366</b> | <b>201,775,059</b> |
| <b>Total Liabilities and Equity</b>               | <b>54,381,487</b> | <b>55,818,373</b> | <b>71,000,213</b> | <b>115,946,366</b> | <b>201,775,059</b> |

## 11.5 SUMMARIZED YEARLY REPORTS

| Income Statement Summary | Particulars                               | FY 2020     | FY 2021     | FY 2022     | FY 2023     | FY 2024     |
|--------------------------|---|-------------|-------------|-------------|-------------|-------------|
|                          | Total Revenue                             | 21,213,627  | 47,762,401  | 114,533,348 | 243,618,609 | 412,440,149 |
| Total Direct Cost        | 10,430,921                                | 26,837,491  | 62,134,774  | 129,724,774 | 217,767,463 |             |
| Gross Profit             | 10,782,707                                | 20,924,910  | 52,398,574  | 113,893,835 | 194,672,686 |             |
| EBITDA                   | (453,264)                                 | 3,924,846   | 23,786,596  | 65,802,335  | 122,847,414 |             |
| Net Profit after Tax     | (1,918,513)                               | 1,436,887   | 15,181,840  | 44,946,153  | 85,828,693  |             |
| Balance Sheet Summary    | Net Tangible Assets                       | 6,705,238   | 7,957,852   | 11,456,117  | 13,879,926  | 13,892,736  |
|                          | Total Current Assets                      | 47,676,249  | 47,860,522  | 59,544,097  | 102,066,440 | 187,882,323 |
|                          | Total Current Liabilities                 | -           | -           | -           | -           | -           |
|                          | Total Liabilities                         | 54,381,487  | 55,818,373  | 71,000,213  | 115,946,366 | 201,775,059 |
|                          | Total Equity                              | 4,381,487   | 5,818,373   | 21,000,213  | 65,946,366  | 151,775,059 |
|                          | Retained Earnings                         | -           | (1,918,513) | (481,627)   | 14,700,213  | 59,646,366  |
| Cash Flow Summary        | Total Cash Flow from Operating Activities | (634,684)   | 3,158,226   | 17,514,547  | 47,820,400  | 89,173,612  |
|                          | Total Cash Flow from Investing Activities | (8,170,487) | (3,201,000) | (6,402,000) | (6,402,000) | (4,801,500) |
|                          | Total Cash Flow from Financing            | 56,300,000  | -           | -           | -           | -           |

|        |                                 |            |            |            |            |             |
|--------|---------------------------------|------------|------------|------------|------------|-------------|
|        | Activities                      |            |            |            |            |             |
|        | Changes in cash during the Year | 47,494,829 | (42,774)   | 11,112,547 | 41,418,400 | 84,372,112  |
|        | Closing Cash Balance            | 47,494,829 | 47,452,055 | 58,564,602 | 99,983,002 | 184,355,114 |
| Ratios | Gross Profit Ratio              | 51%        | 44%        | 46%        | 47%        | 47%         |
|        | Net Profit Ratio                | -9%        | 3%         | 13%        | 18%        | 21%         |

## 11.6 RATIO ANALYSIS

| S.No. | Ratios                      | FY 2020 | FY 2021 | FY 2022 | FY 2023 | FY 2024 |
|-------|-----------------------------|---------|---------|---------|---------|---------|
| 1     | Cash Return on Assets ratio | -1.17%  | 5.66%   | 24.67%  | 41.24%  | 44.19%  |
| 2     | Vertical Analysis of Assets |         |         |         |         |         |
| i     | Intangible Assets           | 0.10%   | 0.08%   | 0.05%   | 0.02%   | 0.01%   |
| ii    | Tangible Assets             | 12.23%  | 14.18%  | 16.09%  | 11.95%  | 6.88%   |
| iii   | Cash and Banks              | 87.34%  | 85.01%  | 82.49%  | 86.23%  | 91.37%  |
|       |                             |         |         |         |         |         |
| 3     | Return on Assets            | -3.53%  | 2.57%   | 21.38%  | 38.76%  | 42.54%  |
| 4     | EBIDTA/Assets               | -0.83%  | 7.03%   | 33.50%  | 56.75%  | 60.88%  |
| 5     | Return on Equity            | -3.53%  | 0.65%   | 5.99%   | 12.02%  | 13.51%  |
| 6     | Gross Profit Ratio          | 50.83%  | 43.81%  | 45.75%  | 46.75%  | 47.20%  |
| 7     | Net Profit Ratio            | -9.04%  | 3.01%   | 13.26%  | 18.45%  | 20.81%  |



## 11.7 RETURN ON INVESTMENT

| Particulars                             | FY 2020      | FY 2021     | FY 2022     | FY 2023       | FY 2024       |
|---|--------------|-------------|-------------|---------------|---------------|
| EBITDA                                  | (453,264)    | 3,924,846   | 23,786,596  | 65,802,335    | 122,847,414   |
| Multiple                                | 23.63        | 23.63       | 23.63       | 23.63         | 23.63         |
| Enterprise Valuation                    | (10,710,633) | 92,744,121  | 562,077,275 | 1,554,909,174 | 2,902,884,389 |
| Average Working Capital                 | 23,838,124   | 47,768,385  | 53,702,309  | 80,805,269    | 144,974,382   |
| Cumulative Dividends                    | -            | -           | -           | -             | -             |
| Sub Total:                              | (34,548,757) | 44,975,736  | 508,374,966 | 1,474,103,905 | 2,757,910,007 |
| Investor Allocation:                    | (34,548,757) | 44,975,736  | 508,374,966 | 1,474,103,905 | 2,757,910,007 |
| Special Disbursement, Return of Capital | -            | -           | -           | -             | -             |
| Liquidity Preference 1x                 | 56,300,000   | 56,300,000  | 56,300,000  | 56,300,000    | 56,300,000    |
| Total to Investor:                      | 21,751,243   | 101,275,736 | 564,674,966 | 1,530,403,905 | 2,814,210,007 |
| <b>ROI</b>                              | <b>0.4</b>   | <b>1.8</b>  | <b>10.0</b> | <b>27.2</b>   | <b>50.0</b>   |

## 11.8 BUSINESS VALUATION

The business of Welltopia is valued at INR 75.18 Crores using the discounting rate prevalent in the industry i.e. 13.74% and we have assumed a perpetual growth rate of 6.80%.

| Particulars                            | FY 2020            | FY 2021          | FY 2022           | FY 2023           | FY 2024           | Perpetuity           |
|--|--------------------|------------------|-------------------|-------------------|-------------------|----------------------|
| <b>EBIT</b>                            | <b>(1,918,513)</b> | 1,976,460        | 20,882,861        | 61,824,144        | 118,058,724       | 126,086,717          |
| Less: Tax                              | -                  | 539,574          | 5,701,021         | 16,877,991        | 32,230,032        | 34,421,674           |
| <b>NOPAT</b>                           | <b>(1,918,513)</b> | <b>1,436,887</b> | <b>15,181,840</b> | <b>44,946,153</b> | <b>85,828,693</b> | <b>91,665,044</b>    |
| Add: Depreciation                      | 1,465,249          | 1,948,386        | 2,903,735         | 3,978,191         | 4,788,690         | 5,114,321            |
| <b>Cash Flows from Operations</b>      | <b>(453,264)</b>   | <b>3,385,273</b> | <b>18,085,575</b> | <b>48,924,344</b> | <b>90,617,382</b> | <b>96,779,364</b>    |
| Capital Expenditure                    | 8,170,487          | 3,201,000        | 6,402,000         | 6,402,000         | 4,801,500         | 5,000,000            |
| Increase (Decrease) in Working Capital | 181,420            | 227,046          | 571,028           | 1,103,944         | 1,443,770         | 1,541,947            |
| <b>Free Cash Flows</b>                 | <b>(8,805,171)</b> | <b>(42,774)</b>  | <b>11,112,547</b> | <b>41,418,400</b> | <b>84,372,112</b> | <b>90,237,417</b>    |
| <b>Terminal Value</b>                  |                    |                  |                   |                   |                   | <b>1,300,063,643</b> |
| <b>PV Factor</b>                       | 0.88               | 0.77             | 0.68              | 0.60              | 0.53              | 0.53                 |
| <b>PV of Free Cash Flows</b>           | <b>(7,741,422)</b> | <b>(33,063)</b>  | <b>7,552,009</b>  | <b>24,747,148</b> | <b>44,321,424</b> | <b>682,935,050</b>   |

| Valuation                    | June-19            |
|------------------------------|--------------------|
| PV of Forecast Period Value  | 68,846,095         |
| PV of Terminal Value         | 682,935,050        |
| <b>Enterprise Value</b>      | <b>751,781,145</b> |
| Less: Debt & Bank Borrowings | -                  |
| <b>Equity Value</b>          | <b>751,781,145</b> |

## 12.0 EXIT STRATEGY

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We will be applying one of the following strategies to facilitate profitable exit for the investors from our business venture –

- ♦ **Buy-back:** Although using the ultra-conservative approach for preparing Financial Model, we can estimate that the company will generate excess cash flow, through which the company will be able to buy back its share at significant premium to pay the investors at the time of exit.
- ♦ **Merger:** Merging with a similar company or being bought by a larger company is always a better option to exit. It is a win-win situation when two companies have complementary skills, and can save resources by merging together.
- ♦ **Listing on SME Exchange or BSE/NSE in next five to seven years:** there is strong demand and acceptance of the healthcare company at Indian bourses, we expect to get listed at a healthy P/Ex and thus create a handsome wealth for our investors.

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