

















INVESTOR
PRESENTATION

WELLOPIA

The Premium Healthcare and Life Enhancement Centre

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Introduction

A surge in the ageing population and rise in costly chronic care needs are exerting considerable demands on the health systems in India. This demand is only partly met with, despite best efforts from private and public healthcare's endeavors.

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**" - The premium healthcare and life enhancement center in 2018. The company provides gamut of services that improves and enhances quality of human lives. The Company is managed by the CEO, Dr. Sandeep Gupta, a strategic leader and innovator. Qualified doctors and assistants will be hired along with administrative staff to assist him in daily operations. The staff will be provided training at reasonable intervals to update them with the latest medical technology and best medical practices prevailing in the industry.

Objectives

- 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 will provide a much higher standard of patient care than any other medical facility in the metro
- To increase the range of services wherever there are opportunities to meet an area of patient need and demand, on financially viable basis
- Thus, to provide holistic healthcare to achieve wholesome health and enhance the quality of human lives



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.

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.

Key Success Factors

- 📍 Niche medical services such as consultation on Lifestyle Diseases, Anti-aging treatment, Life Coaching, Sports Medicine under one roof – “we are only institution in India to do so”
- 📍 Experience of founder
- 📍 Multiple strong marketing strategies
- 📍 Aggressive recall system
- 📍 Commitment to continuously improve the quality of services
- 📍 Experienced medical and administrative talent

Products and Services

We are living in a world where we eat junk foods and don't do much physical exercise. We tend to put on too much weight that is progenitor of Lifestyle Diseases. In our life we come across some circumstances in which we are unable to make critical decisions. Aging is a natural phenomenon but in this ultra-polluted world coupled with extreme stress, one gets old earlier than one should. All these problems are solved by the company, **Welltopia** that has been providing services in the healthcare segment since its inception at 2018.

There will be five main services to be provided by **Welltopia** which are outlined as follows:

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 burn lesser calories than they ingest. It's usually result of excessive eating coupled with lack of exercise. The doctors at company help people overcome this problem through managing their diet and suggesting ways to improve their overall health score.

Services Offered by Welltopia -

Management of Obesity

Management of excess weight

Management of low weight

Management of Hypertension

Management of Diabetes

Products and Services

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 will help players to prevent and heal injuries, along with examining their fitness level before any upcoming game.

Services Offered by Welltopia –

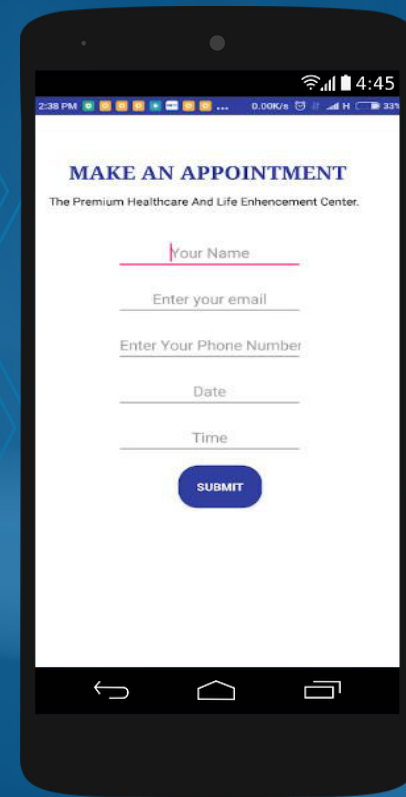
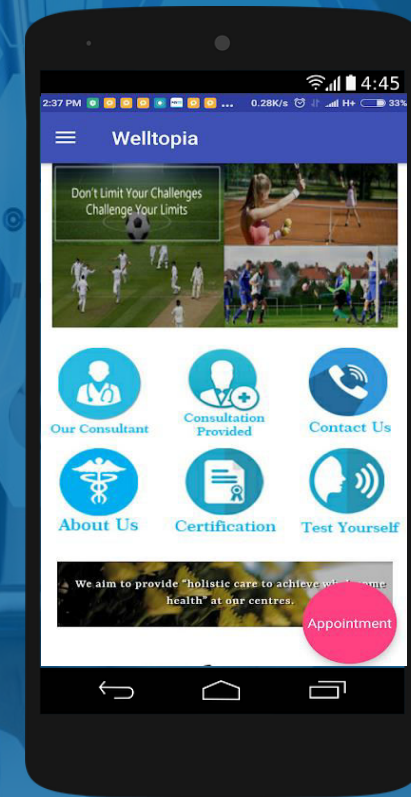
- Building of stamina
- Building of endurance
- Building muscle strength
- Treatment of sprains
- Development of specific muscles related to sports of choice



Products and Services

TELEMEDICINE:

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 will create an interconnect framework that will connect doctors, patients and the equipment remotely over Internet eliminating the computing complexity to backend systems thereby reducing cost at client end. The Secure access to patient medical data from anywhere will enable remote consultation and second opinion easier.



Products and Services

Key Features of the Doctor's App -

- 📍 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

Thus, this app provide all the features WhatsApp messaging for free and readily accessible without having to login to WhatsApp account

Key Features of the 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 will power score and know how you are functioning at inner level and whether you need any assistance to function better.

Chat with your doctor, exchange voice message, send and receive documents

Products and Services

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. 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.

Services Offered -

Setting up the Goal

Development Of
Willpower

Achieving the Goal

Overcoming The
Failures

Overcoming Fear

Beating The Depressive
Thoughts

Management Of Stress

Development Of
Optimism

Products and Services

ANTI AGING TREATMENT:

The Company don't provide just skin treatments as Anti-aging treatment. It understands that Skin is just a cover to the human body. Age impacts each individual at every level including muscle, bones and cardiovascular health and mental agility. 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 ageing.

The services provided under this segment are outlined as follows:

- 📍 Reduction/lightening of wrinkles
- 📍 Antioxidant Therapy
- 📍 Building Bone Density
- 📍 Building Lung Capacity
- 📍 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 which consists of various pharmaceutical and natural substances which includes Vitamin C, B and H. The product enhances collagen production, reduces sebum production, fights bacteria at skin, and increases cell turnover.

Products and Services

PSYCHOLOGICAL AID :

With the rise of various working sectors and competitive thinking, psychological stress and anomalies are rising at the fast pace. The rate of various mental disorders in India shows a drastic growth, which makes it a matter of concern. If someone looking for the best psychologist in Noida or Delhi NCR, then Welltopia is providing support. The team of Welltopia is consisting experts who understands every up and down 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, depression, anxiety.

The services provided under this segment are outlined as follows:

-  Dialectical Behavior Therapy (DBT)
-  Cognitive Behavioral Therapy (CBT)
-  Psychoanalysis
-  Counseling
-  Medications

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 get our patient to better mental and psychological health.

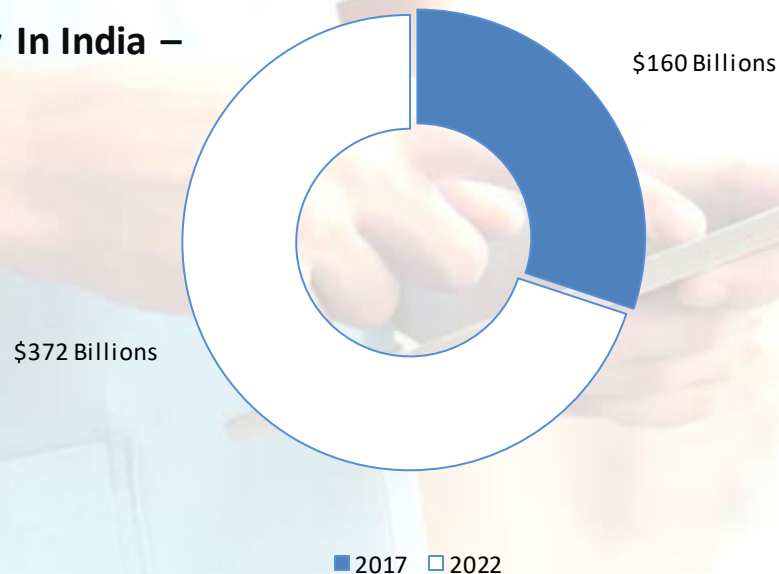
We hope to create happier and stress free, healthy people who can contribute positively towards their families and society they belong to.

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 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 population.

Healthcare Industry In India –



Market Analysis

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.

With trained professionals and ethical service practices in place, Welltopia caters to this segment with its quality service offerings.

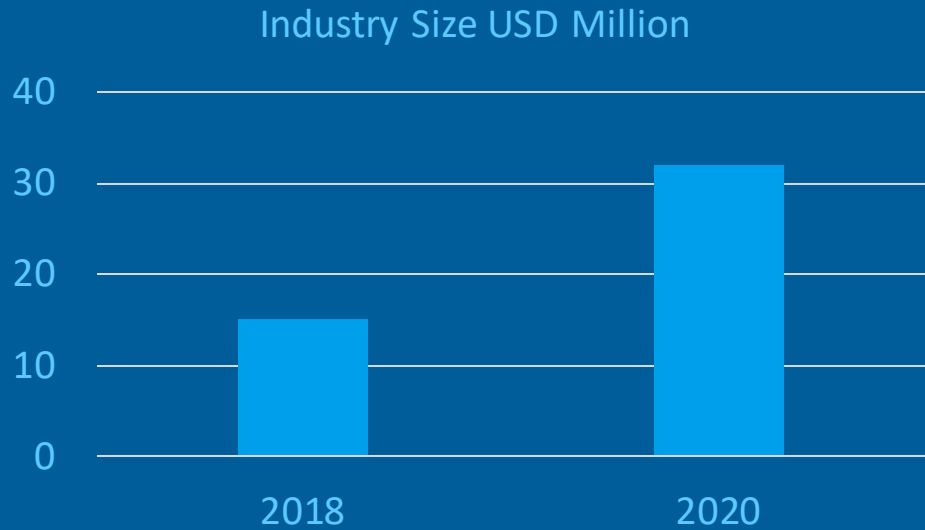
Life style related diseases in India –

According to a latest report, one in three or **33%** of Indians over 35 years of age are suffering from one or more lifestyle diseases such as diabetes, high cholesterol, blood pressure, thyroid disorders and obesity.

Prevalence: Nearly 16% of people in India are suffering from Hypertension, followed by **9.4%** people are suffering from high cholesterol, **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.

Market Analysis

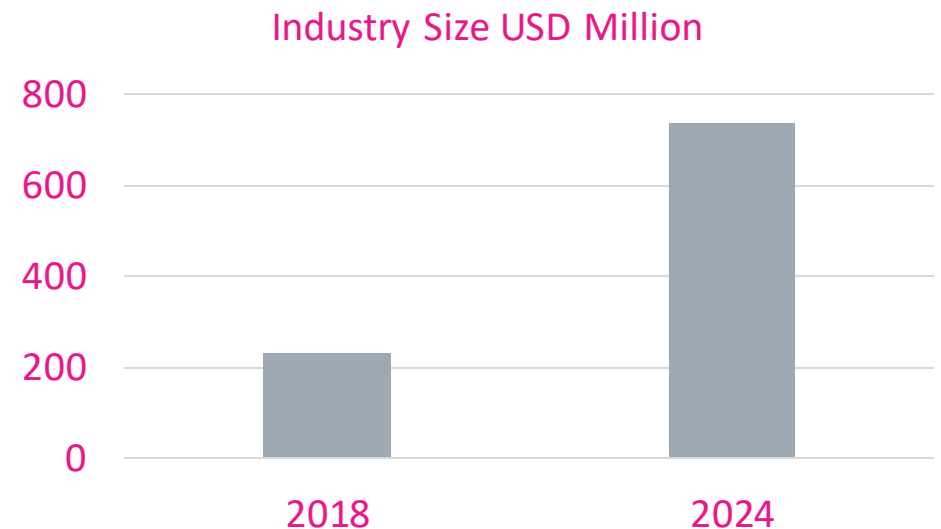
Tele –Medicine Market In India –



Telemedicine is one of the fast emerging segments of health care sector that are gaining massive attention for its extensive growth and usage. 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. Tele-Med is expected to reach USD32mn by 2020.

Sports Related Issue In India –

The India 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 orthopedic braces and supports market is expected to dominate the market with 36.7% market share of the Indian sports medicine market.



Market Analysis



Anti – Aging Treatment 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.

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.

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.

Marketing Plan & Strategies

Target Customer



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.

Our Objective

- Increase the patients traffic to the website
- Introducing and promoting the concept of Tele-medicine
- Increase the visibility of company's brand on Google and other search engines
- Bring referrals from patients and other healthcare organizations
- Provide quality consultancy services and assist people in maintaining their health



Modes Of Marketing –

- Social Media
- Referrals
- Website
- E mails
- Video Marketing
- Search Engine Optimization (SEO)



Marketing Calendar –

Welltopia has set up a marketing calendar that is updated at regular intervals. The calendar assists the marketing officer in measuring the results of marketing strategies, in order to improve the same and add some more tools to the marketing plan of the company.



Measurements –

Welltopia measures the results of marketing plan with the objectives that have been created earlier to make sure that the plan goes as planned.



SWOT Analysis

Strength

S

- 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

Weakness

W

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

Opportunity

O

- 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

Threat

T

- 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

Intellectual Properties

Intellectual properties are crown jewel and heart of the company in terms of differentiating strategy and revenue generation. Welltopia has created two IPs so far

Energy Drink

The company has formulated energy drink in three bases viz. Milk, Water and Alcohol. It has applied patent on the drink in India (Indian Patent Application No. **201711032419**), and Globally (WIPO), the PCT application number is **PCT/IB2018/056901**.

Youth-Back™ – The Anti-wrinkle and Anti-acne Solution

- We have created Youth-back emulsion consisting Vitamin B, C, H and various natural and pharmaceutical agents
- The solution act by reducing sebum production, thus fighting bacteria/acne
- It increases cell turnover in skin thus exfoliate smoothly without the need of chemical peeling
- It increases collagen production thus enhances elasticity of skin naturally
- To know more on Anti-aging treatment and Youth-back emulsion please go to <https://www.youtube.com/watch?v=eXq3d14Eawo>

More information on Intellectual Properties of Welltopia is available at

<https://www.welltopia.in/intellectual-properties/>

The Team

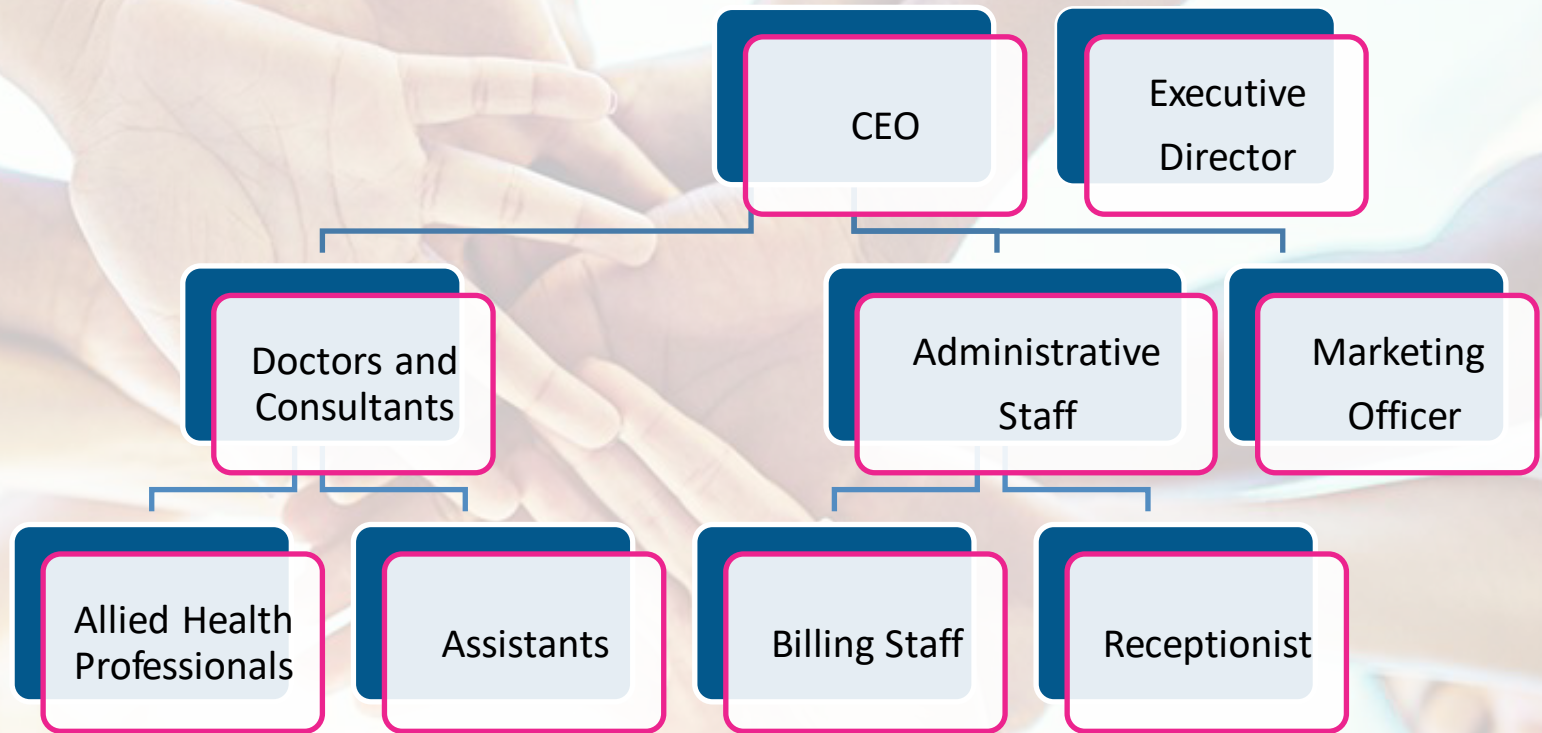


**Dr. Sandeep Gupta
(CEO)**



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

Our Team Hierarchy



Market Players

Delhi Pain Management Centre
India's First Dedicated Pain Hospital

Adorable
Hair & Skin Clinic



HEALTH SANCTUARY
Enhancing Lifestyles & Longevity



Jasmin Waldmann
LIFE COACHING

PEYUSH BHATIA
LIFE COACH

Nutr) Kalp
Weight & Health Management...
...with Scientific & Humanistic Approach.

DCX
Nurturing Inner You

A+ ORTHOPAEDIC AND SPORTS MED
CENTER

Soul Symphony
Synchronising Mind, Body & Soul

OSTEONPHYSIO

Global Telehealth Network

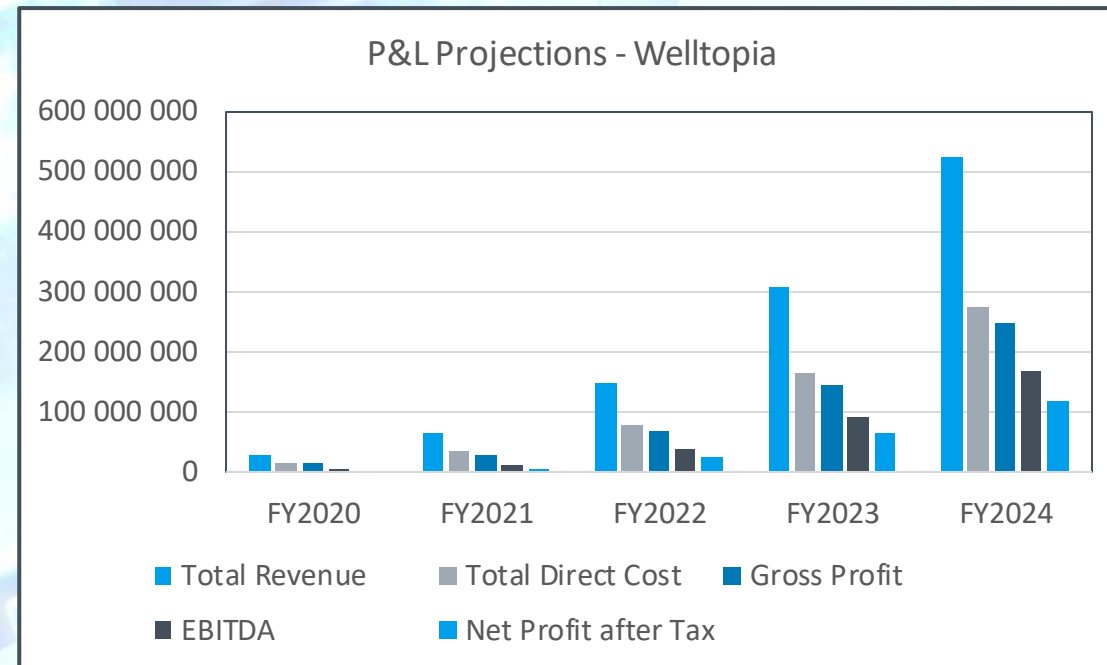
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Financials

Projected Profit & Loss

Amount In INR

Particulars	FY2020	FY2021	FY2022	FY2023	FY2024
Total Revenue	2,92,59,518	6,48,90,319	14,93,70,883	30,94,35,949	52,32,02,603
Total Direct Cost	1,37,29,736	3,55,72,730	7,99,01,917	16,32,91,617	27,42,56,315
Gross Profit	1,55,29,783	2,93,17,590	6,94,68,966	14,61,44,332	24,89,46,289
EBITDA	35,29,452	1,06,90,374	3,75,47,423	9,18,00,184	16,65,98,583
Net Profit after Tax	15,00,675	63,55,425	2,51,85,961	6,38,46,589	11,76,35,793



DCF Valuation

DISCOUNTED CASH FLOWS						
Amounts in Rupees						
Particulars	FY2020	FY2021	FY2022	FY2023	FY2024	Perpetuity
EBIT	20,64,203	87,41,988	3,46,43,688	8,78,21,993	16,18,09,894	17,28,12,966
Less: Tax	5,63,527	23,86,563	94,57,727	2,39,75,404	4,41,74,101	4,71,77,940
NOPAT	15,00,675	63,55,425	2,51,85,961	6,38,46,589	11,76,35,793	12,56,35,027
Add: Depreciation	14,65,249	19,48,386	29,03,735	39,78,191	47,88,690	51,14,321
Cash Flows from Operations	29,65,925	83,03,811	2,80,89,696	6,78,24,780	12,24,24,482	13,07,49,347
Capital Expenditure	81,70,487	32,01,000	64,02,000	64,02,000	48,01,500	50,00,000
Increase (Decrease) in Non Cash Working Capital	2,13,280	2,59,722	6,15,800	11,66,755	15,58,199	16,64,157
Free Cash Flows	(54,17,842)	48,43,089	2,10,71,896	6,02,56,025	11,60,64,783	12,40,85,191
Terminal Value						1,78,77,13,450
PV Factor	0.88	0.77	0.68	0.60	0.53	0.53
PV of Free Cash Flows	(47,63,315)	37,43,591	1,43,20,312	3,60,02,471	6,09,69,868	93,91,01,851
Valuation	June-19					
PV of Forecast Period Value	11,02,72,927					
PV of Terminal Value	93,91,01,851					
Enterprise Value	1,04,93,74,778					
Less: Debt & Bank Borrowings	-					
Equity Value	1,04,93,74,778					

Valuation and The Ask

Business Valuation is estimated to be INR 104.9 Crore as per an IBBI registered valuer

The founder has already invested an amount of **Rs. 6,300,000** in the company that has been used to set up three healthcare centers at Noida. An additional amount of **Rs. 50 million (Rs. 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 funding requirements, setting up new centers and to create a strong brand “Welltopia” by the company.

To get relevant info on this investment opportunity, please login to: <https://www.welltopia.in/investors-page/>



Exit Strategy

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 bordering companies have complementary skills, and can save resources by combining.
-  **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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Thank You