**Open-Source Intelligence Report: PROTM Company**Prepared by : Vineeth M   
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**Report Overview**

This report provides an open-source intelligence (OSINT) analysis of PROTM, an unfunded Indian company specializing in online health and fitness protein products through its app and website platform. PROTM was founded in **2020** by **Sujath Kumar** in **Kasaragod, Kerala, India**. The company has **not raised any funding** so far. It operates through **two websites**, protm.co.in and protm.in , and is active on social media. On youtube ,it runs the channel TM FITNESS with 130k subscribers ,on Instagram ,it is @protmnutrition with 587 followers, and it also maintain a presence on Facebook.Technical analysis reveals use of modern web technologies like Cloudflare for hosting and security, with subdomains indicating potential app, CRM, and web interfaces.Some **anomalies** were found in PROTM’s websites and addresses. The website URLs have **small differences** (protm.co.in vs protm.in), and physical addresses vary slightly. This could mean the company is **rebranding** or **changing how it operates.  
  
  
  
**Introduction  
  
What This Report Covers****

**This report collects and studies publicly available information (OSINT) about PROTM (Protm Nutrition Private Limited). It focuses on the company’s details such as the founder, location, funding, and year started, as well as its social media presence on YouTube, Instagram, and Facebook. The report also looks at domain registration to see who owns the websites, the technical infrastructure including hosting, security, and technologies used, and subdomains that indicate extra website sections like apps or CRM systems. The data sources used include business directories like Tracxn, social media bios from YouTube and Instagram, domain registrar records to check website ownership, and technical scans to examine hosting, security, and subdomains.**

****Company Overview****

**PROTM is an unfunded startup founded in 2020 by Sujath Kumar, who serves as Co-Founder and CEO. Based in Kasaragod, Kerala, India, the company operates as Protm Nutrition Private Limited and focuses on an online platform for health and fitness protein supplements, where users can compare, select, and purchase products via an app-based interface and web based. Its registered address is Building No 194/13, Via Bekal Fort, Pakkam, Hosdurg, Kasargod, Kerala, India - 671316, and the company maintains two websites: the primary site at protm.co.in and a secondary variant at protm.in.**

In terms of the **competitive landscape**, PROTM faces **290 active competitors**, including 12 funded and 1 exited company, with top competitors like **HealthKart, SastaSundar, and HyugaLife**. The company has **not raised any funding** to date and continues to operate as a **self-funded**, managing its operations independently without external investment.

****Social Media Presence****

**PROTM maintains a modest but focused social media presence, primarily targeting Malayalam-speaking audiences. On YouTube, the company runs channels under TM FITNESS / ThugLife Mallu / PROTM FITNESS, which joined on December 28, 2017, and currently has 130K subscribers, 891 videos, and over 12 million total views. The content focuses on fitness and lifestyle tips, product reviews, and world lifestyle topics. Users can contact the team via WhatsApp numbers (wa.me/9744063570, wa.me/9744163570, wa.me/7736312570) or email (thunglifemallu@gmail.com). Other links include Facebook (facebook.com/thuglifemallu)**,** Instagram (instagram.com/thuglifemallufitness), the company website (protm.co.in), and the YouTube handle @PROTMFITNESS. The company is based in India.**

**On Instagram, PROTM uses the handle @protmnutrition, with 93 posts, 587 followers, and 54 following. The account represents the company as PROTM NUTRITION PVT LTD in the Vitamins/Supplements industry, with the bio stating:** “Delivering Authentic Health & Fitness Protein Supplements all over India.” **The physical address listed is TM Nutrition, Pakkam-Karuvakkode Road, Panayal, Kerala, Kasargod, India 671316, and the account links back to the company websites:** [www.protm.co.in](http://www.protm.co.in/) **and** [**https://www.protm.in/**](https://www.protm.in/)**.This social media footprint demonstrates PROTM’s focus on direct engagement with customers and promoting their health and fitness protein products online.**

****Domain Registration****

****Registrar Information for protm.in****

**Registrar: GoDaddy (IANA 146).**

**Creation Date: August 3, 2021 (approximately 4 years old).**

**Expiration Date: August 3, 2026.**

**Last Updated: June 2, 2025.**

**Nameservers: RIHANA.NS.CLOUDFLARE.COM, TIM.NS.CLOUDFLARE.COM.**

**Current IP: 104.21.16.246 (located in US, California, San Jose; ASN AS13335 CloudflareNet).**

**IP History: 3 changes in 4 years.**

**Hosting History: 8 changes on 6 servers in 11 years.**

#### ****Registrar Information for protm.co.in****

* **Registrar**: GoDaddy (IANA 146).
* **Status**: clientDeleteProhibited, clientRenewProhibited, clientTransferProhibited, clientUpdateProhibited.
* **Creation Date**: June 24, 2020 (approximately 5 years old).
* **Expiration Date**: June 24, 2027.
* **Last Updated**: May 30, 2025.
* **Nameservers**: NS69.DOMAINCONTROL.COM, NS70.DOMAINCONTROL.COM.
* **Current IP**: 13.248.243.5 (located in US, California, Palo Alto; ASN AS16509 Amazon Technologies Inc.).
* **IP History**: 1 change on 1 unique IP address over 5 years.
* **Hosting History**: 1 change on 2 unique name servers over 5 years.

****Technical Identification****

**PROTM's digital infrastructure leverages modern, performance-oriented technologies with a focus on security and optimization.**

#### ****Technical Identification for protm.in****

### ****JavaScript Frameworks & Libraries****

* **Next.js 12.3.4 (also static site generator & web framework)**
* **React**
* **Apollo 3.11.9**
* **Swiper**

### ****Styling & UI****

* **Emotion (CSS-in-JS styling)**
* **Font Awesome**
* **Google Font API**

### ****Backend & Web Frameworks****

* **Express**
* **GraphQL**

### ****Programming Languages****

* **Node.js**
* **TypeScript (50% sure)**

### ****Security****

* **reCAPTCHA**

### ****Performance & Build Tools****

* **Webpack**
* **HTTP/3**
* **Cloudflare (CDN)**

### ****Maps & External Services****

* **Google Maps**

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| **Category** | **Detected Technologies** | **Description** |
| Analytics & User Metrics | CrUX Dataset, CrUX Top 5m | Collects real-user experience data; site ranks in top 5M by navigations. |
| Fonts | Google Font API | Provides web fonts for improved typography and performance. |
| Frameworks | Apollo GraphQL, Express, Next.js | Supports GraphQL queries, Node.js apps, and React-based site generation. |
| Mobile Optimization | iPhone/Mobile Compatible, Viewport Meta | Ensures responsive design for mobile devices. |
| Content Delivery Network (CDN) | Cloudflare, GStatic Google Static Content, Cloudflare CDN | Accelerates content delivery, DNS, and static assets. |
| JavaScript Libraries & Functions | core-js, React, Intersection Observer | Standard JS library, UI components, and visibility detection for optimizations like lazy loading. |
| Security & Certificates | SSL by Default, SPF, IPv6, Cloudflare Network Error Logging | Enforces HTTPS, prevents email spoofing, supports modern IP, and logs errors. |
| Hosting & Infrastructure | Cloudflare Hosting, Cloudflare DNS | Cloud-based PaaS for hosting and DNS management. |
|  |  |  |

#### ****Technical Identification for protm.co.in****

### ****CMS / Website Builders****

* **GoDaddy Website Builder 8.0.0000**

### ****JavaScript Frameworks****

* **React 17.0.2**
* **RequireJS**

### ****JavaScript Libraries****

* **lit-element 4.1.1**
* **lit-html 3.2.1**

### ****Video Players****

* **Vimeo**

### ****Security****

* **HSTS (HTTP Strict Transport Security)**

### ****Web / App Features****

* **Open Graph (social sharing metadata)**
* **PWA (Progressive Web App)**

### ****Maps & External Services****

* **Google Maps**

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| --- | --- | --- |
| **Category** | **Detected Technologies** | **Description** |
| Analytics & User Metrics | - CrUX Dataset - CrUX Top 10m - CrUX Top 50m | Gathers real-user experience data from Chrome. Site is in top 10M/50M by navigations. |
| Mobile Optimization | - Apple Mobile Web Clips Icon - iPhone / Mobile Compatible - Viewport Meta | Supports iOS icons and responsive design for mobile devices. |
| Content Delivery Network (CDN) | - GoDaddy CDN - Vimeo CDN - Content Delivery Network | Accelerates content, including video from Vimeo. |
| Audio / Video Media | - Vimeo | Embeds Vimeo videos with privacy options. |
| Content Management System | - GoDaddy Airo - GoDaddy Website Builder | AI-powered website creation and simple builder tools. |
| JavaScript Libraries & Functions | - core-js - Service Worker - React - Intersection Observer | Modular JS library, background scripting, UI library, and visibility API. |
| Verified Links | - Apple App Link - Facebook - GitHub - Google Play Store Link - Instagram - LinkedIn - YouTube Link | Links to apps, social media, and external platforms. |
| Security & Certificates | - SSL by Default - GoDaddy SSL - HSTS - HSTS IncludeSubdomains PreLoad | Enforces HTTPS, GoDaddy certificate, and strict transport security. |
| Name Server | - GoDaddy DNS | DNS services by GoDaddy. |
| Email Hosting Providers | - Google Apps for Business - SPF | G Suite email and sender policy framework. |
| Web Hosting Providers | - Amazon - AWS Global Accelerator | AWS EC2 infrastructure with global networking acceleration. |
| Web Master Registration | Web Master Registration  - Google Webmaster | Tools for Google-friendly site optimization. |

****Subdomains protm.in****

**PROTM’s subdomains show different sections of the website. Some are likely internal tools for staff, while others are user-facing applications for customers, helping the company organize its services efficiently.  
  
**From DNSRecon:****

**app.protm.in, crm.protm.in, web.protm.in.**

****From SecurityTrails:****

**webmail.protm.in, protm.protm.in.**

****Analysis****

****Patterns****

*****Digital Evolution:****PROTM has gradually developed its online presence, beginning with a YouTube channel in 2017 before the company was officially founded in 2020, protm.co.in created in 2020 the same year as company’s founding, protm.in created and setting up its website domains in 2021. The use of Cloudflare and modern web frameworks like Next.js and React shows that the company focuses on building scalable and high-performance web and app platforms, even though it has not raised any funding.***

*****Location and Audience:***PROTM’s consistent Kerala-based addresses and Malayalam-focused content show that the company has a strong presence in the region, while statements like** “all over India” **indicate plans to expand nationally. Social media metrics, such as 130K YouTube subscribers compared to 587 Instagram followers, suggest that video content is the main way the company engages with its audience.**

*****Dual Domain Strategy:***PROTM follows a dual domain strategy, using two separate domains—**protm.co.in **(created in 2020, the same year as the company’s founding) and** protm.in **(created in 2021). Both are registered via GoDaddy but use different infrastructures, reflecting a phased digital growth approach. The first domain,** protm.co.in**, was built using GoDaddy’s Website Builder and Airo platform, allowing for a quick and simple online presence. The second domain,** protm.in**, uses more advanced technologies such as Next.js and Apollo GraphQL, supporting a custom, feature-rich website for long-term expansion. This approach shows a planned progression from an initial fast launch to a more sophisticated digital platform.**

*****Technology Dependence:***PROTM depends a lot on outside service providers for running its websites. The company uses GoDaddy for DNS, SSL, and domain management on protm.co.in, while Cloudflare is used for hosting, CDN, and security on protm.in. This shows a cost-effective setup that matches its status as a bootstrapped company. Both domains also share technical tools like core-js, React, Intersection Observer, SSL by Default, and SPF, which shows that PROTM is focusing on speed, mobile optimization, and security across its websites.**

*****Website Maintenance:***I checked the domain update records and found both were updated in May and June 2025. This shows the company is maintaining its sites together, likely for security or feature updates.**

****Anomalies****

*****Tech Stack Differences:***The domain protm.co.in was created in 2020 when the company first started, and it uses GoDaddy Website Builder and Amazon hosting. Later, in 2021, the domain protm.in was created, which runs on Cloudflare with newer technologies like Next.js and Express. This difference may show that the company began with a simple setup and then moved to a more advanced system. However, having two active sites with different technologies could cause small problems, such as confusing users or creating SEO challenges.**

***Domain Confusion:*The company seems to be split between two domains. The older one (.co.in) is shown everywhere as the main site, but the newer one (.in) looks more advanced and gets more traffic. This creates uncertainty about which is truly their main platform.***Content Access Limitations:*** BuiltWith and similar tools can’t show all PROTM products because the websites use dynamic JavaScript frameworks (React, Next.js), lazy-loading (Intersection Observer), and security/CDN services (Cloudflare, GoDaddy) that protect the site from automated crawlers. This means some product information is invisible to scanners, even though it is visible to regular users.**

## ****Conclusion****

**In summary, PROTM is a small, bootstrapped company in India’s health supplements market. It has a strong YouTube following and two websites, showing that the company is growing its digital presence gradually. The websites use different technologies — protm.co.in uses GoDaddy Website Builder and Amazon hosting, while protm.in uses Cloudflare with modern frameworks like Next.js and React — and show slightly different addresses. This indicates some differences in how the company manages its online presence and technical setup.**

***Appendices***

* **Company information from Tracxn.**
* *YouTube channel details from the* ***channel description****.*
* *Instagram profile information from* ***@protmnutrition****.*
* *Domain registration details from* ***WHOIS****.*
* *Technical data from* ***BuiltWith scans****.*
* *Subdomains found using* ***DNSRecon*** *and* ***SecurityTrails****.*