

SoupX - Healthy QSR for Hospitals

India's First Healthy Soup-Based QSR Chain for Hospitals
Featured & Funded on Shark Tank India

THE HIDDEN HEALTH CRISIS IN HOSPITAL FOOD

Did you know?

- 80% of hospital canteens serve oily, fried, high-carb junk foods like samosas, parathas, chowmein, and sugary drinks.

Who's affected?

- Doctors & medical staff: Forced to eat these unhealthy meals during long 10-12 hour shifts.
- Patients' attendants & visitors: Spending ₹100-₹200 daily on unhygienic, low-nutrition canteen food.



A HUGE MARKET READY FOR CHANGE

- 20,000+ private hospitals in India
- 200-300 healthy meals needed daily per hospital
- Potential to serve 50,000-70,000 healthy meals daily
- A ₹2000+ crore market opportunity in 5 years

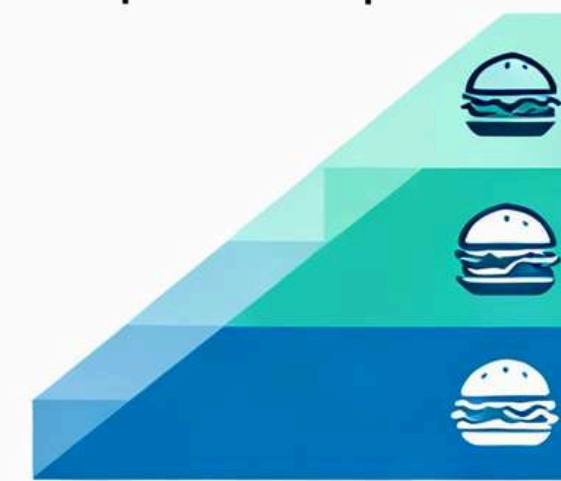
20,000

Hospitals
in India



200-300

Healthy Meals
per Hospital



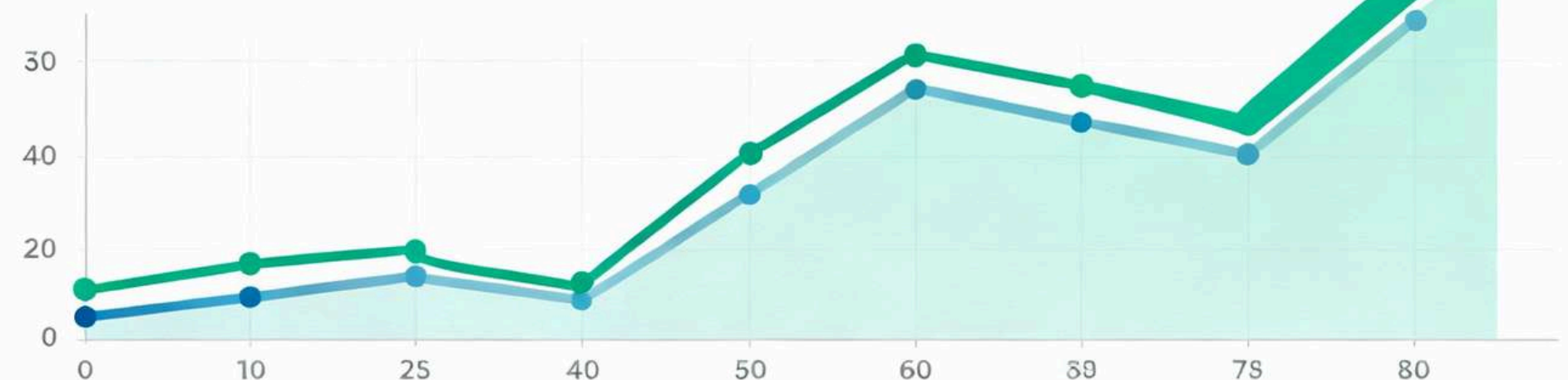
Daily Total



50,000-70,000
Total Healthy
Meals Daily

Market Opportunity

Growth Trend



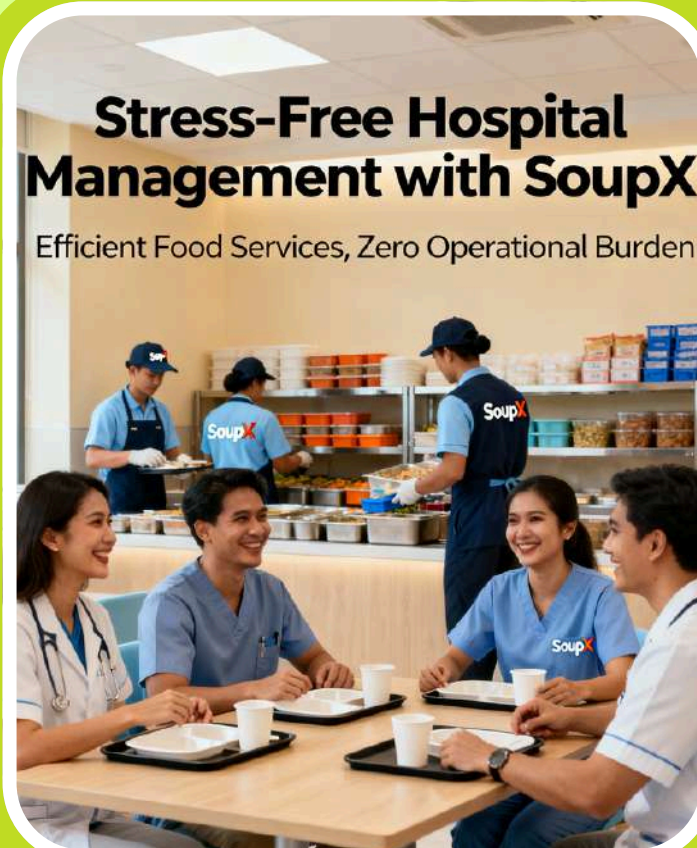
SoupX: The Healthy Solution



- Compact kiosks (70–100 sq ft) placed inside hospitals
- Menu offers 28 nutritious items: soups, smoothies, salads, oatmeal, sandwiches, wraps, pasta, juices
- Focus on nutrition, affordability, and eco-friendly packaging
- Provides filling, healthy alternatives to oily and fried junk food
- Convenient, wholesome meals for doctors, staff, patients, and visitors

Why Hospitals Choose SoupX

- Enhances hospital's health-conscious brand image
- Supports doctors, staff, and visitors with nutritious, subsidized meals
- Improves overall patient and visitor experience
- Fully managed by SoupX, requiring zero operational effort from hospitals
- Helps hospitals promote wellness through better food choices



TRIAL MODEL: Risk-Free Healthy Food Test

Steps- Proof of Demand

- Offer 8-10 SoupX soups in existing hospital canteen for trial
- Ready-to-serve soups in compostable, eco-friendly bowls
- Zero cost and zero space burden to hospital during trial
- Collect sales data and customer feedback for demand validation
- Expected sales: 200-300 healthy meals per day during trial phase
- A safe, seamless introduction to healthy hospital meals



TRACTION & MILESTONES

- 2,00,000+ soups sold so far indicating strong customer acceptance
- Featured as one of the top 10 emerging quick-service restaurant chains in India (2023)
- Positive feedback from hospital staff and visitors during pilot trials
- Recognized on Shark Tank India, attracting investor and media attention
- Data-backed sales growth and repeat customer trend validating concept
- Partnerships discussions ongoing with multiple hospital chains



KIOSK ROLLOUT MODEL: SCALABLE & PROFITABLE



Compact but Complete:

- 70-100 sq ft kiosks equipped with soup warmers, smoothie counters, sandwich/wrap stations.

Healthy Meal Demand:

- Targeting 200-300 healthy meals daily per hospital.

Revenue Potential:

- Monthly revenue per hospital kiosk: ₹10-12 Lakh.

Revenue Sharing:

- Hospitals earn 6-8% (₹0.6-1 Lakh per month).

Scalability:

- 1,000 outlets can generate ₹1,500-2,000 Crore annually.

Optimized Model:

- Asset-light quick-service restaurant chain tailored for hospitals.

Soups (300 MI)

Almond & Mushroom Soup	169
Carrot Ginger Soup	129
Creamy Lauki Soup	99
Hot & Sour Soup	99
Wild Wheat Mushroom Soup	169
Italian Minestrone Soup	169
Lotus Root & Walnut Soup	169
Roasted Tomato Basil Soup	129
Pot Broccoli Almond Soup	179
Spinach And Barley Soup	149
Roasted Pumpkin Soup	129
Cream of Chicken Soup	179
Smoked Chicken Soup	179
Mexican Chicken Bellpeper Soup	179
Chicken Manchow Soup	149

Smoothie | No Sugar Only Honey (300 MI)

Mango Twister Smoothie	149
Kiwi Pineapple & Avacado Smoothie	179
Strawberry Banana Smoothie	169
Walnut Blueberry Banana Smoothie	179
Strawberry Matcha	149

Add Ons (In Product Ad Ons)

2 Butter Garlic Toast	49
Bread Sticks (4 pcs)	49
Garlic Croutons (20 gm)	29

Salad (500 MI)

Classic Caesar Salad Assorted	179
Veggies & Quinoa Salad	199
Hummus Falafel Salad Greek	179
Feta Salad Grilled Chicken &	179
Quinoa Salad Chicken Tikka	199
Caesar Salad	199

Oatmeals

Fruits & Nuts Seeds	169
Oatmeal Apple Berry	149
Oatmeal Jar Muesli	179
Overnight Special	

Sub (6 Inch)

Hummus Falafel	179
Sub Pesto Chicken	189
Sub Smokey	189
Chicken Sub	

Gourmet Sandwiches

Classic Cole Slaw Sandwich	149
Grilled Paneer Sandwich	179
Spinach Sweet Corn Cheese Sandwich1	149
Garden Green Salad Sandwich	179
Grilled Chicken Sandwich	179

Wrap (7 Inch)

Coriander Salsa Chicken	169
Wrap Grilled Paneer Tortilla	169
Wrap Thai Tortilla Vegetable	149
Wrap Chicken Tikka Wrap	169

Fresh Juices

ABC Red Nutritional Juice The	149
Vitamin C Juice Watermelon	149
Beetroot Fusion Juice	129



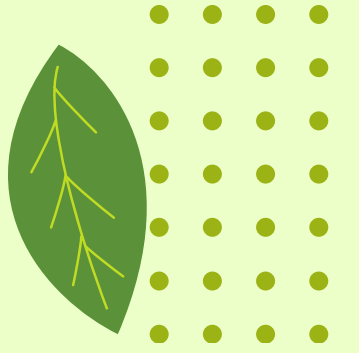
PRICING TIERS & SUBSIDY MODEL

- **Doctors:**
10% subsidy on menu items
Example: ₹179 soup priced at ₹149 after subsidy
- **Staff:**
15% subsidy to support hospital employees
Example: ₹279 combo meal priced at ₹229 after subsidy
- **Attendants:**
Budget-friendly meals priced ₹99–129
Includes soups, oatmeal, sandwiches designed for affordability
- **Subsidy Responsibility:**
Hospitals can co-sponsor the subsidies or SoupX can absorb the cost through volume pricing

MARKET OPPORTUNITY: TAM / SAM / SOM

- **TAM (Total Available Market):**
₹20,000 Crore hospital canteen market across India
- **SAM (Serviceable Available Market):**
₹2,000 Crore target within 10% of hospitals that can adopt SoupX
- **SOM (Serviceable Obtainable Market):**
₹2000 Crore target revenue in 5 years
Based on 100 hospitals generating ₹12 Lakh monthly each

PARTNERSHIP OPTIONS



- **Step 1:** Add SoupX soups in hospital canteen for a 2-4 week trial.
- **Step 2:** Move to a dedicated SoupX kiosk outlet after demand is proven.
- **Step 3:** Scale rapidly to 500+ hospitals in Phase 1 rollout.

Benefits: Hospitals earn revenue share and gain healthy food branding.

Low Risk, High Reward: Minimal investment and operational burden for hospitals.



EMPOWER HEALTHIER HOSPITAL CHOICES NOW

- Start with a trial of 6–10 healthy soups in your hospital canteen.
- After proof of demand, set up a SoupX kiosk (70–100 sq ft).
- Serve 200–300 healthy meals daily to doctors, staff, attendants, and visitors.
- Create a healthier hospital environment with nutritious and affordable meals.

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