



**Dr. Doodley**  
Vet at Home

*Get Healthcare for your pets at Home* 

**August 2025**



# Team of pet lovers

We are a passionate team of 40 including 12 doctors who are dedicated to solving the problem at scale



Utsav Bisaria

Co- founder & CEO

Business, Marketing, Tech



EY Consulting, Navi Insurance



CA



Pet Parent from 5 years



Yash Ladda

Co- founder & COO

Product, Operations, Finance



PwC Assurance, Navi AMC



CA (AIR 3), CFA L2



Pet lover, business roots



Dr. Jyoti Prakash Kanungo

CVO

Chief Veterinary Officer



Cessna, Jeeva, Chasing Tails



B.V.Sc, MBA



12+ Years of experience

# How do Indian pets access healthcare?

>80% cases are treatable **without clinic visit**



**Taking Pets to Clinic or  
Hospital**

OR



**Delaying the visit until  
emergency**

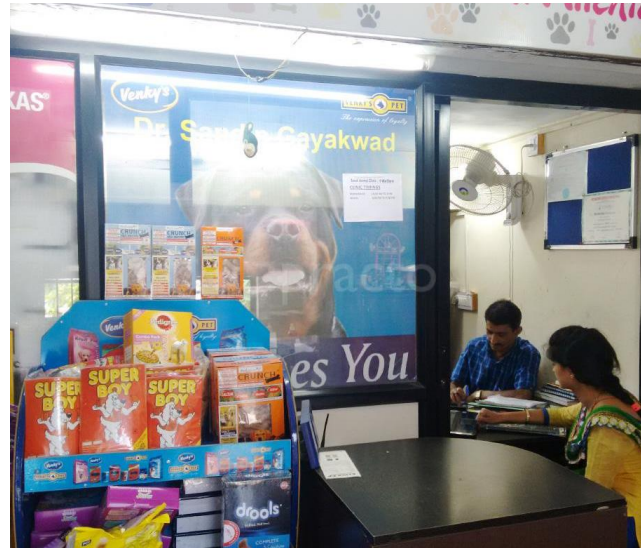
# Problems all pet parents are facing...

Taking your unwell and anxious pets to Clinic or Hospital is a cumbersome process. One that consumes a lot of our time.



## Travel with anxious pet is a hassle

- Average visit consumes 2-3 hours
- Very few pet friendly travel options
- Hassle of taking unwell pet for a visit



## Non-specialized Vet Clinics

- Market is dominated by small clinics
- Single vet tries to handle all cases
- Primary focus as a Pet store, lacks transparency



## Laziness and Busyness

- Only 10% pets receive primary care
- It is not availability issue but accessibility
- Skipping / delaying until extreme necessary

# Market Opportunity – Pet Healthcare in India

## ₹15,000 Crore

TAM (Total Addressable Market)

33M



Total Pets

8M



Urban Pets

₹14,000



Avg Annual  
Healthcare Spend

30%



CAGR

₹50,000 Crore

TAM by 2030

### Top-down Approach

A) Total Pets in India	33 Million
B) Urban Pets in India	8 Million
C) Avg Annual Healthcare spend (4 vet visits with avg spend of ₹3500 per visit)	₹14,000
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Market Size (Tier I + Tier II cities)	₹11,200cr

### Bottoms-up Approach

A) Daily No. Of Vet Appointments in Bangalore	5000
B) Annual Pet Healthcare Revenue of Bangalore (₹3,500 Avg ticket size)	₹630cr
C) Annual Pet Healthcare Revenue of 8 Tier I cities	₹5,000cr
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Market Size (Tier I + Tier II cities)	₹10,000cr





Source: Redseer Consulting



# Dr. Doodley: Home Healthcare backed by Hospitals

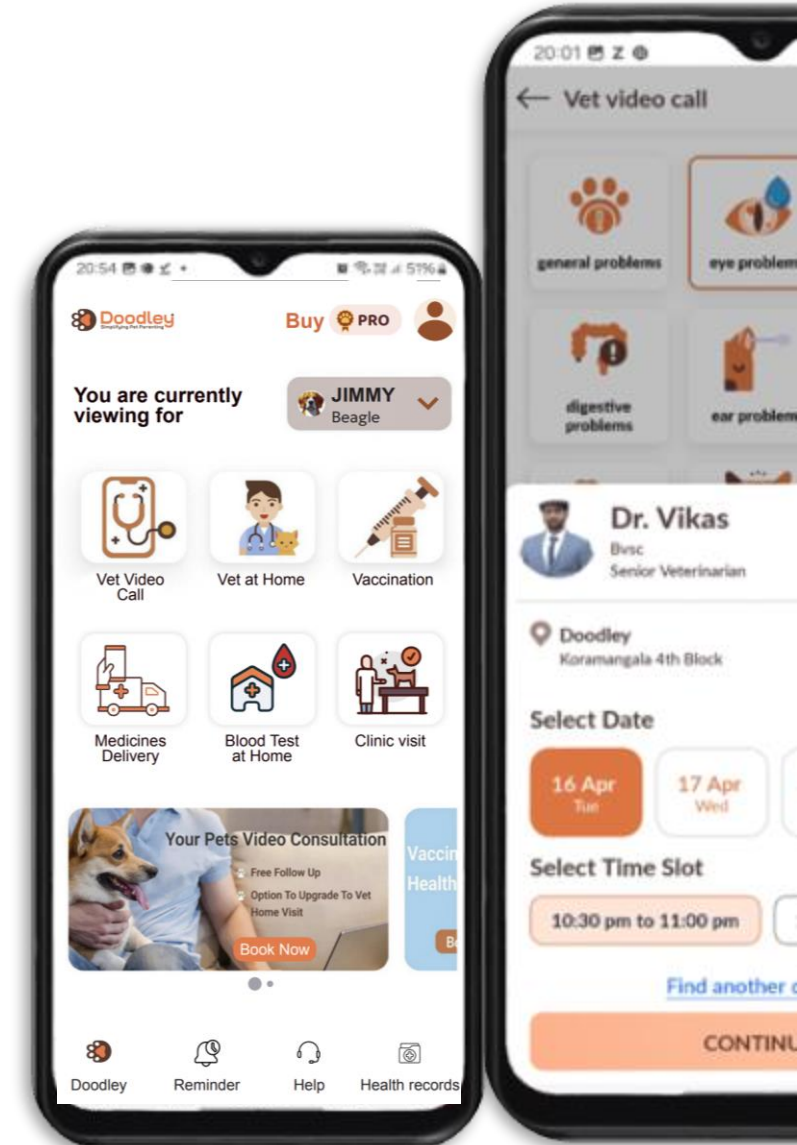
Launched our 2 Vet Hospitals in Bangalore with 12 inhouse doctors

## >80% Health issues treated at home

-  Instant Vet video consultation in 30 mins
-  Home visit of expert Vet
-  At Home vaccination
-  Meds and Lab tests at home

## Our Impact

1. Capitalizing on 50 million missed vet visits
2. Standardized hospital level healthcare at home
3. Tapping into latent demand for home services



# Dr. Doodley Vet Hospitals

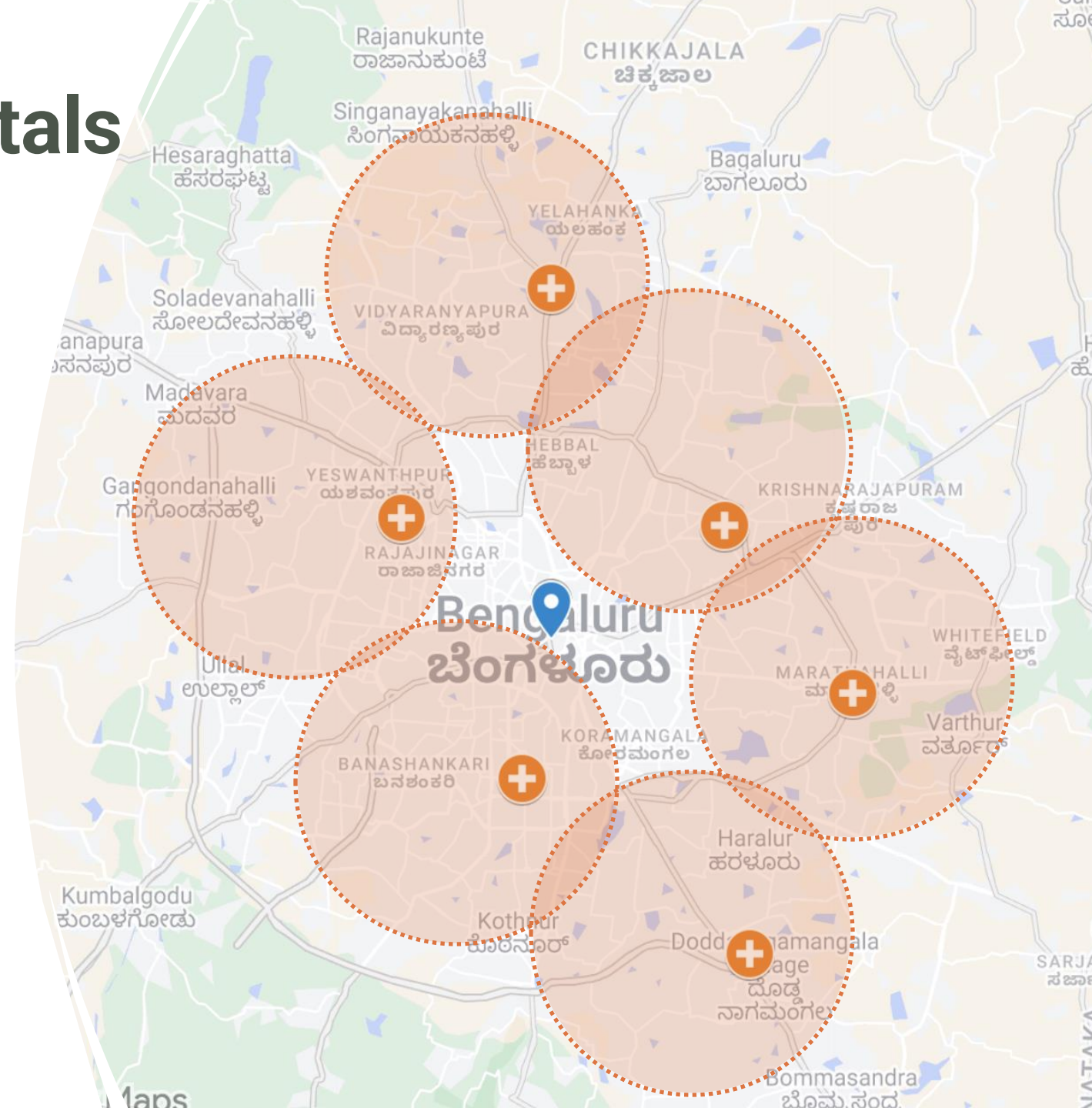
Designed for **busy pet owners** who demand the highest quality of healthcare

## Concept & Utility

- Operates on a hub and spoke model covering radius of 8-10 kms.
- Home vet visit for thorough checkup and non-surgical intervention.
- Complete diagnostics facility including blood tests, X-ray, Ultrasound.
- Pet transported to Dr. Doodley Hospital for advanced diagnostics and surgical interventions (in-patient services)

## Scalability

- 7 Hospitals can cover most of Bangalore.
- Capital efficient model with faster payback period





# Dr. Doodley Vet Hospital

Our first clinic in **Jayanagar, Bangalore**





# How Our Home Visits work

Process of providing complete at home care with help of **hospital infrastructure**

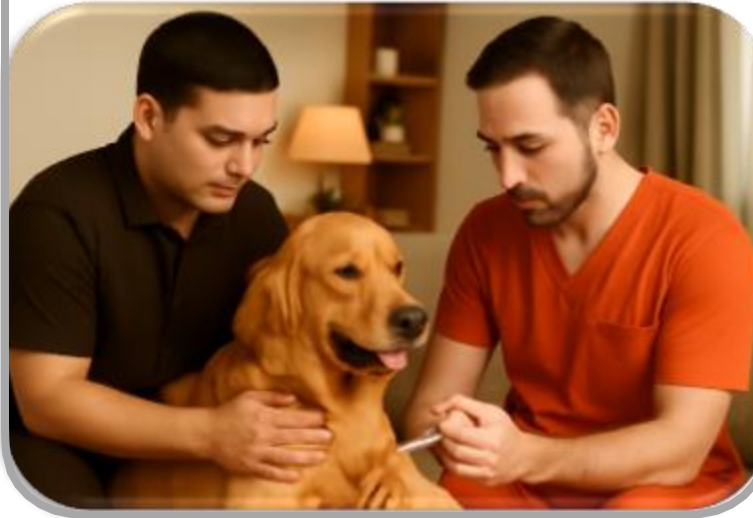
## 1. Visiting home:

- i) In a branded Eeco having mini pharmacy setup
- ii) Accompanied by a paravet



## 2. Treatment at home:

- i) Primary checkup, medicines & injections administration, vaccinations, blood tests, etc.
- ii) >80% of issues can be fully treated at home
- iii) Average ticket size of ₹3,000



## 3. Converting to Hospital care:

- i) Cases requiring surgical intervention, critical care monitoring, advanced diagnostics like x-ray & ultrasound
- ii) Currently, 8% of home visit cases are converted to hospital admission
- iii) Average ticket size of ₹20,000



# Advantages of Hub and Spoke Model

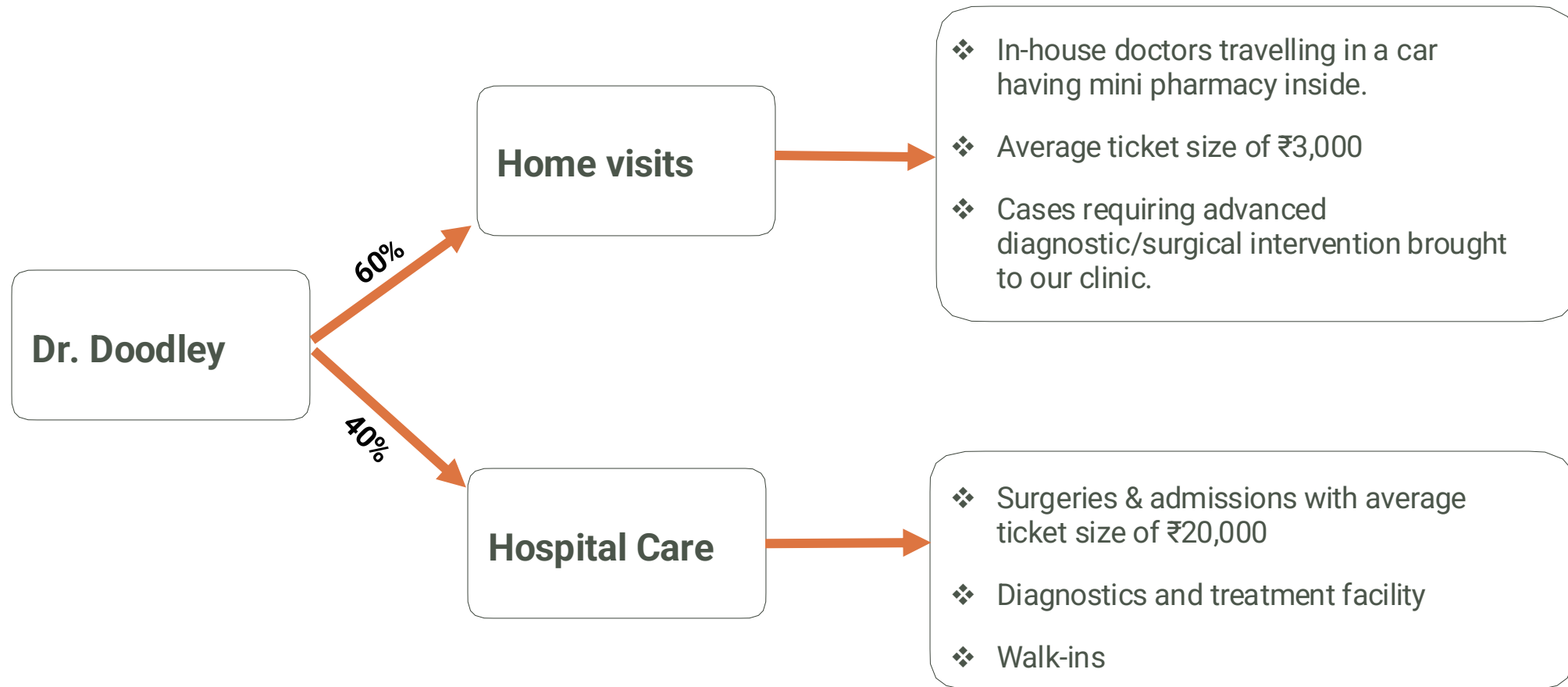
Need of 7 fully owned Hubs in Bangalore

1. **Better demand fulfillment**
2. **Superior experience** due to owning all components
3. **Significantly higher margins**
4. **Higher SLA** (TAT, responsiveness, scheduling)
5. **Brand takes precedence** over individual doctor taking precedence

Capex Investment of ₹10 crore is required to set up 5 new hospitals.

# Revenue Model

Providing **convenience** with at-home care while ensuring advanced treatment through expert **infrastructure**.



# Dr. Doodley Growth (Feb to July 2025)

6 Months In: Market fit achieved for value chain owned **hub & spoke home healthcare model**

₹165 lakhs

Revenue  
(6 months)

₹2700

Avg Ticket Size of  
Home Visits

₹20,000

Avg Ticket Size  
of Admissions

5000+

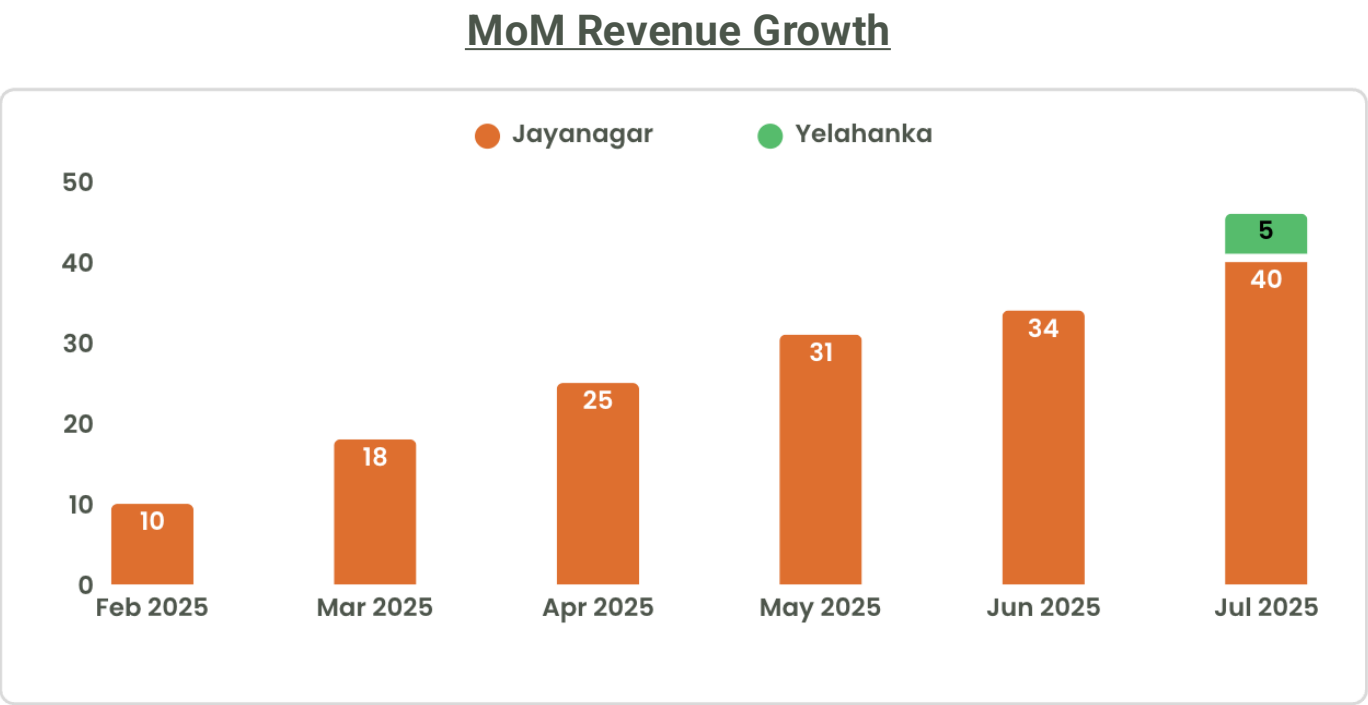
Pets Treated

2 Hospitals

1 Live in Feb 2025,  
1 Live on 20 July 2025

12

Doctors





# Unit Positive Business Opportunity

Roadmap to a profitable ₹1000 crore business

Particulars	₹35 L Monthly Revenue		Notes	₹50 L Monthly Revenue	₹1 Crore Monthly Revenue
	₹ in Lakhs	% of Revenue		% of Revenue	% of Revenue
Revenue:					
a. Home Visits	21	60%	30 visits per day, 2600 ticket size	60%	50%
b. Home to hospital converted	14	40%	20,000 Average ticket size	40%	50%
	35	100%		100%	100%
Medicines, Diagnostics, consumables	10	29%		25%	20%
Gross Margins	25	71%		75%	80%
Direct Salary cost	14	40%	Doctors, Paravets, clinic staff	35%	30%
Vehicle & Fuel	3.5	10%	For home visits travel	8%	5%
Rent	1.7	5%		3%	2%
Marketing	5	14%		12%	10%
Other clinic costs	0.8	2%	Electricity, maintenance	2%	2%
Clinic Level Profit (%)	Break Even			15%	32%

Key Insights:

1.

Each hospital reaches ₹50L/month in 12 months, ₹1Cr/month in Year 2.

2.

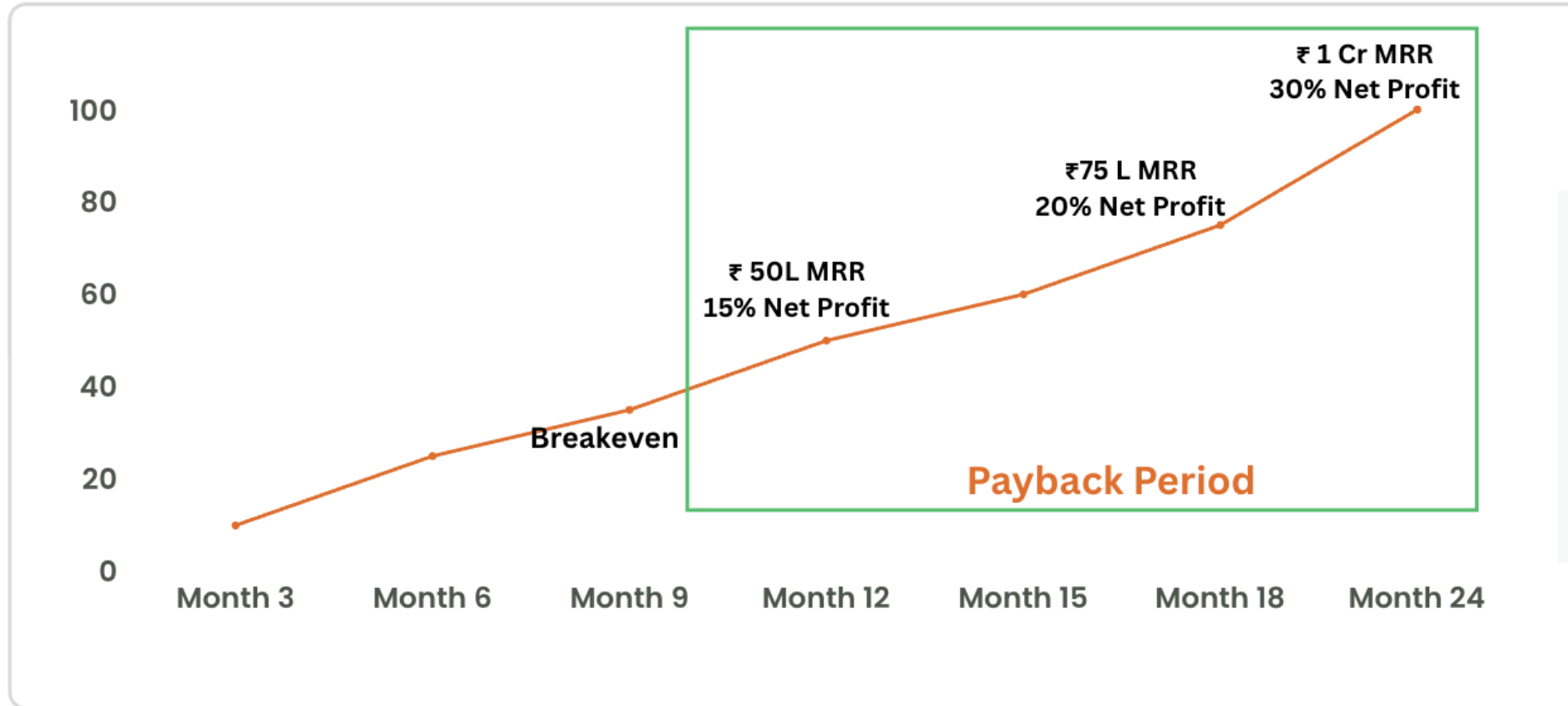
Bangalore alone will do ₹84 Cr/year in Year 2.

3.

Tier 1 cities can build a ₹1000 Cr business in 5 years.

# Payback Period – 18 to 24 Months

₹1.5Cr Capex, ₹75L Avg Revenue (in Year 2), 20% Margin

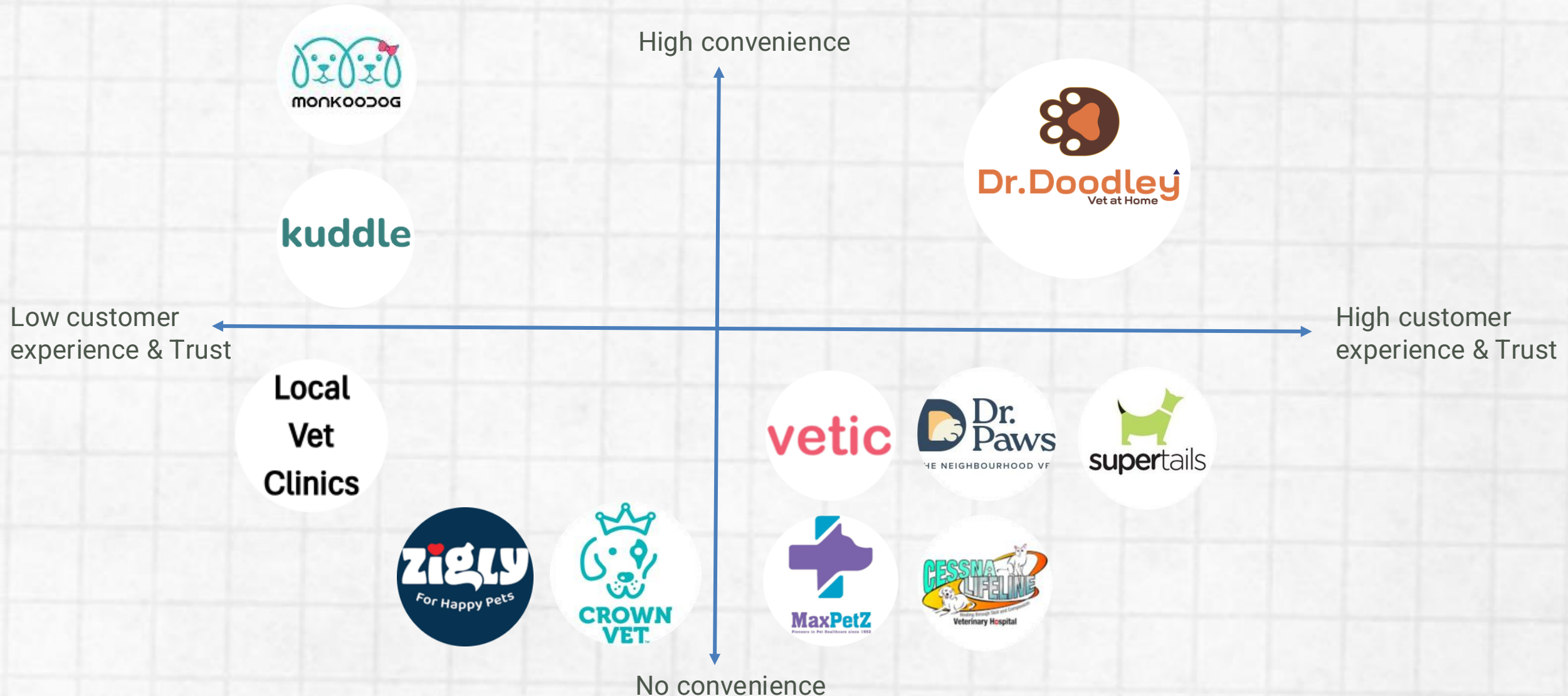


## Capex Breakup (1.5 Cr):

1. Medical Equipment ₹70L
2. Interiors ₹30L
3. Security Deposit ₹15L
4. Small Equipment ₹5L
5. Pharmacy setup stock ₹30L

# Leading with Convenience & Health First Approach

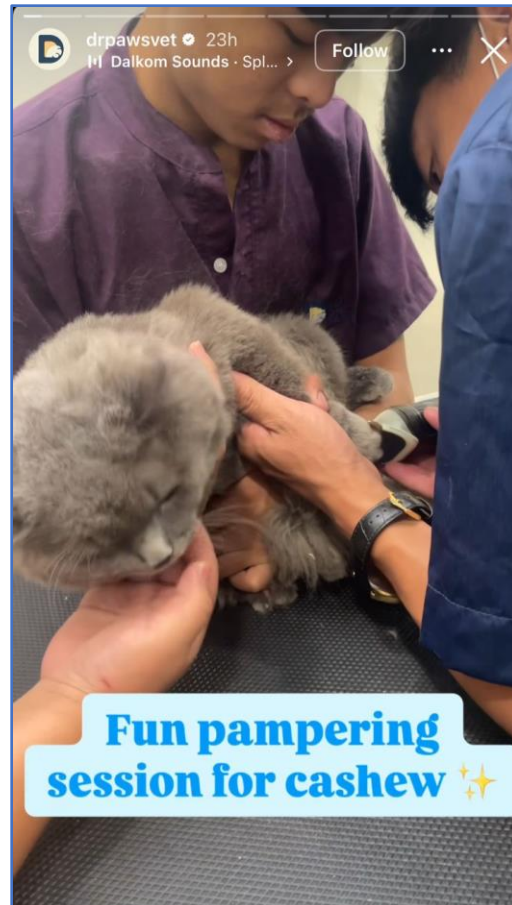
Dr. Doodley is creating a unique proposition through **vet home services backed by our hospitals**



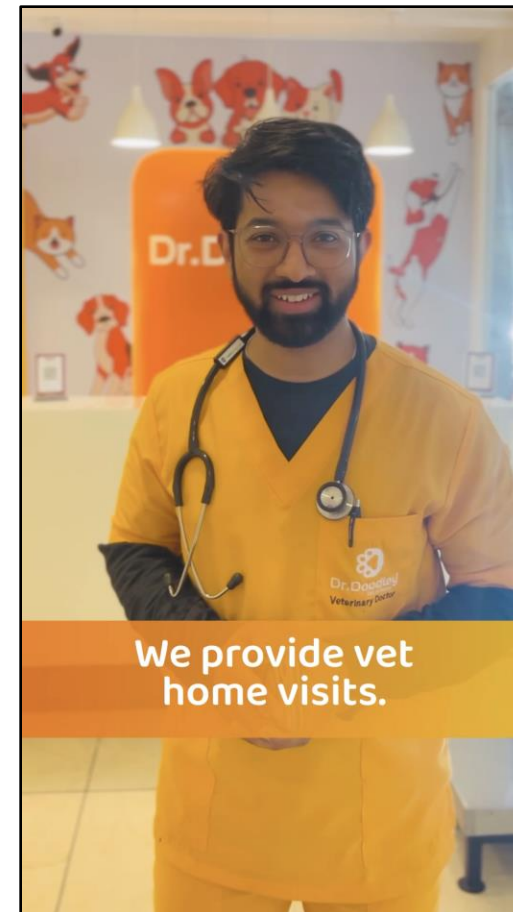
# GTM – Competitors v/s Dr. Doodley

While many players focus on grooming and food to attract customers, **we lead as a full-stack healthcare provider.**

## Competitors



## Dr. Doodley





# Competitive Edge

We follow **Health first approach** to win the market

Parameters	Branded Clinic Chains	Dr. Doodley
Monthly Revenue Per Clinic	15 lakhs	40 Lakhs
Centres per city	15+	7 (2x Capital Efficient)
GTM	Grooming to Healthcare	At Home healthcare to Hospitals
Serviceability	2-3 Kms	8-10 Kms
Trust Win Approach	Fascinated Stores	Health First

# Our Acquisition Channels

We have figured out **economical and scalable** ways to acquire users

## Customer Acquisition

### Digital Channels



Search based Ads



Brand awareness

### Offline Channels



Events &  
Canopies in  
Society



Society  
Communication  
Channels



Referrals

## User Persona

### Pet owners looking for convenience

This includes elderly people, people with mobility issues, and all lazy pet owners

### Working Professionals

Working professionals who don't have time for a clinic or hospital visit

### Pet lovers

Pet enthusiasts who take care of stray dogs and their wellbeing

# Projections for 12 months

Strengthen our **presence in BLR** with a strong top line



## 7 Hospitals

To penetrate our services in BLR



## 20k

Paying customers



## ₹15cr Revenue

From 30000 cases



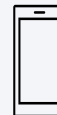
## 25%

MoM Revenue growth rate



## 75

Experienced Doctors on our Payroll



## 50%+

Customer repeats

# Previous Round Details

Raised Pre-seed in **October 2024**, led by Campus Fund

Round Size= ₹1.9 Cr

## Pre-seed Capital

### Fund Utilisation

Setting up 1st Doodley Vet Hospital	(40%)
Vets, assistants & vehicles	(20%)
Marketing & Brand communication	(20%)
Team Expansion	(15%)
Tech (App & website)	(5%)

## Participants

Campus Fund  
(**Lead Investor**)

### Strategic Angels

Mr. Yatin Shah (Cofounder, 360one Wealth)

Mr. Rishab Malu (Malu's Family Office)

Mr. Dinesh Bhat (Director – Fortis Hospitals)



# Raising Now

Time to **Execute** and Solve at Scale

Round Size= ₹ 20 Cr

## Seed Round

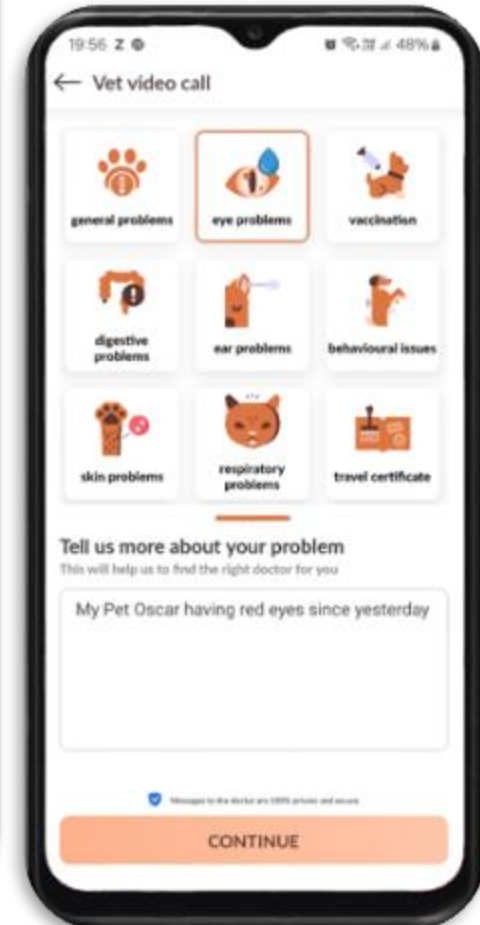
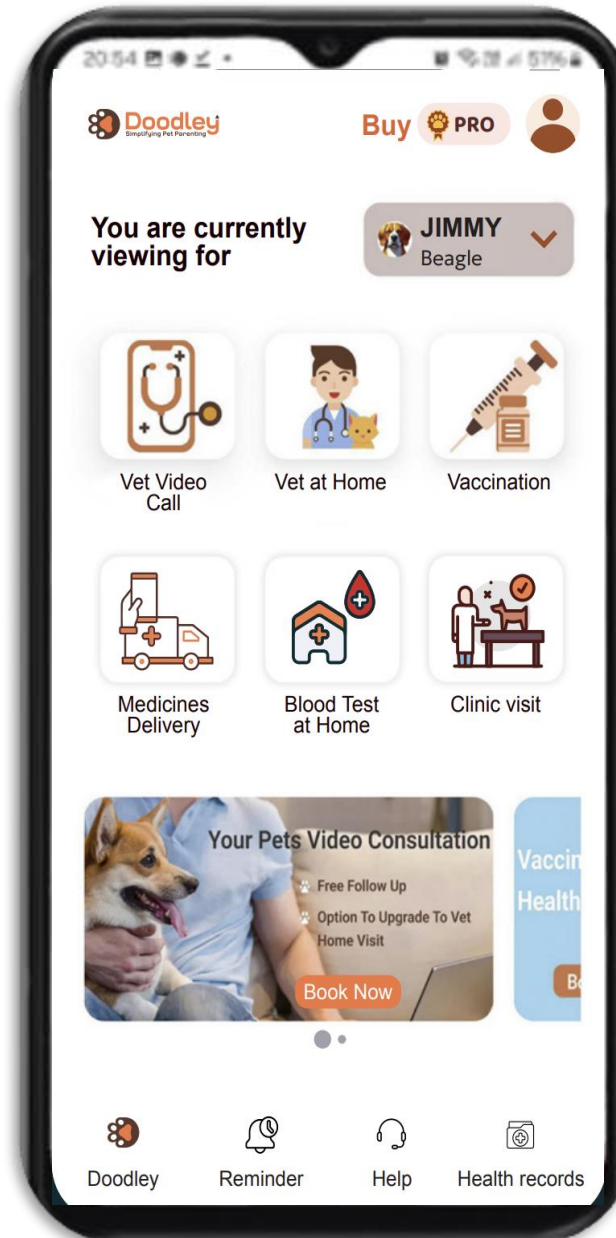
### Fund Utilisation

Setting up 5 Dr. Doodley Hospitals	(50%)
Growth Capital	(35%)
Corporate & Tech	(15%)

# Customer App

Built an in-house app for **great customer experience**

- ✓ Creating pet profile
- ✓ Scheduling consultation
- ✓ Follow up/upgrade option
- ✓ Digital Prescription
- ✓ Access medical records



# Doctor App

Built an **easy to use product** for our doctors

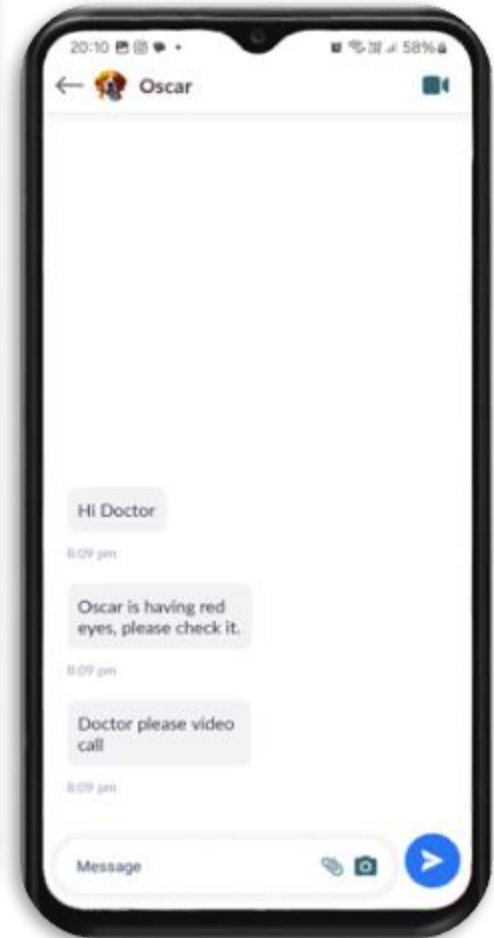
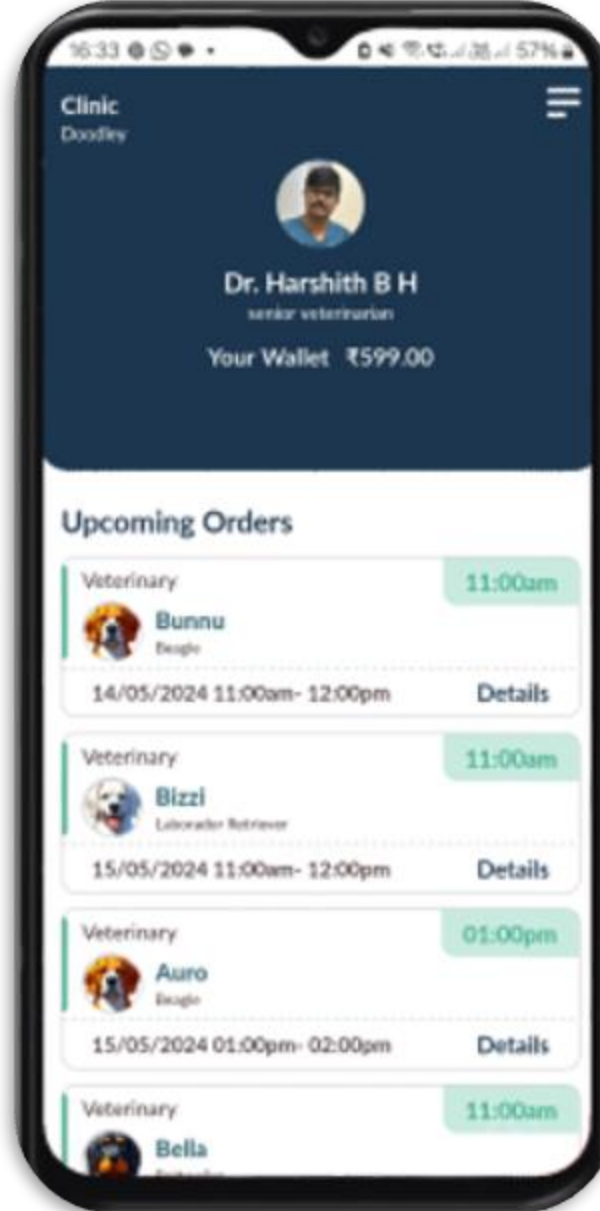
✓ Details of active consultations

✓ In-app video call feature

✓ Customer chat and media

✓ Prescription writing

✓ Slot management





**Let's build Pet-Healthcare 2.0, together!**

**Let's simplify pet parenting**

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