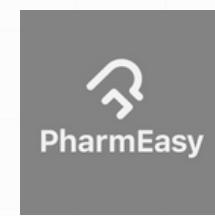


**yore.care**

The nation of Vaidyas, the nation of Ayurveda, the nation of first surgeon—this land has witnessed many landmarks in this category. However, what happened in 2020 was unprecedented, not just for India, but for all of us. Since then, there has been a tectonic shift in the category.

A call for new-age programs, a call for healthy eating, and organic living has surfaced, and it has mushroomed in the conversation index of the category and user behavior. We have seen many brands shape up and fade out within the category. Currently, as the category seeks to find its place, brands are functioning in two spaces.

### Core Offering Based Brands



Orange  
Health Labs

Redcliffe  
labs

### Brands Looking to Create Ecosystem - ABHA



health-e

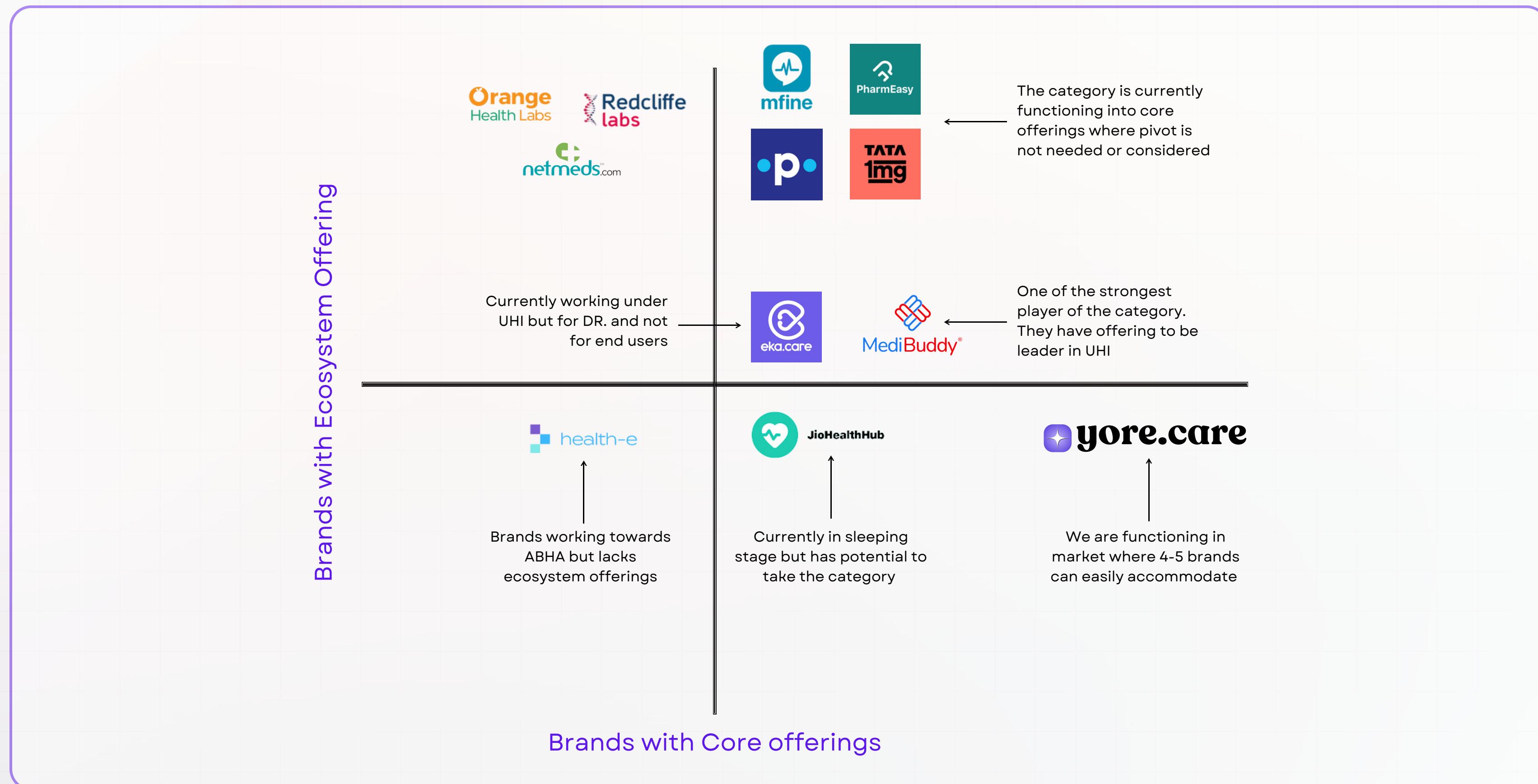
### Focused offering based brands

These brands have created their niche by offering one of the services like medicine, lab, doctor consultation, and so on and so forth. Primarily, their existence is before COVID. While they enjoy a fair share of brand resonance in the category, their offering has been skewed since their existence. Now they are also trying to be an ecosystem and add to their offerings with the usage of ABHA, but they haven't been able to do this because of the infrastructure cost and marketing. One of the glaring pointers against them is that they have high structural costs, which makes it hard for them to pivot from their core offerings.

### Brands looking to create ecosystem

While many brands can claim that they are creating an ecosystem, the reality is different. A quick glance at their app will showcase that they aren't doing anything for the ecosystem and are simply selling medicines/labs. The catalyst here is the role of ABHA in forming the ecosystem. Very few brands are looking to create ABHA and guide the end users to become part of the ecosystem. MediBuddy and Eka Care are two brands in the category that are actively asking users to create a health ID with the ABHA framework under UHI.

**Currently there is  
✖ no ecosystem  
in health space!**



Brands	Business Approach	Core offerings	MOAT	Role of UHI and ABHA Card in business
Medi Buddy	Integrated healthcare platform providing a wide range of services including doctor consultations, labs, and medicines.	Teleconsultations, diagnostics, online medicine delivery, wellness packages, hospitalization assistance.	Extensive service network across India, partnerships with hospitals and clinics, and user base scale.	Actively promotes ABHA creation and integrates health ID into user profiles to build a connected healthcare ecosystem.
Eka Care	Focuses on building a digital health ecosystem centered around patient data management.	Digital health records, telemedicine, doctor consultations, lab bookings, health ID creation (ABHA).	Strong emphasis on digital health records and ABHA integration, creating a seamless user experience.	One of the leaders in promoting ABHA adoption; encourages users to create health IDs and sync records through the UHI.
Healink	Focuses on primary healthcare, wellness, and preventive care through technology-driven solutions.	Teleconsultations, wellness programs, lifestyle management, and preventive care solutions.	Focus on holistic wellness and preventive healthcare, with a tech-based approach for personalized care.	Role of ABHA/UHI is still in development, with potential future integration to streamline healthcare data management and improve patient experience.
Practo	Marketplace approach for healthcare services, connecting users with doctors, clinics, and diagnostic centres.	Doctor consultations, diagnostics, surgeries, wellness packages, health insurance, and digital prescriptions.	Large network of healthcare providers, established brand reputation, and comprehensive service offerings.	Limited focus on ABHA/UHI integration at present, with more emphasis on connecting users to healthcare providers and services. Potential for future UHI adoption remains.
M fine	AI-driven healthcare platform focusing on diagnostics and doctor consultations via app.	AI-powered teleconsultations, diagnostics, wellness monitoring, and corporate healthcare programs.	AI integration for personalized care, data-driven insights, and convenience for both users and doctors.	Limited ABHA/UHI adoption currently, with some potential in the future as the platform focuses on data-driven healthcare solutions.
Tata 1 MG	Tata 1mg's business approach focuses on offering affordable, reliable, and accessible healthcare services through its digital platform.	Tata 1mg offers e-pharmacy services, diagnostics with home collection, online doctor consultations, and a variety of healthcare products like supplements and medical devices.	Tata 1mg's MOAT includes brand strength, technological integration, and a comprehensive healthcare ecosystem.	Limited ABHA/UHI adoption currently, with some potential in the future as the platform focuses on data-driven healthcare solutions.

2034

Yes, the category is brimming to take the next step.

The Indian health-tech sector is ripe with Blue Ocean opportunities through the integration of Ayushman Bharat Health Account (ABHA) and Unified Health Interface (UHI).

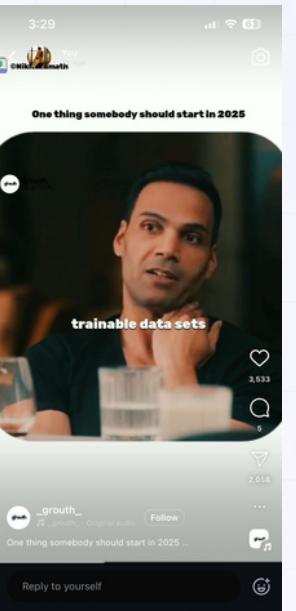
These technologies enable the creation of a unified digital health records system, offering a transformative approach to healthcare management. Startups can capitalize on this by developing platforms that provide integrated health records, fostering continuity of care and streamlined patient management.

The potential for affordable and accessible healthcare is also significant, as these technologies can bridge gaps in remote and underserved regions through telemedicine and virtual care. Furthermore, ABHA and UHI open avenues for health data monetization and insights, providing valuable information for research, insurance, and preventive care.

Lastly, enhanced patient engagement through educational tools, self-management resources, and health tracking can transform patient interactions and outcomes. By exploring these areas, startups have the opportunity to establish new market spaces with minimal competition, leveraging ABHA and UHI to deliver unique and impactful health-tech solutions.

Next, decade is definitive and affirmative.

2024



“  
ON NIKHIL KAMATH  
PODCAST - “WE  
NEED TRAINABLE  
DATA SETS”  
”



“  
PM MODI - TALKED  
ABOUT HEALTH AI  
IN HIS LATEST  
CONVERSATION  
”

**Next leap in Modi 3.0: From UPI to a Unified Health Initiative**

By Ashwin Gopinath

Jul 11, 2024 01:15 PM IST

This article is authored by Ashwin Gopinath, professor, MIT, co-founder and CTO, Biostate.ai

UPI(Mint Me)

As India enters the era of Modi 3.0, the nation stands at the threshold of a health care revolution. The recent election results have reaffirmed the country's faith in Prime Minister

# Creating Care Ecosystem



Flagship Care Seeker Centric Unified Platform



health.sync | health.store | health.safe

Open & interoperable health-tech framework for ecosystem participants



beckn | IndiaStack

ABDM Enabled SaaS for Merchants (Hospitals, Labs, Pharmacy, Dr.)



| Frappe Health

AI Health Agent to give personalized care solutions



∞ Meta AI

Google AI



Fragmented & Institute  
Centric Market

High out of pocket  
expenses in health care

Difficulty in managing  
health history & data

One Unified  
Platform

Informative &  
Comparative Pricing

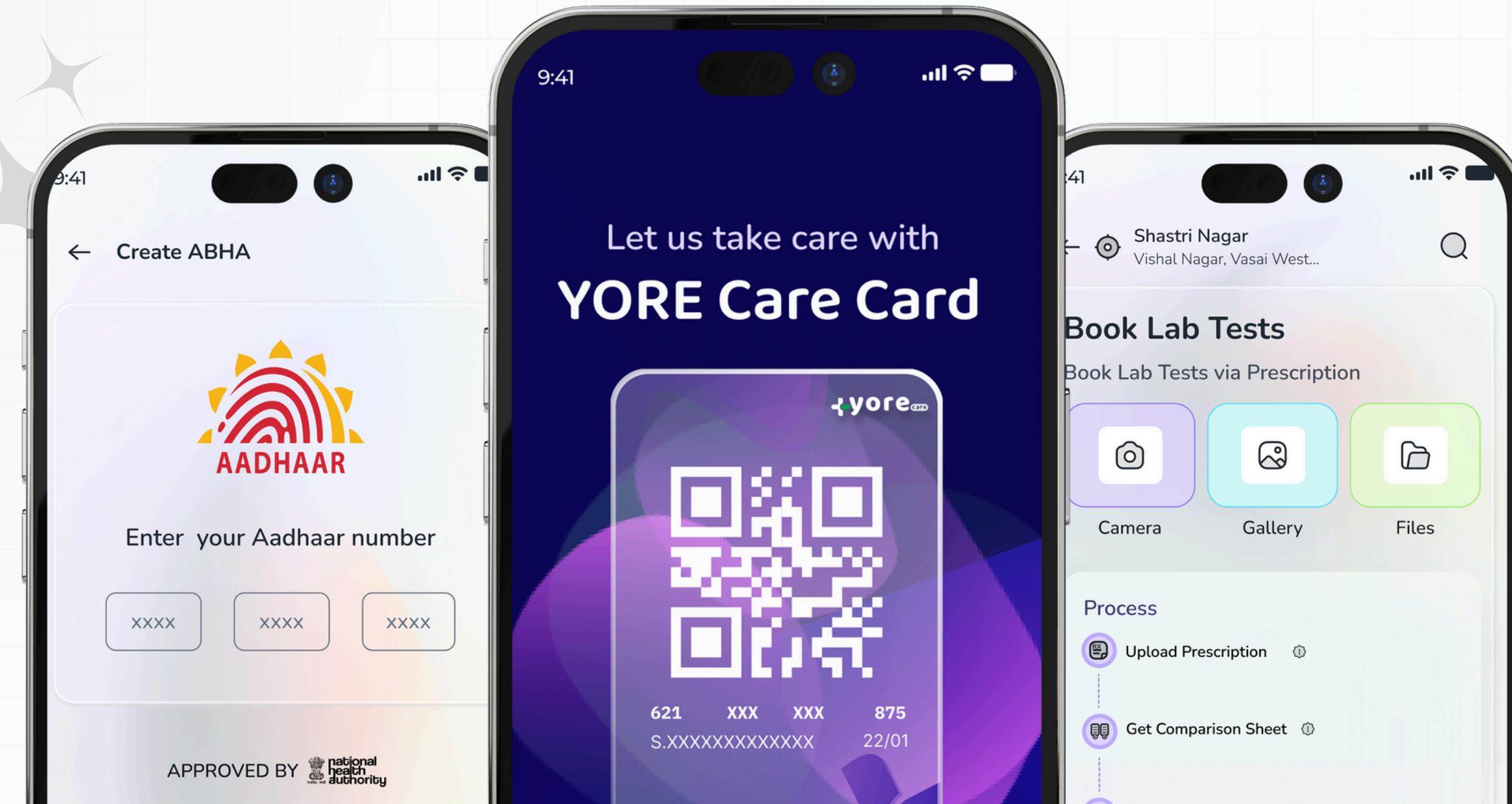
End-To-End  
Care Seeker Journey





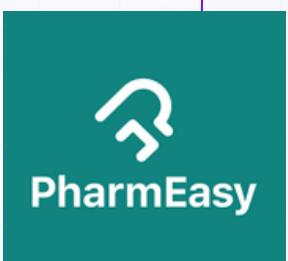
India's First & Only

# Unified Health Interface - UHI+ App





Care Seeker



 **Creating**  
**One -to- One**  
**Care Ecosystem**

Care Expert



Care Partner





## Chat & Order

User generates a inquiry on chat

- ✓ Adds CX Name
- ✓ Adds Pincode & Address
- ✓ Uploads Prescription
- ✓ Submits inquiry

Care expert services the inquiry

- ✓ Verifies Inquiry
- ✓ Reaches Care Partners
- ✓ Creates Comparison Sheet
- ✓ Submits to user

User chooses preferable service provider

- ✓ User checks links
- ✓ Chooses best option
- ✓ Confirms on chat
- ✓ Order is created

Order fulfilment & delivery

- ✓ Order is passed to partner
- ✓ Partner aligns delivery
- ✓ CE updates status
- ✓ Order is delivered



## TAT, CAC & ATV

Inquiry to Comparison

**20 Mins**

Current Traction

**200 Orders Monthly**

CAC

**₹ 400/-**

Avg Ticket Value

**₹ 1200/-**



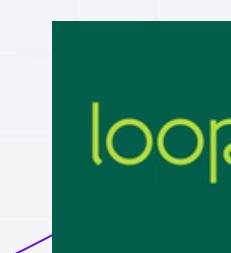
**Traya.**

**Care Seeker**



**Care Brands**

**Yore Care App**



**Collaborating with  
Care centric  
brands**

# Genomepatri™ & App Install

## User buys Genetic Test on web

- ✓ Users visits website
- ✓ Checks info & offer
- ✓ Makes decision
- ✓ Buys DNA Tests

## Care expert services the inquiry

- ✓ Verifies Inquiry
- ✓ Reaches Care Partners
- ✓ Partner sends Test Kit
- ✓ User receives physical Kit

## Test & initiates sample collection

- ✓ User get manual
- ✓ Installs app
- ✓ Creates care card
- ✓ Initiate sample return

## Report & Free Consultation

- ✓ Partner collects sample
- ✓ Report is generated in app
- ✓ Free Dr consultation
- ✓ History is stored in locker

## TAT, CAC & ATV

Order to Sample Collection

**3 Days**

Report to Dr. Consultation

**3 - 5 Days**

CAC

**₹ 800/-**

Avg Ticket Value

**₹ 5000/-**

# CARE SCENARIOS

Gaitonde



y user-friendly and  
esponse and actions  
m the team.

Atul Parikh



Huge discounts on medicine is  
provided with free home delivery  
option and detail 2 to 3  
comparison quote is given. Best  
App

Ritu Choradia



I have taken services form Yore  
Care multiple times like ordering  
medicines, booking lab tests and  
every time its very easy and  
effortless.

Kiran Mehta



What sets them apart is  
ability to offer exclusive  
discounts, such as 4%-  
on baby care products,  
other platforms don't pr

Rahul Chawda



I have purchased medicines  
from the YORE Care app multiple  
times. This is by far the best  
application for comparing  
healthcare services.

Gunjan Jain



Do Download the app and  
witness the savings and detailed  
comparison of quotes. It also  
provides lab test options at very  
economical rates.

Deepak Choradia



YORE Care is an amazing app for  
your all health care needs. The  
TAT is really appreciated and the  
price comparison in mobile.

App Installs

40K

Registered Users

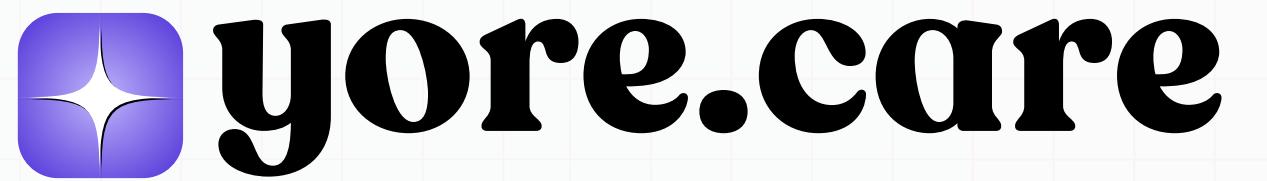
6K

Orders Till Date

2K

Daily Avg Inquiry

20



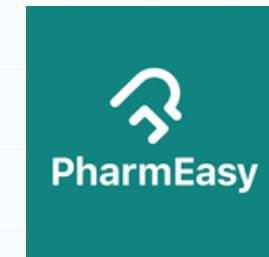
## OFFICIAL TECH PARTNER



## Supported By

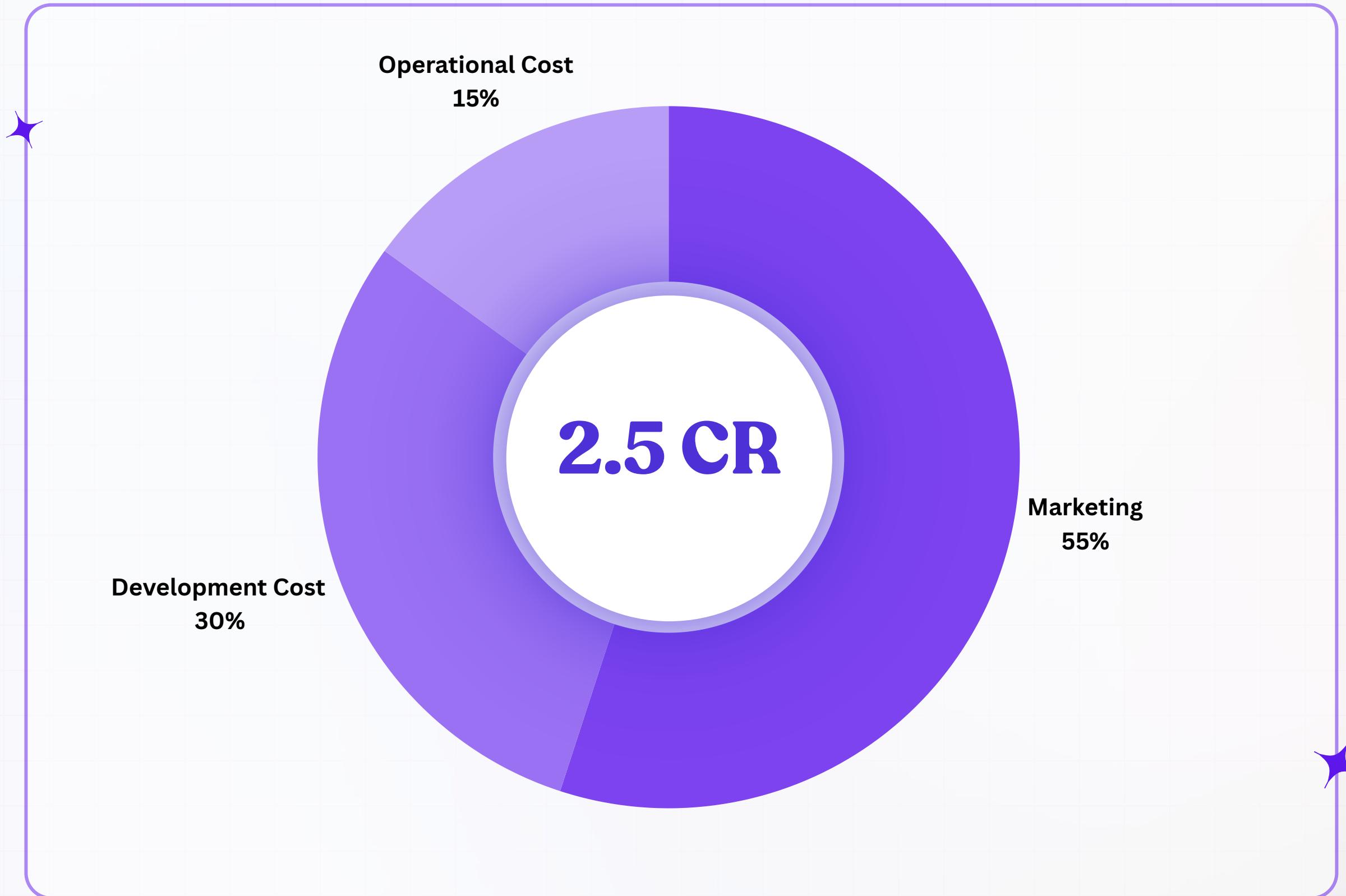


## CARE PARTNERS



Problem	Solution	Value Proposition	Unfair Advantage	Customer Segment
1) Fragmented & Institute Centric Market  2) High out of pocket expenses in health care  3) Difficulty in managing health journey & data	One integrated and secured platform to acquire and manage end-to-end care seeker journey	1) <b>Easy</b> to find right services  2) <b>Affordable</b> with informative & comparable offerings  3) <b>Accessible</b> under centrally integrated model	First & Only UHI based consumer product with care seeker/user centric approach.	Location - India (Tier 1 & Tier 2 Cities)  Age - 22 to 45  Lifestyle - Family Centric, Lower Middle Class & above  Interest - Healthy Living
<b>Key Metrics</b> <ul style="list-style-type: none"> <li>*App Installs</li> <li>*Digitisation of health records and data</li> <li>*Traction</li> </ul>			<b>Channels</b> <ul style="list-style-type: none"> <li>*Government Campaigns</li> <li>*Network Partners</li> <li>*Community Based</li> <li>*Digital &amp; Events</li> </ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>*Product Development</li> <li>*Health AI Research &amp; Development</li> <li>*Customer Acquisition</li> <li>*Brand Marketing &amp; Community Building</li> </ul>			<b>Revenue</b> <ul style="list-style-type: none"> <li>*Commission from health service products and sales from health care marketplace</li> </ul>	
<b>Product</b>		<b>Market</b>		





# FOUNDING TEAM



**SACHIT UPADHYAY** Founder - CEO

With 17 years of experience at Citi Bank, HDFC, and family-owned businesses, I serve as a Growth Leader, focusing on driving growth, optimizing operations, and creating value for Care-seekers.



**DEEPAK KARANKAL** Founder

With 17 years of experience and currently working at a unicorn startup, I serve as a strategic decision-maker, driving initiatives and identifying growth opportunities.



**DARSHIT UPADHYAY** VP - Products

With 12 years of experience in leading marketing agencies and product development, I serve as the Technology Lead, driving product solutions that enhance customer experience and streamline operations.



**AYUSH PALIWAL** Founder - CMO

With 11 years of experience in marketing and a passion for consumer insights, I serve as Marketing Head, finding new ways to reach care-seekers and create a cohesive care ecosystem.



**ONLY FOR HUMANS,  
NOT FOR BOTS**

because humans care, bots don't!

