**Udita Healthtech Pvt Ltd**  
*Simplifying Healthcare, Empowering Lives!*

**About Udita Healthtech Pvt Ltd**

Udita Healthtech Pvt Ltd is revolutionizing healthcare financing and wellness benefits.

We offer cutting-edge digital solutions, seamless medical reimbursements, and financial assistance to ensure stress-free healthcare experiences for individuals and corporates.

**Why Choose Us?**

Instant medical financing options  
Hassle-free OPD & cashless reimbursements  
Digital health management for easy access  
Corporate healthcare benefits with no-cost EMI

**Our Services**

**Healthcare Financing Solutions**

**Advance Insurance Reimbursement**   
 Get medical bills paid upfront before reimbursement  
 No need to worry about delayed insurance claims

**Treat Now, Pay Later**   
 0% interest medical loans for urgent treatments  
 Pay in easy instalments over 60-90 days

**OPD & Pharmacy Discounts**  
Get discounts on medicines & diagnostic tests  
 Access top hospitals & clinics at lower costs

**Employee Healthcare Benefits**

**Corporate Health Plans**  
group insurance & wellness packages

Includes OPD, mental health, and fitness programs

**Medical Expense Credit Line**

Employees get instant healthcare credit  
Flexible EMIs for stress-free repayments

**Preventive Health & Check-ups**  
Routine check-ups, diet consultations, and wellness workshops

**Digital Health Management**

**Udita Health Plan**  
One-stop platform for health tracking & reimbursements  
 Manage expenses, book consultations & get claims settled

**Insurance Claim Assistance**  
Hassle-free documentation & faster claim approvals

**Contact Us**

*Your Health, Our Priority – Experience Seamless Healthcare Financing with Udita!*

Office Address:

**Udita Healthtech Pvt Ltd - Pitch Deck**

* **Company Name:** Udita Healthtech Pvt Ltd
* **Tagline:** Revolutionizing Healthcare Access and Wellness
* **Founder:** Dr Mahesh Makvana
* **Date:** 2025

# ****Problem Statement****

* **Healthcare is expensive and fragmented**: Lack of affordable and accessible preventive care.
* **Limited preventive healthcare awareness**: People react to health issues instead of preventing them.
* **High out-of-pocket medical expenses**: Patients struggle with unexpected medical costs.

# ****Our Solution****

* **Integrated Health & Wellness Platform**: One-stop solution for preventive care, diagnostics, telemedicine, and financing.
* **AI-driven personalized health plans**: Tailored recommendations for diet, fitness, and disease management.
* **Health financing & insurance support**: OPD subscriptions, EMI options for medical expenses.

# ****Market Opportunity****

* **Indian Digital Health Market:** Expected to reach $37 billion by 2030.
* **Growing adoption of telemedicine & digital wellness solutions.**
* **80% of medical expenses in India are out-of-pocket**, creating demand for financing solutions.

# ****Product Offerings****

1. **Health & Wellness App** – AI-based personalized health insights.
2. **Telemedicine & Doctor Consultations** – Instant access to expert doctors.
3. **Diagnostics & At-Home Lab Tests** – Easy sample collection & quick reports.
4. **Preventive Care Subscriptions** – Affordable plans for regular checkups.
5. **Medical Financing & Health Wallet** –OPD insurance, and cashback on medical expenses.
6. **Chronic Disease Management** – Diabetes, hypertension, and mental wellness solutions.
7. **Employee Health Benefits Platform** – Corporate health plans with insurance and wellness perks.
8. **Cashless OPD & Healthcare Cards** – Prepaid health benefits for individuals and businesses.
9. **Healthcare Loans & Instant Credit** – Fintech solutions for medical emergencies and planned treatments.
10. **Integrated Payment Gateway for Healthcare** – Secure digital transactions for medical services.

# ****Business Model****

* **Subscription Revenue:** Monthly/Annual preventive care plans.
* **Commission on Telemedicine & Diagnostics:** Fee per consultation/test.
* **Insurance & Financing Partnerships:** Revenue from lending partners.
* **B2B Wellness Programs:** Corporate health solutions for employees.
* **Transaction Fees on Healthcare Wallet Usage.**
* **Interest & Processing Fees on Medical Loans.**

# ****Competitive Advantage****

* **AI-driven personalized healthcare**: Unlike traditional platforms, we focus on proactive well-being.
* **Integrated ecosystem**: Combining healthcare services with financing options.
* **Affordable pricing & flexible payment plans**: Making healthcare accessible to all.
* **Fintech-driven OPD and insurance solutions.**
* **Strategic partnerships with insurers & hospitals.**

# ****Go-to-Market Strategy****

* **B2C:** Digital marketing, influencer collaborations, and referral programs.
* **B2B:** Partnering with corporates for employee wellness programs.
* **Insurance & Healthcare Providers:** Strategic tie-ups with insurers and hospitals.
* **Affiliate & Referral Network for OPD Subscriptions.**
* **Fintech Collaborations:** Partnering with NBFCs and banks for healthcare financing.
* **Affiliate & Referral Network for OPD Subscriptions.**

# ****Use of Funds****

* **Seeking** for platform development, marketing, and expansion.
* **Allocation:**
  + 40% Product Development & Tech.
  + 30% Marketing & Customer Acquisition.
  + 20% Operations & Team Expansion.
* **Join us in transforming healthcare with fintech solutions!**
* **Contact Information:** Email, Website, LinkedIn.