

ZERO FOR ONE

A step towards something good!



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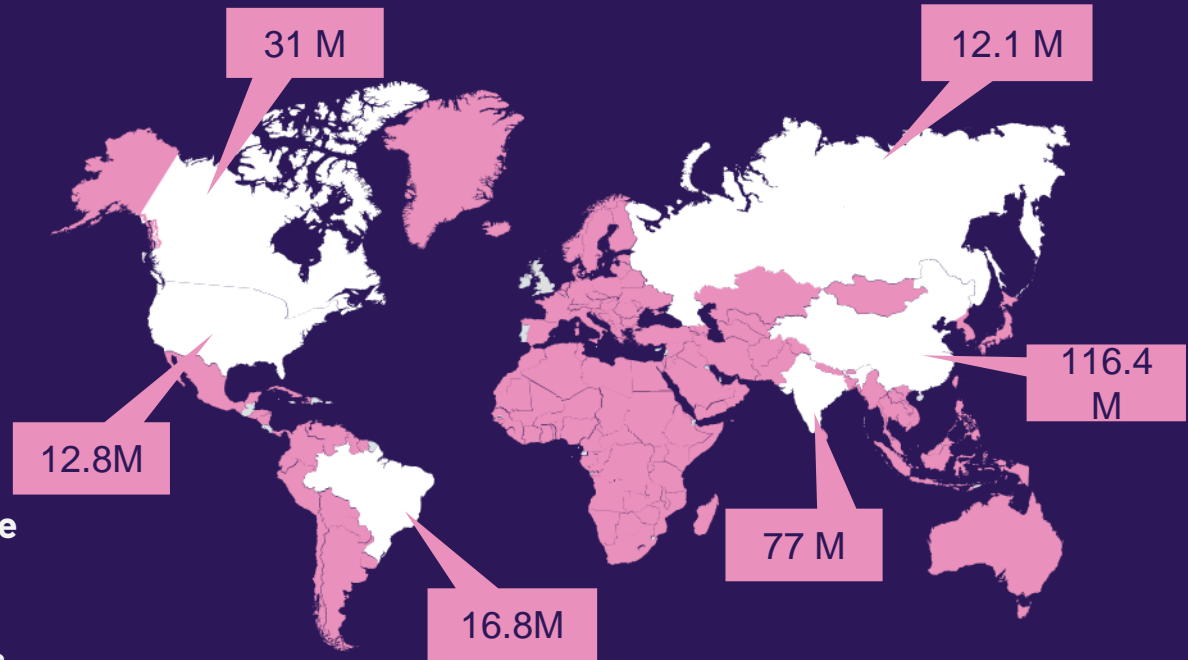
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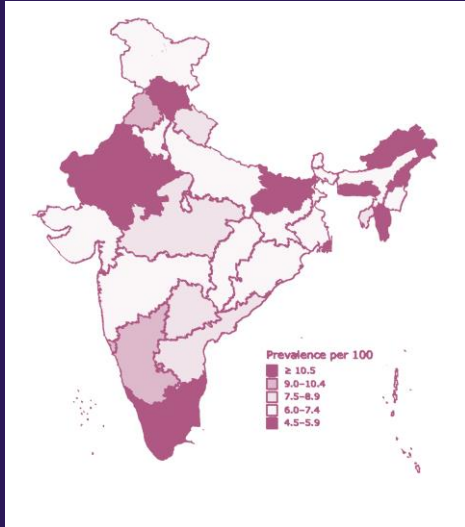
Diabetes In World

- The number of people with diabetes rose from 108 million in 1980 to 422 million in 2014.
- The global prevalence of diabetes* among adults over 18 years of age rose from 4.7% in 1980 to 8.5% in 2014 (1).
- Between 2000 and 2016, there was a 5% increase in premature mortality from diabetes.
- Diabetes prevalence has been rising more rapidly in low- and middle-income countries than in high-income countries.
- Diabetes is a major cause of blindness, kidney failure, heart attacks, stroke and lower limb amputation.



Is India becoming the new Diabetes Capital?

One in six people with diabetes in the world is from India. The numbers place the country among the **Top 3 countries** for people with diabetes, coming in at number two with an estimated **77 million diabetics**. China leads the list with over **116 million diabetics**.



Today, the **prevalence of diabetes** in the urban metros of India is approaching the figures reported in the affluent migrant Indians. **Environmental and lifestyle changes** resulting from **industrialization and migration to urban environment from rural settings** may be responsible to a large extent, for this **epidemic of Type 2 diabetes in Indians**. Obesity, especially **central obesity and increased visceral fat due to physical inactivity**, and consumption of a **high-calorie/high-fat and high sugar diets** are major contributing factors. There is also strong evidence that Indians have a **greater degree of insulin resistance and a stronger genetic predisposition to diabetes**.

State-wise Distribution of Diabetes Prevalence In India.

AGE-GROUPS

0-14



Prevalance- 1%

15-29



Prevalance- 2%

30-44



Prevalance- 8.7%

AGE-GROUPS

45-59



Prevalance- 15.7%

60-74



Prevalance- 19.4%

75+



Prevalance- 20.1%

Analysis of Diabetes Market In India

A recent study showed that, in India, the total annual expenditure by patients on diabetes care was, on average, Rs. 10,000 in urban areas and Rs. 6260 in rural areas. The studies related to diabetes indicate that the direct and indirect cost implications of diabetes are multifold worldwide.

MARKET SIZE

The Indian diabetes market reached a value of USD 1,957 million in 2020.

GROWTH RATE

The market is projected to grow at a CAGR of nearly 16.5% in the forecast period of 2021-2026

FUTURE FORECAST

The market is estimated to reach a value of about USD 4,892.7 million by 2026

MARKET ANALYSIS

MAJOR INDUSTRY DRIVERS

The major drivers of the industry, increasing population, rapid urbanisation, rising awareness among the consumers, the introduction of advanced technologies, and the growing healthcare infrastructure.

KEY INDUSTRY TRENDS

The rising support of the government of India, through plans and initiatives to help control the damage done by the rising diabetes cases by providing free insulin and treatment to diabetics at government hospitals is expected to be a key trend guiding the growth of the industry.

MAJOR SEGMENTS

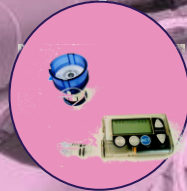
The major segments can be divided into Indian oral antidiabetics and the Indian insulin market.

Various Products used in Diabetes



INSULIN PENS

People with diabetes use insulin pens to inject insulin, a vital hormone for people who have diabetes. They contain a cartridge, a dial to measure dosage, and a disposable needle



INSULIN PUMPS

Insulin pumps are small, computerized devices that mimic the way the human pancreas works by delivering small doses of short acting insulin continuously ..



MONITORING DEVICES

If you have diabetes, you'll likely need a blood glucose meter to measure and display the amount of sugar (glucose) in your blood.



SYRINGES

They are used to inject insulin in the body as they store the exact amount of insulin required



INSULIN

Insulin helps control blood glucose levels by signaling the liver and muscle and fat cells to take in glucose from the blood. **Insulin** therefore helps cells to take in glucose to be used for energy.

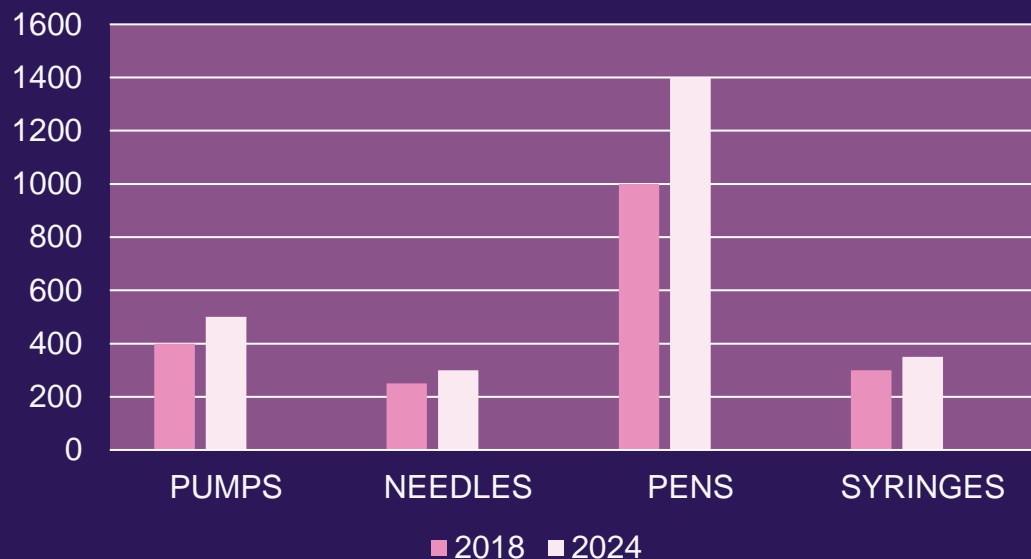
9.1%

India is expected to witness the highest CAGR during the forecast period due to the increasing government investment in the medical devices industry, high prevalence of type 1 and gestational diabetes cases, and increasing diabetes awareness.

57%

Insulin pens are becoming more popular Insulin Delivery devices and it's forecasted that they might get hold of 57% of total market of human delivery devices

INSULIN DELIVERY MARKET SIZE(IN US\$ MILLIONS)



The **65 million** Indians living with diabetes consume about **160 million** insulin syringes and about **50 million** pen needles annually, along with about **40 million syringes** used for immunization.

Each syringe weighs **3.28 g**. Excluding the weight of the cannula, the net amount of plastic generated from insulin syringes alone, each year is **600,000 kg (3 g × 200 million syringes)**

Apart from this, roughly **9.6 crore (96,000,000) vials**, cartridges and prefills are consumed in a **12-month period** (6.7 crore vials, 2.5 cartridge and 0.7 disposable pens), adding to the burden of glass and plastic on the environment



Product Overview



REUSABLE INSULIN KITS

A lot of **plastic and bio-medical waste** is produced due to **disposable** Insulin Delivery devices which can be minimized by the use of **reusable substitutes** of the same. At 'Zero For One', we pledge to achieve ZERO plastic wastage goal by introducing our **Reusable Insulin Kits**.

ANNUAL SUBSCRIPTIONS FOR INSULIN MEDICATIONS

Many times patients **have to suffer** because of **non-availability of their Insulin Doses** due to shortage of product or negligence therefore we provide an **Annual Subscription** to our customers for all the mandatory products such as **vials ,pens ,syringes** etc.

ENVIRONMENT FRIENDLY SYRINGES AND NEEDLES

Disposable Syringes have been the most harmful to the climate due to the amount of **plastic and Bio-Medical waste** produced because of them so we at 'ZERO FOR ONE' try to **give it back to Mother Nature** by minimizing the plastic wastage by the launching our "**Recyclable Syringes and Needles**".

INSULO-METER APP

With the **high prevalence of Diabetes among the older age groups**, there is a need of a regular monitor device to **help them take their Insulin Doses** in time and **tracking their Day-to-Day activity** to help them with the amount of calories they need to take in their body. Our '**Insulo-Meter**' is a **one-stop solution** for all the problems.



REUESABLE INSULIN KITS

1

Each reusable kit contains all the devices and dosage required in a high grade plastic which is meant to reused till 5-7 years.

2

Each kit is meant to be returned to the authorized stores in order to either get the security amount refunded or to gain discount on the next purchase.

3

Use of such reusable kits makes it easy for the older patients since all the have to do is to refill these pens without any complications.

ANNUAL SUBSCRIPTION

1

Monthly and Annual subscription of our products(mainly insulin kits) helps the patient to equipped with the necessities 24*7 which can prove to be very useful in the long run.

2

These subscriptions come with more add-on benefits such as 24*7 customer service,online ordering to any location all over India.

3

For Annual Subscriptions 1 month's refills are provides free of cost on the return of the kits at the end of 11th month.

ECO-FRIENDLY SYRINGES

1

Disposable Syringes contribute highest in the bio-medical and plastic waste of country so we introduce Recyclable Syringes and Needles to make an effort towards Zero plastic goal

2

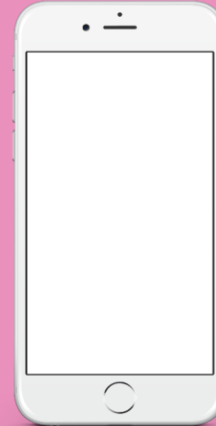
Syringes are typically made of polyethylene (PE) and polypropylene (PP) plastic, which can usually be recycled if you can gather them in large enough quantities.

3

We provide *sharp disposal containers* available in the market . All the pen needles/ syringes, lancets should be collected in these and once they are full, they can be disposed off.

INSULO-METER

Hourly reminders to the patient for the insulin dose.



Online booking of subscriptions and insulin kits.

Monitoring day-to-day activities and analyzing the calories intake by the patient.

Key Competitors

■ Novo Nordisk ■ Sofia Aventis ■ Elli Lilly ■ BioCon ■ WockHardt

1

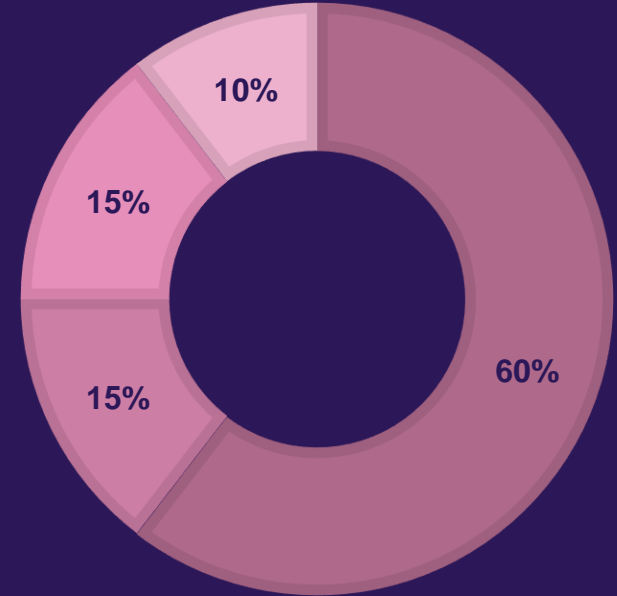
India - often referred to as the **pharmacy of the world** - supplies **one third of the world's medicines** at cheapest prices. Therefore, it is surprising that India has **failed to challenge the oligopoly** in global trade in **insulin**.

2

Indian companies like **Biocon and Wockhardt** have been manufacturing insulin in India and even exporting insulin products. **Only three pharma giants (Novo Nordisk, Sanofi and Eli Lilly)** control the bulk of **global insulin production** and supply.

3

The BMJ Global Health study found that only **25% of the pharmacies** in Delhi stocked human insulin **manufactured by Indian companies**. One wonders how the **"Make in India"** policy has overlooked this incongruity. could be a result of **multinational companies** supplying insulin **directly to patients through doctors**. This strategy works well because **manufacturers can offer the patient a discount**.



Indian Insulin Market Share

Phased Entry Plan

VIRTUAL CONCERTS

Several Virtual Concerts to be organized in order to create awareness about Diabetes and Waste Management

OFFICIAL STORES

Launching official green "ZERO FOR ONE" stores which showcase our ZERO plastic policy by selling only reusable insulin kits at cheaper prices than all the competitors.

ECONOMIC RANGE

We plan to introduce our products at lesser rates compare to the big players in the market.

GUINNESS WORLD RECORD

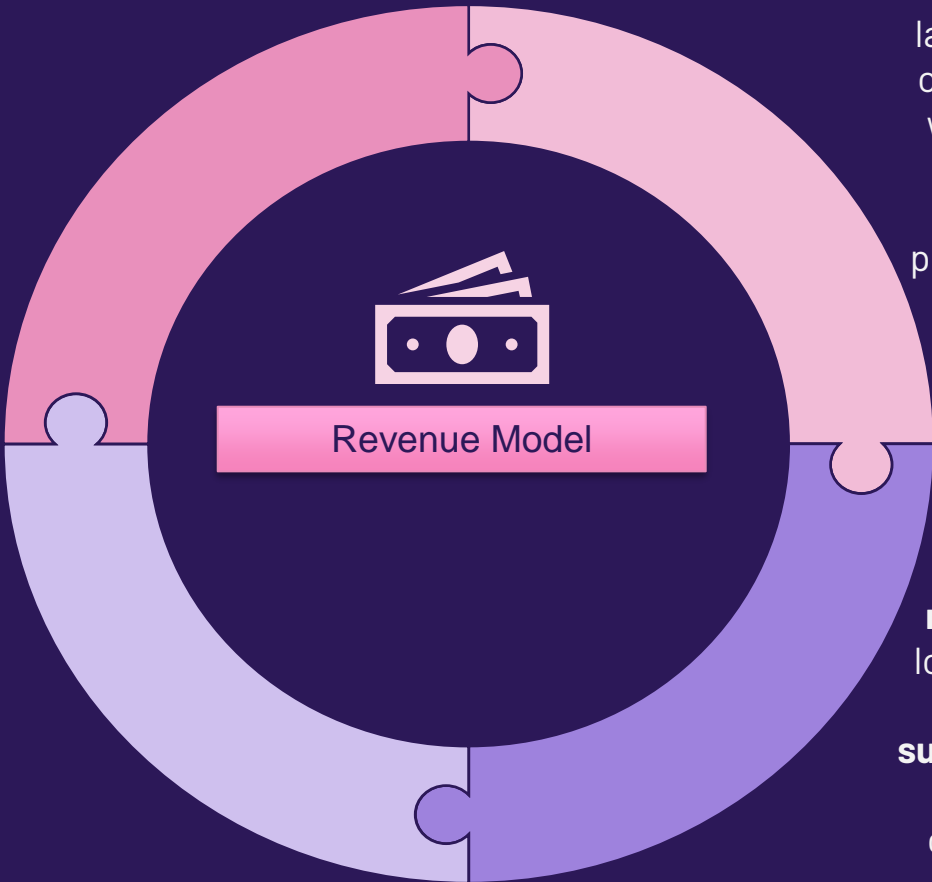
Plans to create a Guinness World Record of highest amount of Origami Flowers made throughout the country in memory of the people who died from this harmful

REFILLING POINTS

Collaborating with pharmacy stores all-over India where the customers can get their devices sterilized and vials refilled without having to visit the stores.

Major chunk of the revenue is generated from the **sales of the products** provides by us such as Insulin Kits,Syringes,Blood Glucose Monitoring Devices and from the **after sales service** of these products.

With the **introduction of monthly and annual subscriptions** of various necessities will add to revenue structure of the company and help us to grow in the market despite the **pre-existing oligopoly**.



We are further planning on launching the **filling stations** on nearby pharmacies which would furthermore increase our revenue figures as we would be charging the pharmacies on **transactional basis** with a minimum amount of **profit cut**.

After launching the **free-version** of the app we look forward to gain revenue from it by providing **paid subscriptions** of the app with added benefits for the customer such as providing **nursing assistance** or **diet plans** on an individual level

Humapen - Eli Lilly [Insulin]			
Strength	Volume	Presentation	Price*
Humapen 100IU x 1 mL	3ml	Humapen PEN	1285.00

Huminsulin 30/70 - Eli Lilly [Insulin]			
Combination	Volume	Presentation	Price*
Huminsulin 30/70 40 IU x 1 mL	10ml	Huminsulin 30/70 CATRIDGE	147.00
Huminsulin 30/70 100 IU X 1mL	3mlx5	Huminsulin 30/70 CATRIDGE	1055.00
Huminsulin 30/70 40 IU	10ml	Huminsulin 30/70 VIAL	159.90
Huminsulin 30/70 100 IU	10ml	Huminsulin 30/70 VIAL	365.00

Huminsulin 50:50 - Eli Lilly [Insulin]			
Strength	Volume	Presentation	Price*
Huminsulin 50:50 40 IU x 1mL	10ml	Huminsulin 50:50 VIAL	166.00
Huminsulin 50:50 100 IU x 1mL	10ml	Huminsulin 50:50 VIAL	463.00

Actrapid - Novo Nordisk [Insulin]			
Combination	Volume	Presentation	Price*
Actrapid Insulin, Neutral 100 IU x 1mL	3mlx5	Actrapid HM-PENFILL	1039.19
Actrapid Insulin, Neutral 40 IU x 1mL	10ml	Actrapid VIAL	145.00
Actrapid Monocomponent insulin human 100 IU x 1mL	3ml	Actrapid N-INJ	284.54

Actrapid Flexpen - Novo Nordisk [Insulin]			
Strength	Volume	Presentation	Price*
Actrapid Flexpen 100 IU x 1mL	3mlx5	Actrapid Flexpen FlexPen	1638.94



These are the price lists of the products provided by the Four Big Giants of the Indian Insulin Market and they cost upto Rs.3000-4000 monthly to a type 1 diabetes person.

Insuman 25/75 - Sanofi Aventis [Insulin]			
Strength	Volume	Presentation	Price*
Insuman 25/75 40 IU x 1mL	10ml	Insuman 25/75 OPTIPEN	165.00

Insuman 50/50 - Sanofi Aventis [Insulin]			
Strength	Volume	Presentation	Price*
Insuman 50/50 40IU X 1mL	10ml	Insuman 50/50 VIAL	165.00
Insuman 50/50 100IU	1	Insuman 50/50 OPTIPEN	-

Insuman Basal - Sanofi Aventis [Insulin]			
Strength	Volume	Presentation	Price*
Insuman Basal 40IU X 1mL	1	Insuman Basal VIAL	174.24

Insugen-30/70 - Biocon [Insulin]			
Strength	Volume	Presentation	Price*
Insugen-30/70 40 IU x 1mL	10ml	Insugen-30/70 INJ	123.30
Insugen-30/70 100 IU x 1mL	10ml	Insugen-30/70 INJ	293.50

Insugen-50/50 - Biocon [Insulin]			
Strength	Volume	Presentation	Price*
Insugen-50/50 40 IU x 1mL	10ml	Insugen-50/50 INJ	126.00
Insugen-50/50 100 IU x 1mL	10ml	Insugen-50/50 INJ	293.54

Insugen-N - Biocon [Insulin]			
Strength	Volume	Presentation	Price*
Insugen-N 40 IU x 1mL	10ml	Insugen-N INJ	121.75
Insugen-N 100 IU x 1mL	10ml	Insugen-N INJ	293.56

Our **pricing strategy** comes with two main features depending on the **type of subscription** opted by the customer:

1- **Monthly Subscription**- For monthly subscribed customers we plan to provide them with a monthly kit at **around 2700** and they can avail **decent amount of discounts** for the next month's subscription by **returning the kits** at our filling stations.

2- **Annual Subscription**- We plan to implement the famous **"11+1" pricing strategy** here where we charge for 11 months only for the annual subscription and the **additional dose** is provided to customer when they **return the kits** at our filling stations.

Risks Mitigation

Future Challenges

As a new entry in a market which is already occupied by various giants it becomes more difficult to set foot in the market and achieve a decent amount of market share in the years to come due to lack of trust and credibility of comparatively newer entries.

Increasing Manufacturing costs due to production of high quality of plastics which is reusable for a long period of time and money spent on Recycling Plants for Syringes.

Needles come under the sharps category of Bio-Medical Waste so it is nearly impossible to create a 100% safe supply chain for the proper recycling of such products.

Proposed Solutions

Collaborating with various Doctors, Hospitals, Pharmacies and Wellness Centres to help us gain popularity through Word of Mouth Marketing.

Using third-party recycling plants in initial times to cut down the costs of maintaining a recycle plant. Since high grade plastic is used therefore life expectancy of products increases hence the no. of units produced comes down reducing the manufacturing costs.

Usage of more environment friendly substitutes in order to minimize the usage of these needles



THANK
YOU