



# India's largest D2C nutrition platform

HealthKart is your ideal platform for all  
nutrition, health and fitness products.

The MuscleBlaze logo, featuring a stylized "MB" in black and yellow, followed by the word "MUSCLEBLAZE" in black with a registered trademark symbol.

The HK Vitals logo, featuring "HK" in white inside a teal square, followed by the word "VITALS" in dark blue.

The Gritzo logo, featuring the word "GRITZO" in a bold, dark blue, sans-serif font with a trademark symbol.

The TrueBasics logo, featuring the word "TRUEBASICS" in black with a small graphic of three colored dots (green, orange, blue) above the "S".

The bGreen logo, featuring a lowercase "b" in dark blue followed by the word "GREEN" in a bold, green, sans-serif font.

**Our mission** is to become  
a **True Partner** in the  
**Health and Wellness journey** of  
customers through a complete  
range of **Nutrition-focused brands**



# Company Overview

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01

India's largest Omni channel platform and marketplace for Health and Sports nutrition supplements.

02

Founded by Sameer Maheshwari and Prashant Tandon (IIT/Harvard/Standard Alumni) in 2011 based out of Gurgaon.

03

Funded and backed by Sequoia Capital, Omidyar, Sofina and Intel Capital.



# HealthKart

Powerhouse of Brands

**MB** MUSCLEBLAZE®

**HK** VITALS

**GRITZO™**

TRUEBASICS

**bGREEN**

# HealthKart Our key ingredients

## 01 A category leader in core nutrition segment.

- ✓ **MuscleBlaze:** A category leader in the core nutrition segment.
- ✓ **TrueBasics, HK Vitals & MB Fit Foods:** Leading online VMHS brand & fast-growing healthy food brand.
- ✓ **BGreen & Gritzo:** Expanding into fast growing categories.

## 02

A) **Proprietary omnichannel platform** with 53% revenue share, driving market share.

- ✓ **HealthKart.com:** D2C website.
- ✓ **HealthKart Stores**

B) **Large network** of other online channels, gyms, pharmacies & retail stores.

- ✓ **Amazon**
- ✓ **Flipkart**
- ✓ **Gyms**
- ✓ **Pharmacies**
- ✓ **Retail**

## 03

A) **R&D focused on building** long-term differentiation **for brands**.

- ✓ Strong research capabilities **addressing market gaps through differentiated products** offering a long-term advantage.

B) Unique **influencer-led, precision content-driven** marketing strategy driving scale.

- ✓ **Content driven**
- ✓ **Influencer-led**
- ✓ **YouTube**
- ✓ **Other social media platform**



# Country's Most Loved Fitness Fuels



## #1

Sports nutrition brand offering full range of quality nutritional supplements.

Our Global Model Underpins -

20%

Market share in sports nutrition. FY22

30%

Market share in 3 years. FY25

30%

Current market share on Amazon



Ranked #1 in Proteins, gainers, Workout essentials. 4.4<sup>2</sup>



# Technology Overview

01

## **Deliver and Drive**

Build on Microservices architecture to deliver and drive business values.

02

## **A bunch of Microservices ranges**

A bunch of microservices ranges from transactional-based services build on RDBMS and Spring boot setup to non-transactional services built on ElasticSearch, MongoDB, Redis, Neo4j etc.

03

## **Analytics Pipeline**

A real-time analytics pipeline builds on big data setup and processing 5 Million user actions daily.

04

## **Engineering Team**

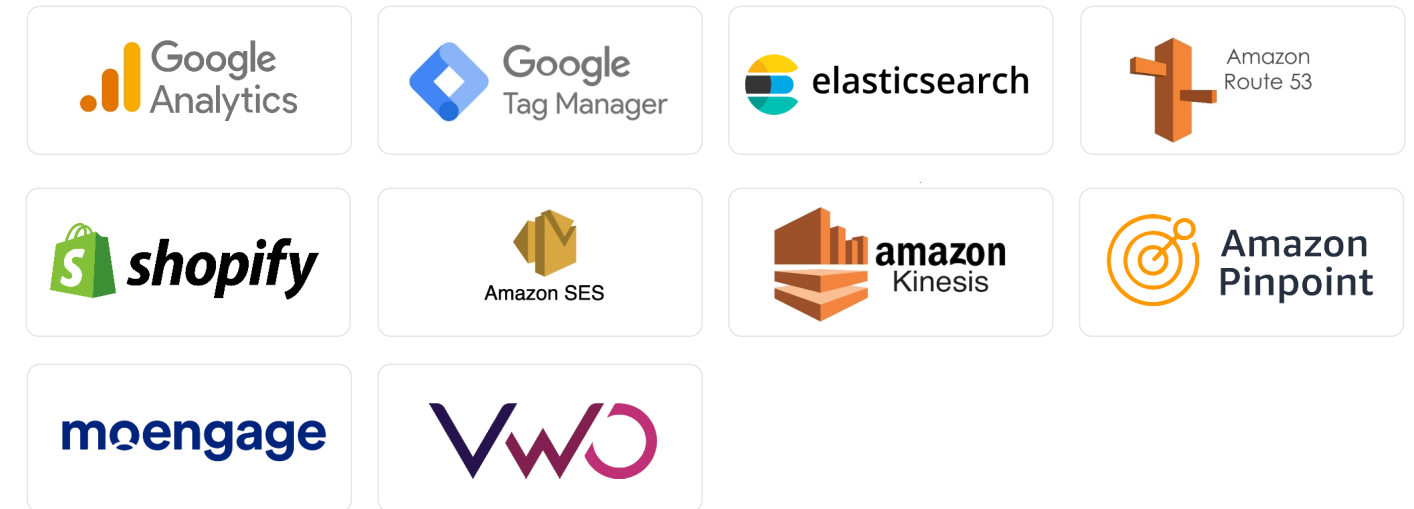
A lean team of around 50 members in engineering based out of Gurgaon.

# Technology Stack

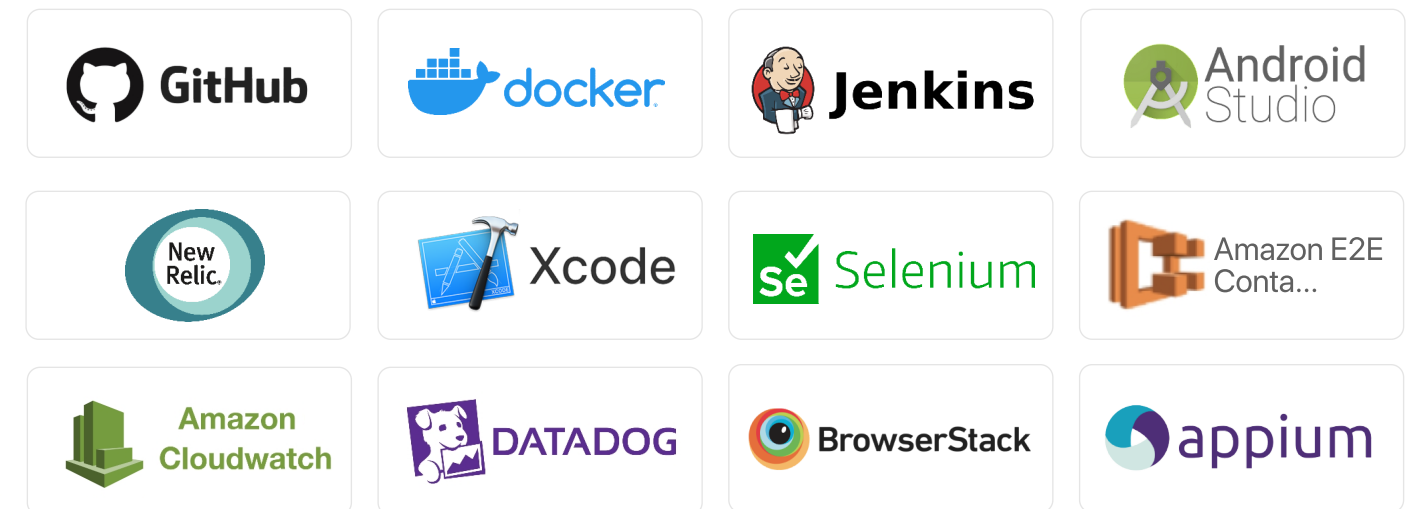
## Application & Data



## Utilities



## Deveops

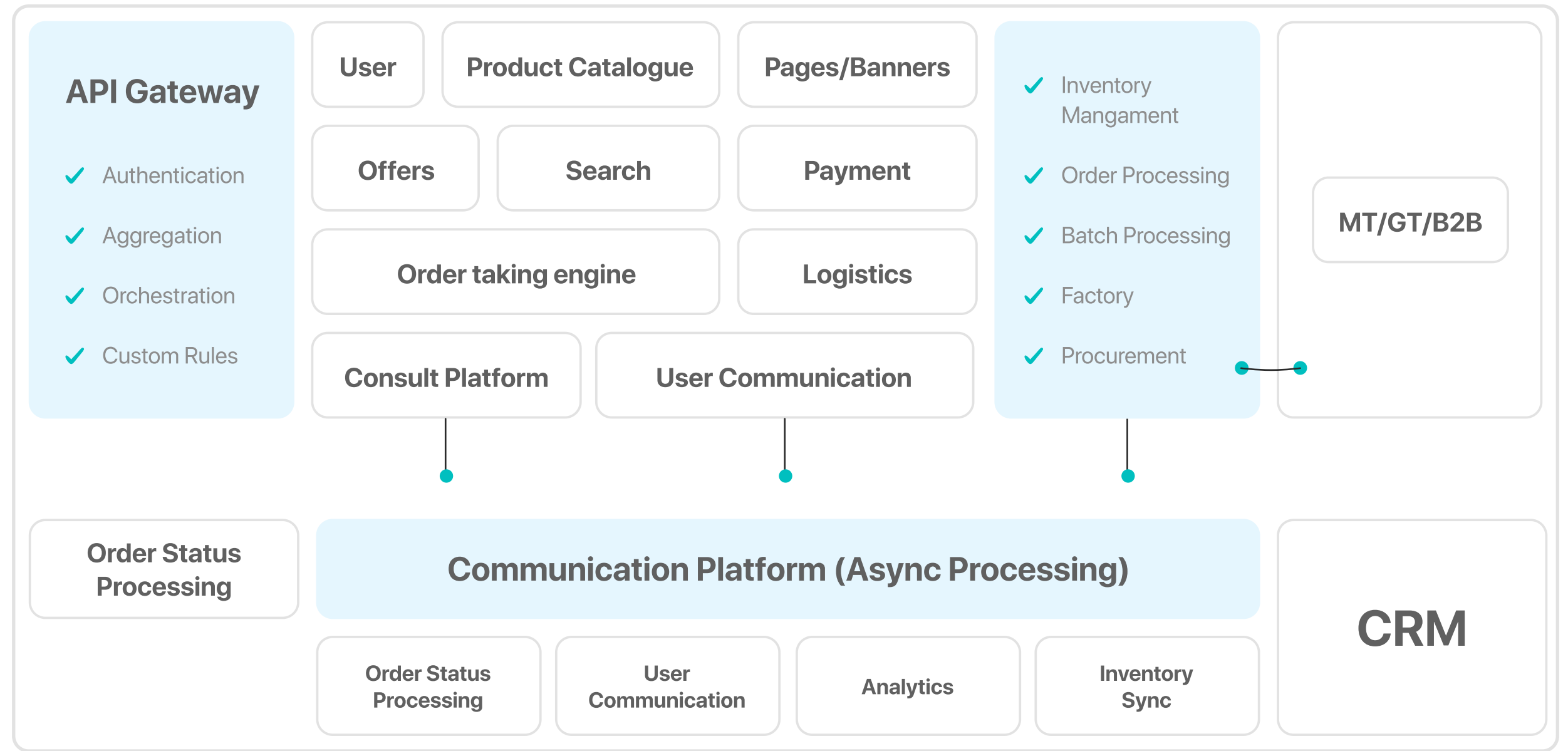




# Technology Architecture Overview

## Order Taking System

- ✓ HealthKart.com
- ✓ MuscleBlaze.com
- ✓ Oline.com
- ✓ TrueBasics.com
- ✓ Gritzo.com
- ✓ Other Stores
- ✓ Retail Stores



# Key Technology Problems



Scaling the system for new business streams and increasing the inflow of traffic.



Increasing the velocity and agility for feature releases with the customer-first approach.



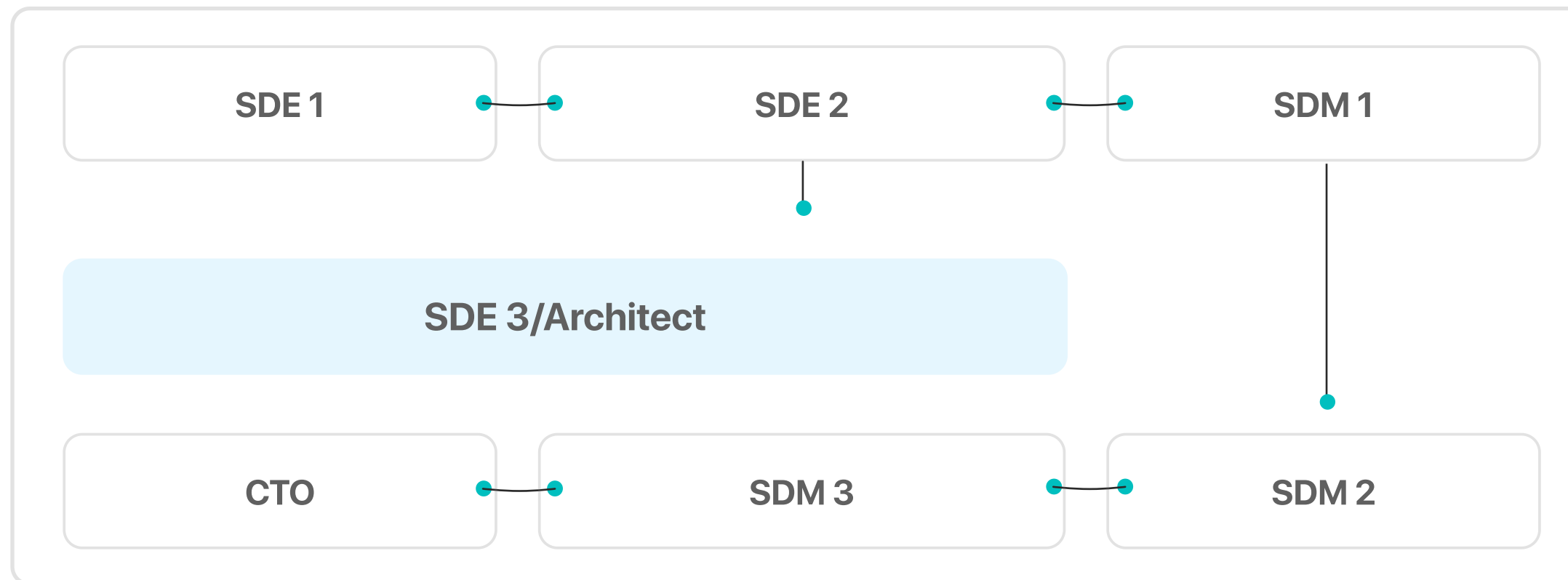
Making sure we are achieving our system SLOs defined for system reliability and scalability.



Incorporate new technologies to solve business problems and increase brand value.

# Technology

## Org Structure - Development



### SDM

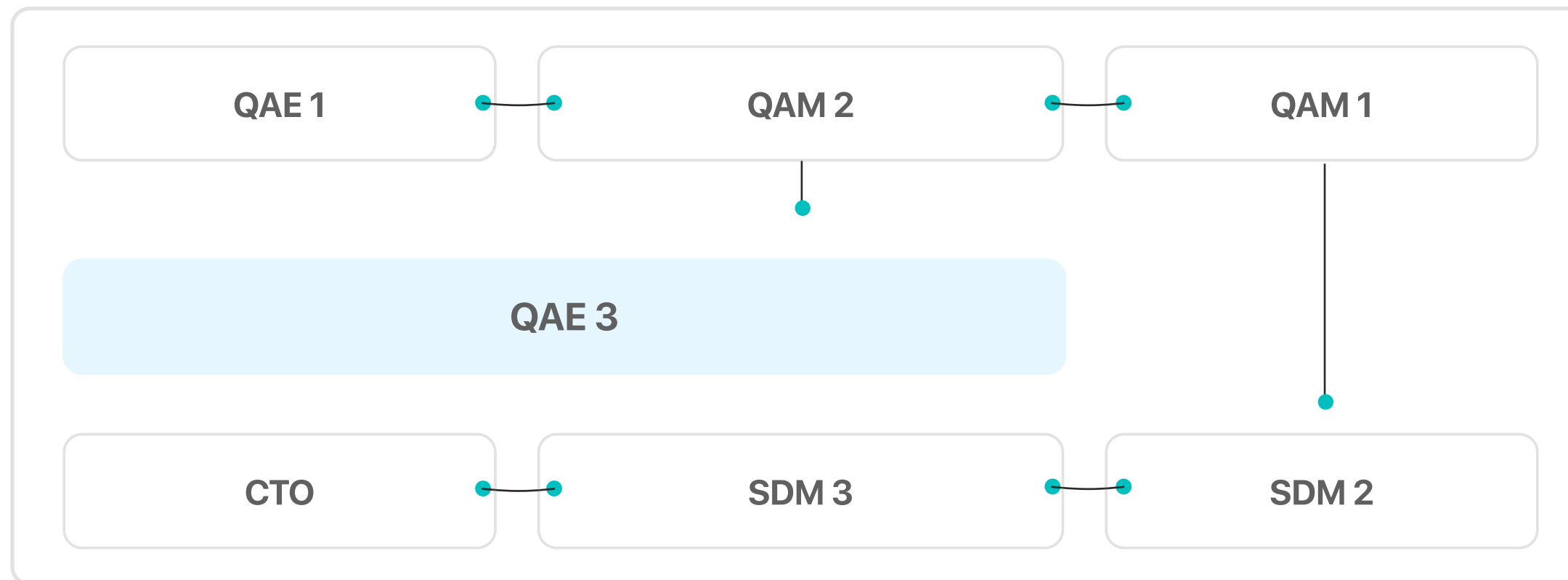
✓ Software Development Engineer

### SDE

✓ Software Development Engineer

# Technology

## Org Structure - QA



### SDM

✓ Software Development Manager

### QAM

✓ Quality Assurance Manager

### QAE

✓ Quality Assurance Engineer

# Technology

## Org Structure - DevOps



## SDM

- ✓ Software Development Manager

# Cultural Values

01

**Deliver and Drive**

02

**Be super curious and ask why**

03

**Ship fast and fail fast**

04

**Humbleness and Integrity in Action**



# Selection Process

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- ✓ Round 1 (Tech)
- ✓ Round 2 (Tech)
- ✓ Round 3 (Techno - Management)
- ✓ Final Round (Cultural Fit)





# Thank you

Please visit our **Engineering Blog** to know more about our work.

