



India's largest D2C nutrition platform

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



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

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/Stanford Alumni) in 2011 based out of Gurgaon.

03

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



HealthKart

Powerhouse of Brands



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. 4.4²



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

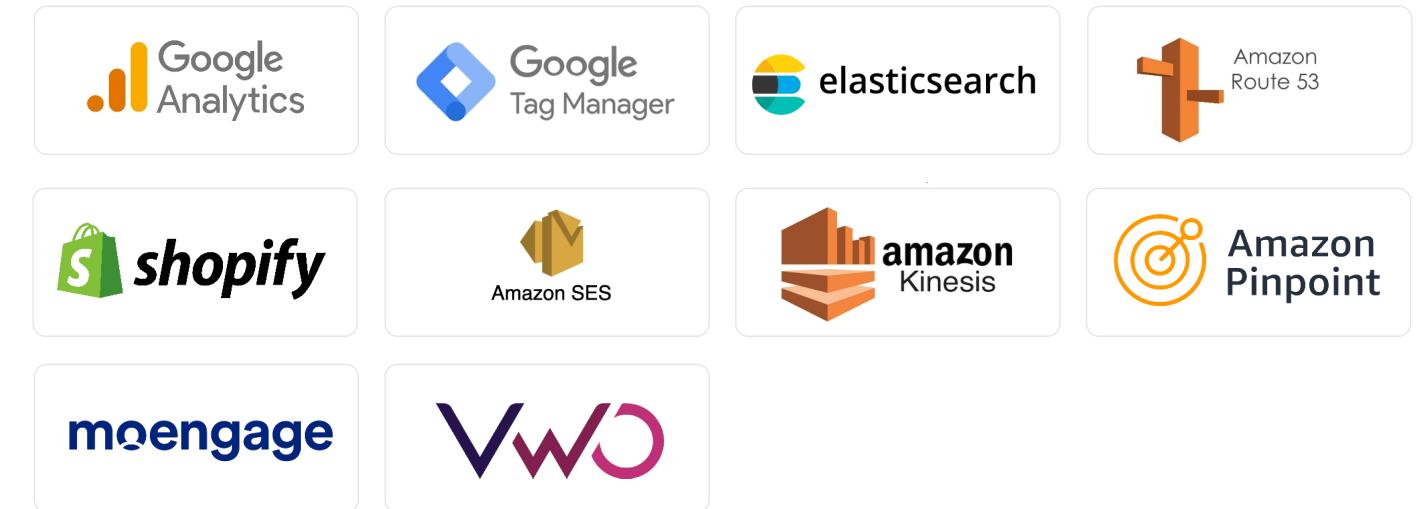
A lean team of around 50 members in engineering based out of Gurgaon.

Technology Stack

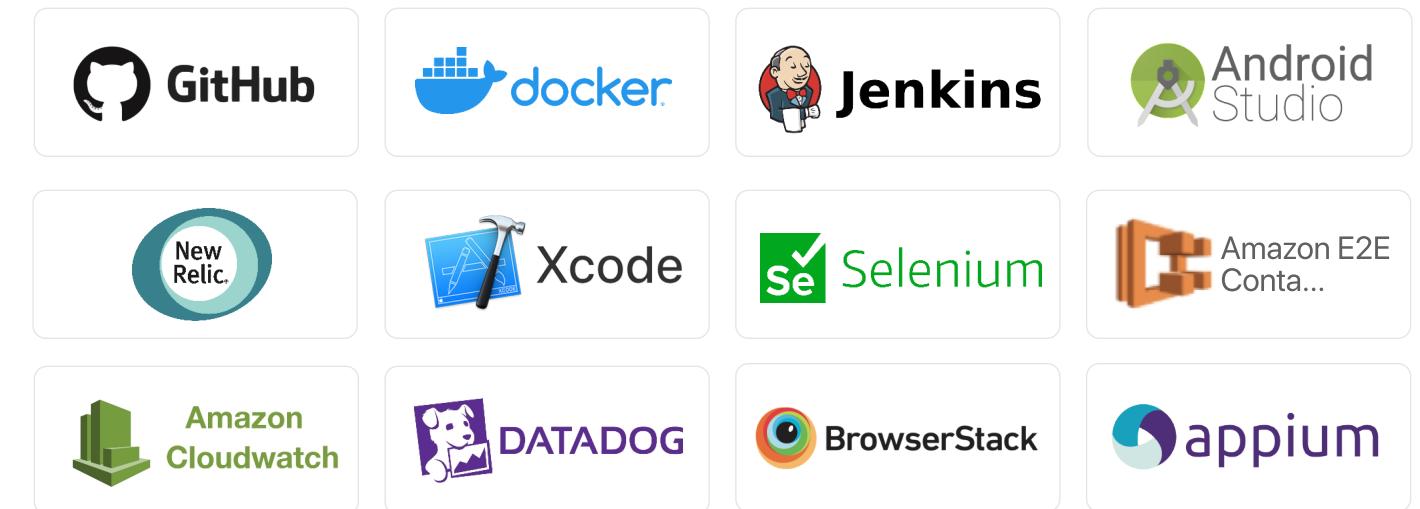
Application & Data



Utilities



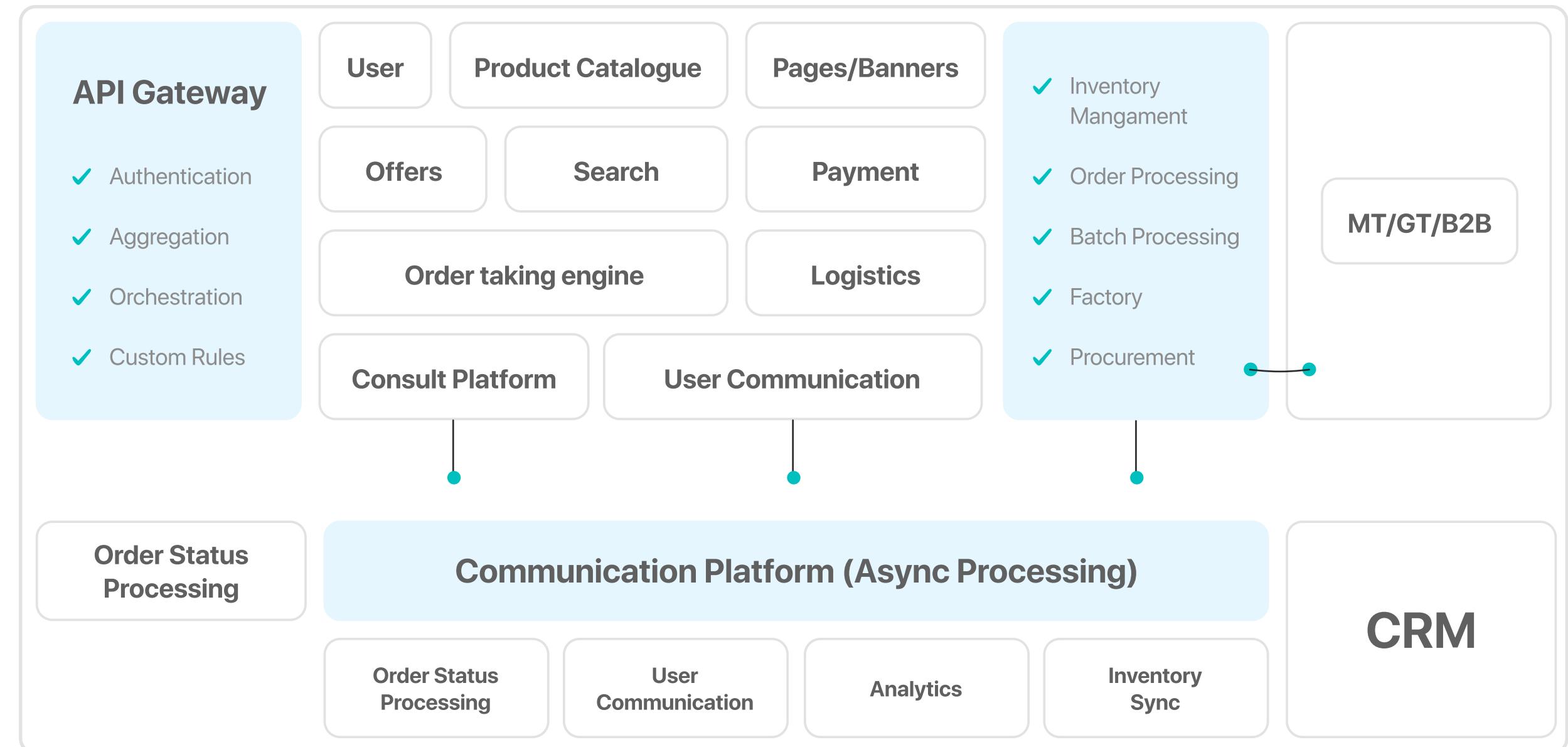
Deveops



Order Taking System

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

Technology Architecture Overview



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.



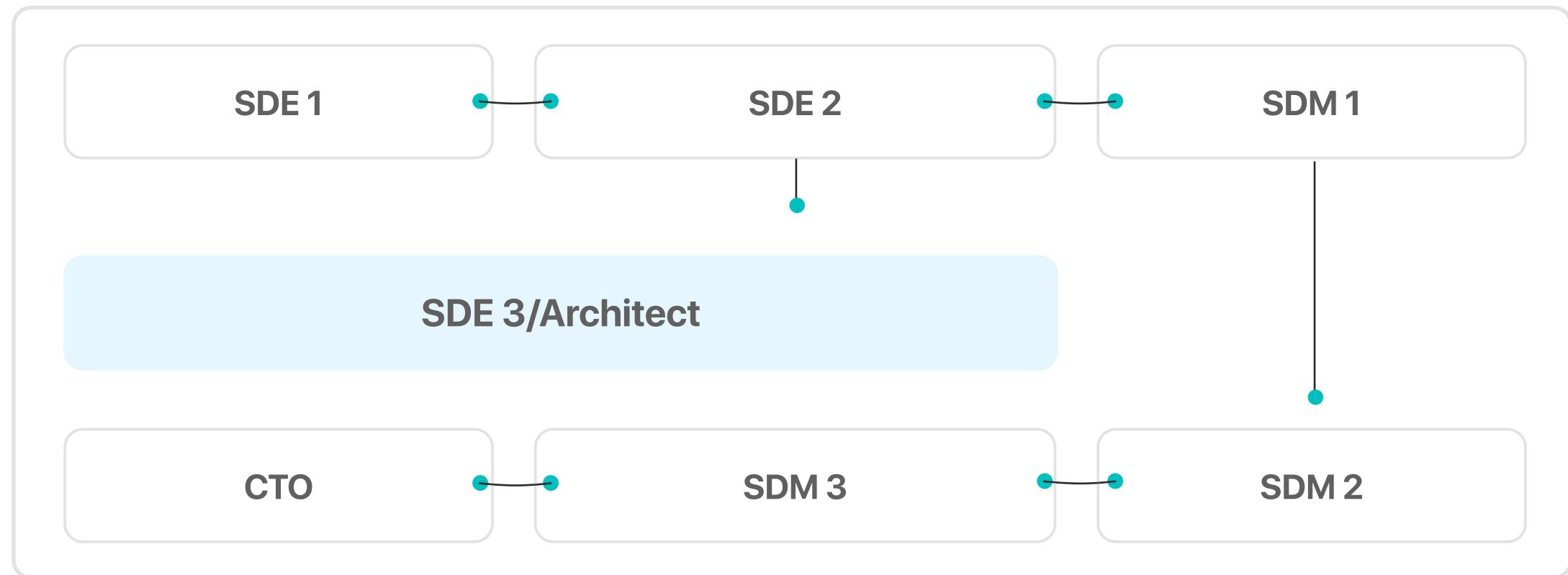
Making sure we are achieving our system SLOs defined for system reliability and scalability.



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

Technology

Org Structure - Development



SDM

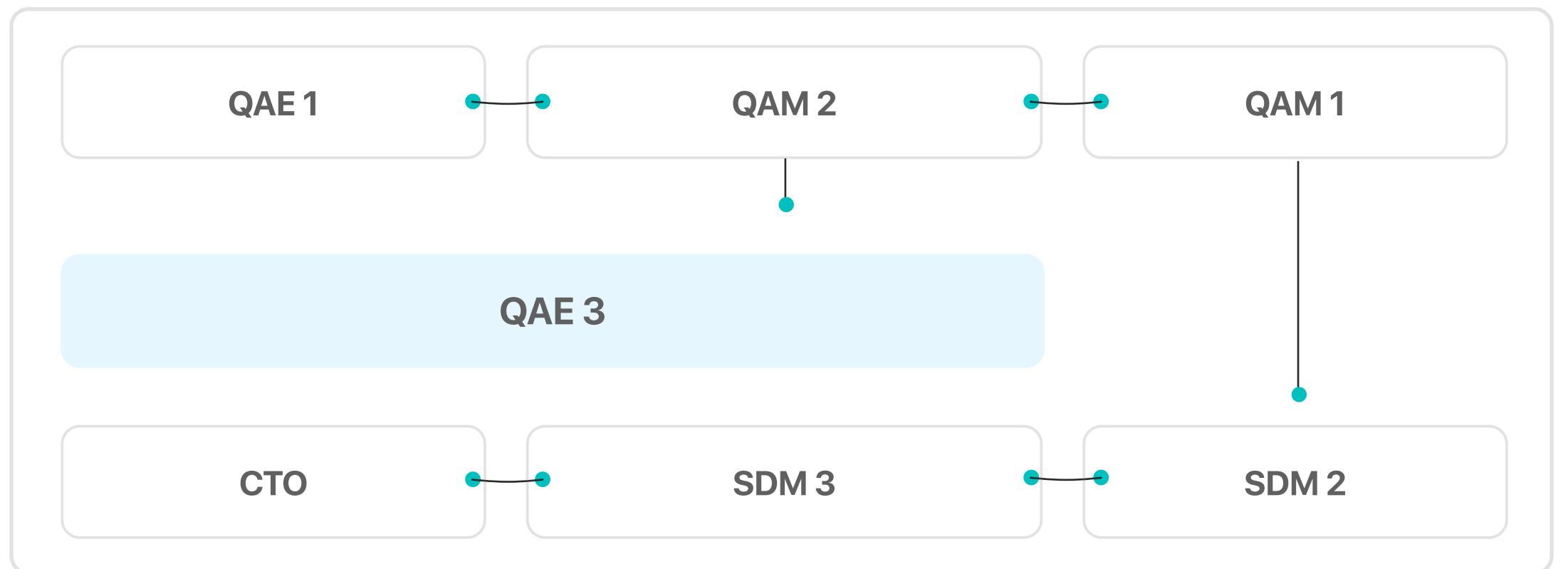
- ✓ Software Development Engineer

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

- ✓ 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.

