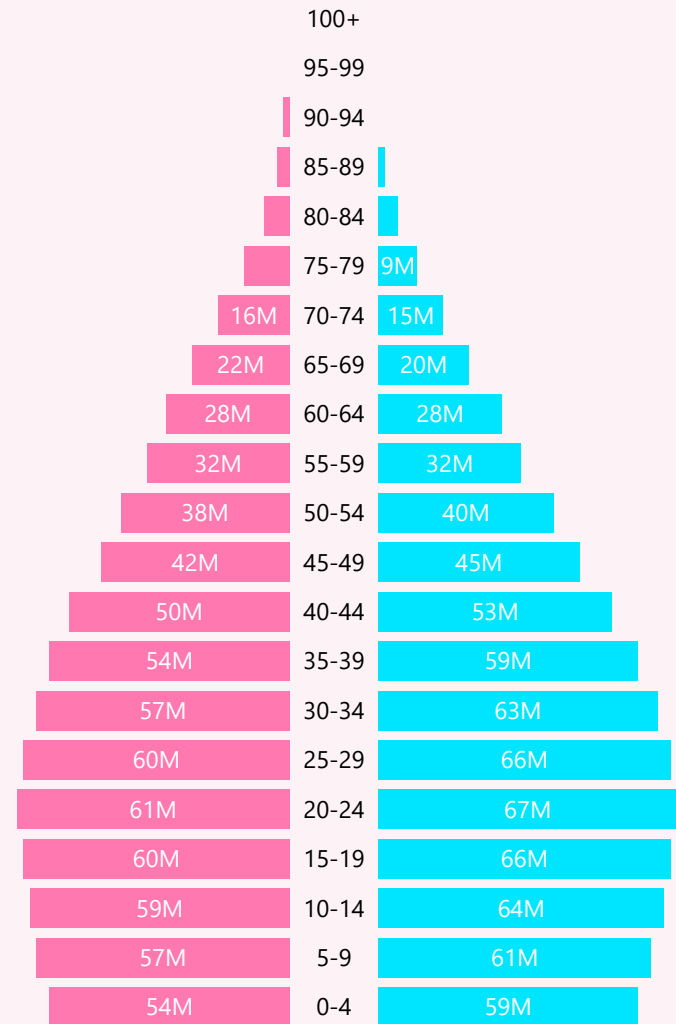


Population pyramid by Age group

● Male (Count) ● Female(Count)



Total Addressable Market for age group 2-5

73.19M

TAM

How to calculate TAM for company BabyBua ?

India's population is 146 crores.

Within that the statistics says 5% total population goes to

age 2-5. Hence, TAM for BabyBua product is **73.19 M Babies**



TAM Vs SAM

● TAM ● SAM

73.19M

1.46M



Service Addressable Market for age group 2-5

1.46M

SAM

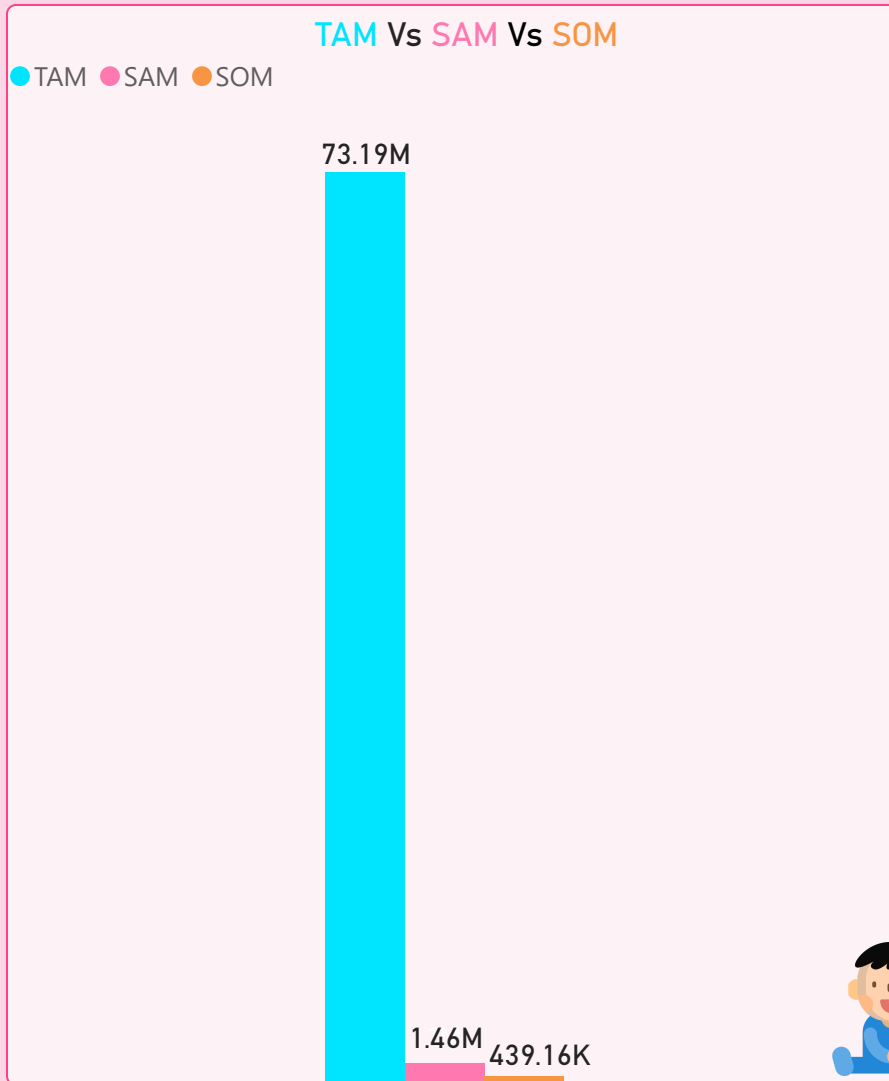
How to calculate SAM for company BabyBua ?

TAM is 7.5 Cr Babies

Within that the assume 2% total population comes under high income

Hence, SAM for BabyBua product is 15L Babies[2% 7.6 Cr]





Service Obtainable Market for age group 2-5

439.16K
SOM

How to calculate SOM for company BabyBua ?

TAM is 7.5 Cr Babies. SAM is 1.46M Babies

Within that the assume 30% parents are comes under acceptance criteria for supplement

Hence, SOM for BabyBua product is **4.3L Babies[30% 1.46M]**



Bottle_sold_child_Year

15

Annualcostperchild

15K

Revenueperyear

7bn



Overall Revenue

6.59bn

Revenueperyear

How to calculate Revenue for company BabyBua ?

1 bottle = 48 teaspoons

Per day = 2 spoons. $(48/2) = 24$ days

For a year = $365/24 = 15$ Bottles

1 bottle = 1000rs = 15,000 per year for a parent

Rs. 675 crore annually

