



Nariksha Pads Pvt. Ltd.

Nari ki Raksha

Developing Biodegradable sanitary
napkin by utilizing parali and biowaste

Problem Statement

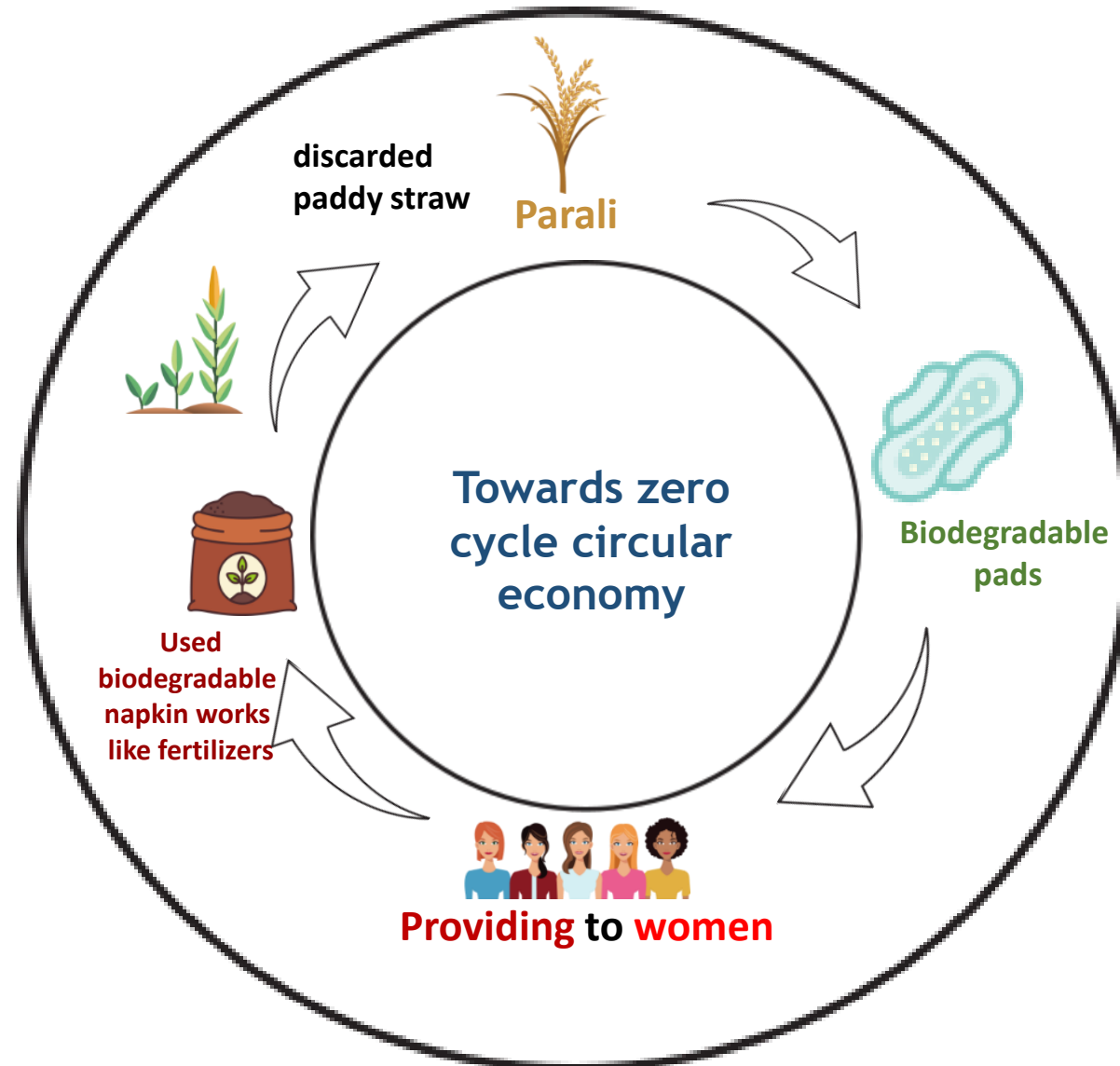


Tackling the Parali waste problem



To solve the women menstruation problem

Solution



Usp And Innovations



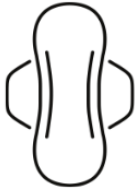
Biodegradable



Ultra absorbent



Anti-bacterial



Wider back



No odor



Reusable as a
fertilizer



Financial Progress

Present Progress

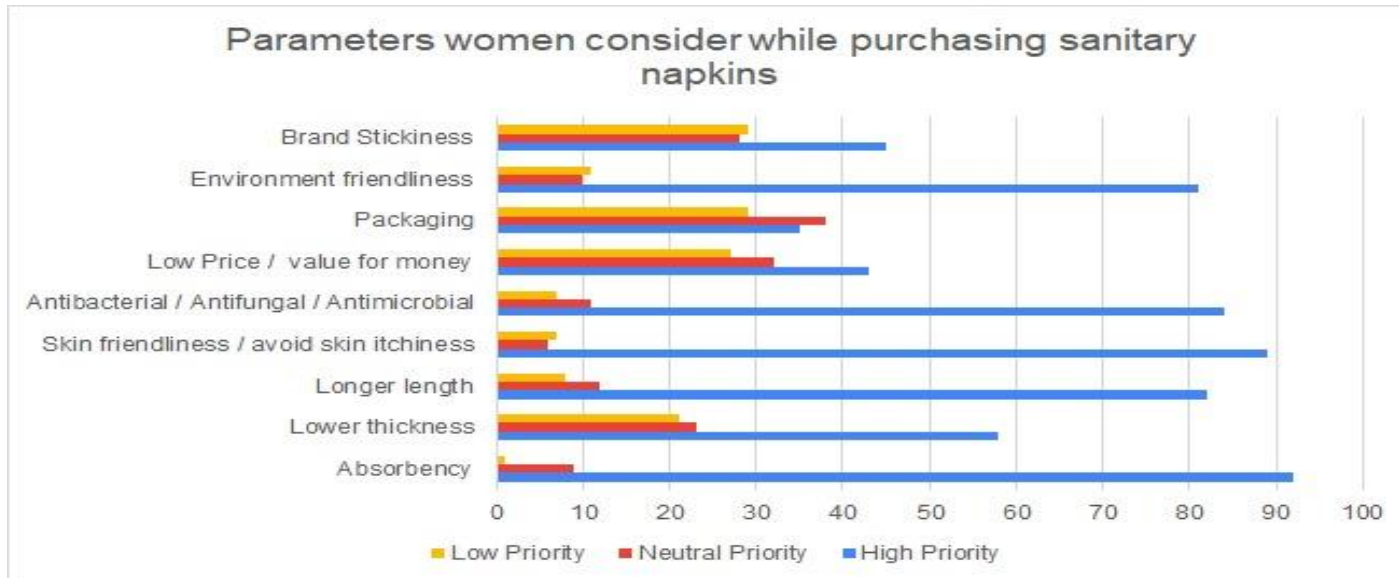


Future Progress

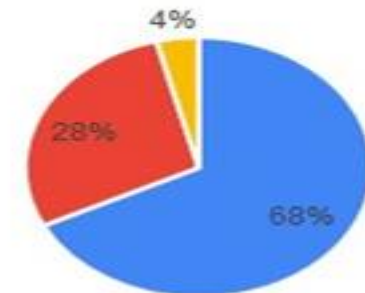


Market Analysis

- Market survey analysis data



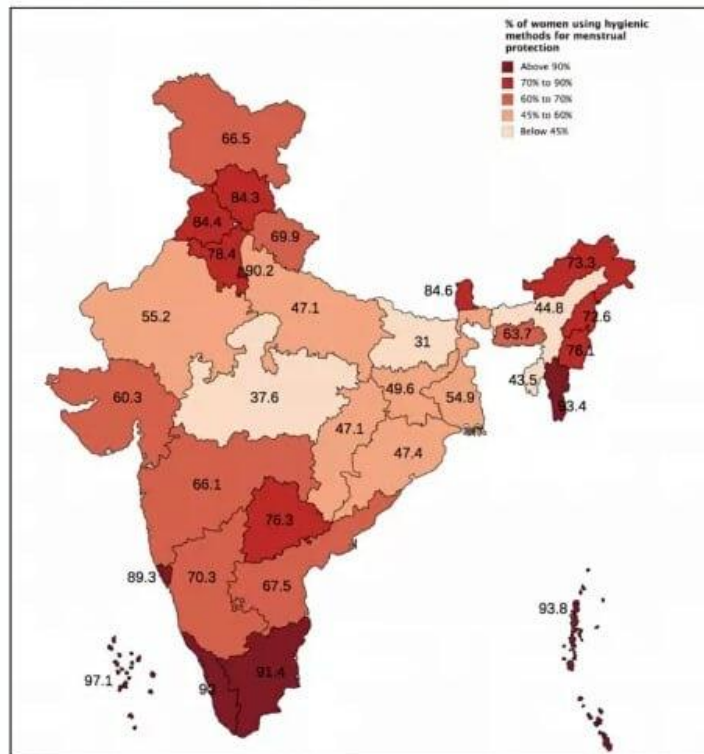
Would you be willing to shift to a sanitary napkin that has antifungal properties based on herbal formulation?



■ Yes ■ Maybe ■ No

Customer/Market Analysis

Total Addressable Market for only India
US\$ 550 Million



355 Million Total Menstruating women and girl in India

In India Among women in the age group (15-24 years), 48% use sanitary napkins, 36% use cloth, and 16% use locally prepared napkins

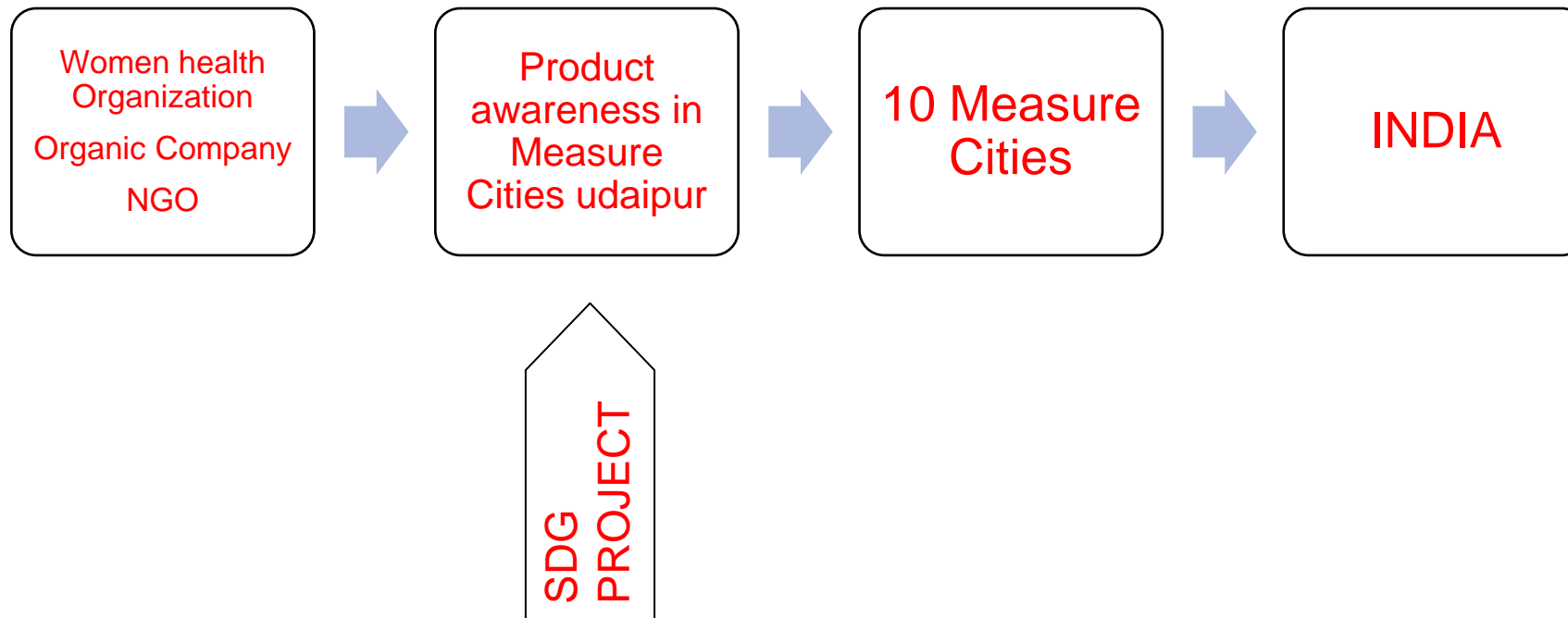
5-10% of the country's Menstruating women and girl using more hygiene sanitary pads

In India Organic feminine hygiene market is forecasted to grow at a CAGR of 16.18% during the forecast period 2020 - 2025.

Initially Targeting environment conscious and health-conscious girl regions that have ~ \$27 Million market

Go-To Market Strategy

Our go-to-market is focused on targeting **NGO** ,Organization working in the Women health hygiene segment with few cities initially in targeted locations and than gradually expanding to more locations.



Management Team



Meghna Rathore:

Founder ,R&D and
Product development.
pursuing MBA from MLSU (udaipur)



Akshat Garg:

Business Development
Technical Development
pursuing Btech from GITS (Udaipur)



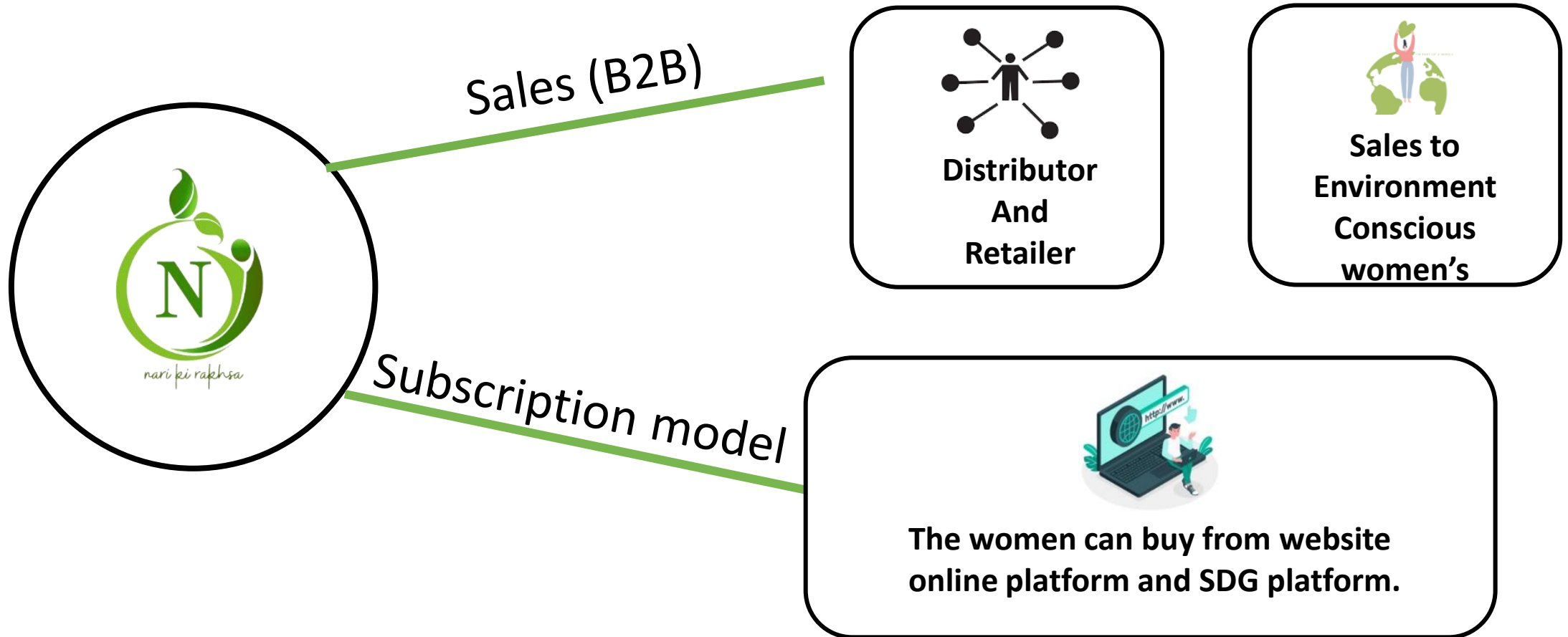
Dr. Neetu Rathore:

PHD Botany
Research and development

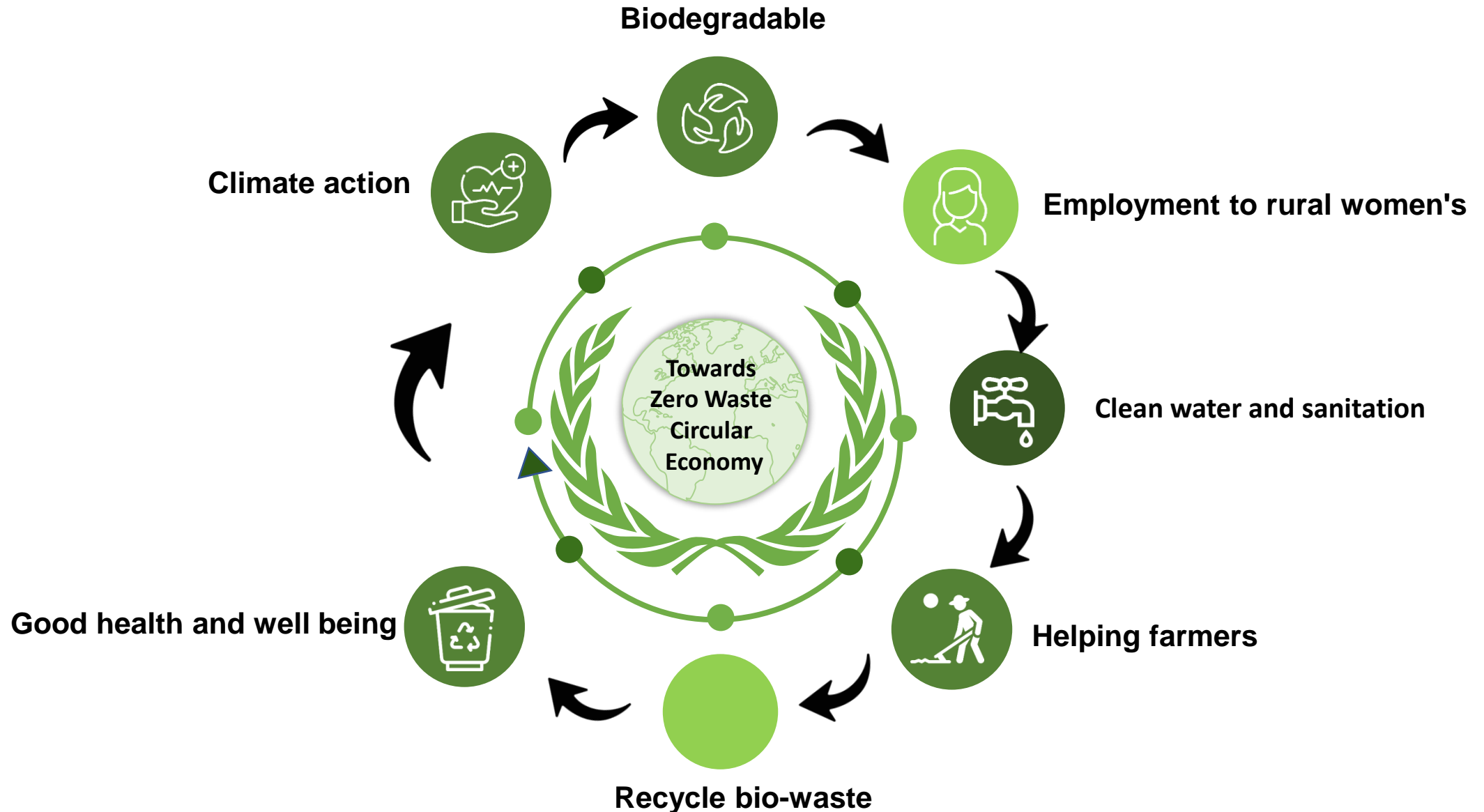
Competitive analysis

	Direct competitor (organic or cloth)	Indirect competitors (Chemical based napkin)	NARIKSHA
Biodegradable	80%	0%	100%
Herbal formulation	10%	10%	100%
Organic SAP	0%	0%	100%
Performance of Blood absorption	75%	90%	100%
Recycle Material used	60%	0%	100%
Cost/Price	INR 180	INR 50	INR 60

Revenue model



Impact On Women's And Sustainable Goals



Thank you.

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Instagram

Page https://instagram.com/nariksha_?igshid=et4wv2edpy2i

Facebook Page <https://www.facebook.com/Nariksha-101532351928722/>

LinkedIn Page: <https://www.linkedin.com/company/nariksha-pads-private-limited>