

डिजीक्योर  
डिजिटल क्लीनिक

अब 10 मिनट में शहरों के विशेषज्ञ डॉक्टर

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+ 7880008330 +



# DigiQure E-Clinic

Delivering Last-Mile Healthcare

Equal Health Pvt. Ltd.

## PROBLEM

### Rural Healthcare is Broken

70% Health Infra concentrated  
in just top 20 cities

Shortfall of 80% specialists  
at CHCs

2.4M deaths every year due to  
preventable diseases

## IT'S IMPACT

1 Time & Cost

2 Negligence in early  
detection

3 Poor health seeking  
behaviour

\* source: PWC, RHS, The lancet



# OUR PRODUCT & SERVICE

END-TO-END SOLUTION FOR RURAL & SEMI-URBAN PEOPLE



● Early Traction Stage ●

## HUBS



AT DISTRICT LEVEL

SPECIALIST DOCTORS



MANAGEMENT OF SPOKES

PATIENT FEEDBACK



SECONDARY CARE AT  
PARTNER HOSPITALS

LOGISTICS & INVENTORY  
MANAGEMENT



## SPOKES



AT TEHSIL/ TOWN LEVEL

HEALTHCARE WORKER



VIDEO CONSULTATION

MEDICINES & LAB TESTS



HOSPITALIZATION  
ASSISTANCE

HEALTH CARD SALES  
& VIRTUAL CAMPS





# GTM STRATEGY



## सक्षम कार्ड



**\*1100+ Saksham cards sold in just 4 months!**

**CREATING A CUMMUNITY WHERE WE GAIN  
CUSTOMER LOYALTY**

**RECURRING REVENUE MODEL BRINGS BETTER  
CASH FLOW VISIBILITY**



- » FAMILY HEALTH CARD AT ₹365 (ANNUAL SUBSCRIPTION)
- » UNLIMITED CONSULTATIONS
- » DISCOUNTED MEDICINES/TESTS
- » DISCOUNTED HOSPITALISATION
- » BUSINESS WITH EVERY WALK-IN (MEDICINE, LABTEST)
- » UNLIMITED HEALTH CHECKUPS AND MANY MORE FEATURES

# TAM : \$50BN HEALTHCARE MARKET

Total target population (lacking easy & affordable access to quality healthcare) : **1B**

Per year per capita expenditure on healthcare: **\$50**

Total Addressable market: **\$50B**

10% Serviceable Obtainable Market (SOM) in next 5 years = **\$5B in ARR**

Our focus is recurring patient base

- ◆ Chronic disease patients
- ◆ Maternal & Child health
- ◆ Ortho/Rehab cases
- ◆ General Surgeries

# Competitive Landscape

## Unique approach

360° healthcare solutions  
for Semi urban & rural people

Apollo Jiyyo Tattvan





# MARKET VALIDATION & ACHIEVEMENT

## Our Users



40,000+ Lives Touched  
3000+ Consultations  
150+ Specialist Doctors  
(MBBS, MD & DM)  
500+ Virtual Camp

## Trusted Patients

## AyushQure



45,000+  
Downloads

15,500  
Bookings

14,000+  
Consultations

89.14%  
Avg Consultation

## (T-AIM)

NASSCOM®



We are glad to inform that our startup is one among the 38 AI startups selected for the second cohort of the Revv Up startup acceleration program by the Telangana AI Mission (T-AIM)

Telangana AI Mission  
Revv UP Cohort 2022

Developed for Ayush dept. Govt. of M.P.  
By: IOTA Informatics

**\*1100+ SAKSHAM CARDS SOLD IN JUST 4 MONTHS**



# TEAM

**Founders** NIT Bhopal '09 alumni | Close friends | Rural backgrounds



Akanksh Tandon, CMO  
9 yrs exp. in Marketing at BHEL



Ankur Chourasiya, CEO  
6 yrs in IT, 5 yrs Business Ops



Saket Asati, CTO  
MS (CS) USA, 9 yrs IT exp. (3 in US)

**Advisors**



Dr. Deepanshu Dubey  
Neurologist  
DM | 12+ yrs exp.



Anant Singh  
Sr. Physiotherapist  
MPT-Neurology | 12 yrs exp.



Dr. Aditya Dubey  
Psychiatrist  
MD | 10+ years exp.



Team awesome



## DigiQure E-Clinic



Team awesome

# Mission 2023

Establish at least **100 physical e-clinics & health vans** to cater to about **10 million people** across Central India

**Integrating Latest IOT Health Devices**

