

# Hydralite

## Nature Power Pvt Ltd'

Incorporated. May 2024

*Hydralite Nature Power pvt ltd. Is a start up founded in May this year with the sole purpose of manufacturing developing products which are either import substitute or new introductions to improve the lifestyle and health of our general population*

We believe nature has too many surprises for us and slowly we are learning to harness them.

*Started by a team consisting of Mr Atul Anand having 30 years of industry experience in innovating and developing many new products for the defence and healthcare sectors followed by Ms.Fizaa Anand having expertise in marketing especially social media and Digital Marketing and then by Mr Uttam Anand having and learning currently business Administration and finance.*



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Mumbai, Maharashtra

### A B O U T   U S

#### Atul Suresh Anand

Director

Atul Anand, with 30+ years in product development, pioneered innovations like India's first portable medical oxygen cylinder and water-powered LED lamps. As the technical lead at Hydralite Nature Power, he drives affordable, made-in-India solutions.



#### Fizaa Anand

Director

Fizaa Anand, an expert in digital marketing and product presentation, shapes Hydralite's branding, design, and packaging, boosting market presence.



#### Uttam Anand

Director

Uttam Anand, a business admin. with a focus on finance, statistics, and AI, manages the company's finances & ensuring efficiency.



# Our Focus

*Hydralite Nature Power* is focusing on developing eco-friendly, innovative products will help Improve the lifestyle for every Indian.

Our core products, such as

“Refresh Bedskin’ a cutting edge hospital linen replacement..

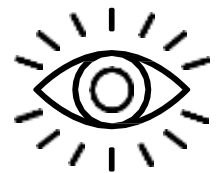
"Water powered LED Lamp",

‘Ambient Disinfection Lighting’ , which kill Bacteria & Viruses

‘Mother baby Anti-theft alert’ | ‘Saline alert’ etc are designed to offer sustainable, affordable much needed life enhancing solutions, currently not available in our country.

*\* Our objective is to create accessible and sustainable solutions that address key challenges such as Medical Hygiene , energy dependence, and consumer safety. By offering eco-friendly products, we aim to contribute to a healthier planet while making it affordable for the our consumers.*

## Vision



To be a India leader in sustainable consumer solutions, transforming everyday lives with eco-friendly innovations that promote Health, energy ,safety, and environmental responsibility.

## Mission



Our mission is to keep innovating & to deliver, critical products that enhance the quality of life for mass consumers.

## value



Sustainability  
Innovation  
Affordability  
Excellence

# Our Focus

## LIST OF PRODUCTS.( 2024)

### 1. REFRESH BEDSKIN-

*The New age MultiLayer hospital fabric( Pat pen.)*

### 2. WATER POWERED LED EMERGENCY LAMP & BATTERIES.

- *Only sources of Power is water.. No batteries/ no Solar cell*

### 3. AMBIENT DISINFECTION LIGHTS .( APP.controlled )

- *No UV- Special light Kills Virus and bacteria ,completely sanitizing the room.*

### 4. I. V ALERT ALARM.

- *Alerts when the I.V in hospital is below critical levels thus saving lives.*

### 5. MOTHER INFANT ANTI THEFT ALERT.

- *Prevents Infant theft which is an alarming figure in India*

### 6. MUSCLE HAND DYNAMOMETER. ( APP. controlled )

- *Used for Measuring & rehabilitation of Muscle strength*

### 7. SELF HEATING FOOD HEATING BOXES

- *Extremely useful to Heat food instantly ,helps keep food hygienic.*

# CHALLENGES IN INDIA

1. LIMITED ATTENTION & AVAILABILITY OF CRITICAL HEALTHCARE PRODUCTS IN INDIA

2. RURAL INDIA STILL FACING BELOW AVERAGE LIFESTYLE DUE TO POWER & ENERGY CONSTRAINTS IN INDIA

3. ADDRESSING SECURITY FOR THE COMMON MAN AT A LOW COST..



Medical conditions still not at par with other regions in the world  
Hospital Acquired Infections a major killer in medical hospitals especially for low immunity patients...

Many regions lack access to Power, especially the rural region in India, Lifestyle is adversely affected for Children & women especially during the later part of the day..

New cutting edge products which are mainly imported are too expensive for the average consumer to use and purchase...

*PROBLEMS*



# MULTILAYER DISPOSABLE FITTED SHEETS

**Refresh**  
Bedskin  
*Feel the softness!*

Simple Tear-Away one layer after usage to expose a fresh hygienic layer below.  
Comes in 3 | 5 | 7 layer formats.



Anti-  
Microbial



Anti -  
Bacterial



Cotton soft



Waterproof  
100%



Water  
Absorbing



Breathable  
Temp.Regulating



## Refresh - Bedskin

The New Age Hospital Patient care

- Water Absorbent & waterproof
- Breathable
- Cotton soft feel
- Disposable- No Laundry ...



REDUCE INFECTION RATE BY 50 %  
IN CRITICAL PATIENTS



EXTREMELY EASY & COMFORTABLE  
FOR ICU AND IMMOBILE PATIENTS



MANUFACTURED & CERTIFIED AS  
PER INTERNATIONAL STANDARDS



SUSTAINABLE FABRIC | NO LAUNDRY  
| NO WASHING |



**Disposable | Anti-Microbial | Breathable**



Refresh-Bedskin is a registered Trade mark, protected under Copyright law(R)\*

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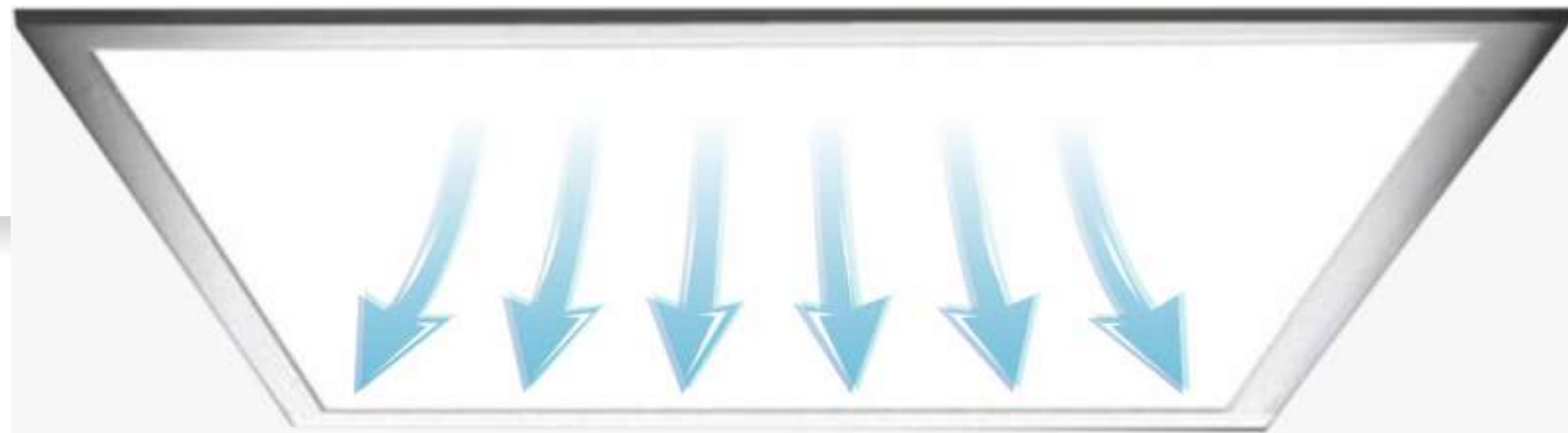
PATENT APPLIED\*\*



# Anti-microbial lighting

A Clean Solution for All

Hydralite's Antimicrobial Lighting uses visible light to reduce harmful microbes like bacteria, fungi & mold in various environments, including hospitals, clinics, Homes, office spaces & More.



Patent Applied



*These LEDs work over time to create spaces that inhibit microbial growth, making environments safer and cleaner without the need for harsh disinfectants*



# Product Insight – Disinfection Ambient Lighting

India has approximately 1.9 million hospital beds

According to AHRQ, 10+ million patients undergo surgical procedures as in-patients each year,

In India, the challenges such as poor medical infrastructure, indiscriminate use of antibiotics, over burdened wards increased the risk of development of HAIs.<sup>4</sup>

HAIs contribute to 33% of hospital deaths in people 65 years and older\* and major cause of morbidity.

- Burn units reporting rates of infection > 50%.

- The risk of dying from fatal infections in cancer patients was nearly 3 times. With approximately 60% of cancer deaths are infection-related or directly caused by infections

- The recent rise of antibiotic-resistant have lead to, higher infections rates in hospital setups

- Patients with diabetes had higher rates for all infections<sup>7</sup>

1) [sciencedirect.com/science/article/pii/S2049080121009791](https://www.sciencedirect.com/science/article/pii/S2049080121009791).

2) World J Oncol. 2021 Dec; 12(6): 195–205. 3 <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4790211>, 4. (World J Oncol. 2021 Dec; 12(6): 195–205.)

7) <https://diabetesjournals.org/care/article/41/3/513/36609> / 7) <https://diabetesjournals.org/care/article/41/3/513/36609>





# Water power

**Water Power LED Lamp & batteries ..**

A revolutionary, eco-friendly lighting solution that uses saltwater as a power source, providing up to 120 hours of continuous light. Ideal for rural areas, emergencies, and outdoor use.



## Energy-Efficient Solutions

A range of sustainable products focused on reducing energy dependence and promoting environmental responsibility for households, healthcare, and rural development.



# I.V.ALARM usage & benefits

**Seamless Attachment:** It Easily attaches to saline bags and continuously tracks fluid levels.

**Low Saline Notifications:** Alerts medical staff when saline levels are low, ensuring timely intervention.

**Enhanced Focus:** Allows healthcare providers to concentrate on other important tasks, improving overall efficiency.

**Emergency Reduction:** Lowers the chances of emergencies, contributing to shorter hospital stays.

**Peace of Mind:** Ensures continuous IV monitoring for both healthcare providers and patients, enhancing the quality of care

**1<sup>st</sup> TIME IN INDIA**

**hydralite**  
NATURE POWER

Introducing First Time Developed In India  
**I.V. ALARM**  
Reduces The Risk Of Air Entering  
The IV Line And Other Complications.

**Save Lives**

**Red Light**

- Allows Medical Staff To Focus On Other Important Tasks.
- Lowers The Chance Of Emergencies And Shortens Hospital Stays.
- Provide Peace Of Mind. The Device Ensures Accurate And Continuous IV Monitoring For Healthcare Providers And Patients.
- Attaches To The Saline Bag And Keeps Track Of The Fluid Level.
- Notifies Medical Staff When The Saline Level Is Low.

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# ANTI-THEFT INFANT DEVICE

**Approximately 24.2 million children born in India,  
Out Of which 64,531 cases of  
kidnappings & Abductions reported.**

HOW ANTI-THEFT INFANT DEVICE HELPS MOM & THE BABY ?

- ➡ It offers peace of mind to New mothers & their loved ones by ensuring that their baby is safe from kidnapping and accidental mismatching.
- ➡ It provides a reliable solution for tracking and securing infants in healthcare settings, allowing parents to focus on their recovery and bonding with their baby.



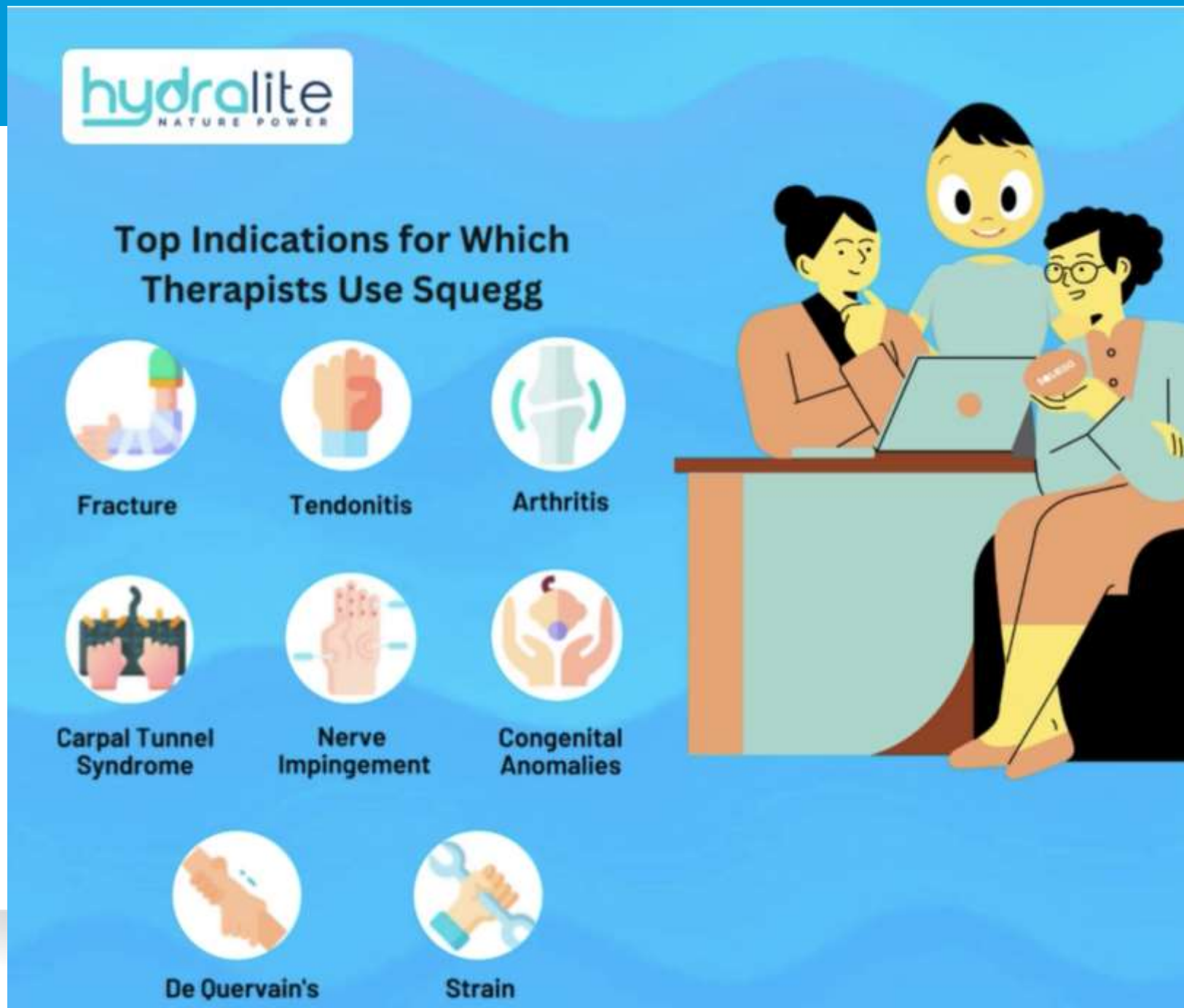
This device enhances security, ensuring that both mothers and their families can rest easy knowing their child is protected.



# HAND DYNAMOMET

**hydralite**  
NATURE POWER

**Top Indications for Which Therapists Use Squegg**



- Fracture
- Tendonitis
- Arthritis
- Carpal Tunnel Syndrome
- Nerve Impingement
- Congenital Anomalies
- De Quervain's
- Strain

**Smart Handy**  
The Smart Grip Trainer

**SQUEGG Works as a Perfect Companion for Upper Extremities Therapy**

**Works Best For At-Home Sessions and Virtual Therapy**



Smart Handy



# USP – UNIQUE SELLING POINTS

The 1 st products of its Kind in India, applied for PATENTS



## Eco-Friendly Energy

Sustainable products powered by saltwater, reducing carbon footprints.



## Safety-Focused:

Innovations like the I.V. Alarm and Anti-Theft Infant Device enhance consumer safety and well-being.



## Long-Lasting:

Products such as the Salt & Water LED Lamp provide up to 120 hours of power without external energy sources.



## Versatile Use:

Catering to households, healthcare, and outdoor/emergency needs.



## Dual-Functionality:

Products like the Disinfection LED Light offer both lighting and air purification.



## Affordable & Accessible:

Cost-effective solutions available to both urban and rural consumers.



# MARKET POTENTIAL

## Indian Market sectors:

### Government and NGO Collaborations:

Generating revenue through partnerships with government bodies and NGOs focused on rural development and innovation in healthcare and sustainability

### D2C:

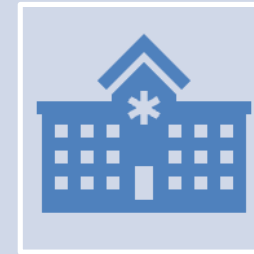
Direct sales of eco-friendly products such as lamps, alarms, and disinfection lights *Homes* and general retail customers.

### Corporates:

Generating revenue through partnerships with corporates  
Like major hospital chains across India showcasing our innovation in healthcare and sustainability

### Licensing:

Licensing proprietary technology, including devices like the I.V. Alarm, to other developers and manufacturers in the healthcare industry.



**Healthcare Sector Growth:** The Indian healthcare market, expected to surpass \$610 billion by 2026, offers significant opportunities for our safety-focused products like the I.V. Alarm and Anti-Theft Infant Device.



**Increasing Consumer Demand for HIGHER STANDARDS OF LIVING:** The global market for Better living products is expanding as consumers become more conscious of environmental issues and demand healthy & affordable, alternatives to conventional goods.



**Emerging Markets:** Hydralite Nature Power is uniquely positioned to tap into emerging markets, particularly in HEALTHCARE SECTOR & rural areas and developing regions.

# STRATEGIC GROWTH ROADMAP

*By following these phases, DOCMED PHARMACEUTICAL AND SURGICAL PRIVATE LIMITED can scale up operations sustainably while continuously improving the quality of its testing services and customer satisfaction.*

## PHASE 1

### **Market Penetration (Year 1)**

**Objective:** Establish a strong foothold in both urban and rural markets.

**Action:** Launch core products like the Disinfection light | Salt & Water LED Lamp and I.V. Alarm, focusing on **healthcare institutions**, rural development programs, and retail consumers.

## PHASE 2

### **Regional Expansion (Year 2)**

**Objective:** Expand into new geographic areas and diversify product offerings.

**Action:** Introduce the product line to new regional markets, particularly in Southeast Asia and other regions facing similar challenges with sustainability and energy access.

## PHASE 3

### **Global Outreach and Technological Advancement (Year 3)**

**Objective:** Scale operations globally while continuing innovation.

**Action:** Expand into international markets, focusing on Europe and North America, through strategic partnerships and licensing agreements.



# FUND UTILIZATION

Feature	% Allocation	Amount (₹)
Product Development	30%	3 CR
Marketing & Sales	25%	2.5 CR
Manufacturing Setup	20%	2.0 Cr
Technology & Infrastructure	15%	1.5 Cr
Working capital	10%	1.0 Cr

Funding Ask: **10CR**

