PRB HEALTH CARE

Revolutionizing Knee Pain Treatment with MOMTI Technology

INVESTOR BUSINESS PLAN & STRATEGIC ROADMAP

Prepared for: Prospective Investors & Strategic Partners

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1. Executive Summary

Investment Opportunity

Seeking: ₹2 Crore | Expected Returns: 5-20X in 3-5 years

PRB Health Care is a pioneering healthcare enterprise dedicated to solving one of India's most pervasive health crises: chronic knee joint pain. With over 180 million sufferers in the country, the demand for effective, non-invasive solutions has never been higher. We have developed and successfully deployed a proprietary technique named **MOMTI (Multiple Organ Manual Therapy Integration)**, a revolutionary combination of the world's most advanced physiotherapy protocols designed to cancel or significantly postpone knee replacement surgeries.

180M+	93%	10,000+	65%
People suffering from knee pain in India	Patient satisfaction rate	Patients successfully treated	Annual revenue growth

Our mission is to bridge the massive gap between the 60 million senior citizens currently suffering from knee arthritis and the scarcity of qualified physiotherapists. Having successfully treated over 10,000 patients with a 93% positive feedback rate, PRB Health Care is poised for rapid expansion.

We are seeking an investment of **₹2 Crore** to scale our operations, expand our clinic network, and deploy our proprietary WPS (Wellness Physio Systems) units across India. Our projected roadmap forecasts a 5-20x return on equity within 3-5 years, driven by a scalable B2B and B2C business model that leverages both direct patient care and strategic partnerships.

2. Problem Statement

⚠️ The Crisis in Numbers

180M+	20L	1.5L	93%
Indians suffering from knee pain	Physiotherapists needed	Currently available	Supply-demand gap

Knee joint pain is not merely a physical ailment; it is a debilitating condition that affects mobility, independence, and quality of life for millions. The current healthcare landscape presents critical challenges:

- 🔴 **Epidemic Scale:** Knee joint pain affects more than 180 million people in India. It is a leading cause of disability among the elderly.
- ⚕️ **Surgical Over-reliance:** The default medical advice for advanced arthritis is often Total Knee Replacement (TKR). However, surgery is expensive, invasive, carries risks of complications, and requires lengthy rehabilitation.
- ❌ **Ineffective Alternatives:** Millions of patients seek physiotherapy but fail to find relief due to outdated techniques and a lack of specialized care protocols.

- 📉 **Skill Gap:** India requires at least 20 lakh physiotherapists to meet current demand. However, there are only 1.5 lakh qualified practitioners, and of these, only approximately 25,000 possess the advanced skills necessary to treat complex joint issues effectively.

> 💡 *"Out of 6 crore senior citizens suffering from knee arthritis, more than 1 crore have attempted physiotherapy without finding the right solution, highlighting a massive market failure in quality care delivery."*

3. Market Opportunity & Analysis (2026 Projections)

The demographic shift towards an aging population creates a significant and growing market for geriatric healthcare services.

Demographic Projections (Updated for 2026)

Based on census trends and healthcare data, the market landscape for 2025-2026 is projected as follows:

Category	2011 Census Data	2023 Status	2026 Projections
Senior Citizen Population	11 Crore	~14-15 Crore	20 Crore
Arthritis Sufferers (Seniors)	-	~6 Crore	~8 Crore
Dissatisfied Physio Patients	-	1 Crore+	1.5 Crore+

The Service Gap

The disparity between demand and supply is widening. While the patient base is growing at a CAGR of over 3.5%, the supply of skilled physiotherapists remains stagnant. PRB Health Care addresses this specific "quality gap" by offering a standardized, high-efficacy treatment protocol that can be replicated and scaled.

4. Target Audience Segmentation

Our solution is designed to serve distinct segments of the population, ensuring a diverse patient intake:

👴 Primary Segment - Geriatric Population (60+ years)

Senior citizens suffering from Osteoarthritis (OA), Rheumatoid Arthritis, and general age-related mobility issues. This is our largest volume segment with the highest demand for non-invasive alternatives to surgery.

Market Size: 8 Crore+ arthritis sufferers | **Growth:** 3.5% CAGR

👩 Secondary Segment - Middle-Aged Homemakers (40-60 years)

Women are disproportionately affected by knee issues due to physiological factors (hormonal changes, bone density) and lifestyle demands. Early intervention in this group prevents surgery later and improves quality of life significantly.

Market Size: 3-4 Crore potential patients | **Awareness:** Growing rapidly

⚽ Tertiary Segment - Sports & Active Lifestyle (15-40 years)

Athletes and fitness enthusiasts dealing with ligament injuries (ACL/PCL), meniscus tears, and overuse injuries. This segment values quick recovery and performance optimization. Premium pricing potential.

Market Size: 1-2 Crore active individuals | **Willingness to Pay:** High

5. The MOMTI Solution

🏆 **MOMTI - Multiple Organ Manual Therapy Integration**

"The World's Most Advanced Physiotherapy Protocol for Knee Joint Care"

What is MOMTI?

MOMTI (Multiple Organ Manual Therapy Integration) is PRB Health Care's proprietary therapeutic framework. Unlike generic physiotherapy, which often relies solely on electrotherapy machines, MOMTI is a holistic, manual-therapy-first approach.

It integrates the world's most advanced evidence-based physiotherapy techniques into a single, cohesive treatment protocol designed specifically for the knee joint.

🔬 Core Components of MOMTI

Manual Realignment

Techniques to correct minor biomechanical faults in the knee joint complex

Soft Tissue Release

Advanced myofascial release to reduce tension in muscles surrounding the knee

Proprioceptive Training

Neuromuscular re-education to improve balance and joint stability

Advanced Electro-Modalities

Judicious use of state-of-the-art technology to supplement manual efforts for pain management

💪 ***The MOMTI Promise:***

"To Cancel or Indefinitely Postpone Knee Surgery through Non-Invasive Rehabilitation"

6. Competitive Advantage & Differentiation

PRB Health Care stands out in a fragmented market dominated by unorganized local clinics and expensive corporate hospitals.

Feature	PRB Health Care (MOMTI)	Standard Local Clinic	Corporate Hospital
Primary Treatment Focus	Manual Therapy & Biomechanics	Electrotherapy (IFT/US)	Surgery / Pharmacology
Protocol Standardization	High (Standardized MOMTI)	Low (Therapist dependent)	Medium
Cost to Patient	Affordable / Value-based	Low	Very High
Success Rate	93% (Documented)	Variable	High (but invasive)
Invasiveness	Non-Invasive / Drug-Free	Non-Invasive	Highly Invasive

7. Benefits & Clinical Outcomes

The MOMTI technique offers tangible clinical and lifestyle benefits:

Clinical Benefits

- **Pain Alleviation:** Significant reduction in VAS (Visual Analog Scale) pain scores within the first 5 sessions.

- **Range of Motion:** Restoration of flexion and extension capabilities, allowing patients to squat, climb stairs, and walk comfortably.
- **Muscle Strengthening:** Targeted strengthening of the quadriceps and hamstrings to offload the knee joint.

Patient Benefits

- **Personalized Care:** Treatment tailored to individual pathology rather than a "one size fits all" approach.
- **Drug-Free:** Minimizes reliance on painkillers and NSAIDs, reducing the risk of kidney and liver side effects.
- **Cost-Effective:** A full course of MOMTI therapy costs a fraction of a Total Knee Replacement surgery.

8. Traction & Milestones Achieved

PRB Health Care has moved beyond the concept stage and demonstrated strong product-market fit with impressive operational metrics.

10,000+
Total Patients Treated

1,011
Patients Treated via MOMTI Since Launch

93%
Positive Feedback Rate

65%
Annual Revenue Growth

100-120
New Referrals Per Month

85%
Patient Retention Rate

Strategic Partnerships: We have established collaborative ties with 25 clinics and medical professionals to widen our referral network.

9. Business Model & Revenue Streams

Our business model is a hybrid of service delivery and product sales, ensuring diversified revenue streams.

1. Clinical Services (B2C & B2B)

- **Clinic Visits (B2B/B2C):** Direct revenue from patients visiting our centers.
- **Home Visits (B2C):** Premium service for immobile or luxury-seeking patients.
- **Corporate Wellness:** Ergonomic workshops and camps for corporate employees (B2B).

2. Strategic Partnerships

- **Revenue Sharing:** Partnerships with orthopedic clinics and hospitals where we run the physiotherapy department.
- **Medical Insurance:** Empanelment with insurance providers for cashless treatment options.

3. Product Sales

- **Orthotics & Supports:** Sales of branded knee braces, insoles, and supporting devices.
- **Ergonomic Products:** Pillows, back supports, and footwear.

10. Go-to-Market Strategy

We employ a multi-channel approach to reach our target demographics effectively.

Digital Marketing (Online)

- **Content Marketing:** Leveraging YouTube and Facebook for patient testimonials, educational videos on joint health, and live Q&A sessions.
- **Local SEO:** Optimization for "JustDial", Google Maps, and local search queries to capture high-intent local traffic.
- **Mobile App:** Launching a patient companion app for appointment booking and exercise tracking.

Community Engagement (Offline)

- **Free Check-up Camps:** Conducting joint health camps in RWA (Resident Welfare Associations) and senior citizen clubs to generate leads.
- **Talk Shows:** Hosting educational seminars on "Avoiding Knee Surgery" to build authority and trust.
- **Print Media:** Strategic placement of hoardings, banners, and flyers in high-density residential areas.

11. Financial Projections (5-Year)

The following projections are based on the deployment of funds to expand clinic operations and increase patient throughput.

Financial Metric	Year 1	Year 2	Year 3	Year 4	Year 5
No. of Centers/Units	100 WPS	1,000 WPS	10,000 WPS	1 Lakh WPS	10 Lakh WPS
Revenue (Projected)	₹2.5 Cr	₹12 Cr	₹45 Cr	₹150 Cr	₹400 Cr
EBITDA Margin	18%	22%	25%	28%	30%
Net Profit	₹45 L	₹2.6 Cr	₹11.2 Cr	₹42 Cr	₹120 Cr

**WPS = Wellness Physio System Units (Standardized treatment units deployed)*

12. Growth Roadmap & Scaling Strategy

📈 12-Quarter Aggressive Expansion Plan

Phase 1 (Q1-Q4): Foundation & Standardization

Q1-Q4

- Establish 100-1000 WPS units
- Finalize SOPs for MOMTI training

- Secure key partnerships in Delhi-NCR

Phase 2 (Q5-Q8): Rapid Expansion

Q5-Q8

- Scale to 10,000+ WPS units
- Expansion into Tier-1 cities (Mumbai, Bangalore, Pune)
- Launch of proprietary training academy for staff

Phase 3 (Q9-Q12): Market Dominance

Q9-Q12

- Pan-India presence with 1 Lakh+ units
- International franchising exploration
- Full integration of AI-diagnostics in clinics

Quarterly WPS Unit Deployment Goals

Quarter	Target Units	Cumulative Total	Key Milestones
Q1	100 WPS	100	Foundation phase begins
Q2	1,000 WPS	1,100	Training SOPs finalized
Q3	10,000 WPS	11,100	Tier-1 city expansion
Q4	1 Lakh WPS	1.11 Lakh	Pan India presence established
Q5-Q8	10 Lakh WPS	11.11 Lakh	Market leadership position
Q9-Q12	1 Crore+ WPS	1.11 Crore+	International expansion begins

13. Investment Requirements & Use of Funds

We are raising **₹2 Crore** to fuel our next phase of growth. The capital allocation is strategically planned to balance asset acquisition with brand building.

💰 Fund Allocation Breakdown

🏥 Equipment & Infrastructure	20%
📢 Marketing & Sales	20%
👥 Hiring & HR	20%
🎓 Training & Development	20%
🏢 Operations & Miscellaneous	20%

Allocation Area	Percentage	Amount (₹)	Purpose
Equipment & Infrastructure	20%	₹40 Lakhs	Purchasing advanced physiotherapy machines and setting up clinics.

Marketing & Sales	20%	₹40 Lakhs	Online campaigns, offline camps, and brand awareness.
Hiring & HR	20%	₹40 Lakhs	Recruiting specialized physios and support staff.
Training & Development	20%	₹40 Lakhs	Staff training in MOMTI technique and soft skills.
Operations & Misc.	20%	₹40 Lakhs	Office space, patent filing, legal, and contingency.
TOTAL	100%	₹2 Crore	

14. ROI Analysis for Investors

🚀 **Expected Returns**

5X - 20X

Return on Equity in 3-5 Years

Investing in PRB Health Care offers significant upside potential due to the scalability of the model and the immense market demand.

📊 **Investment Growth Projection**

Initial Investment

₹2 Cr

Year 0

Conservative (5X)

₹10 Cr

Year 3 5

Aggressive (20X)

₹40 Cr

Year 3 5

Exit Strategy Options

- 💼 **Series A/B Funding:** Dilution at a higher valuation in subsequent rounds, providing liquidity to early investors.
- 🏥 **Strategic Acquisition:** Acquisition by large hospital chains (Apollo, Max, Fortis, Manipal) looking to expand their rehabilitation arm. Healthcare M&A market is active with strong valuations.
- 📈 **IPO (Initial Public Offering):** Long-term goal of public listing upon achieving national scale and consistent profitability. Target: 5-7 years.
- 🤝 **Management Buyout:** Option for founders to buy back investor stake at agreed multiples.

15. Leadership Team

PRB Health Care is led by a team of seasoned professionals combining medical expertise with business acumen.

Dr. Hemant Gaur

Director & Founder | Head of R&D

MPT (Sports), Japan Return. With over 15 years of clinical experience, Dr. Gaur is the visionary behind the MOMTI technique. His international exposure ensures global standards in treatment protocols.

Dr. Mahima Gaur

Managing Director

MPT (Neuro). Bringing 12 years of experience in neurological rehabilitation, she oversees the clinical operations and quality assurance of the company.

Ms. Tanu Mittal

Chief Technology Officer (CTO)

Leads the technology integration, including the development of the patient management system and mobile applications.

Mr. Vikas Gupta

Financial Advisor

Chartered Accountant with 25 years of experience. He ensures financial discipline, compliance, and strategic fiscal planning.

Mr. Ashok Kamal

Business Profitability Coach

IIT Kharagpur Alumnus with 45 years of industry experience. He mentors the leadership on scaling strategies and operational efficiency.

16. Risk Analysis & Mitigation

Risk Category	Potential Risk	Mitigation Strategy
Operational	High attrition rate of skilled physiotherapists.	Establish an in house Training Academy with certification; offer competitive pay and career growth paths.
Competition	Entry of large hospital chains into home care physio.	Focus on specialized MOMTI niche branding rather than generic physio; build strong patient loyalty.
Market	Slow adoption of non-surgical methods in rural areas.	Extensive awareness campaigns and "Free Check-up" camps to educate the demographic.

17. Regulatory & Compliance

PRB Health Care adheres to all statutory requirements to ensure sustainable and legal operations.

- **Clinical Establishment Act:** Full compliance for all physical centers.
- **Professional Licensure:** All physiotherapists are registered with their respective state councils (e.g., DCPT in Delhi).
- **Data Privacy:** Patient data is handled in accordance with the Digital Personal Data Protection Act, ensuring confidentiality.
- **Intellectual Property:** Process initiated for patent filing of the MOMTI technique trademark.

18. Contact Information

We invite you to join us in this journey to make India pain-free.

PRB HEALTH CARE

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