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INTELLIGENT HEALTHCARE

Continuous, audit-ready environment monitoring for operating theatres and ICUs

Netra · Pre-seed round · ₹40 lakh for 10%

Smarter monitoring. Smarter system. Safer healthcare.

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Hospitals must prove OT limits, and are now paid to

The problem

21 ± 3 °C

NABH limit for OT temperature; humidity 20–60%, positive pressure ≥ 2.5 Pa

6 months

NABH validation interval; between checks, hospitals rely on manual logbooks

~10 days

Extra hospital stay for each surgical-site infection (US data cited by CDC experts)

Why now: government action in India

+15%

More PM-JAY payment to hospitals that prove quality (NQAS / NABH)

630

New critical care blocks sanctioned (PM-ABHIM)

+70%

Rise in health-infrastructure budget, FY 2026-27

Government pays for proven quality. Hospitals need proof. MSA provides it, every minute.

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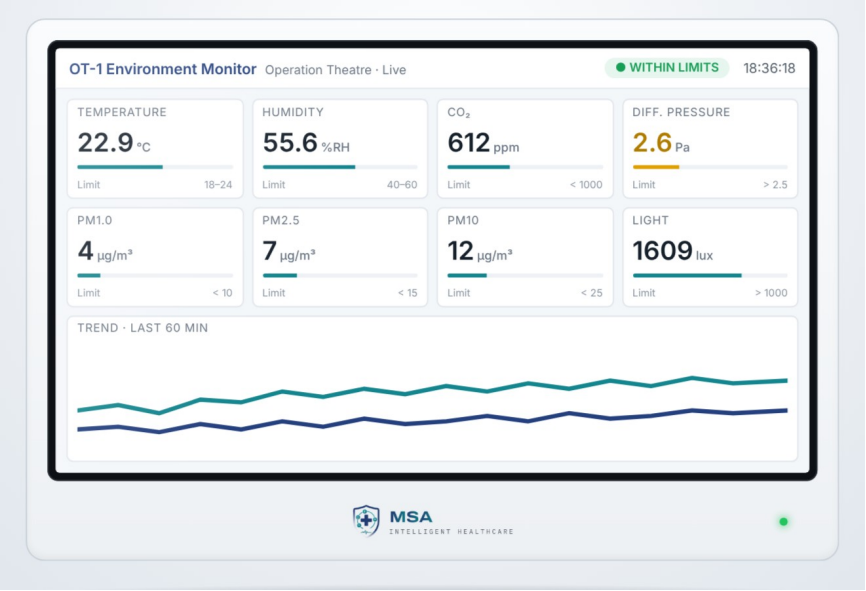
Netra: the OT's environment, proven every minute



Monitor · Alarm · Record · Report
Concept render. Screen values are illustrative.

Where we are: working prototype with battery backup and alarm · provisional patent filed (Sept 2026) · Udyam registered

The evidence in four numbers

~5 in 100
Surgical patients in India get an infection; about half are found only after discharge
ICMR study, ~3,000 patients, 3 hospitals

~10 days
Extra hospital stay for each surgical infection
US data cited by CDC experts

~60% fewer
Deep joint infections when OT air is ultraclean
Lidwell trial, ~8,000 operations, BMJ 1982

40%
Of joint surgeries lost positive OT pressure; the door opened every ~3 minutes
Johns Hopkins, ~190 surgeries, 2015

ICMR: its Hospital Infection Control Guidelines include sections on hospital air and environment cleaning.

Note: a 2023 US study (~14,500 operations) found OT temperature/humidity swings were not linked to more infections. Our case is proof and audit readiness, not a cure.

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India: ₹370 Cr market, we aim for 10% in 3 years

₹370 Cr

India, maximum: 18,600 OT rooms × ₹2L

₹4,600 Cr

Global OT panels, 2025 (growth: monitors 5%, panels 6% a year)

10%

Our 3-year goal: about 1,900 rooms out of 18,600

How we compare

	Ace (India)	SONICU / Setra (US)	Netra
Price	₹28K	$600–3,000 + software	₹2L
Cloud audit trail	No	Yes	Yes
Assessor-ready reports	No	US standards	NABH format
Phone / WhatsApp alerts	No	Yes	Yes
India sales & service	Yes	Limited	Yes

Our edge is software and service, not hardware price. Kavach (up to ₹10L) controls OT equipment; Netra monitors the room. Different products, one-fifth of the price.

India ₹370 Cr is a ceiling, not a forecast. Middle East + Africa panels ₹230 Cr (low confidence). ₹94 per US$.

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Marketing matrix: buy or rent, plus services

Device: two ways

MSA Purchase

₹2L

One-time

MSA Rental

₹10K

Per month

Services: add to either

MSA Cloud

₹20K

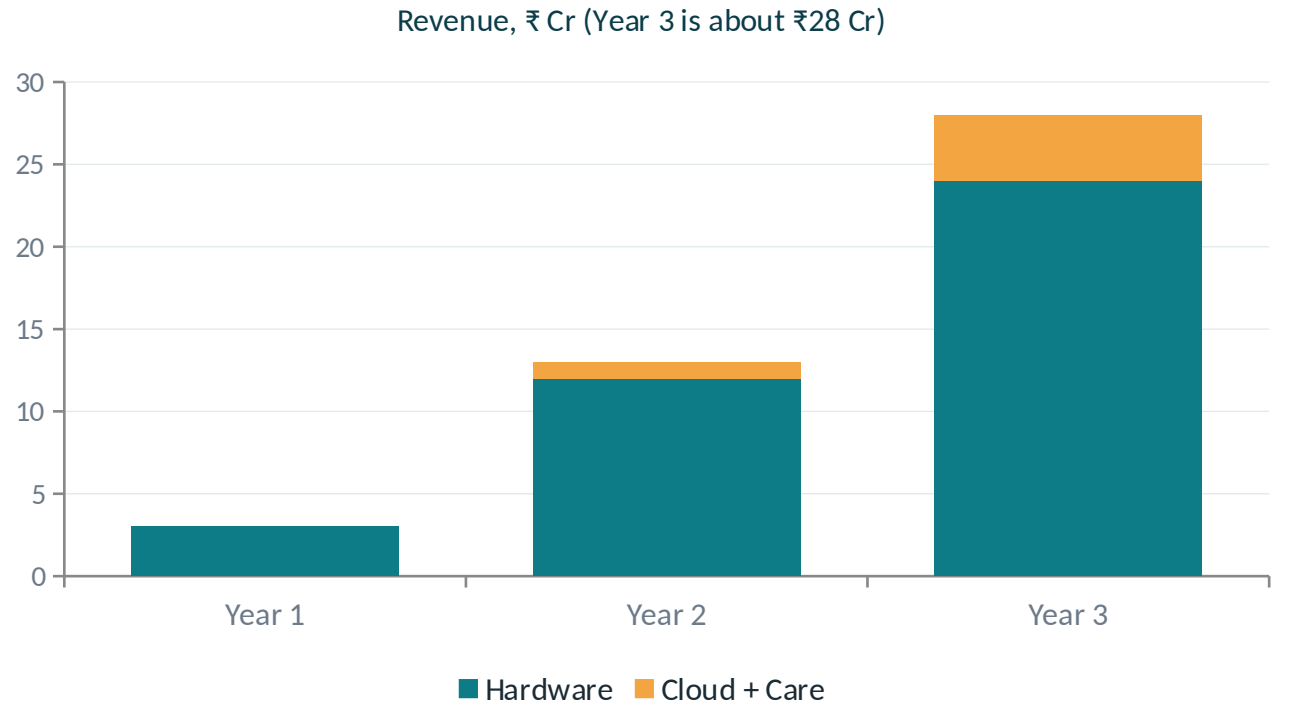
Per year

MSA Care

₹20K

Per year

Buy + Cloud + Care: ₹2L once, then ₹40K a year per room



Rooms installed (total)	150	750	1,900
Share of India's rooms	1%	4%	10%

Plan to reach 10% of India's 18,600 OT rooms in 3 years. Assumes every room is bought, Cloud on all rooms, Care on 60%, 5% yearly churn. Rental is extra upside, not counted. Figures are assumptions, not company data.

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Team, proof so far, and the path to 10%

Nitin Kumar · Founder

- ~9 years in medical-device quality
- Quality Engineer, SS Innovations; ex Senior QE, Allied Medical
- ISO 13485, IEC 60601, CDSCO MDR, NABH, CAPA
- Executive M.Tech, IIT Bhilai (pursuing, 2025–27)

Vivek Kumar · Co-founder

- [Role: hardware / sales / operations]
- [Years of experience and field]
- [One checkable credential or past employer]

Proof so far

- Working prototype, patent filed
- One hospital has approved a pilot [confirm before pitch]
- Pilot MOU and multi-hospital need survey in progress

This round

Testing and certification, 5 pilot rooms, 2 paying hospitals, 10 LOIs

Year 1

150 rooms, channel partners signed, ₹3 Cr revenue

Year 2

750 rooms (4% of India), ₹13 Cr revenue

Year 3

1,900 rooms = 10% of India, ₹28 Cr revenue

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The ask

₹40 lakh for 10% equity



Use of funds	Share	Amount
Testing & certification	15%	₹6 L
Pilot units & installs	20%	₹8 L
First hire	18%	₹7 L
Sales & working capital	25%	₹10 L
Project 2: Kavach	15%	₹6 L
Buffer (contingency)	7%	₹3 L
Total	**100%**	**₹40 L**

Beyond capital: introductions to hospital groups, an NABH assessor advisor, and support on marketing and growth.

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