

AYURTECH INNOVATION S PVT. LTD.



PROBLEM:

Effect of alcohol on the liver-

Chronic use of alcohol causes Alcoholic Liver Disease.

Alcoholic liver disease (ALD) is a progressive disease that occurs in stages, starting with fatty liver, then alcoholic hepatitis, and finally cirrhosis, cancer & at last Liver Transplant.

Alcohol can have many systemic side effects including:

- **Cardiovascular issue**
- **Liver problems,** **Pancreatic issues**
- **Immune system issues ,Brain issues**
- **Bone issues, Eye issues, Birth defects**
- **Mental health and behavioral conditions**
- **Social and financial problems.**

Due to so many health issues, alcoholic person loses their health, huge amount of wealth (money) in hospitals, prestige in social life.

SOLUTION :

ALCOSOOTHE

- **ALCOSOOTHE** is an innovative product in alcohol & beverage industry, it will make revolutions in the life of alcoholics.
- **ALCOSOOTHE** is the only solution for alcoholics for the protection of liver due to side effects of alcohol in present scenario.
- It is purely 100% herbal formulation use as food supplement.
- It improves the alcohol metabolism & also protect, repair & regenerate liver effected by alcoholic beverages.

PUNCH LINE:

!! “Peene ka maza..... bina saja “ !!

!! “DAARU KE SAATH BHI..... OR.....DAARU KE BAAD BHI” !!

!! “JEENA HE TO PIYOALCOSOOTHE KE SATH” !!

ACHEIVEMENTS

- **ALCOSOOTHE Got 2nd Prize in startup pitching competetion in Swadeshi Mahotsav on 19-28 dec 25 Organised in Panchkula.**
- **Paper Published in Journal of Emerging Technologies and Innovative Research (JETIR) on the topic “ *ALCOSOOTHE- A remarkable product to protect our liver from Alcoholic beverages*”**
- **Trade mark applied**
- **10yrs product Research & Development in Advance nanotech wellness & patanjali, treated so many successfully treated patients of Alcoholic & non alcoholic Fatty liver diseases, Jaundice, liver cirrhosis with Ascetis, & 80% damaged liver.**
- **Spend more than 18 lacs in 10yrs, for R &D & developed effective market fit product.**
- **Third party clinical validation is tie-up with Samhita Research solutions, Bangalore.**
- **International- In CANADA our samples are present in French Language & under process of health department certificatioin & licencing.**

UNIT ECONOMICS



Particular	Amount (INR)
size	60ml
Manufacturing cost per unit	20
MRP per Unit	65
Distributor/retailer/transport/marketing	32
Net Profit (20% of MRP) per unit	13



MARKET OPPORTUNITY:

➤ We are first company in the market, who introduce such type of product in Indian & international market.



Market size – 100% Indian & international market.

➤ **Indian alcohol market estimated size: \$52.5billion to 64billion USD**

➤ **Expected rise by 2033(Forcasted size) : \$111,258.9million USD.**

➤ **CAGR of Indian alcohols market (2023 to 2033):6.0-7.0%**

➤ **The alcoholic Drink Market **worldwide** is projected to generate revenue of 1176.0Billion USD in 2024.**

➤ **If we target only one percent Indian market then we can generate\$525 million USD .**

MARKETING & SALES STRATEGY:

- **We use alcohol distribution network and alot state & district wise areas nationally & country wise internationally.**
- **We connect all event management organizers.**
- **Sales through ecommerce.**
- **We directly supply Army, Navy, Air force , paramilitary forces & their canteens nationally & internationally (195 countries)**
- **We supply home delivery by ZOMATO, SWIGGY, BLINKIT, & other local platforms & service provider.**

COMPETITION :

- **No competitor till now It is our USP.**
- **we are the first introducer .**

FINANCIAL PROJECTIONS

(TRACTION):

- In India 29.2% of men & 1.2% of women consume alcohol.age-(10-70yrs)
- Population of india is 142.86 cr in 2023.
- If 30% population drink alcoholic beverages then it is- 42.858cr people drink.
- If only 25 % peoples of its(42.858cr people) take our product/day then it is- 10.7145cr peoples/day.

Our roduct MRP is- 65/-

$65 \times 10.7145 = 650.7145 \text{ cr INR/DAY in India.}$

- If our revenue is only 10% then our revenue is 65.07145cr/day.
- Annual revenue is- $65.07145 \text{ cr} \times 365 = 23751.07925 \text{ cr/yr.}$
- **REST REVENUE OF 194 COUNTRIES ARE OUR FUTURE**

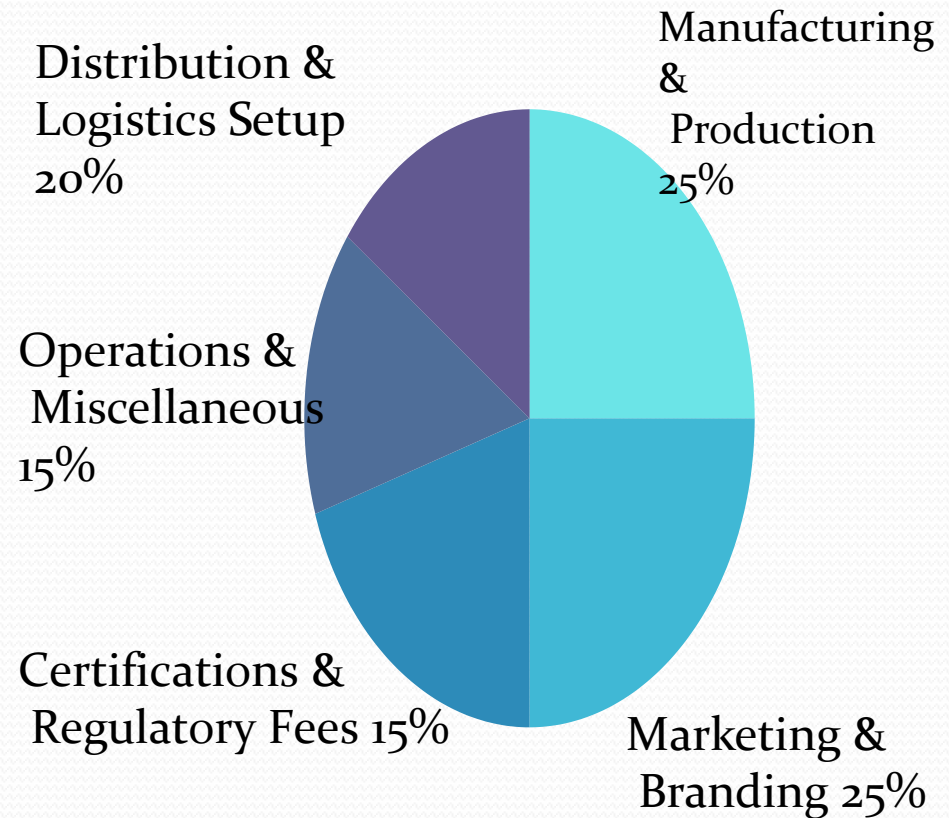
5Year Financial Projection Table (in crores)

Year	Unit sold/day	Unit sold/year	Annual Revenue in cr (@65/unit)	Annual Manufacturing Cost (@20/unit)	Annual Profit (@13/unit)
Year 1	5000	18,25,000	11.86cr	3.65cr	2.37cr
Year 2	15000	54,75,000	35.59 cr	10.95cr	7.12cr
Year 3	50000	1,82,50,000	118.63cr	36.50cr	23.73cr
Year 4	75000	2,73,75,000	177.94cr	54.75cr	35.59cr
Year 5	1,00,000	3,65,00,000	237.25cr	73.00cr	47.45cr

FUNDUTILIZATION

ASK- for 50 Lacs FOR 5% EQUITY

Category	Amount (₹)
Manufacturing & Production	12,50,000(25%)
Marketing & Branding	12,50,000(25%)
Distribution & Logistics Setup	10,00,000(20%)
Certifications & Regulatory Fees	7,50,000(15%)
Operations & Miscellaneous	7,50,000(15%)
Total	50,00,000





OUR TEAM



Dr. Hariomkulshrestha
DIRECTOR (50% stake)

Director of Ayurtech Innovations Pvt. Ltd., with extensive experience in healthcare and pharmaceutical sectors



Dr. NamitaKulshrestha
DIRECTOR (50% stake)

Director of Ayurtech Innovations Pvt. Ltd., specializing in natural health products and wellness management.



THANKYOU

For further information
please contact us below:



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