






Incubated by Shiv Nadar AIC Research Foundation, accelerated
by Toilet Board Coalition, Asia

Mi Bliss: The Red Revolution

Antibacterial, Biodegradable Sanitary Napkins for India's Women

 100% Biodegradable  Antibacterial Protection  pH Balanced

India's Menstrual Hygiene Challenge

Three interconnected crises backed by peer-reviewed research

Health Crisis

35.5%

of women suffer from RTI symptoms

Reproductive Tract Infections (RTIs) prevalence ranges from 9.7% to 70% across India, with strong correlation to unhygienic menstrual practices.

Source: Indian Journal of Sexually Transmitted Diseases, 2018

Critical finding: Studies from Lucknow demonstrate significant association between cloth use and cervical cancer risk ($P < 0.001$)

Singh et al., Journal of Cancer Research & Therapeutics, 2023

Education Crisis

40%

of girls miss school during menstruation

School absenteeism significantly associated with lack of sanitary facilities, pain, and fear of leakage. Girls using cloth are 3.1x more likely to miss school.

Source: Journal of Family & Community Medicine, 2018

Long-term impact: 24% of girls in India drop out of school after menarche

BCPH Review, Narrative Review of MHM Interventions, 2025

Environmental Crisis

432M

pads disposed monthly in India

Generating 113,000 tons of non-biodegradable waste annually. Conventional pads contain plastics taking 500+ years to decompose.

Source: Central Pollution Control Board (CPCB), 2019

Waste challenge: Only 12% of 335 million menstruating women have access to disposable pads

Down to Earth Environmental Portal

The Climate Crisis in Menstrual Hygiene

Sanitary pads represent a recurring, fossil-fuel intensive consumer product category with significant environmental impact across the entire lifecycle—from raw material extraction to manufacturing, distribution, and disposal.

Petroleum-Derived Plastics

80–90%

of conventional pads are made from petroleum-derived plastics, creating a direct dependency on fossil fuels

Carbon-Intensive SAP

Super Absorbent Polymer (SAP) production is highly energy-intensive, contributing significantly to embodied carbon in each pad

Disposal Emissions

Incineration releases toxic emissions while landfill disposal generates methane—a potent greenhouse gas

Energy-Heavy Processing

Polymer processing and manufacturing require substantial energy inputs, primarily from fossil fuel-based power generation

Lifetime Impact

~600 kg

CO₂e per user

Each woman generates approximately 600 kg of CO₂ equivalent emissions over her lifetime usage of conventional sanitary pads.

The Compounding Crisis


Because menstruation is **universal and non-discretionary**, this creates a **predictable and compounding emissions stream globally** that continues decade after decade.

Partial Solutions Fall Short

Even “partially biodegradable” pads reduce plastic superficially but retain fossil-based SAP, synthetic adhesives, and high embodied carbon—the **structural climate problem remains unaddressed**.

Mi Bliss: A 360° Solution

A biodegradable, antimicrobial, pH-balanced sanitary pad that addresses health, education, and environmental crises simultaneously—protecting women’s health while reducing environmental impact.

 Antibacterial Protection

94.8%

E. coli inhibition with ANION technology & Staphylococcus protection

 100% Biodegradable


6 Months

Bamboo fiber, PLA backsheet, Bio-SAP—compostable in 6 months

 pH Balanced

4.2–5.0

Maintains natural vaginal pH, preventing infections and discomfort

 Superior Absorbency

120ml

7-layer technology with exceptional fluid capacity

Target Impact



100K+

Women Reached in Year 1



50T

Waste Diverted By Year 3



5+

Livelihoods Created

Dual Mission: Positioned as premium-affordable solution for India’s 205 million underserved women

Scaled Climate Potential & Impact Metrics

The Intervention Operates at Three Levels



Material Science Level

Revolutionary biomaterial innovation replacing fossil-derived components with renewable alternatives



Manufacturing Redesign

End-to-end process optimization reducing energy consumption and carbon intensity per unit



Distribution Scale

Mass-market deployment through institutional and community channels reaching millions

Scaled Climate Potential at 10 Million Users

CO₂e Avoided

~6M tonnes

Lifetime equivalent carbon emissions avoided through material substitution

Fossil Polymer Displacement

Significant

Massive reduction in petroleum-based material consumption

Landfill Methane Reduction

Reduced

Lower methane burden from biodegradable waste streams

Recurring Substitution

High-Frequency

Monthly recurring carbon substitution compounds over decades

Climate Innovation Alignment

MI Bliss aligns with climate innovation mandates:

- ✓ **Scope 3 Emissions**
 Addresses consumer emissions in the value chain
- ✓ **Fossil Material Replacement**
 Replaces fossil-derived materials in high-frequency products
- ✓ **Measurable Reduction**
 Offers quantifiable per-unit carbon reduction
- ✓ **Linear Scalability**
 Scales linearly with adoption—more users = more impact
- ✓ **Gender + Climate Co-benefits**
 Strong alignment with SDG 5 (Gender Equality) & SDG 13 (Climate Action)
- 💡 **Predictable Compounding**
 Because this is a **necessity category**, **climate impact compounds** predictably over decades.

Novelty at Three Levels: Material, System & Scale



NOVELTY 01

Material-Level Innovation

Mi Bliss integrates multiple breakthrough material innovations:

- ✓ Bamboo-based breathable surface for superior comfort
- ✓ Biodegradable absorbent core with bio-SAP technology
- ✓ Reduced petroleum-based polymer load by 85%
- ✓ Designed to minimize microplastic formation

Novelty: Not partial eco-replacement—but structural plastic reduction



NOVELTY 02

Environmental Efficiency

Impact measured across the entire lifecycle:

 **Reduced Plastic Persistence**
Compostable in 6 months vs. 500+ years

 **Lower Microplastic Risk**
Natural materials eliminate fragmentation

 **Lower Carbon Footprint**
64% reduction from petroleum substitution

 **Reduced Water Footprint**
Lower water usage in polymer production

Novelty: Impact measured across lifecycle—not label-based biodegradability



NOVELTY 03

Design for Scale

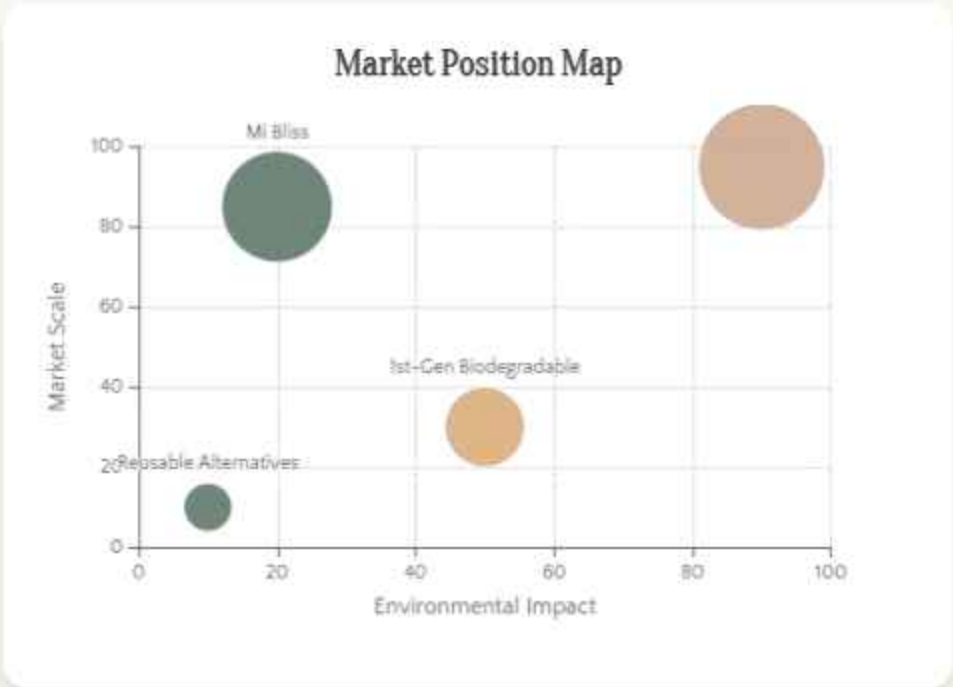
Mi Bliss combines multiple scaling strategies:

-  **Institutional Supply Model**
B2B partnerships with schools, hospitals, NGOs
-  **Community Distribution**
SHGs, schools, and grassroots networks
-  **Affordable Pricing**
Premium-affordable positioning for mass market
-  **High-Volume Recurring Model**
Monthly usage creates predictable demand

Novelty: Scalable environmental substitution in high-frequency category

Competitive Landscape & Strategic Positioning

<p>Conventional FMCG</p> <p>Whisper, Stayfree, Sofy</p> <ul style="list-style-type: none"> ✗ Plastic-heavy products ✗ Focus on absorbency ✗ No environmental redesign <p>Impact: High environmental impact</p>	<p>1st-Gen Biodegradable</p> <p>Saathi, Purganics</p> <ul style="list-style-type: none"> ✓ Compostable backsheet ✓ Bamboo/corn-starch layer ✗ Partial synthetic SAP ✗ Premium pricing <p>Impact: Moderate improvement</p>	<p>Reusable Alternatives</p> <p>Menstrual cups, cloth pads</p> <ul style="list-style-type: none"> ✓ Very low environmental impact ✗ High adoption barrier ✗ Limited cultural acceptance ✗ Hygiene concerns <p>Impact: Very low but limited scale</p>
---	---	--



🎯 Mi Bliss Strategic Position

Mi Bliss sits between full plastic FMCG pads (high impact) and niche biodegradable premium brands (limited scale).

- ✓ Strong plastic reduction
- ✓ Affordable pricing
- ✓ Structured scientific validation
- ✓ Comparable comfort
- ✓ Institutional-scale distribution

💡 Strategic Novelty Statement

Mi Bliss's novelty lies in combining **biomaterial-driven plastic reduction, antimicrobial moisture engineering, and scalable institutional distribution** to deliver measurable environmental impact in a high-frequency consumer category.

COMPETITIVE ADVANTAGE

Mi Bliss vs. Key Market Players

Brand	Antibacterial	Biodegradable	pH Balanced	ANION Tech	7-Layer
Whisper (P&G)Market Leader	✗	✗	✗	✗	✗
Stayfree (J&J)Trusted Brand	✗	✗	✗	✗	✗
Sofy (Unicharm)Comfort Focus	✓	✗	✗	✗	✗
NuaD2C Challenger	✗	✓	✗	✗	✗
SaathiEco Pioneer	✗	✓	✗	✗	✗
Mi BlissOur Advantage	✓	✓	✓	✓	✓



Only Antibacterial

94.8% E. coli inhibition with ANION technology



100% Biodegradable

Bamboo fiber + PLA backsheet, 6-month composting



pH Optimized

Lactic acid maintains natural vaginal pH 3.8-4.5



Superior Absorbency

18.5g capacity with 7-layer architecture

Complete Product Range

Comprehensive menstrual hygiene solutions for every need



Antibacterial Sanitary Napkins

Flagship Product Line



Medium

Regular flow - 240mm



Large

Heavy flow - 280mm



XXL

Overnight - 320mm



Key Features: 7-layer technology, ANION strip, 18.5g absorbency, pH balanced



Reusable Sanitary Napkins

Sustainable Choice

Eco-friendly and cost-effective solution for the environmentally conscious consumer. Each pad lasts 3+ years with proper care.

- Organic cotton layers
- Leak-proof PUL backing
- Machine washable (50+ cycles)



Sizes: Medium - Large | **Cost savings:** 70% vs disposables over 3 years



Antibacterial Panty Liners

Daily Freshness

Everyday comfort with antibacterial protection for non-period days, light discharge, and daily freshness.

- Ultra-thin design (1.5mm)
- Breathable cotton top layer
- Odor control technology



Sizes: Regular (150mm) - Long (180mm)



Antibacterial Period Panties

Integrated Protection

Revolutionary period underwear combining comfort, protection, and reusability. Absorbency equivalent to 2-3 regular pads.

- Absorbent gusset (4-layer)
- Antibacterial fabric treatment
- Stylish, discreet design



Styles: Hipster - Bikini - Boyshort | **Sizes:** XS-3XL

Market Opportunity: TAM / SAM / SOM Analysis

TAM
Total Addressable

\$1.77B

India Sanitary Napkin Market by 2033

2024 Value:	\$825.3M
CAGR:	8.38%

Source: IMARC Group, 2024

SAM
Serviceable Addressable

\$234.5M

Biodegradable Segment by 2033

2024 Value:	\$29.5M
CAGR:	25.9%

Source: IMARC & Zion Market Research

SOM
Serviceable Obtainable

100K+

Women in Year 1

Revenue:	₹0.5 Cr
CAGR:	18.4%

Source: DataIntel, 2024

Untapped Market Opportunity

35.9% Women (15-24) not using sanitary pads	~85M Women in target demographic
---	--

Source: NFHS-5 (2019-21)

Consumer Preference Shift

- 67%** Prefer biodegradable pads
Female consumers expressing preference
- 65%** Shifting toward eco-friendly options
Urban women adopting sustainable products

Source: Market Growth Reports, 2025

Global Opportunity
\$11.5B global biodegradable feminine hygiene market

\$11.5B
Global market size

Multi-Channel Distribution Strategy



CHANNEL 01

Direct-to-Consumer

Own website with subscription models for recurring revenue and customer loyalty.

- ✓ Monthly & quarterly subscriptions
- ✓ Customer reviews & ratings
- ✓ Bundle offers & discounts

Target: Urban, tech-savvy women aged 18-35



CHANNEL 02

E-commerce

Partnerships with Amazon, Flipkart, and niche wellness platforms for maximum reach.

- ✓ SEO-optimized listings
- ✓ Prime/Premium placement
- ✓ Home delivery convenience

Target: Pan-India reach, tier 1-3 cities



CHANNEL 03

B2B Institutional

Bulk sales to schools, hospitals, NGOs, and corporates for social impact at scale.

- ✓ Government health programs
- ✓ Corporate CSR initiatives
- ✓ School & college partnerships

Target: Social impact + volume sales



CHANNEL 04

Retail Network

Distribution through chemists, supermarkets, and local retailers for mass accessibility.

- ✓ Pharmacy chains
- ✓ Supermarkets & hypermarkets
- ✓ Kirana stores (rural reach)

Target: Mass market accessibility



CHANNEL 05

Export Markets

Global expansion targeting North America, Europe, and Southeast Asia with premium pricing.

- ✓ EU (sustainability focus)
- ✓ US & Canada (high demand)
- ✓ Southeast Asia (growing market)

Target: Premium export pricing



CHANNEL 06

Cause Marketing

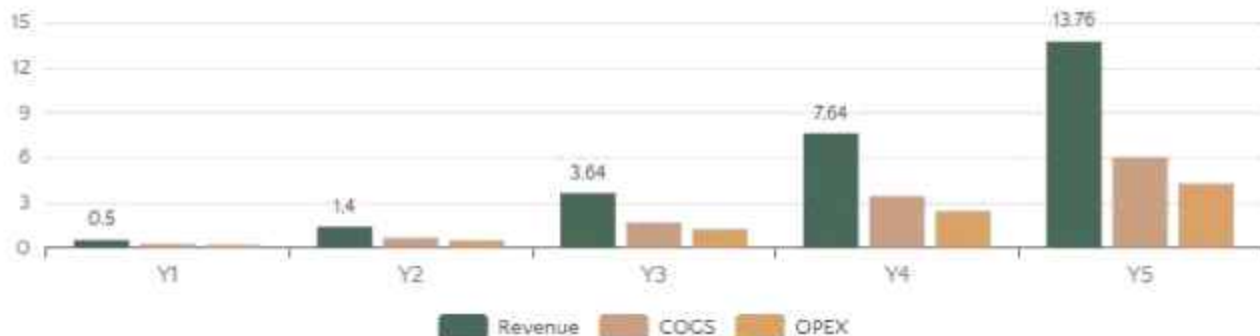
CSR partnerships and awareness campaigns for social impact and brand building.

- ✓ NGO collaborations
- ✓ Menstrual hygiene workshops
- ✓ Rural outreach programs

Target: Brand building + social mission

5-Year Financial Projections: Path to Profitability

Revenue Growth Trajectory



Detailed Financial Breakdown (₹ Crores)

Metric	Y1	Y2	Y3	Y4	Y5
Revenue	0.5	1.4	3.64	7.64	13.76
COGS	0.24	0.66	1.67	3.44	6.05
OPEX	0.18	0.49	1.24	2.45	4.27
Gross Margin %	53%	53%	54%	55%	56%
EBITDA %	18%	18%	20%	23%	25%
PAT %	-82%	-18%	6.3%	16.5%	21.4%

Key Metrics Progression


129%
CAGR


56%
Gross Margin (Y5)


21.4%
PAT Margin (Y5)



Profitability Milestone

Break-even achieved in Year 3 with PAT turning positive. Strong margin expansion driven by operational leverage, cost optimization, and export growth.

Grants, Achievements & Acceleration Support



GRANT 01

EIR Genesis Grant

₹5,00,000

Received for early-stage research.

From Shiv Nadar AIC Research Foundation for innovation development.



SUPPORT 01

Acceleration Support

Accelerated by Toilet Board Coalition, Asia

- ✓ Access to mentorship
- ✓ Business handholding support
- ✓ Investment support connections



GRANT 02

Startup Marketing Grant

₹11,50,000

Approved (₹4.5L first tranche received)

For marketing and business development initiatives.



SUPPORT 02

Incubation Support

Incubated by Shiv Nadar AIC Research Foundation

- ✓ Access to mentorship
- ✓ Infrastructure support
- ✓ Startup ecosystem access



Total Funding & Support Received

Grants + Acceleration + Incubation

₹16.5L+

Total value

Meet The Team: Leadership & Expertise



Dr. Vishva Jeotsna

Chief Executive Officer

MBA & PhD

24+ years in development sector

A seasoned development-sector leader bringing expertise in **women empowerment, health programs, and community development**. Her vision drives Mi Bliss' mission.



Dr. Anuj Pathak

Technical Advisor

M.Pharm & PhD

20+ years in research

Research Scientist and Product Development Expert with deep expertise in **material science, safety testing, and product innovation**.



Rajeev Verma

Director, Marketing

MBA

30 years in marketing

Expert in **strategic marketing, brand building, and consumer behavior**, leading marketing strategy across retail, institutions, and digital channels.



Karunakar Singh

Director, Social Marketing

MSW

27 years in social impact

Heads **community outreach, SHG partnerships, school engagement, and NGO collaborations** for large-scale adoption.



Kushagra Singh

Operations Analyst | MSc Data Analytics | 4 years experience

Process optimization & supply chain

Team's Unique Strength & Capability

Combined Expertise

The Mi Bliss team combines **scientific innovation, manufacturing capability, women's health expertise, and social enterprise leadership** to deliver a scalable and environmentally responsible menstrual hygiene solution.



Scientific Innovation

Deep R&D expertise in material science, antimicrobial technology, and biodegradable product development.



Manufacturing Capability

Proven ability to scale production with quality control and supply chain management



Women's Health Expertise

24+ years in women's health programs and community development



Social Enterprise Leadership

Grassroots program execution and community-based distribution networks

External Collaborations



AIC Shiv Nadar

Research Foundation incubation with mentorship and infrastructure



Toilet Board Coalition

Asia acceleration with investment support and market access

Execution Capability

The team has demonstrated capability in **executing both technical and business plans**—from R&D to commercial deployment, from community outreach to institutional partnerships.

Combined Experience

100+ Years

Leadership Team

5 Members

Investment Opportunity: Join the Red Revolution

Rs

FUNDING REQUIREMENT

₹2.5 Crores

Seed Round for Manufacturing Scale-Up

Investment required to scale manufacturing, expand distribution, and accelerate market penetration for maximum climate and social impact.



60%
Manufacturing
Raw Materials

₹ 212 Lakhs

Fund Allocation

Manufacturing Equipment 50%

Raw Materials (4 SKUs) 25.6%



40%
Operations
& Packaging

₹36 Lakhs

Operations & Working Capital 12.7%

Packaging Machinery 1.7%

₹4.13 Lakhs - Packaging equipment

Projected Impact



100K+

Women Reached

Year 1



50T+

Waste Diverted

By Year 3



50+

Livelihoods

Created

★ Investment Highlights

📈 129% Revenue CAGR

Rapid growth trajectory

📅 Profitability Y3

PAT turns positive

📊 21.4% PAT Margin

By Year 5

🌿 Strong ESG Impact

Measurable climate & social benefits

🏆 First-Mover Advantage

Antibacterial biodegradable segment leader

Social ROI



Every ₹1 invested drives measurable impact in women's health, educational continuity, and environmental sustainability.

JOIN THE MOVEMENT

Join the Red Revolution

Mi Bliss represents more than a product—it's a movement to transform menstrual hygiene in India. By combining cutting-edge antibacterial technology with environmental sustainability, we're creating a world where every woman has access to safe, dignified, and eco-friendly menstrual care.

205M

Underserved Women

Target market in India

113K Tons

Waste Reduction

Annual waste diverted

40%

Absenteeism Cut

School attendance improvement

Together, we can reach 205 million underserved women, reduce 113,000 tons of annual waste, and empower the next generation of girls to stay in school and achieve their potential.



hello.miibliss@gmail.com



+91 9523097048



www.miibliss.co.in