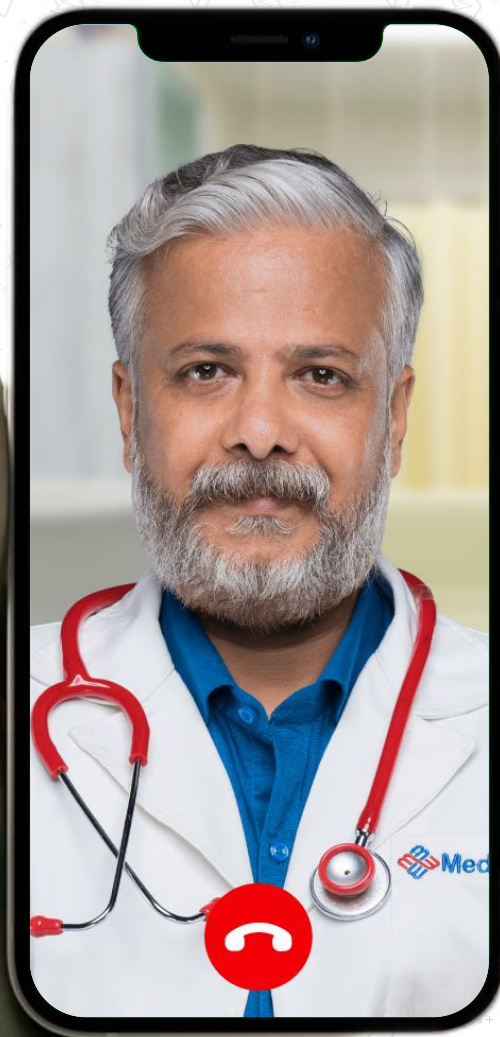




Your Trusted Buddy For Better Health

Combining healthcare, science, AI technology and human intervention to build India's Largest ON-demand Digital Healthcare Platform



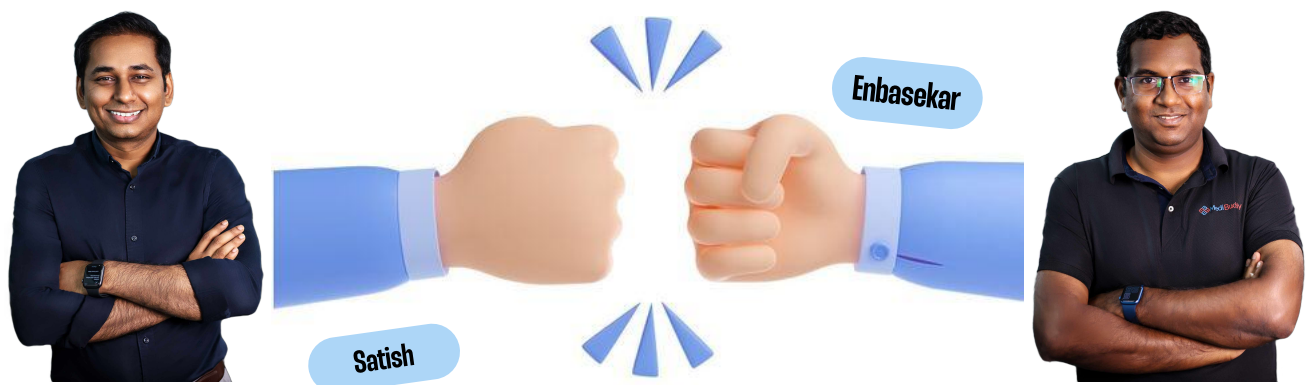
**Making
healthcare
accessible
to India**

Igniting an ambitious dream

At a time in the Indian healthcare sector when the idea of leveraging technology to revolutionize healthcare was met with skepticism, Enbasekar and Satish, young passionate engineering graduates of the prestigious IIT Madras decided to challenge the status quo. They both firmly believed that innovation held the key to providing quality medical care to every Indian, irrespective of their geographical location.

Recognizing an opportunity to bridge the urban-rural healthcare gap, they set out to revolutionize how healthcare services were accessed and delivered, giving rise to the birth of MediBuddy. Their vision was crystal clear: "To make high-quality healthcare accessible to a billion people".

The building blocks



Satish Kannan and Enbasekar D first crossed paths as batchmates pursuing their B.Tech and M.Tech degrees in Electrical Engineering at the prestigious IIT Madras. Fuelled by an exponentially increasing interest in technology, their initial foray into health-tech took shape during the Texas Instruments Analogue Design Challenge (TIDAC) during their student years, where their project on "Low-cost integrated wireless health monitoring system" clinched victory.

Post graduation, Satish delved into Research and Development at Philips Healthcare, specializing in devices crucial for cardiologists' surgical procedures. Simultaneously, Enbasekar honed his expertise in healthcare, contributing significantly to cutting-edge technologies at the Healthcare Technology Innovation Centre housed at IITM Research Park.

The entrepreneurial bug soon bit them. In 2013, after working for a year, they decided to quit their jobs to pursue something of their own. Seeking guidance, they approached Prof. Ashok Jhunjunwala, who recognized their potential and passion, providing them with space in his lab to incubate their ideas. The initial phase was challenging, relying on savings and a seed investment to develop their hardware ECG machine based on IoT, which initially focused on cardiology.

However, their journey took a significant turn when they pivoted towards software after realizing the potential to serve a broader patient base beyond cardiology against the backdrop of digital tech set to boom in India. Recognizing the challenges faced by individuals from remote villages to access quality healthcare, they persuaded doctors to begin leveraging their software for remote consultations.

While telemedicine was fairly new then, word of mouth publicity with doctors initially helped build trust in the healthcare community. Their commitment to scaling also led them to offer consultations in 16 regional languages, besides English.

Another pivotal moment happened in June 2020 marked by the strategic decision to solidify market leadership by merging DocsApp, India's leading doctor consultation platform, with MediBuddy. This would soon lay the groundwork for what would become a pioneering venture.

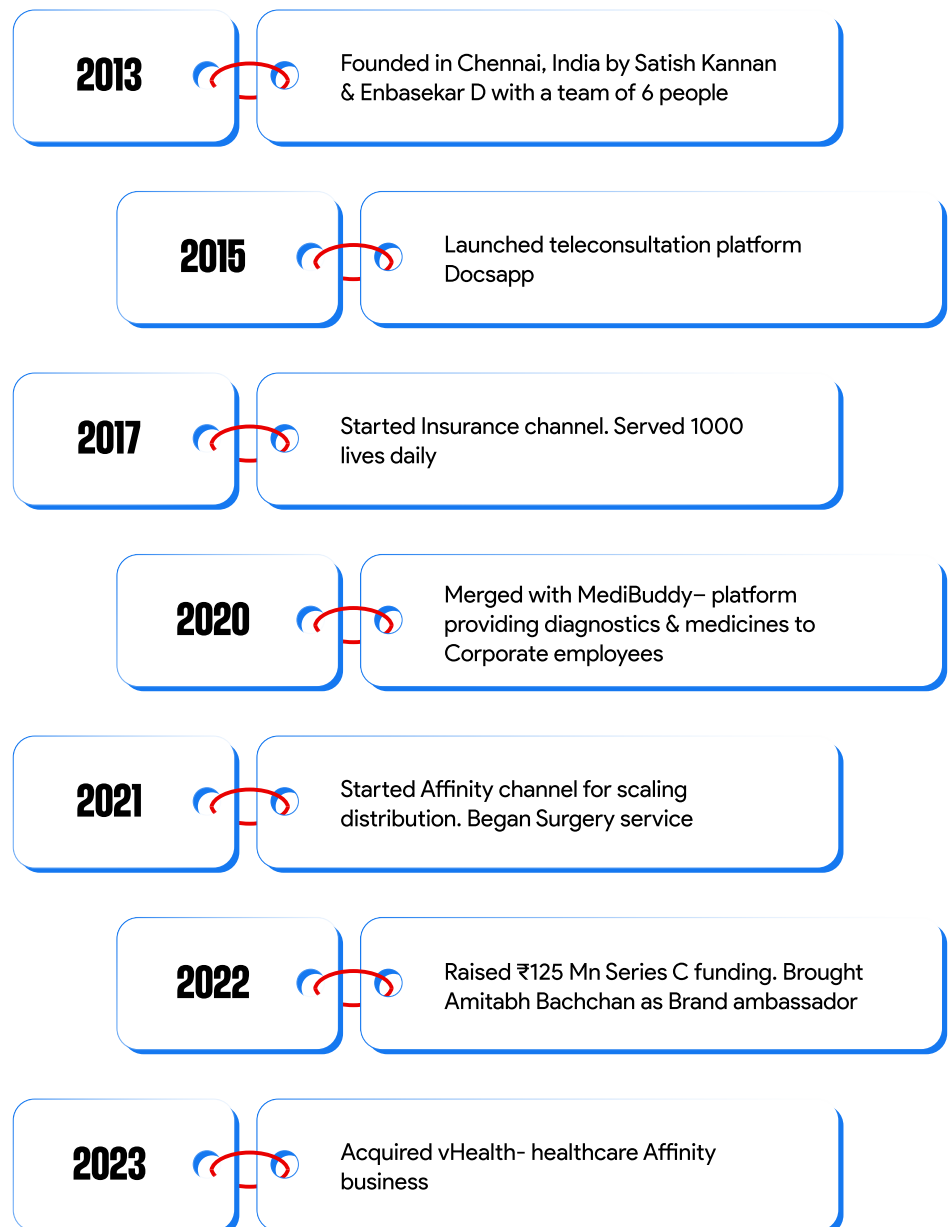
Navigating Uncharted Territories

The healthcare sector, traditionally resistant to change, posed a formidable challenge for the duo in the initial years, requiring not only technical expertise but also courage and unwavering determination.

There was a resistance to change within established healthcare practices, especially when it came to the integration of technology in an otherwise traditional healthcare practice. Recognizing the gap in the Indian healthcare ecosystem and armed with a strong belief in the transformative power of technology, the duo decided to pool their expertise. Overcoming this hurdle required these health tech innovators to build trust by providing quality care, addressing data security, patient privacy, and technology reliability concerns.

They envisioned creating solutions that held the potential to connect patients, even those in the remotest areas, with specialist doctors, overcoming the constraints imposed by physical distance. Marking the formal beginning of their entrepreneurial journey, they got incubated at the IITM Incubation Cell in 2015, laying the foundation for a groundbreaking venture poised to reshape the lives of millions of Indians.

MediBuddy journey across the years



Unveiling Healthcare Disparities

As they delved into the intricacies of how technology could revolutionize healthcare practices, they discerned a sector grappling with challenges, particularly in OPD (Outpatient Department) healthcare. These were:

Inadequate Primary Healthcare Access: With only 29.8 doctors and nurses per 10,000 people in India, as opposed to the global average of 50.6, the glaring insufficiency in primary healthcare access was evident. The urban-rural divide further accentuated the problem, with a staggering 97% of specialist doctors concentrated in urban areas.

Financial Strain and Corporate Wellness: A significant challenge arose from the high Out-of-Pocket (OOP) expenses in India, constituting 55% of healthcare costs compared to the global average of 16%. This financial strain was compounded by escalating healthcare costs, while corporate wellness programs witnessed low employee participation, averaging between 25-30%.

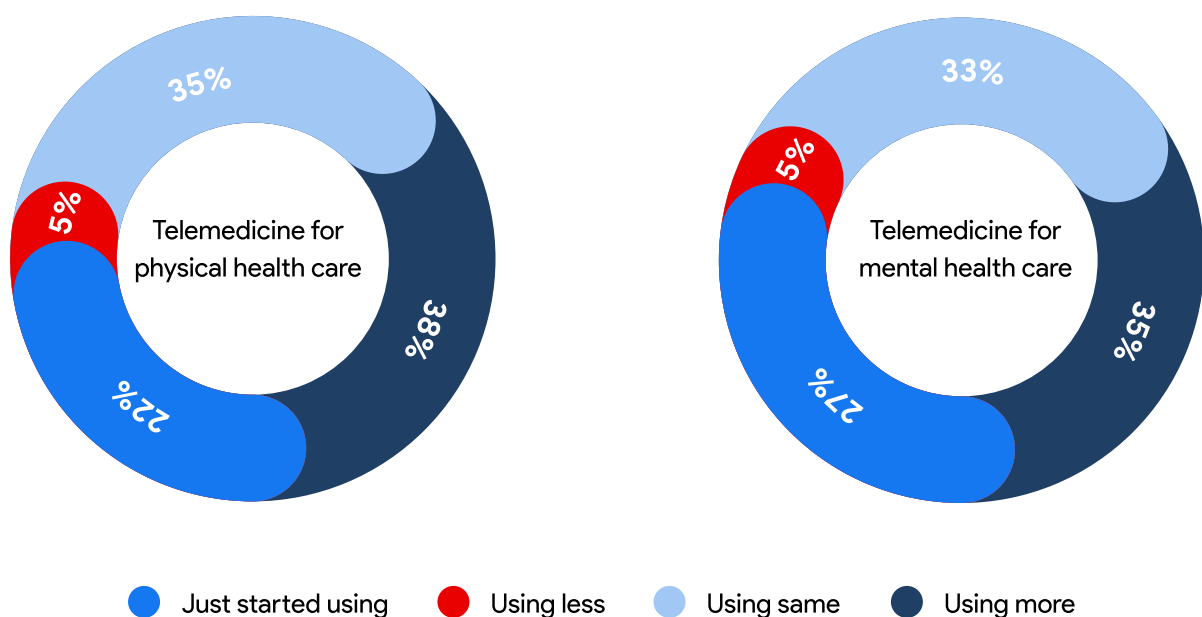
Digital Lag and Self-Treatment: The healthcare sector grappled with a low digital penetration rate, anticipated to reach a mere 7% by 2025. Simultaneously, there was a prevalent trend of self-treatment and reliance on unsolicited advice during sickness.

Chronic Disease Burden: A substantial portion of the population, approximately 450 million Indians, suffered from chronic diseases such as hypertension, diabetes, and cardiovascular issues, creating an additional burden on the healthcare system.

Navigating complex regulatory landscapes and collaborating with healthcare professionals were the first essential strategies. Successful integration into the healthcare ecosystem also involved forming partnerships that allowed for the seamless inclusion of technology into existing workflows.

Ultimately, the key to success which they discovered was striking a balance between innovation and adherence to established healthcare practices, fostering a more receptive environment for adopting healthcare solutions.

Use of telemedicine among consumers in India as of August 2022, by level of usage



The MediBuddy approach

MediBuddy introduced an Omni-channel approach, seamlessly integrating both online and offline solutions to offer a comprehensive array of healthcare services. This encompassed consultations, laboratory diagnostics, pharmaceuticals, and surgical interventions.

The distinctive element of MediBuddy's approach lay in its versatile payment options, accommodating both cash and cashless transactions. Deep integration within the payer ecosystem aimed to make quality healthcare affordable for all. Their extensive nationwide coverage also boasted the largest network of healthcare providers and partners, ensuring comprehensive services were readily available throughout every corner of India.

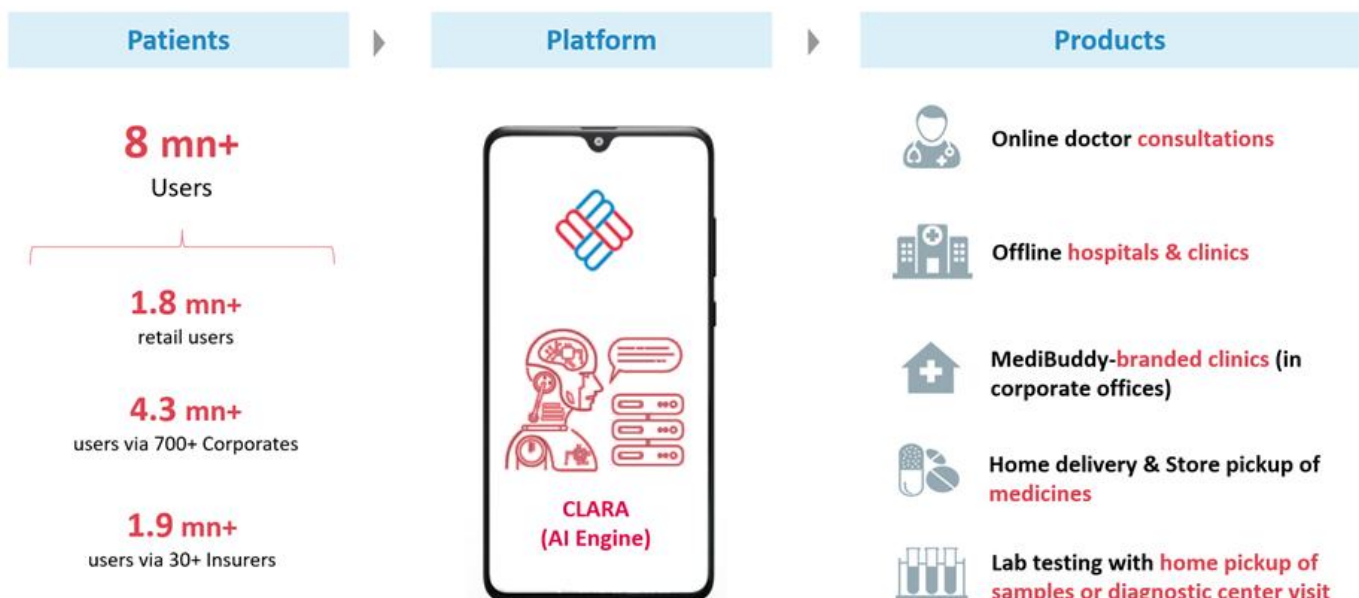


The MediBuddy Ecosystem

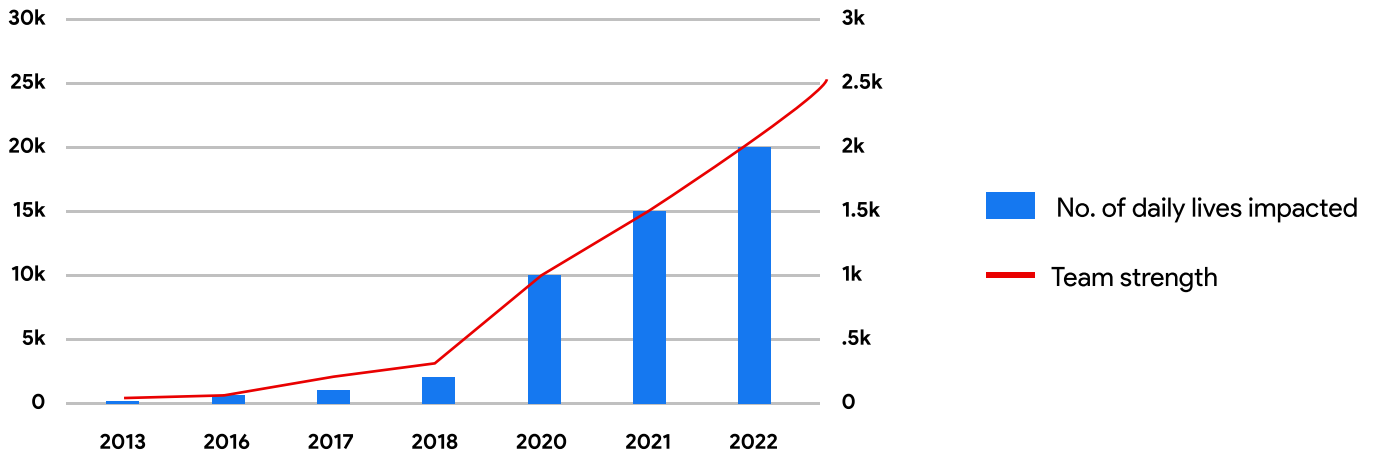
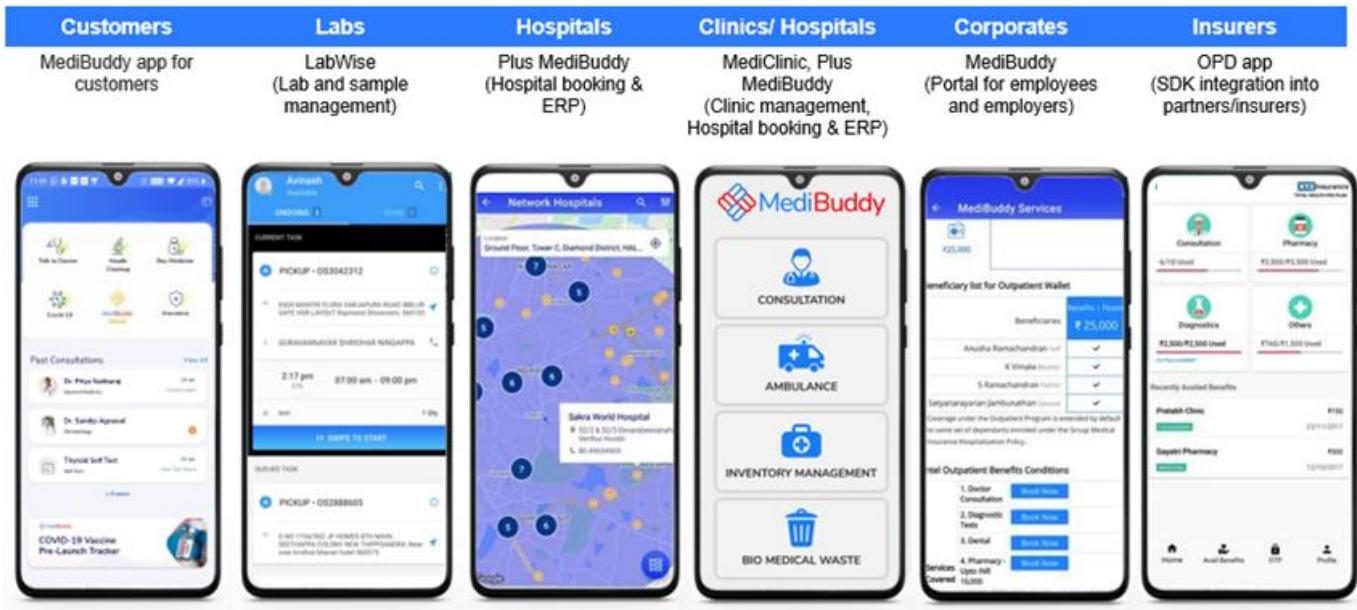
MediBuddy strategically crafted a full-stack digital healthcare ecosystem that connected all stakeholders on a single platform. This included Providers offering OPD and IPD services, Insurers, Corporates, TPAs, and the Government. For end consumers, MediBuddy emerged as a one-stop digital platform catering to all healthcare needs

- Online and Offline Consultations: Access to specialist doctors.
- Lab Tests with Convenience: Home pickup of samples or visits to diagnostic centers.
- Efficient Medicine Procurement: Online orders with options for home delivery or store pickup.
- Surgical Solutions: Comprehensive support for surgical care

By meticulously addressing these gaps in the healthcare market, MediBuddy has risen as India's premier end-to-end, on-demand digital health platform, a testament to innovation and transformation in the Indian healthcare landscape.



Ecosystem of App




90,000+
 Doctors


5,000+
 Diagnostic Centers


7,000+
 Clinics & Hospitals


80+
 Health conditions covered


24,000+
 Dental clinics

Accolades



2020

Best Brand

by ET Edge

Best Health & Wellness Solution

by ET Edge

2017

App of the Year

by Amazon in association with Facebook

2021

Best Brand

by ET Edge

2019

Industry Achievement Award 2019

by Hurun Report

Best Healthcare Entrepreneur of the Year

Best Marketing Campaign

Best healthcare start-up of the year

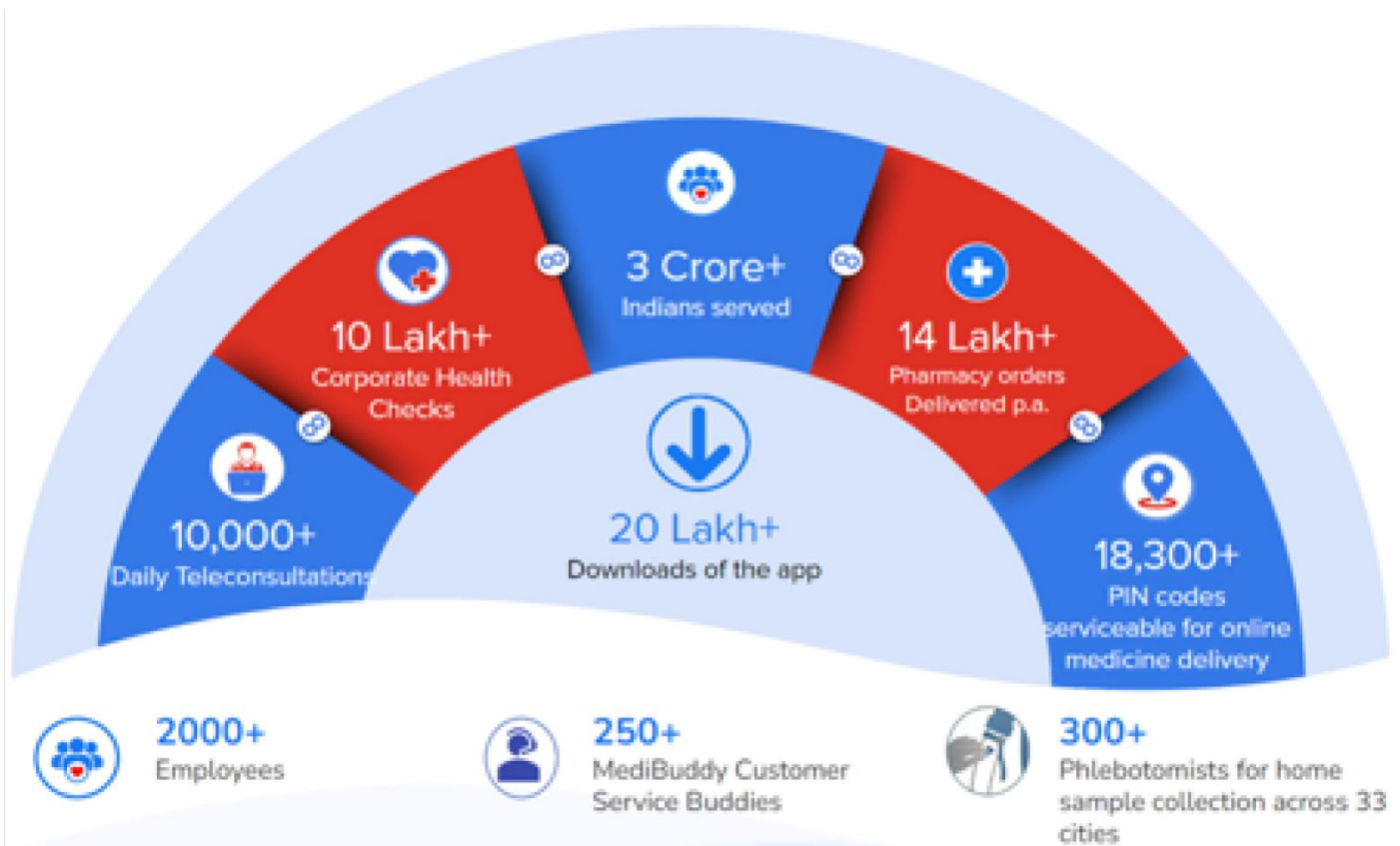
by ABP News

Best Healthcare Entrepreneur of the Year

Best Marketing Campaign

Best Healthcare Entrepreneur of the year - Satish Kannan

by Zee Business Awards

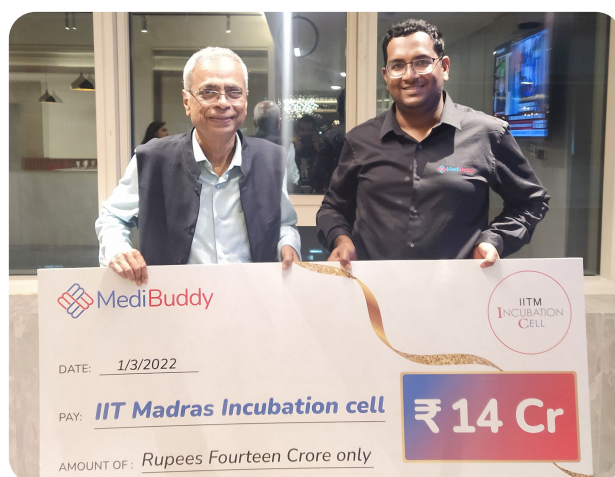


Big B transforms into a healthcare genie for MediBuddy

In their journey to democratize healthcare, MediBuddy recognized a crucial gap: while people readily embraced online platforms for various services like banking, food delivery, and grocery shopping, the potential of video consultations with doctors was largely untapped. Compounding the issue, individuals were often making impulsive decisions or delaying seeking expert medical advice, potentially worsening their health conditions. To bridge this awareness gap, MediBuddy launched a campaign, strategically banking on the trust billions of Indians place in the legendary actor Amitabh Bachchan, encouraging individuals to consider online video doctor consultations as a reliable and convenient option.



The campaign challenged the existing mindset, actively promoting the idea that accessing expert medical consultations can be as effortless as routine online activities such as banking, shopping, or food delivery. The emphasis was on creating a lasting impression in the minds of the public, making online video doctor consultations a natural and preferred choice. The results spoke volumes for the success of this initiative, as MediBuddy witnessed a remarkable twofold increase in daily video consultations following the campaign.



When we started MediBuddy, we were driven by a vision for success and a commitment to give back. We recognize that our achievements stand on the shoulders of the education, mentorship, and support we received at IIT Madras. This contribution is a token of our gratitude and a humble attempt to contribute to our beloved alma mater's continued growth and excellence

Satish

As MediBuddy continues to grow, we are committed to fostering a culture of giving back, understanding that our success is intertwined with the nurturing environment that you provided us. I hope this contribution serves as a small testament to our alma mater's impact on the lives of its students and as an inspiration for future generations

Enbasekar

I have personally known them; all I can say is that they were ordinary, and then they became extraordinary. As one of our early incubatees, we are truly so proud to see how far MediBuddy has come. This is truly a testament to the vision that we have always stood by when nurturing entrepreneurs at the IITM Incubation Cell. Their passion to succeed despite the numerous challenges faced along the way is sure to motivate so many youngsters who will be inspired by their journey and dream big to make it as entrepreneurs themselves. I am sure families across India will surely be benefitted from all the high-quality healthcare services that MediBuddy has to offer.

Prof. Ashok Jhunjhunwala
President, IITM Research Park and Incubation Cell



MediBuddy's Compassion in Crisis:

Volunteering During the COVID-19 Pandemic with Hope
Humanity Social Welfare Society

MediBuddy collaborated with the Hope Humanity Social Welfare Society during the challenging times of the COVID-19 pandemic to address the multifaceted challenges faced by communities affected by the pandemic, including supply shortages, loss of income, and overall economic instability.

MediBuddy's CSR team collaborated closely with Hope Humanity to devise a comprehensive volunteering program. The initiative was twofold, involving both corporate employees and clients in a unified effort to provide aid to those affected by the pandemic. The program encompassed various activities, including distributing essential supplies, supporting communities with basic needs, and fundraising to alleviate the financial strain caused by job losses and income reductions.

Responding to the call for volunteering, MediBuddy's employees and clients demonstrated exceptional dedication. Each employee and client contributed an average of 30 hours as volunteers, actively participating in a range of activities to support communities in crisis.

MediBuddy enabled administration of over 500k+ covid vaccinations, made easier access to Antigen testing kits and also launched home visit sample pickup for blood tests and RTPCR. This has since scaled to help over 1 million+ people with diagnostic tests from the convenience of their home.



Activities:



Supply Distribution: Teams of MediBuddy volunteers were involved in distributing essential supplies such as food, hygiene kits, and medical essentials to vulnerable communities. This not only addressed immediate needs but also helped curb the spread of the virus.

Fundraising Initiatives: MediBuddy organized online fundraising campaigns, leveraging its corporate and client networks to generate funds for those adversely affected by job losses and income reduction. The funds raised were directed towards supporting families with essential expenses, medical needs, and education support for children.



Emotional Support: MediBuddy volunteers provided psychosocial support by virtually connecting with individuals and families affected by the pandemic. This initiative aimed to alleviate the mental health challenges exacerbated by the crisis.

Results and Impact:

The collective efforts of MediBuddy's employees and clients yielded significant results. The volunteering program, totalling thousands of hours, had a tangible impact on the lives of those affected by the pandemic. Essential supplies reached communities in need, funds were channelled to support livelihoods, and emotional support initiatives helped foster resilience in the face of unprecedented challenges.

Testimonials:



I recently approached MediBuddy to seek help & guidance for Lasik eye surgery. I was really happy & surprised for the amount of support & assistance they provided in each & every step starting from booking the appointment till recovery. Everything was managed beautifully. I was thrilled to receive follow-up calls to check on my post-surgery recovery status. Special thanks to the MediBuddy team for making this journey easy & comfortable

-Surgery Patient



Our collaboration with MediBuddy represents a significant milestone in our endeavor to provide holistic healthcare to our customers. In rural regions, where access to quality healthcare is often limited, we recognise the urgent need to address this problem, and together, we are determined to bridge the healthcare gap.

-HP Singh
Chairman & Managing Director, Satin Creditcare



I'm very happy to conduct the health check up camp through MediBuddy. This is very useful for our employees to check their health status. The consultation process is easy & the MediBuddy staff has been very friendly & helpful during the health check up process. Thank you MediBuddy team.



Moving towards the dream of making healthcare accessible for every Indian

In the pursuit of making healthcare accessible for every Indian, MediBuddy has emerged as a beacon of progress. With a commendable compound annual growth rate (CAGR) of 95.5 percent over the past three years, MediBuddy's growth trajectory has been both impressive and indicative of their commitment.

Looking forward, the focus shifts towards strategic acquisition initiatives, aiming to amplify their reach and enhance the spectrum of services offered. The overarching goal remains steadfast—to make quality healthcare accessible to a billion people. This strategic vision not only propels MediBuddy as a market leader but also reinforces their pivotal role in shaping the future of digital healthcare in India. As they continue to surge ahead, the dream of accessible healthcare for every Indian inches closer to becoming a tangible reality.

