



NSR  
CEL



**VAXIMUM™**  
—Immunizing India, Maximizing Protection.

*"Amazon for Preventive Health"*

**"No one should die because of a disease which is otherwise vaccine preventable"**

Immunizing  
India,  
Maximizing  
Protection

Create an army  
of 1 Lakhs Plus  
vaccinators in  
the country by  
2025



Knowledge Bank of  
Vaccinology to  
every physician/  
practitioners in the  
country

Reach to all metros  
by 2023 & tier  
2 and 3 cities by  
2025 for vaccine  
on demand

# PROBLEM STATEMENT

## Gaps in Vaccination Space

80

Million  
Children are at  
Risk-WHO

87%

of Clinics -lack  
preparedness

96%

paper immunisation  
record still in use

10%

vaccination failure due  
to breach in cold chain.  
Leads to vaccine  
impotency.

Vaxishield - Realtime  
IOT technology

Doorstep  
Vaccinations

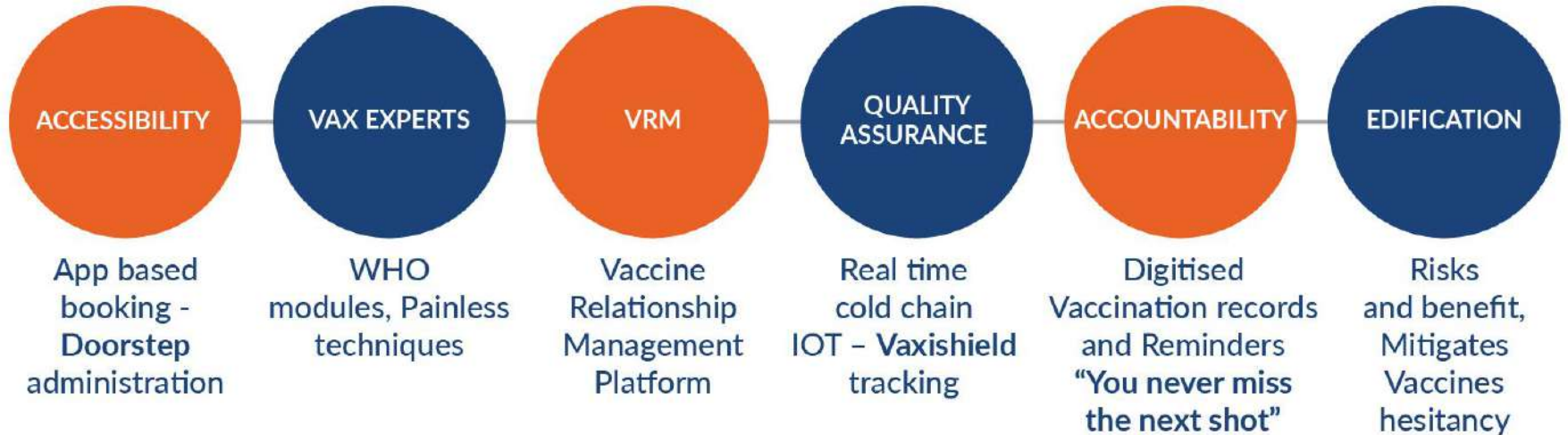
Digitised Immunisation  
records and vax  
passport

Vaccine relationship  
management  
( VRM Platform )

## SOLUTION

# “Simplifying Vaccinations”

## Pioneering Preventive Healthcare



# Our Target Customer Persona

- Young Parents
- Both The Parents have Demanding Schedule
- Informed and Tech-savvy
- Living in Urban, apartment dwellers.
- Dependent on Home Delivery

## Other profiles

For Cervical cancer Vaccines - girls aged 9-32 years

International travellers - Africa, USA

# Revenue Model

Vaccine sales -  
Margin 25- 30 %

Service - Margin  
45 -50 %

Vaccine consultancy  
( teleconsultation )

International travel advisory  
(Country Mandates)

“Preventitis” - Corporate  
Preventive Healthcare  
Programs with Annual  
health checks

First two Years of Life  
- Recurring customers !

# Our Services

**VAXIMUM™**

## HPV

Vaccination can Prevent Cervical Cancer

The recommended age 9–26 year

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**GIVE YOUR DAUGHTER THE POWER TO FIGHT CERVICAL CANCER.**

- Cervical cancer is the leading cancer in Indian women
- Second most common cancer in women worldwide

To avail HPV Vaccination at Home

Call to Vaccination Experts today

0988 8294686  
080 61972488

VAXIMUM.in

**COMFORT . CONVENIENCE . COMPASSION**

Enhancing India, Maximizing Protection.

**VAXIMUM™**

Hassle-free COVID-19 Vaccination at your Comfort.

Call to Vaccination Experts today

0988 8294686  
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VAXIMUM.in

**Register Now**

**COMFORT . CONVENIENCE . COMPASSION**

Enhancing India, Maximizing Protection.

\*Please refer to terms & conditions

Experience at Home & **COMPASSION**

First time in India Painless Vaccination Experience\* to Your Child and You.

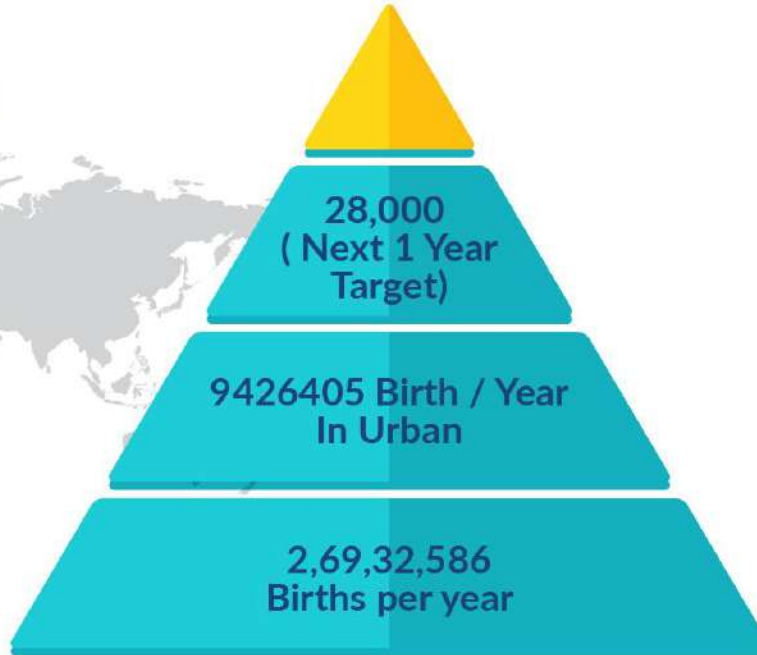
# Market



**Global Market**  
\$ 241 Billion by 2028



- Total Addressable Market
- Service Addressable Market (Urban)
- Service Obtainable Market



**India Market**  
\$ 75 Billion by 2025



- 73,787 Births Every Day
- 35% of 26932586
- 0.3% of 9426405



# Business Model

## B2C

COVID - Marketing opportunity, literally Zero CAC

We are a known brand now

Home (Individuals/ community)

**Service lines** -  
Pregnant, Pediatric, Covid , Adult vax , International travel advisory and Anticancer Vaccines

Adult Vax - and International travel - Untapped market



# Business Model

## B2B

The screenshots display the following interface elements:

- User Profile:** A form for user Rakesh S. with fields for Name, Mobile No., Password, Email, Date of Birth, Gender, and Blood Group. A progress bar shows 'Profile Complete: your profile 100%'.
- Vaccination Schedule:** A table with columns for Dose, Vaccine Name, and Dates.
 

Dose	Vaccine Name	Dates
Dose 1	MM (MM/YY) - MM (MM/YY)	18/01/2023 - 18/01/2023
Dose 2	MM (MM/YY) - MM (MM/YY)	18/01/2023 - 18/01/2023
- Vaccination Plan:** A summary card titled 'Vaccination Plan' with a 'Start' button. It lists 'Dose 1' (MM/YY - MM/YY) and 'Dose 2' (MM/YY - MM/YY).

Preventitis – Corporate Preventive Health Programs and Vaccination packages

Industry customised solutions hospitality / food industry – typhoid, hep A hep B . Aviation – covid, flu, yellow fever

Pipeline - Aim to reach 100 companies (2K+) by the end of Dec 2023

# Traction

Founded - Dec 2020 | Operational Since - March 2021



**35% - 40%**  
**Margins**

Averaging across  
all service lines



**1.5 M**  
**Lives Reached**

Active Users 15K



**\$1.8 M**  
**ARRR**

At the end of 1st  
financial year

# Our Clients



# Our Competitors



# Our Differentiators



Cold Chain Assurance



Vaccine Carrier (-25 to +10 Degree)



On-premise Corporate/ Community

Emergency Response Kit



# Vaximum - a growing brand in India !

PROUD PARTNER!



**VAXIMUM™**  
Immunizing India, Maximizing Protection.

# Awards and Recognition

#startupindia





# Super Team



## Dr. Narasimha Murthy

Founder and CEO  
Healthcare Entrepreneur

### 15 Years of Expertise in

- Intensive care Patient Service
- Vaccination & Immunization
- Thought Leadership
- Strategy Collaborations
- Medical Ethics and compliance



## Naba Ghosh

Founder and CTO

### 22 Years of Expertise in

- Pharma Commercials MNCs
- International Medical Affairs
- Patient Navigation
- Healthcare Technology experience
- Running two profitable healthcare business

# Ask

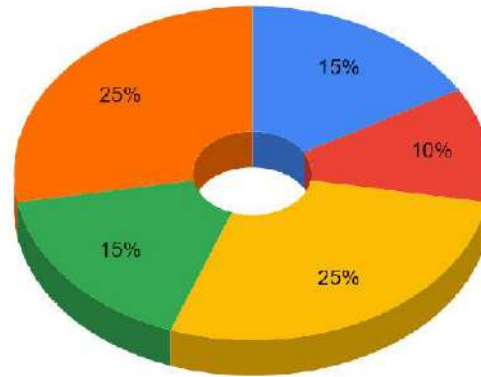
Boot Strapped Capital - 80K \$

1st-year turnover/Revenue- 180 K \$

Seeking seed fund  
of \$ 1M

Expanding biz to 5 cities / metros –  
Pune, Mumbai, Hyderabad , Delhi  
NCR and Ahmedabad

# Fund Utilization



- Workforce enhancement
- Cold chain technology and other tools
- AI and Information Technology
- Other expenses (Infrastructure, Sales Branches)
- Branding Marketing PR & Sales

# Vaccine Ecosystem





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Startup  
Leadership

*Thank You*



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[www.vaximum.in](http://www.vaximum.in)