

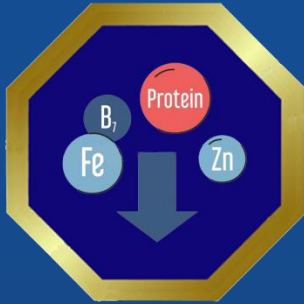
# NutriClub®

## Health Made Simple

We are science backed **mass nutrition & healthy lifestyle brand** initially offering **CARE & PRO** ranges. IP-protected in-house produced, and designed to cover 100% of daily nutrition needs.



# The Problem We're Solving :



## Nutritional Deficiency

Over 75% of Indians lack essential nutrients especially protein & micronutrients.



## SIBO and Digestibility Issue

Carbohydrates and starch based diet cause SIBO & Digestibility issue.



## Market Confusion

A highly fragmented market causes consumer confusion leading people to choose cheap, familiar options.



## Low-Quality Protein

Whey causes bloating and gas. plant proteins often taste unpleasant and lack bioavailability.

# Our Science Backed Solution:



## Science Backed Solution

A personalized, science-backed formula that meets 100% of daily nutritional needs



## Gut and Digestive formula

GUTDOX® and DYNZYM® systems target SIBO, deep gut Health & digestion issues.



## Personalized Tailored Products

Tailored solutions based on age, gender and use-case.



## IP-protected Innovations

New extraction, formulation and manufacturing methods that deliver gut-friendly, tasty nutrition.

# Product Review:

NutriClub offer two distinct product range.



NutriClub CARE: Functional Nutrition Powder tailored by age group, genders, use case. (Price: 449-549/400gm pack with 40-60% GM)



NutriClub PRO: High performance protein powder with added micro supplements. (Price: 1,199-2,499/400gm pack with 45-70% GM)

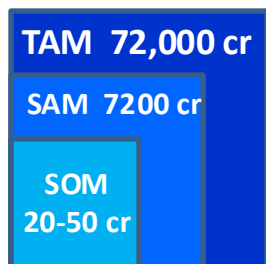


# Our Innovation:

From Day One NutriClub has been built for deep innovation.

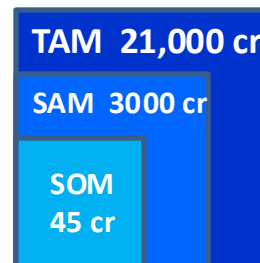
1. New protein extraction for taste & smoothness.
2. Personalize & Science backed formula that provide 100% your daily nutrition needs. Tailored solution according to age group, genders and use case.
3. Patent-Ready Digestive Enzyme Blend GUTDOX® and DYNZYME® (stable across pH 2–11, low dose, fast action).
4. IP protected Innovation, new extraction, manufacturing methods & formulation that provide gut friendly and tasty protein.

# Market Oppertunity:



- Total TAM for CARE is 72,000 cr.
- SAM for CARE 1<sup>st</sup> year 8-10% 7200 cr.
- SOM for CARE 1<sup>st</sup> year 0.6% 42 cr

- Total TAM for PRO in India is 21,000 cr.
- SAM for PRO 1<sup>st</sup> year 10-15% 3000 cr.
- SOM for PRO 1<sup>st</sup> year 1.5% 45cr



- Total TAM for CARE in PFM\* is 6 lakh cr.
- SAM for CARE 1<sup>st</sup> year 8-10% 45000cr.
- SOM for CARE 1<sup>st</sup> year 0.2% 90 cr

- Total TAM for PRO in PFM\* is 2 lakh cr.
- SAM for PRO 1<sup>st</sup> year 10% 20,000 cr.
- SOM for PRO 1<sup>st</sup> year 0.2% 36 cr



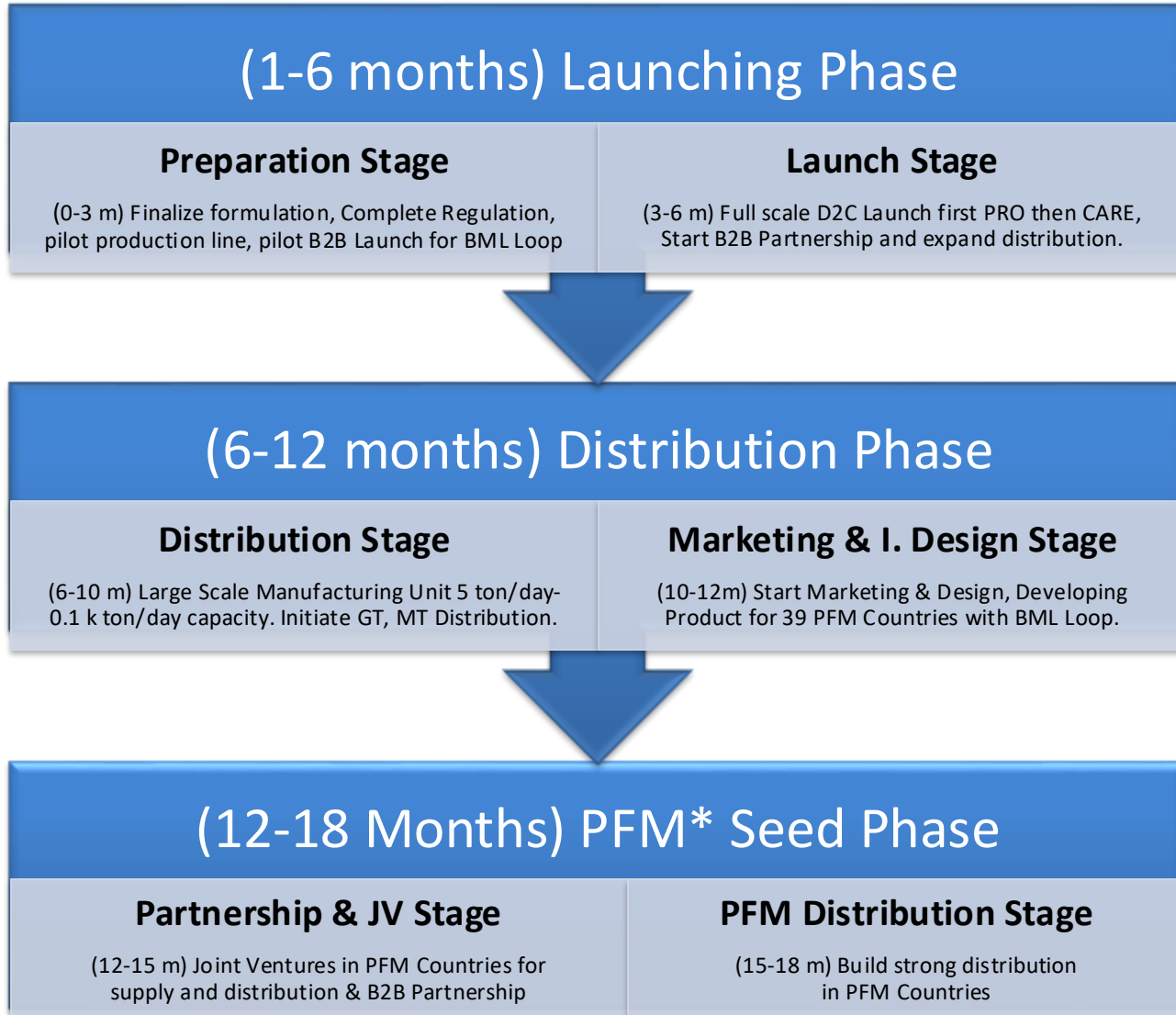
\*PFM Potential Foreign Market are 42 countries we expand after 10 months

# Business Model:



**\*\*The Multi- channel sale approach balance margin & reach.**

# Road Map (18 Months Of Charging Phase) :

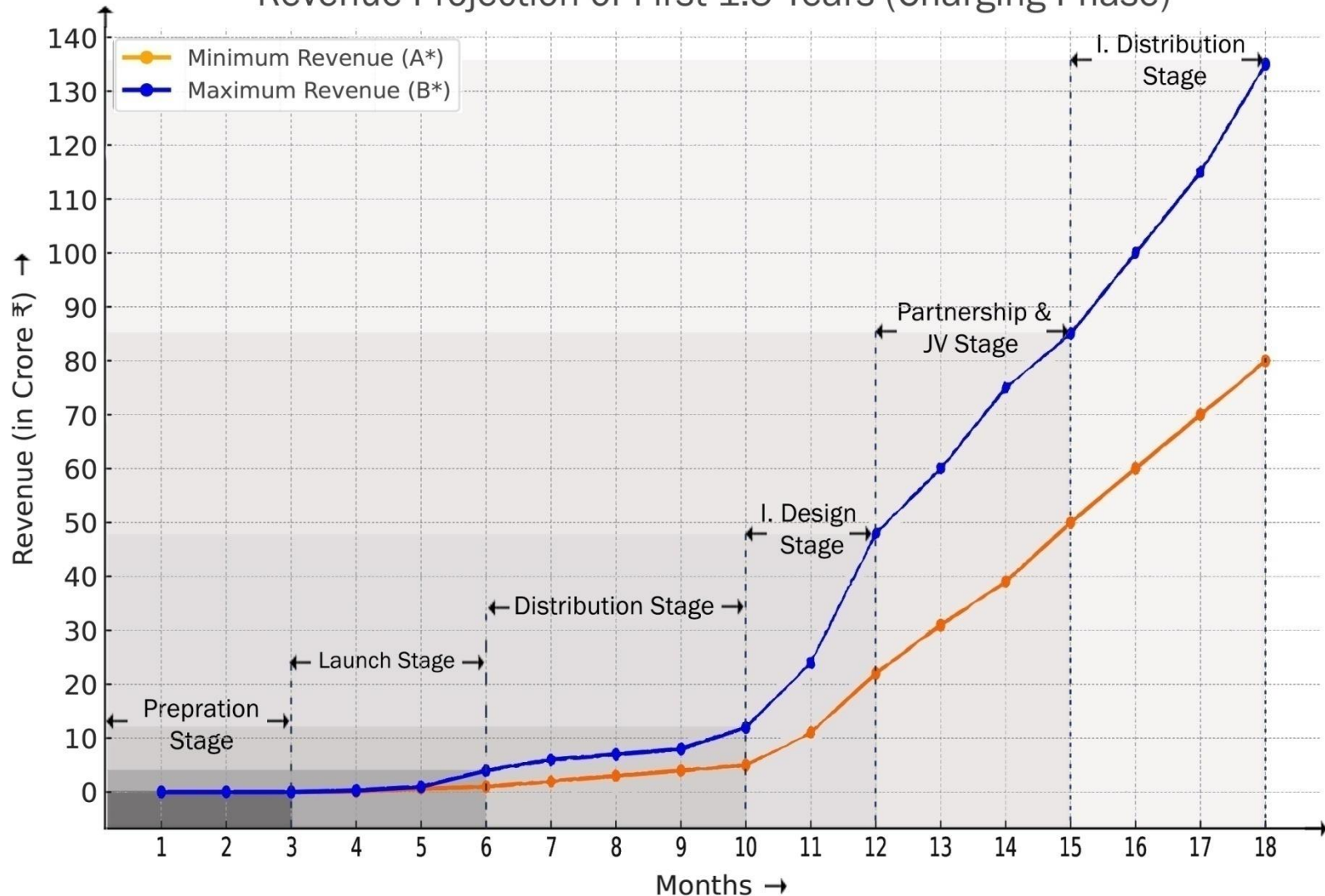


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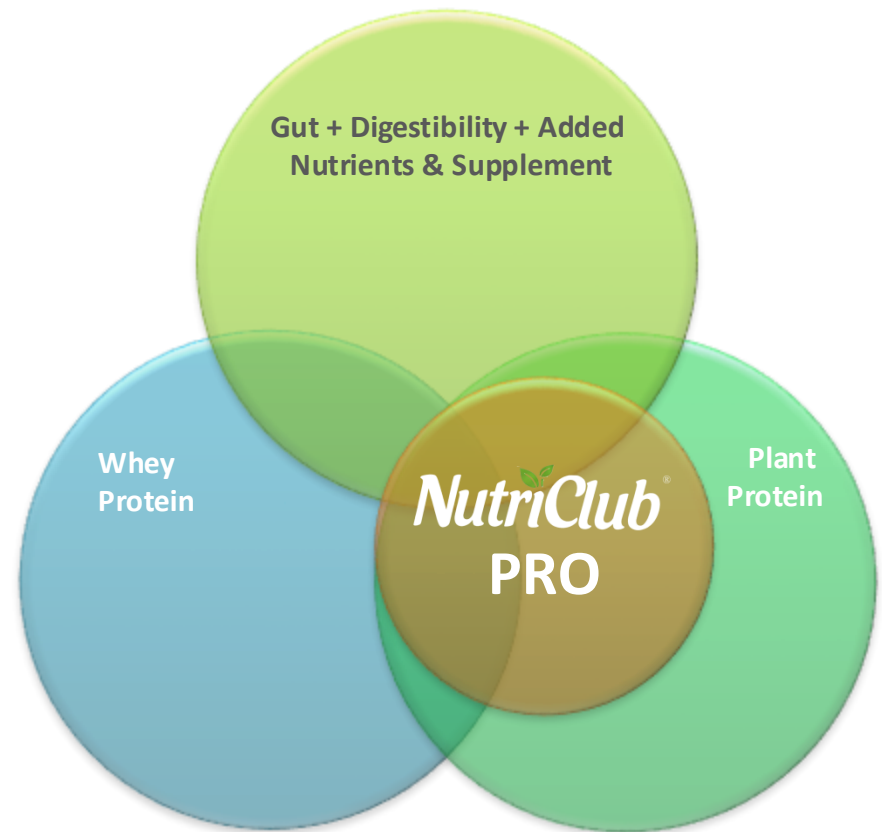
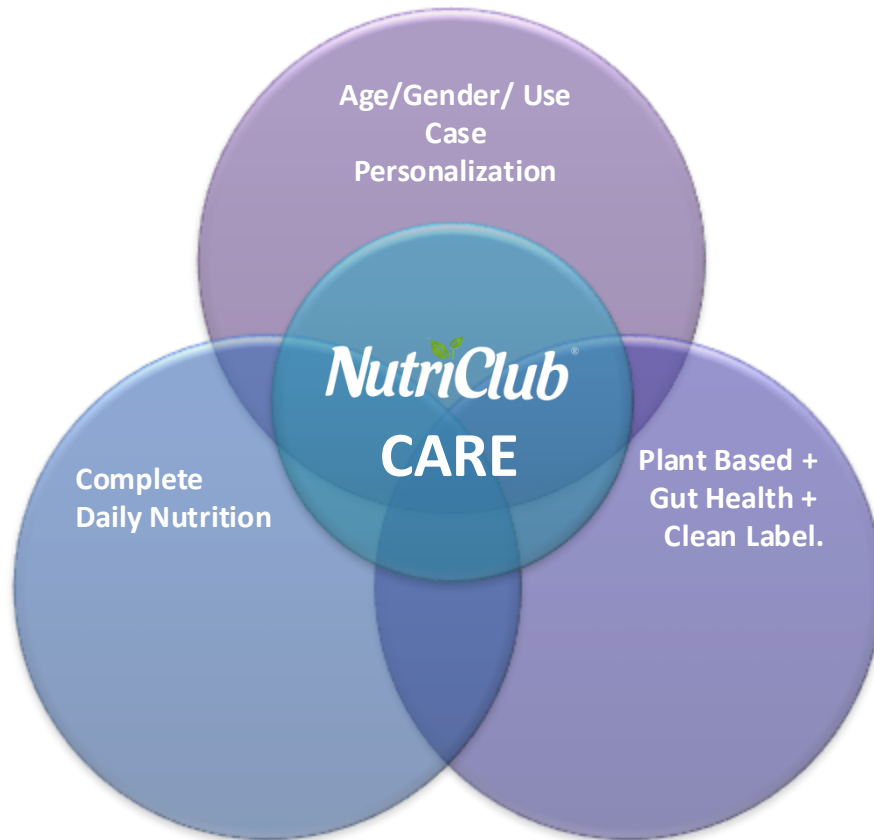


# Financial Projection:

## Revenue Projection of First 1.5 Years (Charging Phase)



**No existing brand offers a simplified, complete nutrition system with full personalization, innovation, and affordability.**



# Credibility loop to create Healthy lifestyle Ecosystem

Our CARE and PRO ranges are scientifically designed to deliver real results for all age groups and life stages

**Impactful Product**

**Trust & Credibility**

We earn consumer trust by delivering visible health outcomes and transparent, honest formulations



**Brand Ecosystem**

**Reach Distribution**

We build deep, scalable distribution online, offline, and through strategic local partnerships.



**Product Expansion**

We extend into innovative, clean-label edible products healthy oils, nut butters, and functional foods.

We use our credibility & reach to evolve into a full scale healthy edible lifestyle brand and household name.

# Team: STODS Enterprise Pvt Ltd Leadership



## Company

STODS Enterprise Private Limited is a Bio-technology R&D firm with track record of nutrition Science.



## Vivek Singh Lodhi

### Founder

With 6+ years of experience across different sector



## Advisors

Medical Professionals & nutrition scientist supporting formula design. Medical and biotech student tested and create formulation under professor guidance of different reputed institute



Health Made Simple

Like to learn More:

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