

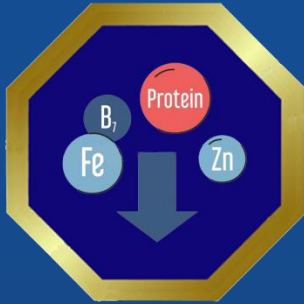
NutriClub®

Health Made Simple

We are science backed **mass nutrition & healthy lifestyle brand** initially offering **CARE & COMPLETE PROTEIN** 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)



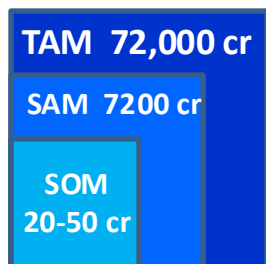
NutriClub COMPLETE PROTEIN: High performance protein powder with added micro supplements. (Price: 1,199-2,499/400gm pack with 45-70% GM)

Our Innovation:

From Day One NutriClub has been built for deep innovation.

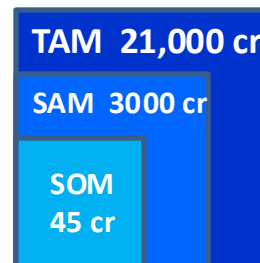
1. New protein extraction for taste & smoothness.
2. Personalize & Science backed formula that provide 100% your daily nutrition needs. Tailored solution according to age group, genders and use case.
3. Patent-Ready Digestive Enzyme Blend GUTDOX® and DYNZYM® (stable across pH 2–11, low dose, fast action).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

Market Opportunity:



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

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



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

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



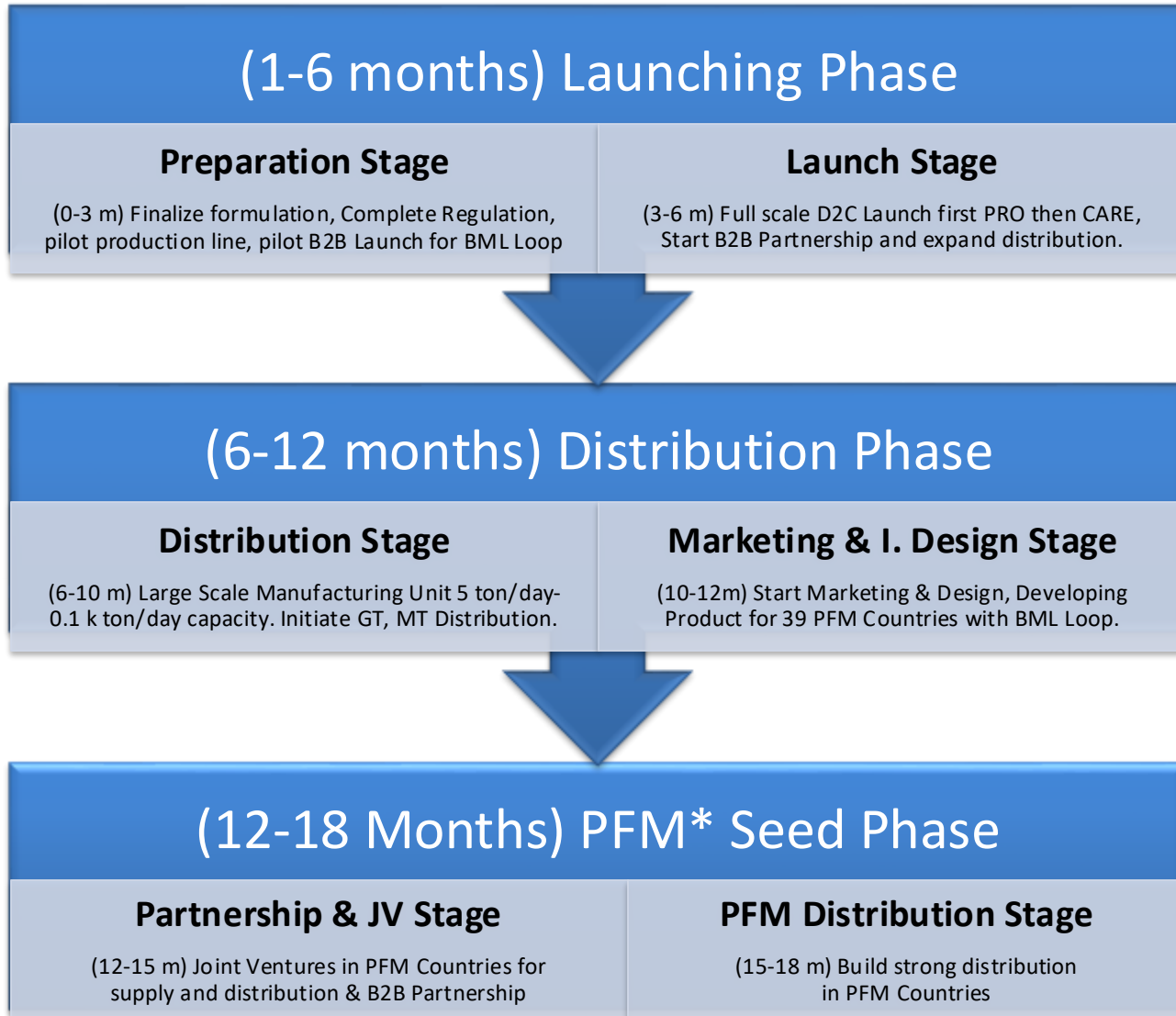
*PFM Potential Foreign Market are 42 countries we expand after 10 months

Business Model:



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

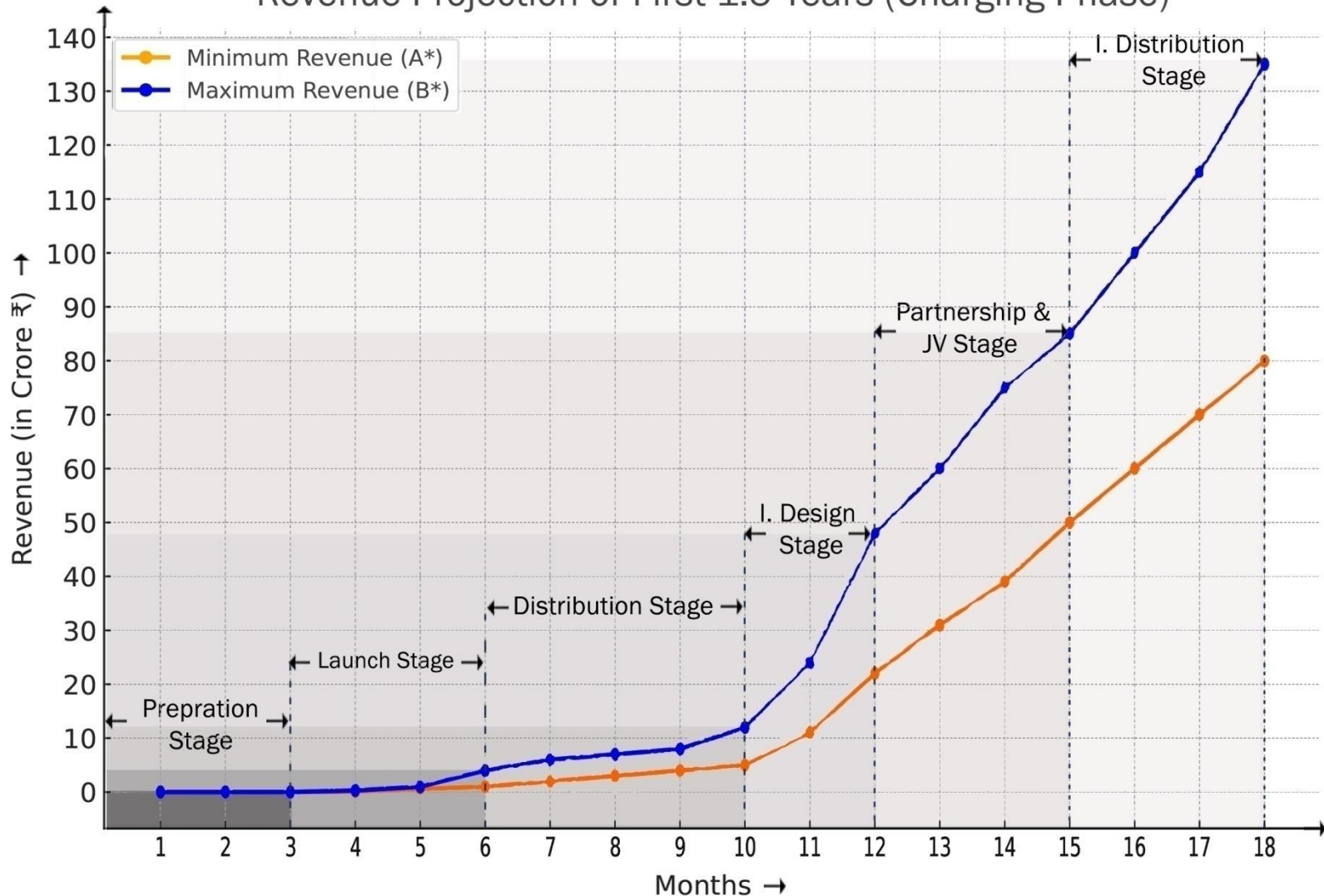
Road Map (18 Months Of Charging Phase) :



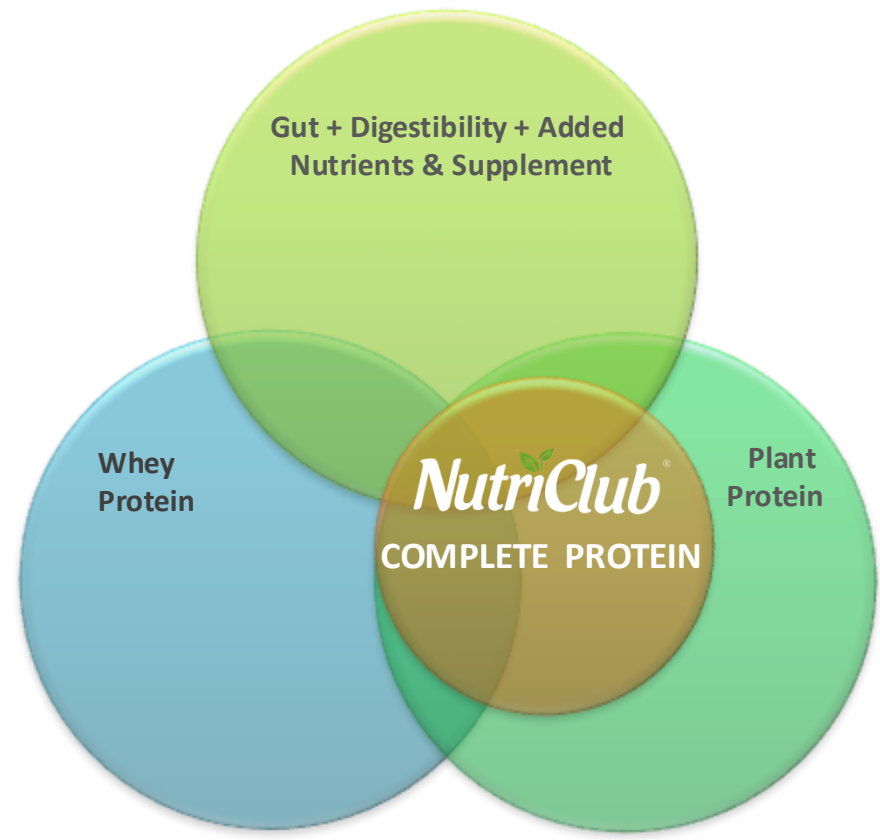
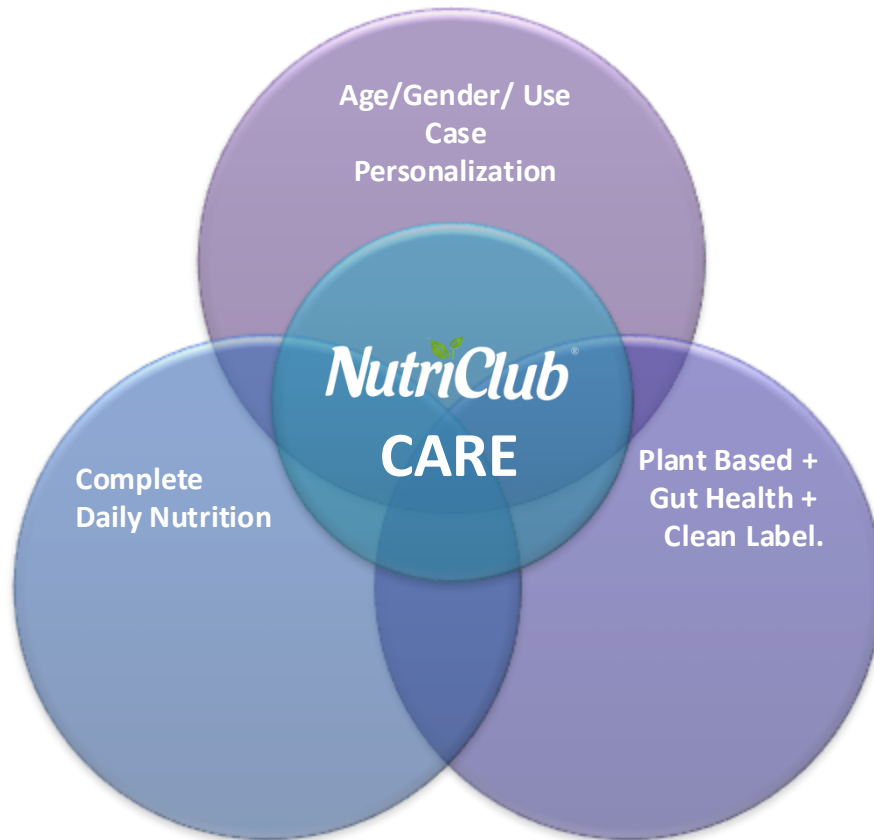
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Financial Projection:

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 Enterprises 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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