

NutriClub

Building India's health and nutrition
lifestyle ecosystem

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Introduction

NutriClub overview

NutriClub is a science-backed nutrition brand building a scalable health and nutrition lifestyle ecosystem for India, focused on clean, gut-friendly formulations for daily use.

The company operates two core product lines: **CARE**, a personalized daily functional nutrition range, and **COMPLETE PROTEIN**, a high-performance protein range designed for superior digestibility and integrated micronutrition.

Built on proprietary formulations and IP-protected processes, NutriClub is designed for mass adoption with strong unit economics and long-term brand defensibility.

Problem statement

The problem and opportunity.

This creates demand for trusted, gut-friendly, personalized nutrition at scale.

Nutrition deficiency

Over 75% of Indians lack adequate daily protein and essential micronutrients.

SIBO & digestibility issue

High-carbohydrate diets and poor protein quality lead to bloating, gut distress, and low absorption.

Market confusion

A fragmented market forces consumers to choose familiar but nutritionally poor options.

Low-quality protein

Whey causes intolerance for many users; plant proteins often lack taste and bioavailability.

Our science backed and IP protected solutions

01

Science-Backed Formulation

Personalized nutrition designed to meet daily protein and micronutrient needs.

02

Gut and Digestive support

Proprietary enzyme blends (DYNZYM®, GUTDOX®) for better digestion and reduced bloating.

03

Personalized Products

Tailored by age, gender, lifestyle, and use-case.

04

IP-protected Innovation

Proprietary extraction, formulation, and manufacturing methods for taste and bioavailability.

Care Range

Functional Nutrition Powder tailored by age group, genders, use case.

(Price: 449-549/400gm pack with 40-60% GM)

Features

- 1. Every Nutriclub Care daily functional nutrition powder specially designed by age group, gender, and lifestyle.
- 2. 100% plant-based protein with essential micronutrients
- 3. Digestive enzyme blend (DYNZYM®) and gut-support formula (GUTDOX®)
- 4. Soya-free, lactose-free, allergen-free, zero added sugar



Complete Protein Range

(Price: 1,699-2,999/1kg pack with 45-70% GM)



Source: [Mobbin](#)

Innovation & IP

From Day One NutriClub has been built for deep innovation



Innovative plant protein

High-quality plant protein extraction improving taste, mixability, and bioavailability



Personalized products

Personalize & Science backed formula that provide 100% your daily nutrition needs in a simple, clean and tasty format.



Gut & digestive support

Proprietary digestive enzyme systems (DYNZYM® , GUTDOX®) targeting gut health and absorption



IP protection

IP protection through formulations, processes, and trade secrets



Flavor masking techniques

Flavor-masking techniques for clean, consistent taste



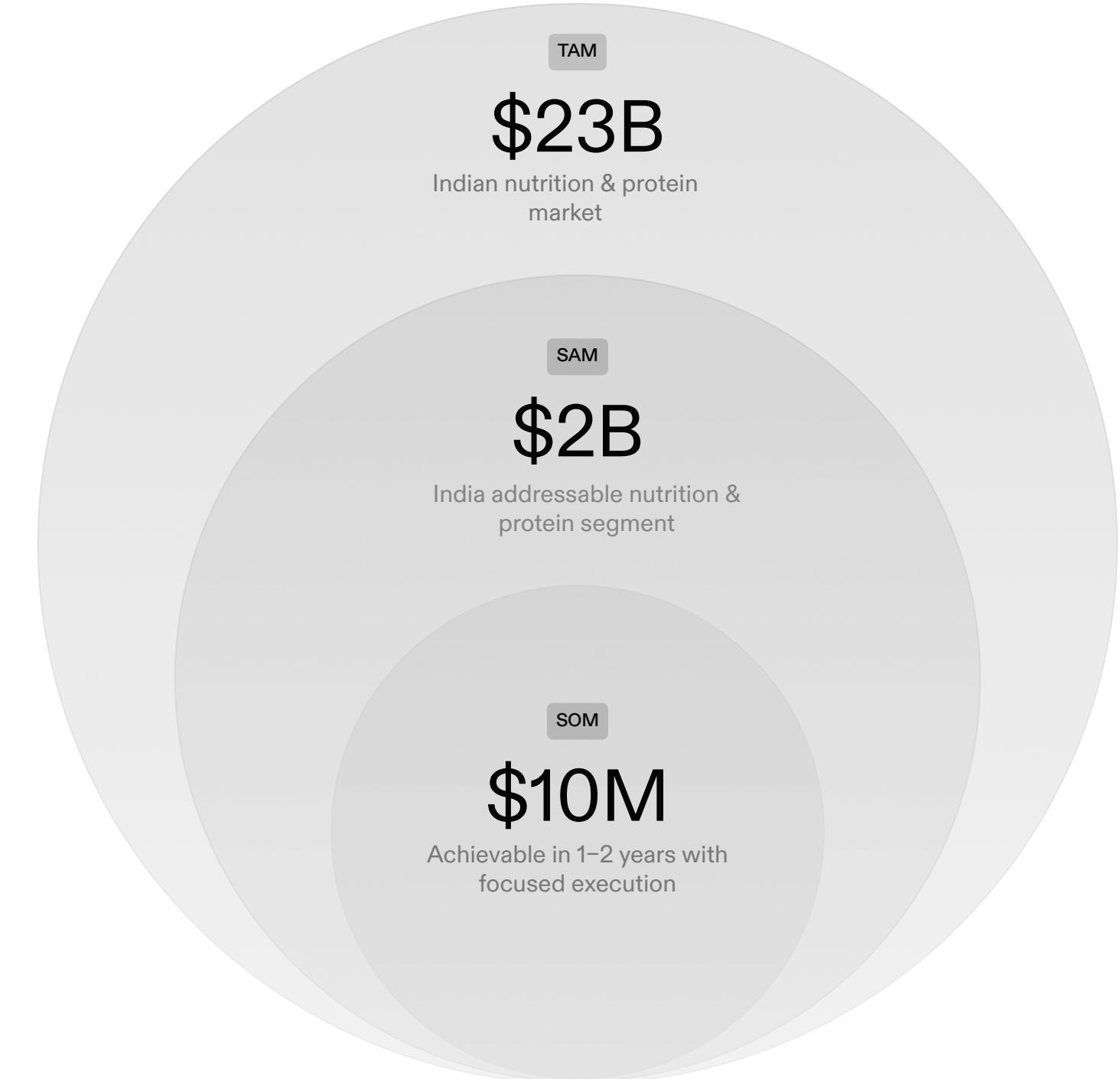
Complex formulation

Complex multi-ingredient formulations that are difficult to replicate

Market Opportunity

Market size

TAM-SAM-SOM breakdown of the market opportunity



Initial focus on India, expansion to select global markets post-scale.

Business Model

- The multi-channel sale and distributions strategy

D2C
Website,
marketplaces,
quick commerce

B2B
Gyms, health
centers, corporate
wellness

MT & GT
Pharmacies,
health stores,
modern retail

The NutriClub follows a multi-channel distribution strategy to balance margin, scale, and reach.

Roadmap

Project plan

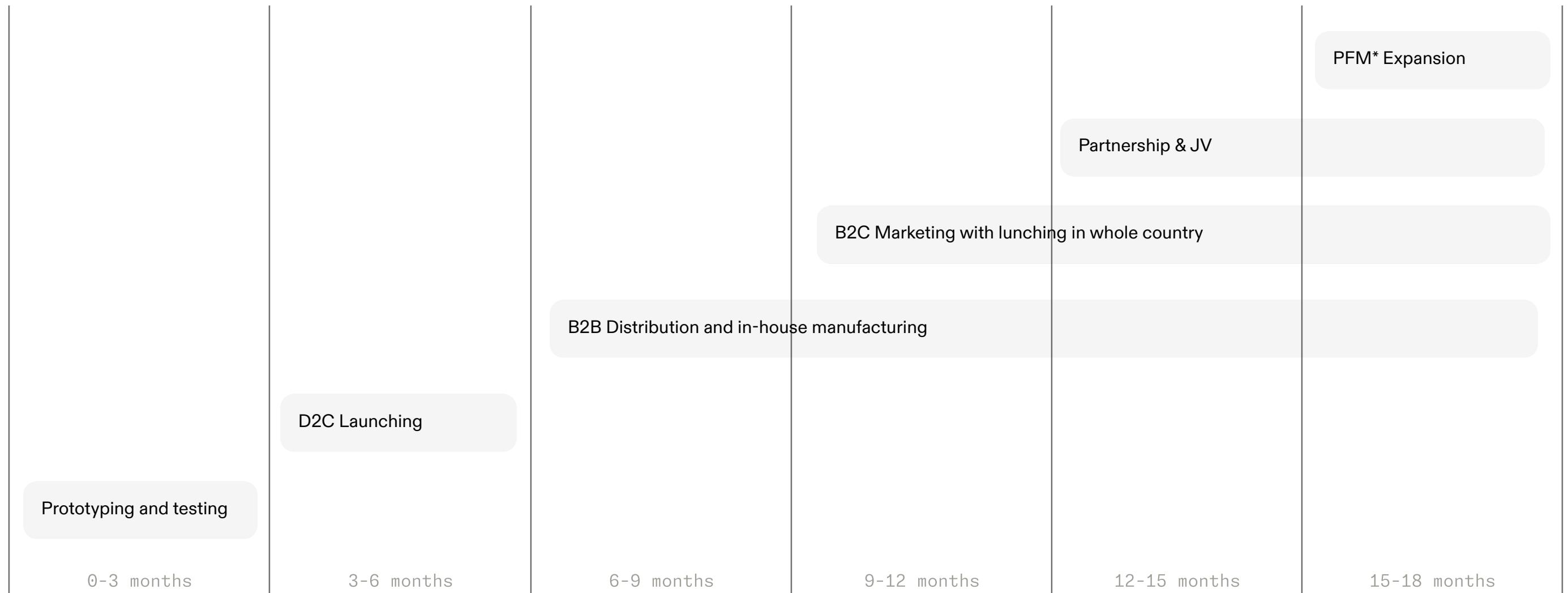
18-Month Execution Roadmap

0-3 months: Final formulation, prototyping, testing

3-6 months: D2C launch, early B2B partnerships

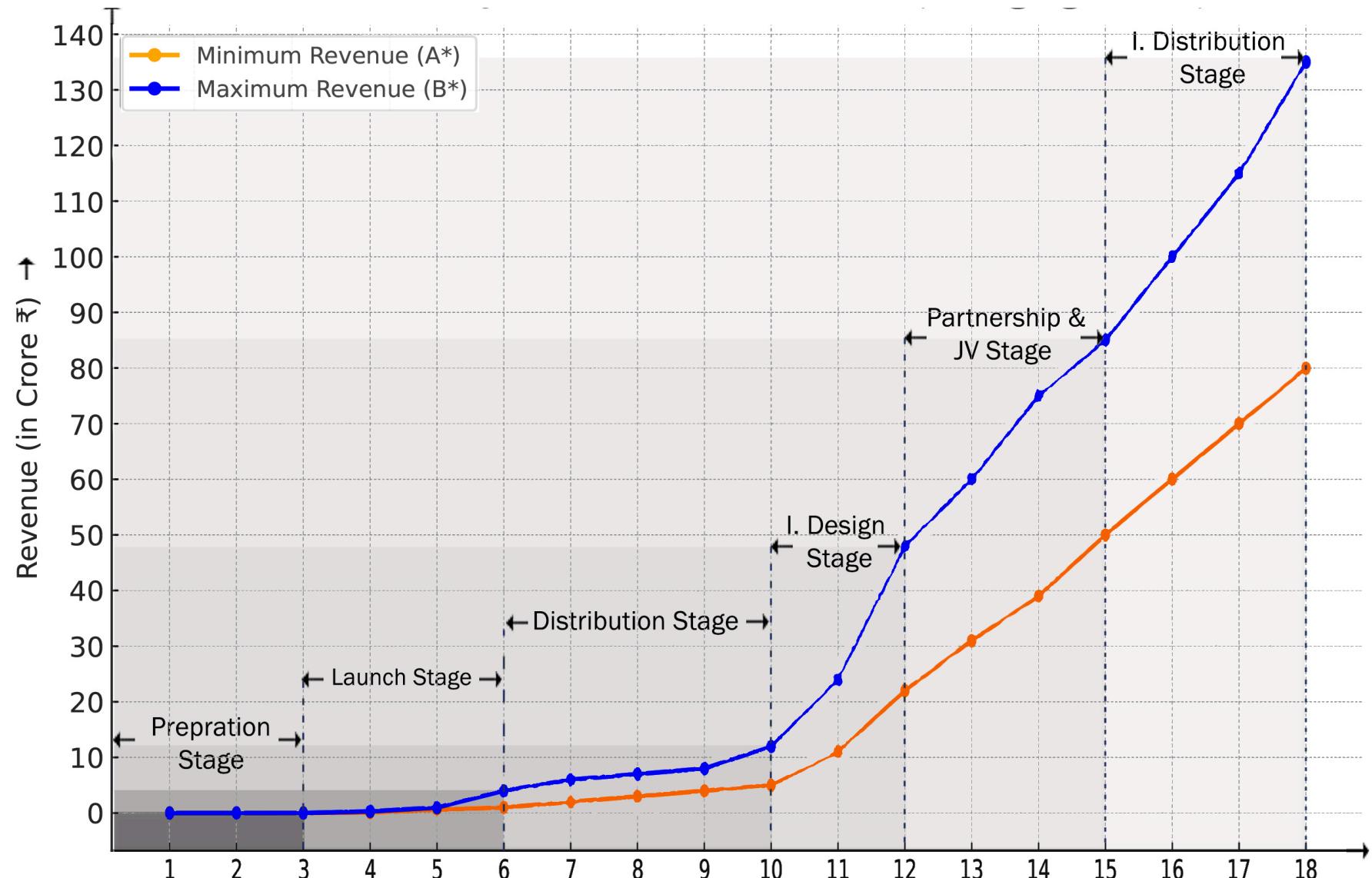
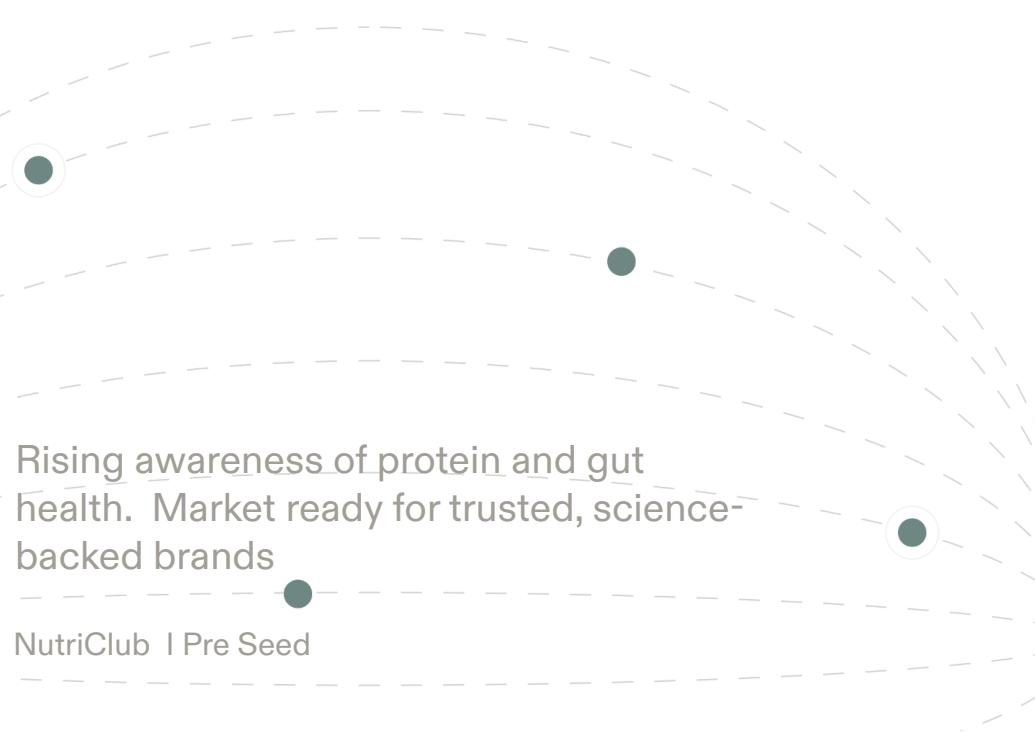
6-12 months: In-house manufacturing, national distribution

12-18 months: Strategic partnerships & selective global expansion



Why now

Shift from generic supplements to clean, functional nutrition



Rising awareness of protein and gut health. Market ready for trusted, science-backed brands

Launching Phase
Final formulation, prototyping, testing, D2C launch

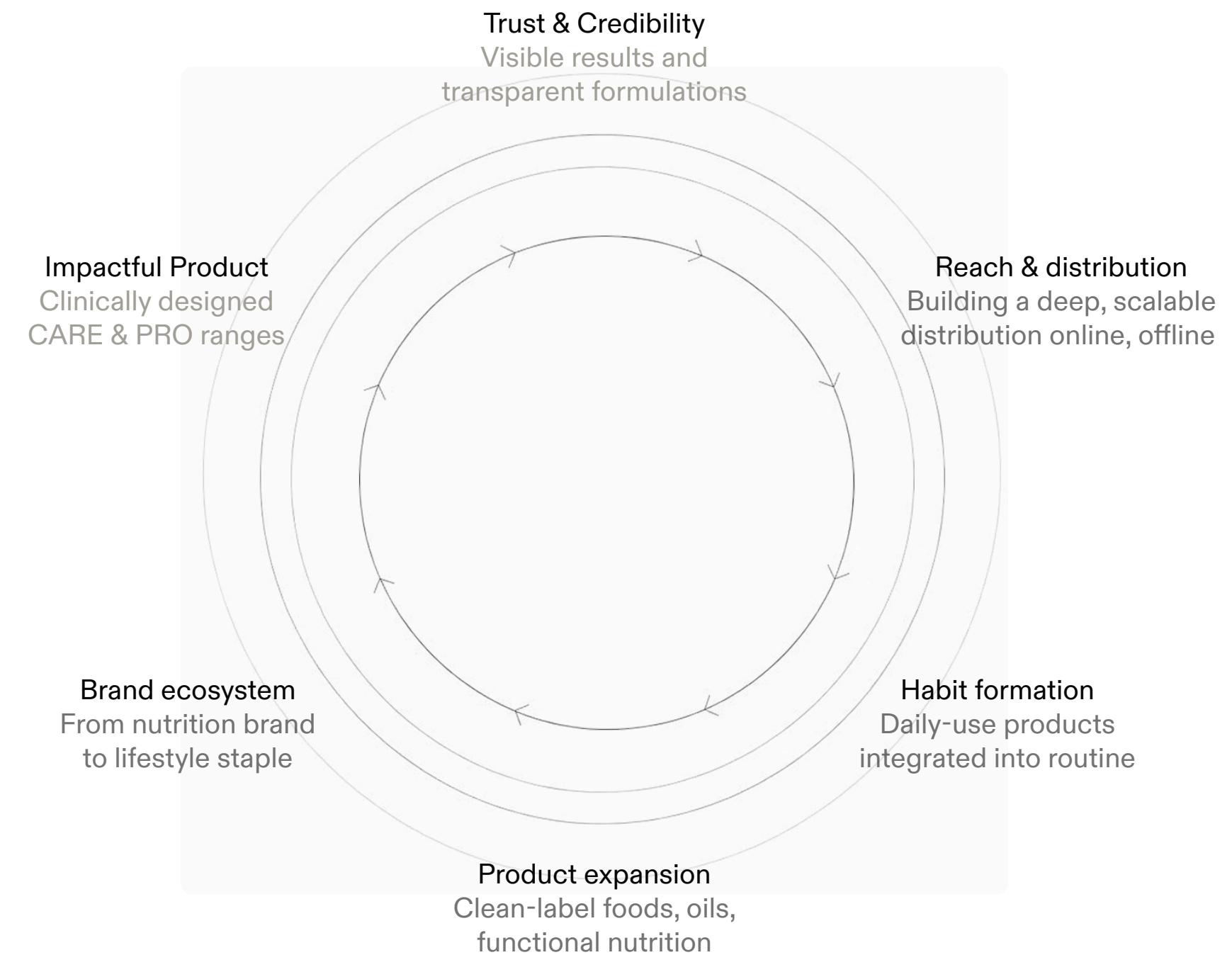
Distribution Phase
B2B partnerships, national distribution

Expansion Phase
Strategic partnerships & selective global expansion

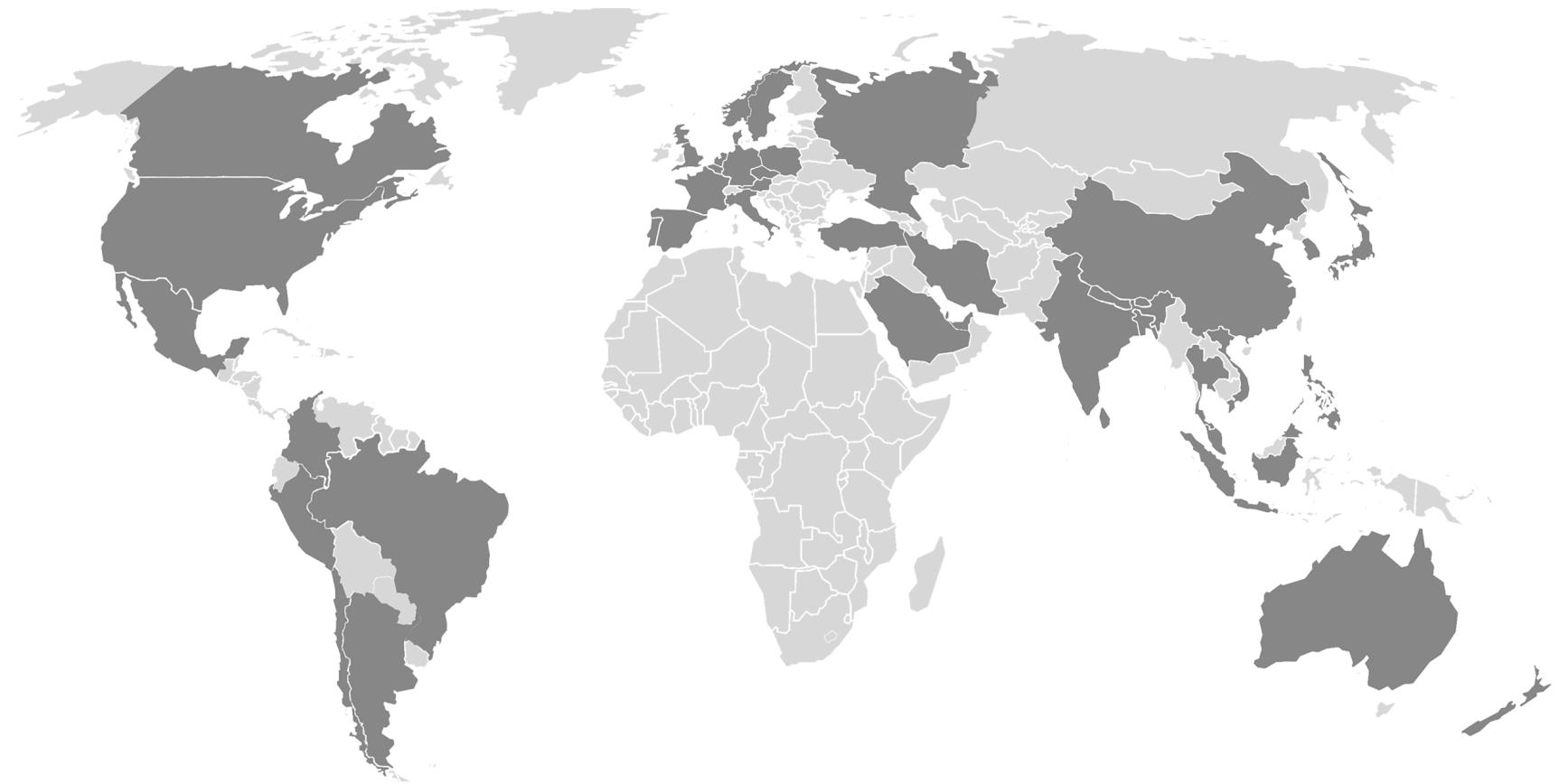


Competitive Advantage

Credibility loops to create nutrition and healthy lifestyle ecosystem



Global market Geographies we want to target



4.2B+

Potential users
across the globe

42+

Potential Foreign
market

5

Across five different
continents

Founding team

- A multidisciplinary team with experience across nutrition, product development, and early-stage execution, building a science-backed and scalable health and nutrition platform.



Vivek Singh, Founder

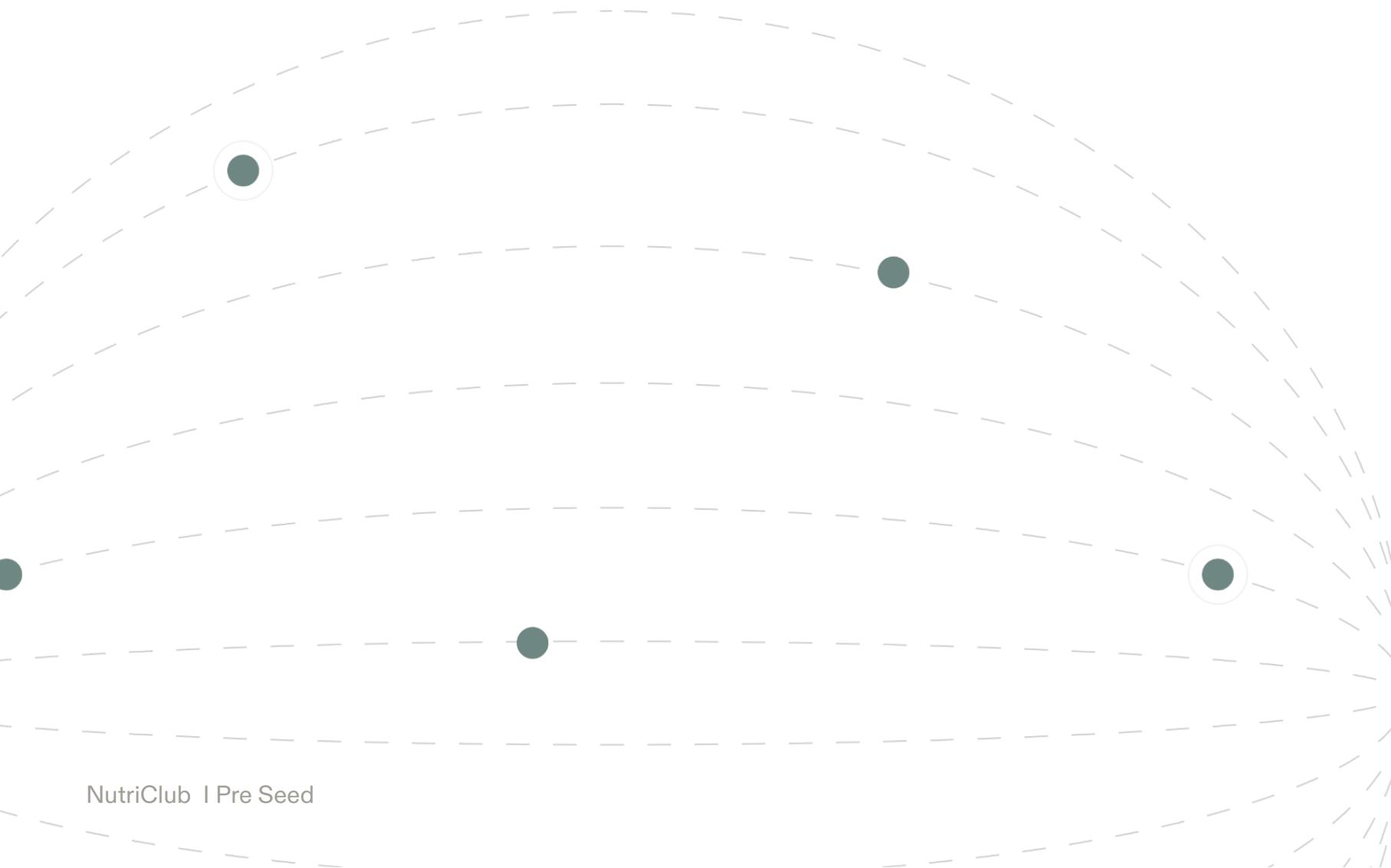
- With 6+ years of experience across different sector and early-stage business execution.
- He has worked across multiple sectors, building a strong understanding of consumer behavior, product-market fit, and scalable operations.



Company

- STODS Enterprises Private Limited is a Bio-technology R&D firm.
- The company owned and mange NutriClub brand, proprietary formulations, enzyme systems, IP and all legal rights.

Thank you.



Contact us

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