

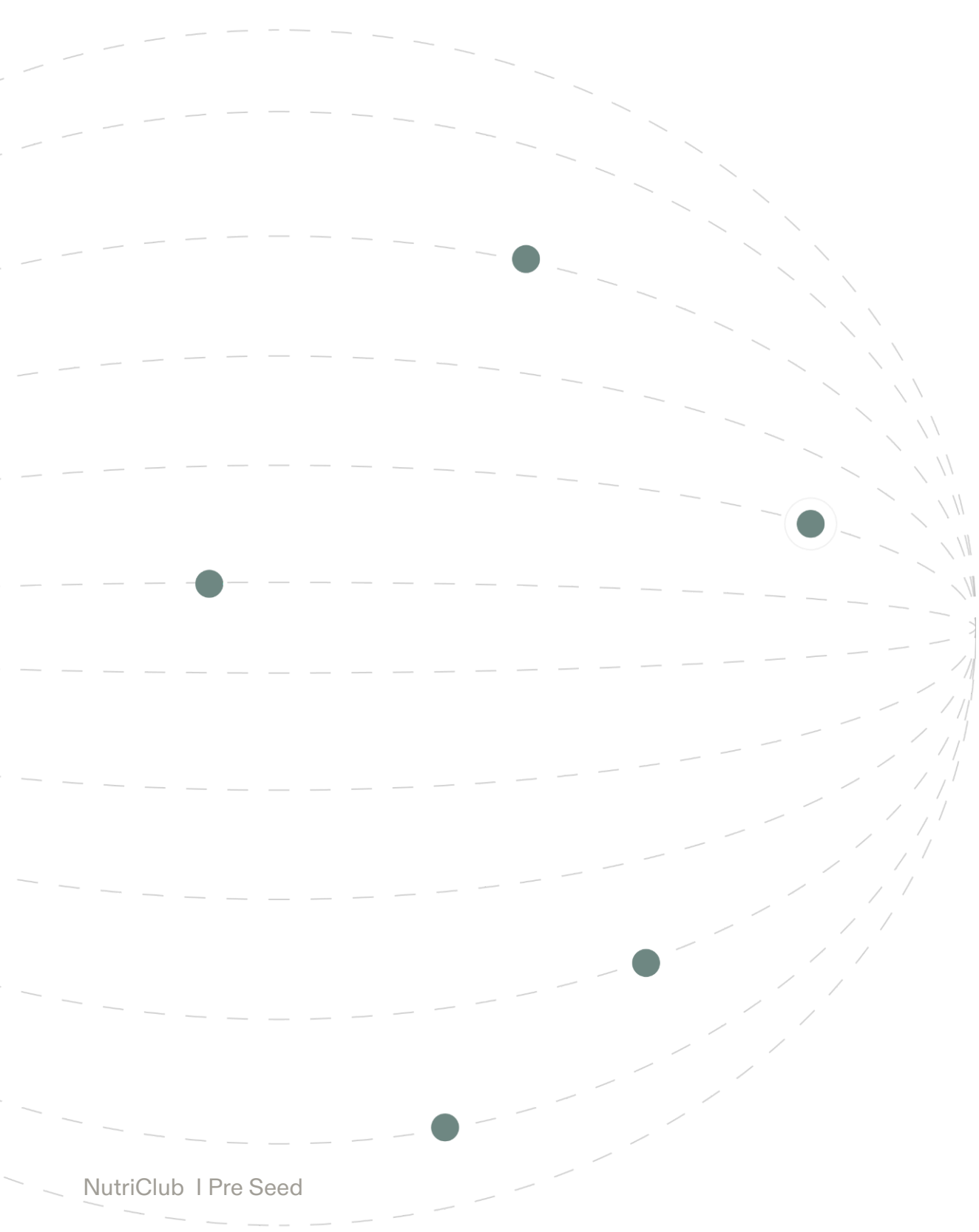
NutriClub

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](#)

Features

- 1 . High-performance protein with integrated micro-supplements.
- 2 . 24g protein per serving with BCAA, creatine, multivitamins, Omega-3/6/9
- 3 . Enhanced digestibility and clean taste
- 4 . Suitable for regular training and performance use

Innovation

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

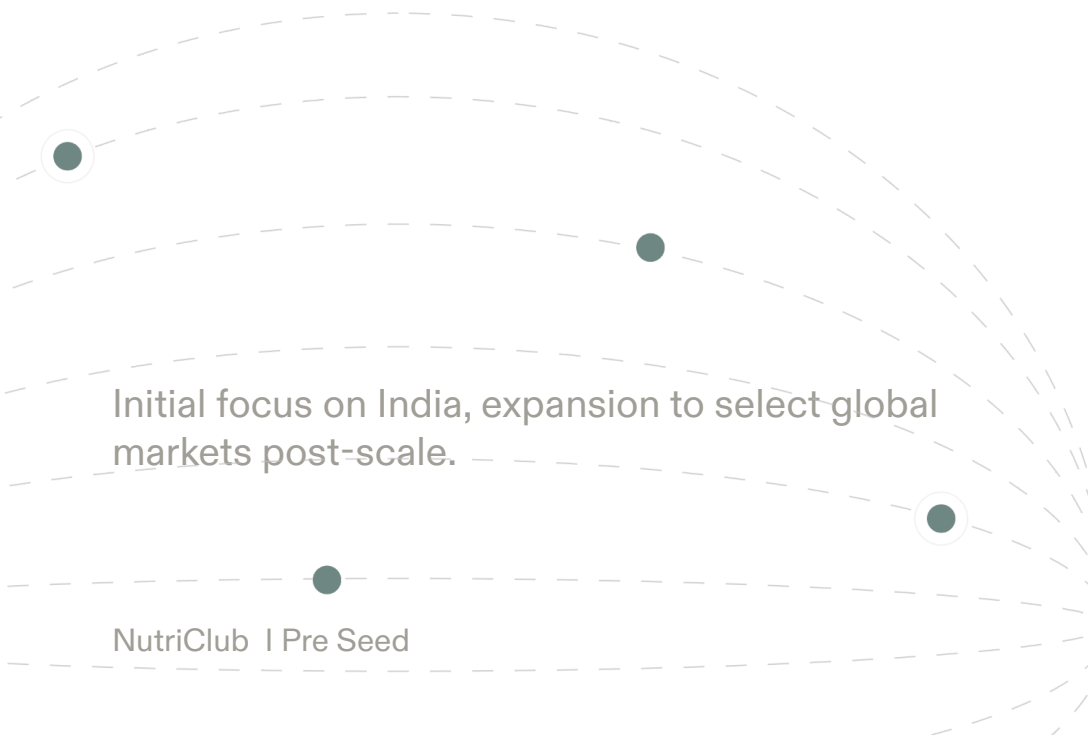
Complex multi-ingredient formulations that are difficult to replicate

Market Oppertunity

Market size

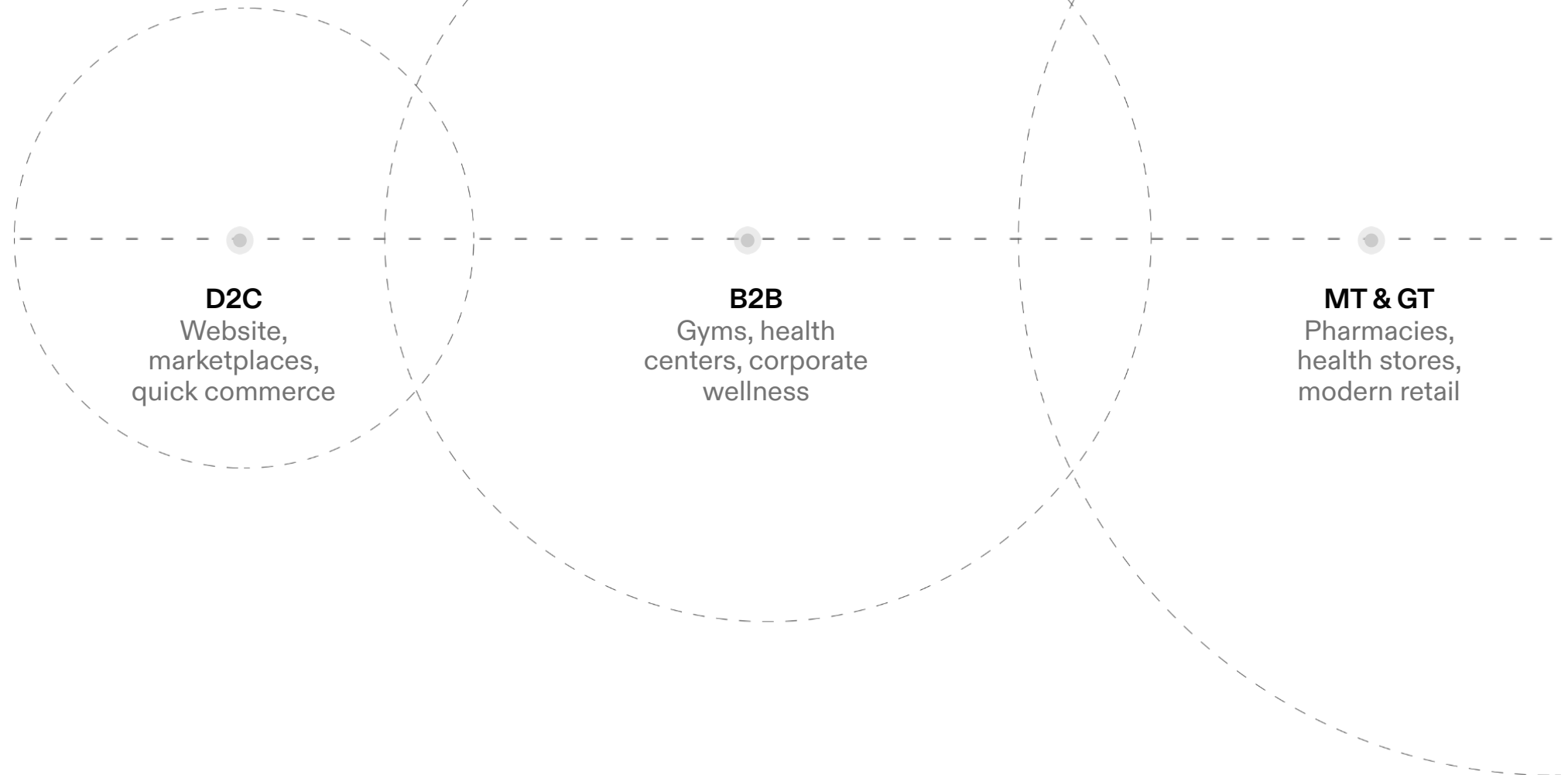
TAM-SAM-SOM

breakdown of the market opportunity



Business Model

The multi-channel sale and distributions strategy



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

Project plan

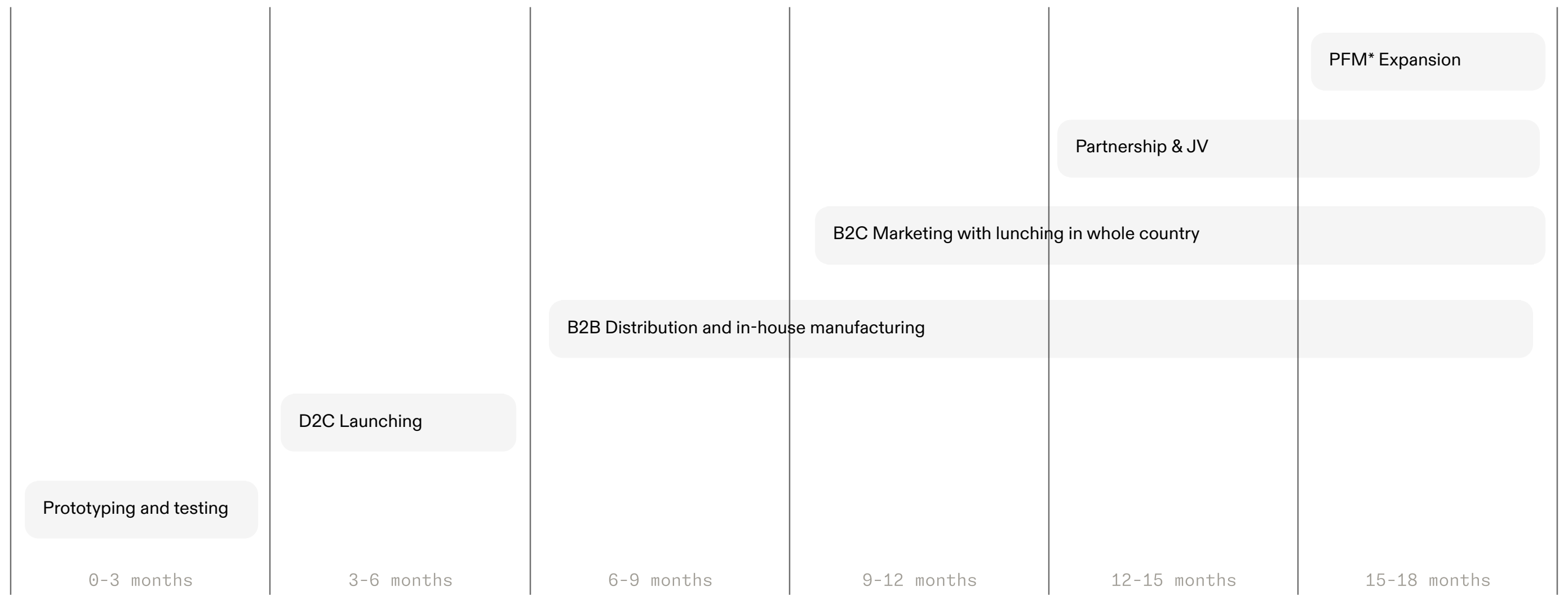
18-Month Execution Roadmap

0-3 months: Final formulation, prototyping, testing

3-6 months: D2C launch, early B2B partnerships

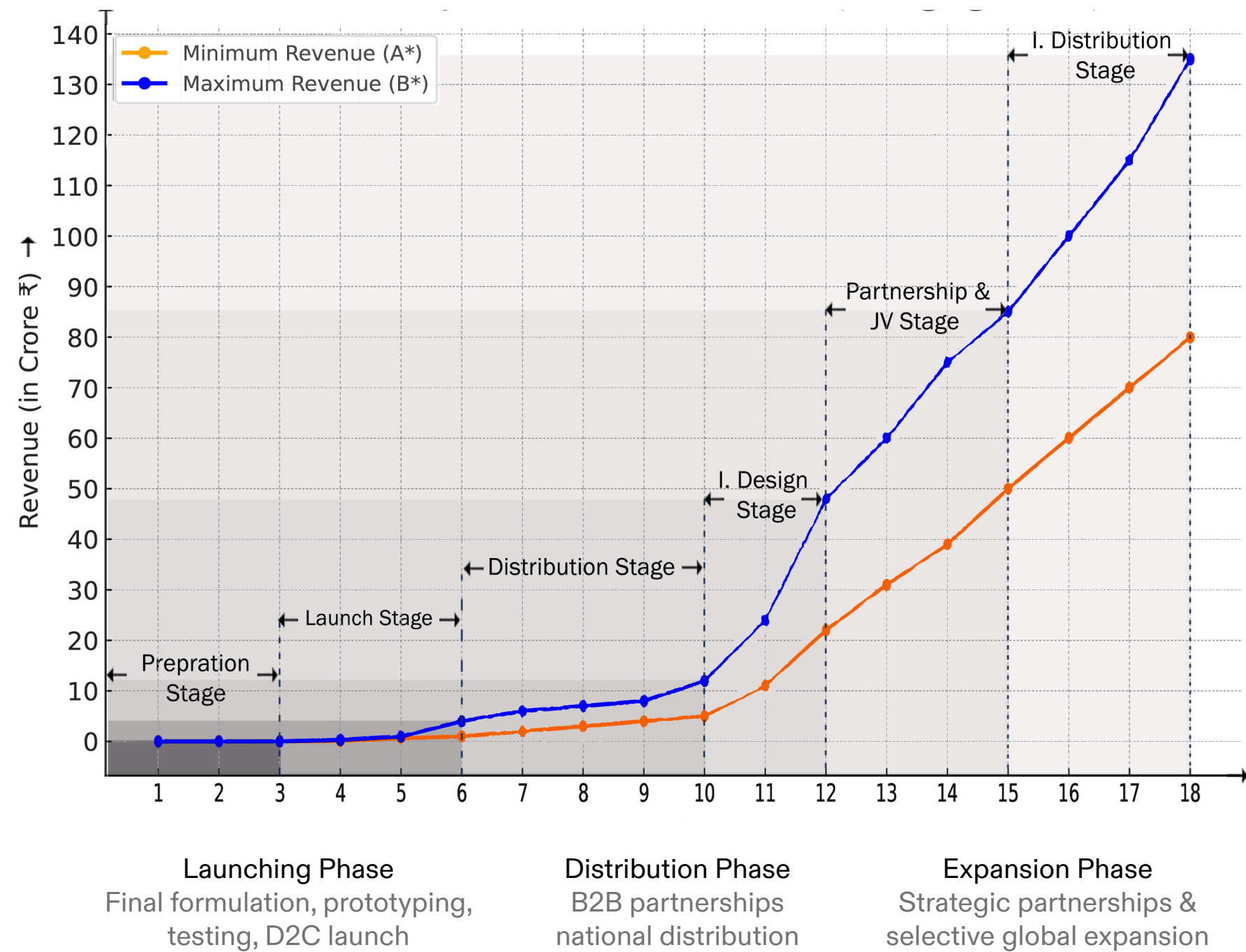
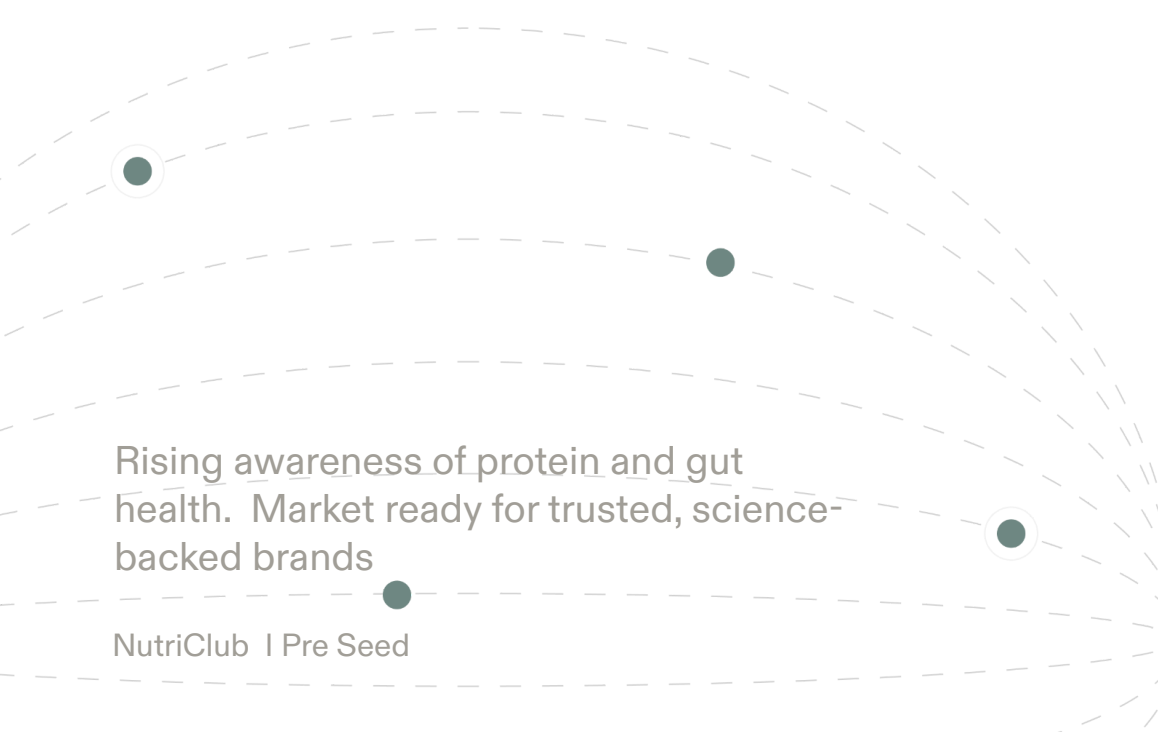
6-12 months: In-house manufacturing, national distribution

12-18 months: Strategic partnerships & selective global expansion



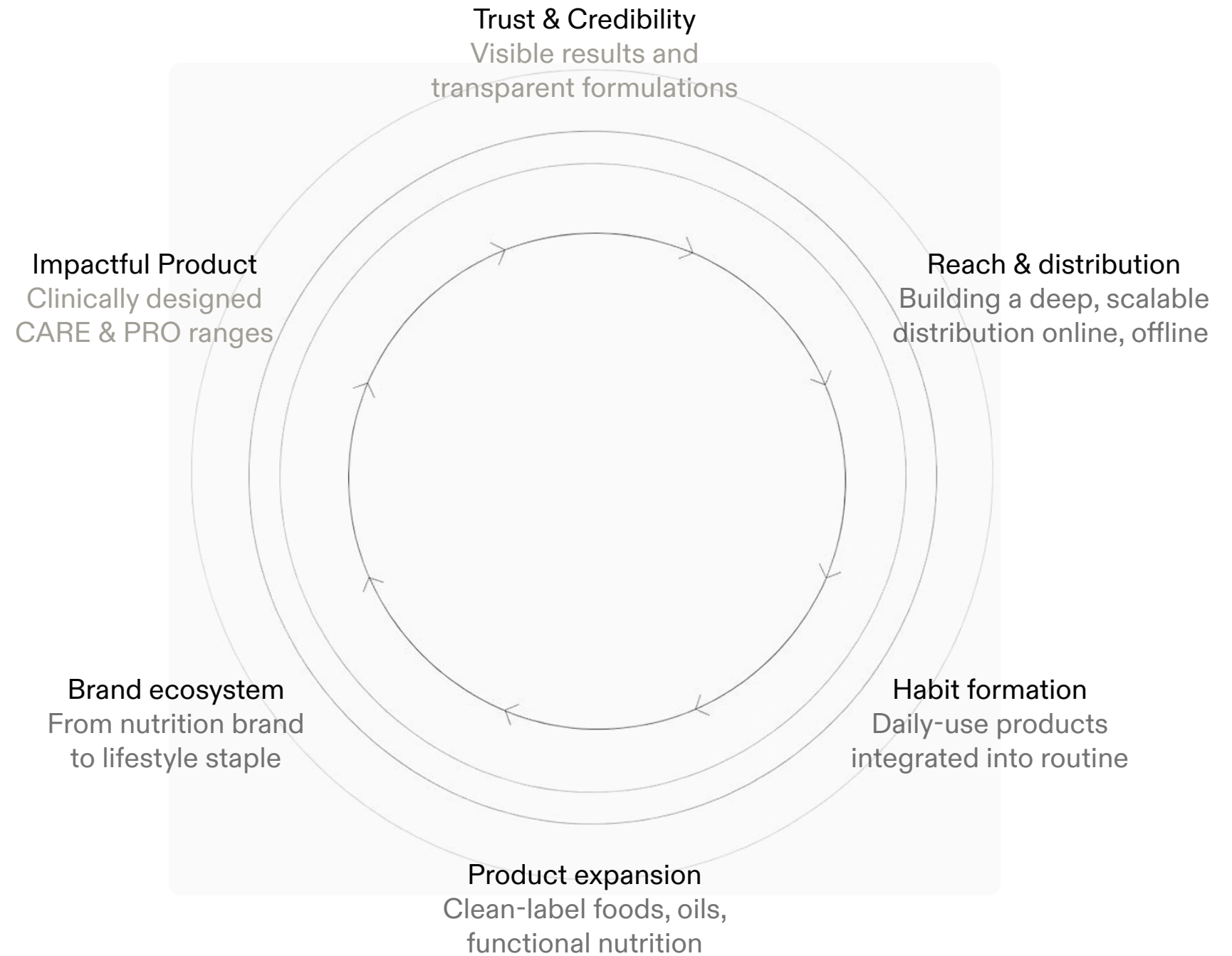
Why now

Shift from generic supplements to clean, functional nutrition



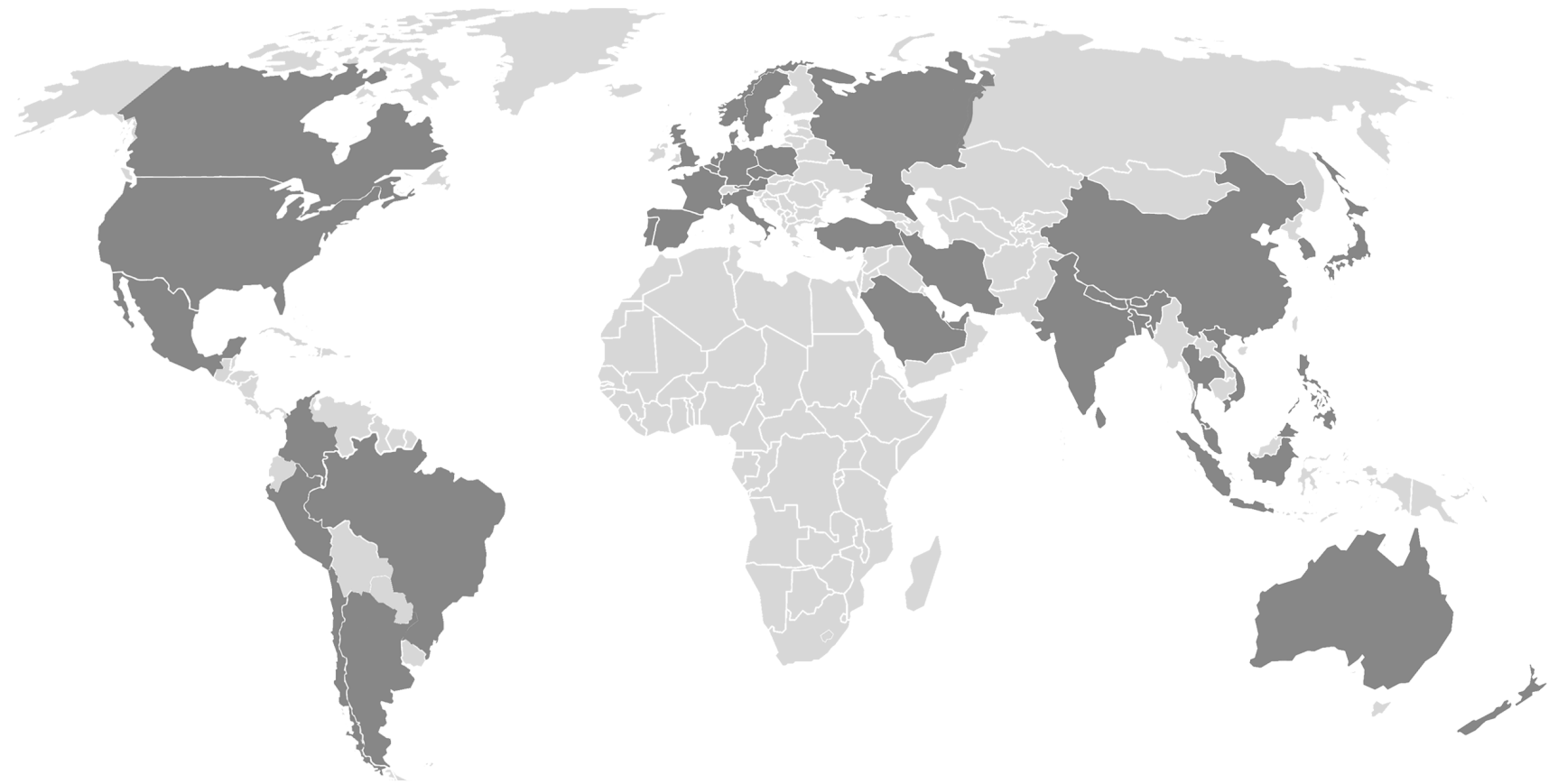
Competitive Advantage

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

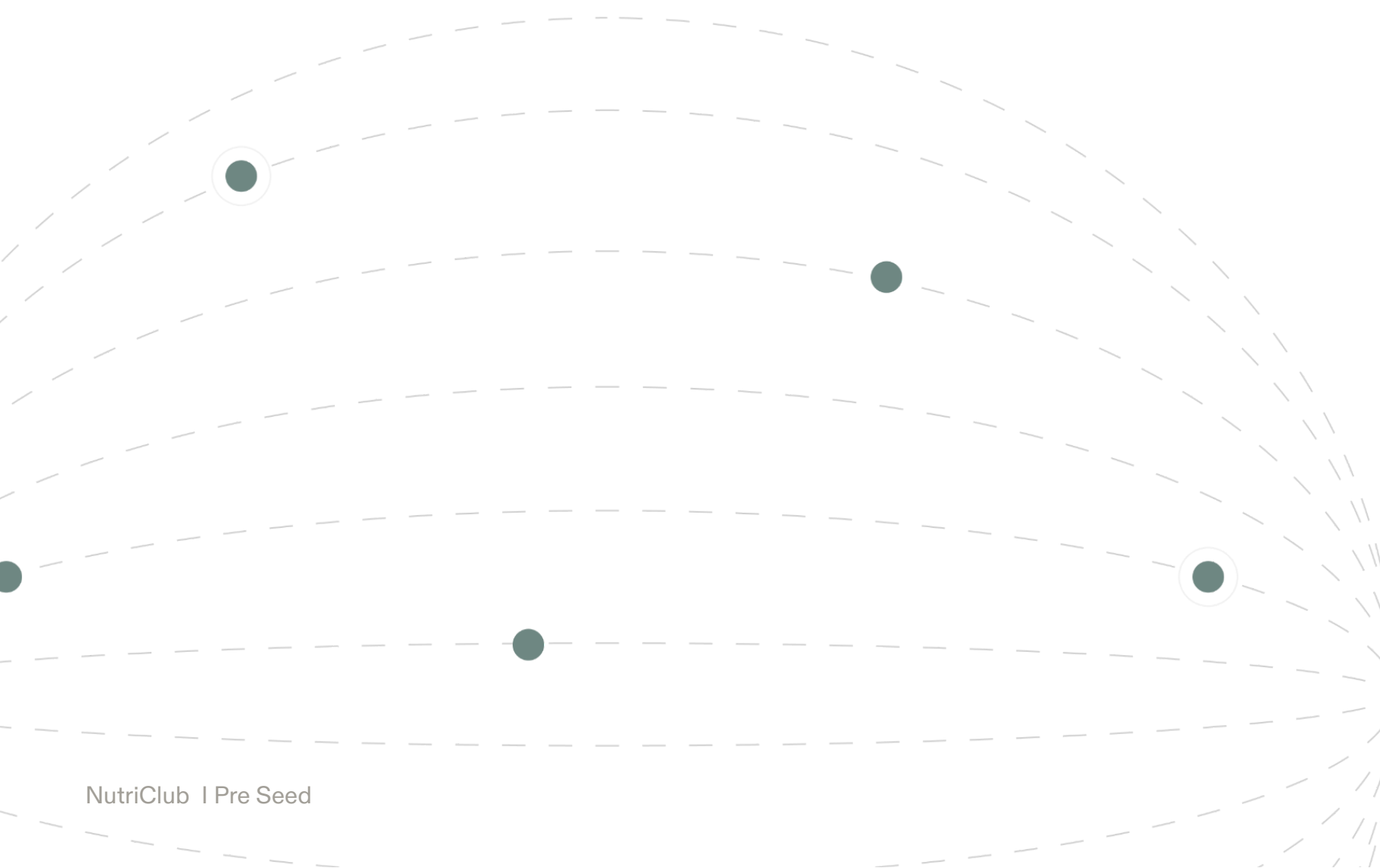
- With 6+ years of experience across different sector and early-stage business execution.
- He has worked across multiple sectors, building a strong understanding of consumer behavior, product-market fit, and scalable operations.



Company

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

Thank you.



Contact us

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