

Suman India Biz Solutions Pvt Ltd

"Trust in Healthcare, Innovation in Every Product."

OUR OVERVIEW

Who We Are:

Suman India Biz Solutions Pvt Ltd is a healthcare company founded in 2016.

The company operates in pharmaceuticals, medical devices, and pharmacy retail.

It develops Ayurvedic and allopathic healthcare products under doctor-led brands.

The business follows an asset-light model using third-party manufacturing.

It focuses on brand building, distribution networks, and franchise pharmacy expansion.

The company also aims to supply products to both domestic and export markets.

It is led by Dr. Bharat S Kambale, a medical professional with extensive clinical experience.

Our Vision:

To build a trusted healthcare platform across pharmaceuticals, medical devices, and pharmacy retail.

To deliver reliable and quality healthcare products to patients across India and global markets.

To create scalable healthcare brands that strengthen accessibility and credibility in the healthcare sector.

Our Mission:

To develop doctor-led pharmaceutical and wellness products with strong brand value.

To expand pharmacy retail through a structured franchise and distribution network.

To scale operations through brand development, market expansion, and export opportunities.

The Problem

Fragmented Pharma Branding

- Many healthcare products lack strong brand identity and doctor-driven credibility in the market.

Limited Distribution in Emerging Cities

- Access to quality pharmaceutical and wellness products remains limited in Tier-2 and Tier-3 markets.

Unorganized Pharmacy Retail Sector

- A large portion of pharmacy retail operates without standardized systems, branding, and operational efficiency.

Lack of Integrated Healthcare Platforms

- Few companies combine product development, distribution, and pharmacy retail within a single scalable ecosystem.

Our Solutions

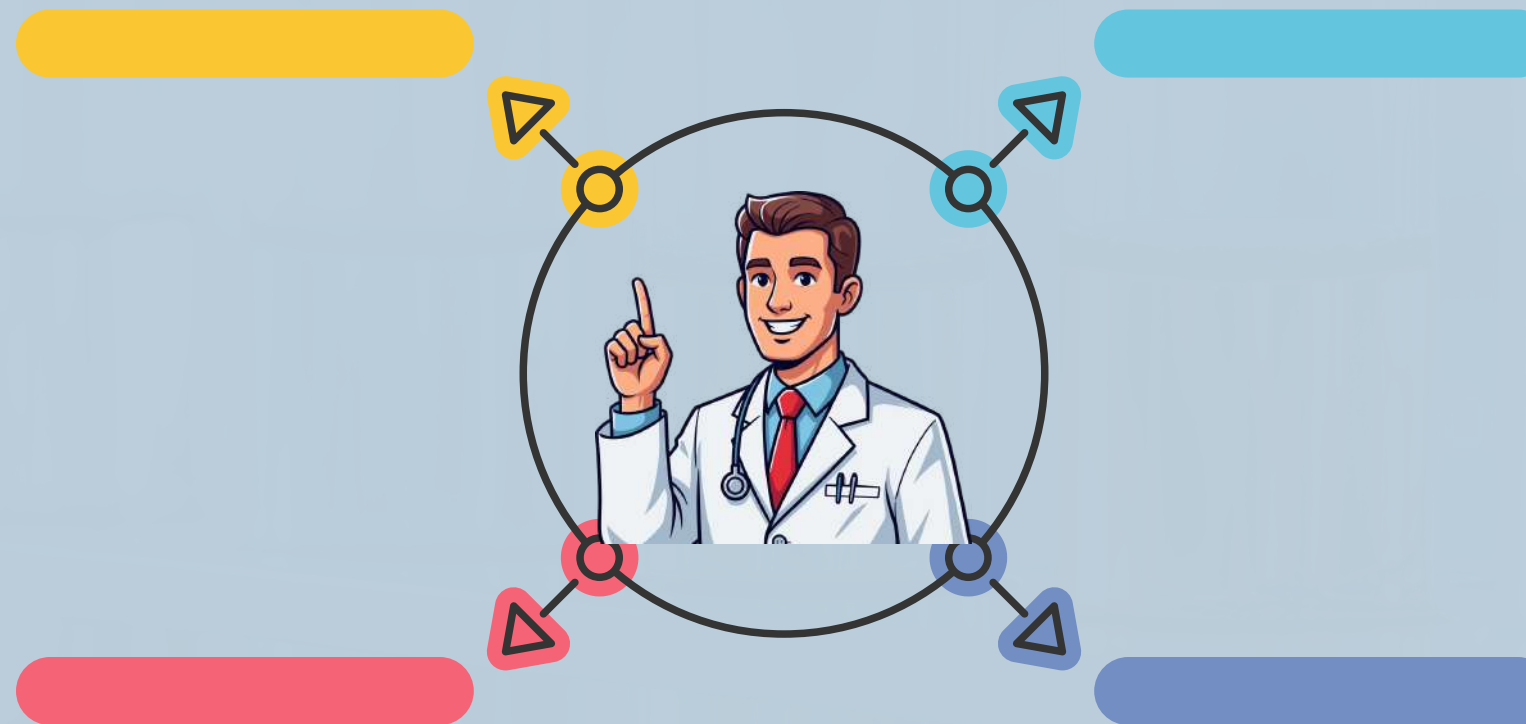


Organised Pharmacy Franchise Model:

- Build a structured pharmacy retail chain through franchise and master-franchise expansion.

Doctor-Led Healthcare Brands:

- Develop trusted Ayurvedic and allopathic products under doctor-backed brands to build credibility and patient confidence.



Integrated Healthcare Business Platform:

- Combine pharma products, medical devices, and pharmacy retail to create a scalable healthcare ecosystem.

Strong Distribution Network:

- Expand product reach through distributors, pharmacies, and healthcare partners across Tier-2 and Tier-3 cities.

Unique Selling Points



Doctor-Led Product Development

Healthcare products developed with medical expertise to ensure credibility, quality, and patient trust.



Scalable Franchise Expansion Model

- Structured pharmacy franchise network designed for rapid expansion in Tier-2 and Tier-3 markets.

- Integrated business model combining pharmaceuticals, medical devices, and pharmacy retail.

Multi-Brand Healthcare Platform



Asset-Light Operating Strategy

Focus on branding, distribution, and market growth while leveraging third-party manufacturing for efficiency.

Our Services

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Pharmaceutical Product Development & Marketing

Development and marketing of Ayurvedic and allopathic healthcare products under proprietary brands.

Pharmacy Retail Franchise Network

Establishment and expansion of branded pharmacy stores through franchise and master-franchise models.

Medical Devices & Sexual Wellness Products

Supply and distribution of medical devices and sexual wellness products through the MADness brand.

Healthcare Distribution & Export Support

Distribution of healthcare products across India and support for international market exports.

Our Products

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Business Overview & Investment Summary



Target Raise

The company is raising ₹50 Crore as growth capital to accelerate business expansion and scale operations across healthcare verticals.

Business Stage

Suman India Biz Solutions Pvt Ltd is an operating and revenue-generating company with established products and active market presence.

Core Business Verticals

The business operates across pharma manufacturing (Ayurveda & Allopathy), medical devices and sexual wellness products, and pharmacy retail franchise expansion.

Market Focus

The company targets domestic markets across India while building capabilities for international exports.

Exit Perspective

Future exit opportunities may include strategic investor exits or a potential SME IPO once the company reaches scale and profitability.

Purpose of the Investment

The current funding round is focused on scaling operations, expanding distribution, and strengthening brands, not for IPO-related expenses.

The Opportunity

Large Healthcare Market

India's pharmaceutical and healthcare industry is valued at over ₹4 trillion, creating significant opportunities for scalable healthcare businesses.

Growth in Ayurveda & Wellness

Demand for Ayurvedic medicines and wellness products is increasing as consumers shift toward natural and preventive healthcare solutions.

Rising Demand for Sexual Wellness & Medical Devices

The sexual wellness and medical device market is expanding rapidly with increasing awareness and consumer acceptance.

Organised Pharmacy Retail Expansion

There is strong growth potential for structured pharmacy retail chains in Tier-2 and Tier-3 cities, where organised healthcare retail is still limited.

Export Potential for Indian Healthcare Brands

Global demand for credible and affordable Indian healthcare products is creating strong export opportunities.

GO-TO-MARKET STRATEGY

Dr Bharat's® — Medicine Brands

- Focuses on doctor-led Ayurvedic and allopathic products to build trust through prescription-driven branding, aiming at doctor networks and pharmacy distribution.

Suman Pharmacy® — Retail Pharmacy Chain

- Expands a branded pharmacy network through franchises and master-franchise models, targeting Tier-2 and Tier-3 cities with limited pharmacy chain presence.

MADness® — Medical Devices & Sexual Wellness

- A consumer-focused brand offering sexual wellness products with bold marketing aimed at modern consumers, targeting retail, e-commerce, exports, and direct-to-consumer sales.

Business Vertical Overview

Pharma Manufacturing & Marketing

- Development and marketing of Ayurvedic and allopathic pharmaceutical products under doctor-led brands.
- The company currently works with third-party manufacturers while focusing on brand building and distribution.

Medical Devices & Wellness (MADness)

- Production and marketing of condoms and sexual wellness products under the MADness brand.
- This segment targets high-demand consumer healthcare products with strong margins and repeat purchases.

Pharmacy Retail Franchise (Suman Pharmacy)

- Expansion of branded pharmacy stores through franchise and master-franchise partnerships.
- The model focuses on organised pharmacy retail growth across Tier-2 and Tier-3 cities in India.

Vertical: 1 Pharma Manufacturing



Product Categories

- The company develops Ayurvedic and allopathic healthcare products under doctor-led brands focused on quality and credibility.

Current Manufacturing Model



- Products are currently manufactured through certified third-party manufacturing partners while the company focuses on brand development and market expansion.



Market Focus

- Growth is driven through doctor networks, pharmacy partnerships, and distributor channels to expand product reach.

Future Expansion Plan



- In Phase 2, the company plans to establish its own manufacturing facility to strengthen production capacity and improve margins.

Vertical: 2 Madness Medical Devices



Registered Brand

- MADness is a registered trademark under Class 10, focused on medical devices and sexual wellness products.



Product Portfolio

- The brand offers condoms with multiple SKUs and a range of sexual wellness products designed for modern consumer demand.



High-Margin Category

- Sexual wellness products provide strong profit margins and fast inventory turnover due to repeat consumer purchases.



Global Market Potential

- The category is export-friendly with growing demand in international markets, supporting both retail and online sales channels.

Vertical: 3 Suman Pharmacy Retail



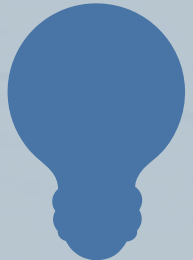
Retail Pharmacy Network

- Suman Pharmacy is a branded retail pharmacy chain expanding through a structured franchise and master-franchise model.



Franchise Structure

- Franchise structure includes retail pharmacy franchise and master franchise opportunities for scalable expansion across regions.
- Also offers hospital-attached retail pharmacy shop franchise to ensure direct patient access and consistent demand generation.



Revenue Model

- The company earns 2% royalty from franchise stores along with a monthly marketing contribution for brand promotion.



Market Focus

- The expansion strategy targets Tier-2 and Tier-3 cities across India, where organized pharmacy retail has strong growth potential.

Business Model



Pharma Product Sales

Pharma sales supported by strong stockists and distributor network.
Branded Suman Pharmacy retail outlets for direct sales.
Master franchise model for regional expansion.
Export and e-commerce channels for wider market reach.

Medical Device & Wellness Sales

Income from condoms and sexual wellness products sold under the MADness brand across retail and distribution channels.

Franchise & Master-Franchise Fees

One-time revenue earned from partners opening Suman Pharmacy outlets through franchise and master-franchise agreements.

Royalty Income

Recurring income generated through royalty payments from franchise pharmacy stores based on their sales.

Export Bulk Orders

Additional revenue from supplying pharmaceutical and wellness products to international markets through export orders.

Traction-Readiness



Established Company

Suman India Biz Solutions Pvt Ltd was incorporated in 2016 and has been operating as a healthcare business since its inception.

Revenue Generating Operations

The company has generated operating revenues without external funding, with ₹12 lakh in FY 2022–23 and ₹13 lakh in FY 2023–24.

Strong Financial Discipline

The business is operating with zero debt, maintaining a clean and stable financial structure.

Market-Ready Products

The company has live products, required licences, packaging systems, and an Import Export Code (IEC) to support both domestic sales and export opportunities.

Intellectual Property & Compliance



Trademark Protection

The company has registered trademarks for **SUMAN** (Classes 5, 9, 14, 25, 35, 36, 38, 44), DR BHARAT (Classes 5 & 44), and MADness (Class 10) to secure brand identity and market presence.

Quality Certification

The company is ISO 9001:2015 certified, demonstrating commitment to quality management and standardized operational processes.

Startup Recognition

Suman India Biz Solutions Pvt Ltd is recognized under DPIIT / Startup India, validating its innovative healthcare business model.

Regulatory Compliance

The company maintains a clean audit record and strong regulatory compliance, ensuring transparency and credibility in operations.

Promoter Strength



Founder & Managing Director

Dr Bharat S Kambale is the Founder and Managing Director of Suman India Biz Solutions Pvt Ltd, leading the company's healthcare business strategy.

Medical Expertise

He holds MD (Med-Ayu), BAMS and MSME HOSPITAL MANAGEMENT CERTIFICATE COURSE qualifications and has over 25 years of medical practice experience.

Healthcare Innovation

His expertise in research and formulation development supports the creation of credible Ayurvedic and allopathic healthcare products.

Healthcare Leadership

He also serves as the Managing Director of Suman Hospitals Pvt Ltd and Suman foundations (NGO) strengthening the company's clinical and healthcare ecosystem.

Corporate Governance & Group Framework



Ownership Structure

- Suman India Biz Solutions Pvt Ltd is 100% promoter-owned with family-held shareholding, ensuring clear decision-making and long-term commitment.

Financial Discipline

- The company operates with no loans or financial leverage, ensuring a stable and conservative financial structure.

Governance & Audit Practices

- The company has maintained auditor continuity since 2016, ensuring consistent financial oversight and compliance.

Transparent Operations

- The business follows a clean governance framework with no related-party transactions, promoting transparency and accountability.

Group Ecosystem

- The company is strengthened by group entities such as Suman Hospitals Pvt Ltd, enhancing clinical credibility, and Suman Foundation, driving CSR and community healthcare initiatives.

Financial Philosophy



Conservative Financial Approach

The company follows conservative financial assumptions to maintain stability and manage business risks effectively.

EBITDA & Cash Flow Focus

The business emphasizes strong EBITDA performance and healthy cash flow generation to support sustainable growth.

Capital Efficiency

Operations are designed to maximize efficient use of capital while maintaining cost discipline and operational control.

Public-Market Aligned Structure

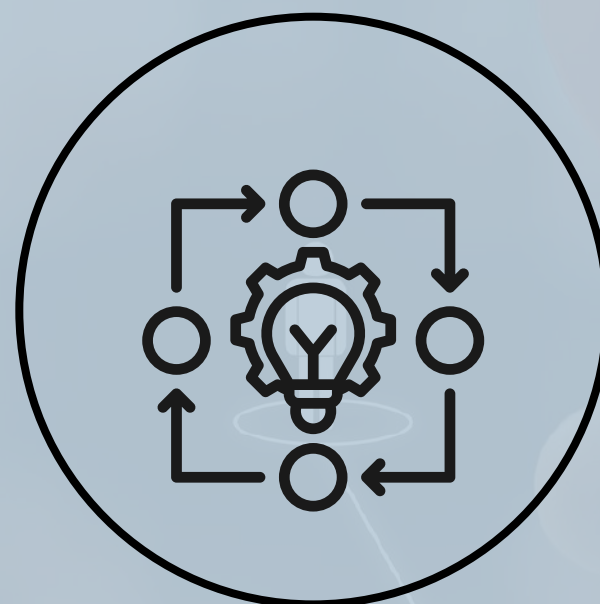
The company maintains a clean financial structure and governance practices aligned with future public-market standards.

Market Strategy



Phase 1 (0–12 months)

- Focus on scaling products, expanding the Suman Pharmacy franchise network, and establishing a strong distribution system in Tier-2 and Tier-3 cities.



Phase 2 (12–30 months)

- Increase profit margins through in-house manufacturing and streamline operations while strengthening export markets.



Phase 3 (30–48+ months)

- Consolidate across business verticals, explore exit opportunities like SME IPO, and form strategic partnerships to maximize value.

Exit Perspectives

Strategic Sale

- Potential sale to larger healthcare or pharmaceutical companies to expand their portfolio and provide liquidity to investors.

Financial Investor Exit

- Achieved through mergers or acquisitions, offering strong returns as the company scales operations.

SME IPO

- Envisioned as a future milestone, contingent upon reaching scale and profitability, to raise capital from the public market and accelerate growth.

Why Invest Now

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Proven Promoter

- Led by Dr. Bharat S. Kambale, a medical professional with 25+ years of experience and a track record in healthcare ventures.

Clean Structure

- Debt-free with no related-party transactions, ensuring stability, transparency, and strong governance.

Multi-Brand, Multi-Revenue Platform

- The company operates across pharma products, medical devices, and pharmacy retail, ensuring broad market appeal and growth potential.

Large Under-Penetrated Markets

- Focus on under-penetrated Tier-2 and Tier-3 cities in India and strong export opportunities for Indian healthcare products.

Strong Upside with Disciplined Risk

- A conservative financial strategy balancing strong growth potential with disciplined risk management, offering high returns.

FUND UTILISATION

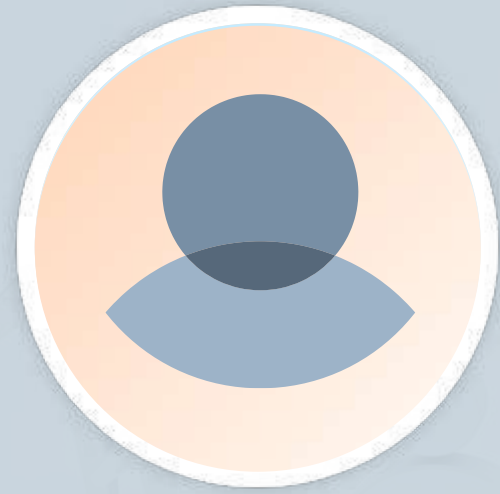
Fund Utilization	Amount (₹ Cr)	Description
Product Development & R&D	5	Development of new Ayurvedic, allopathic, and medical device products, formulations, and regulatory approvals.
Manufacturing Facility Setup	12	Establishment of an in-house pharmaceutical manufacturing facility, machinery, and quality control systems.
Brand Building & Marketing	8	National branding, digital marketing, doctor awareness programs, and promotional campaigns.
Distribution & Supply Chain	6	Expansion of distributor network, logistics, warehousing, and inventory management across India.
Pharmacy Franchise Expansion	8	Establishment of Suman Pharmacy franchise network, franchise support, and retail infrastructure.
Medical Devices & Export Expansion	4	Expansion of the MADness brand, export registrations, certifications, and international market entry.
Technology & Digital Infrastructure	2	ERP, CRM, franchise management software, e-commerce platform, and digital operations.
Working Capital & Operations	5	Procurement, staffing, inventory, day-to-day operations, and business scaling requirements.
Total	₹50.00 Cr	

Certificates

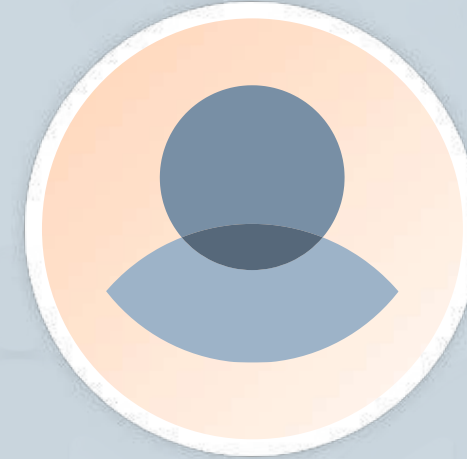
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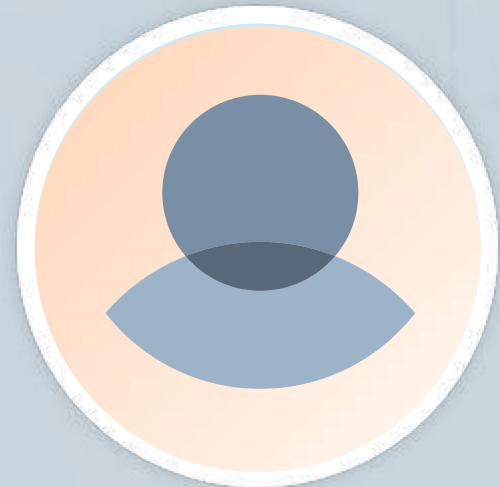
Meet Our Visionary Leaders



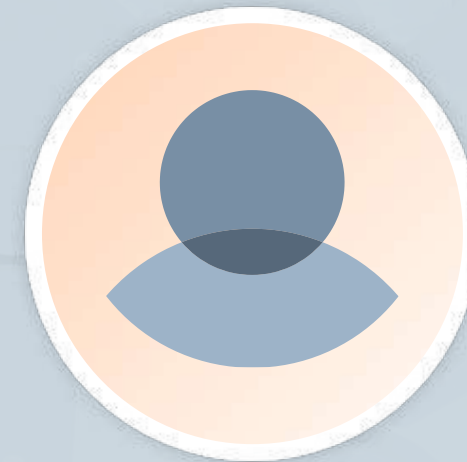
**Dr. Bharat S.
Kambale**
**Founder & Managing
Director**



Sunil S. Kambale
Founder & Director

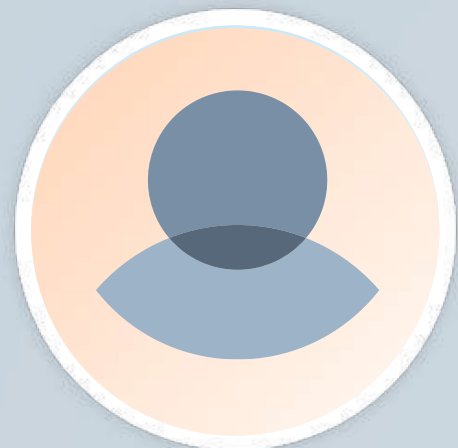


Dr. Surekha S. Kambale
Founder & CEO

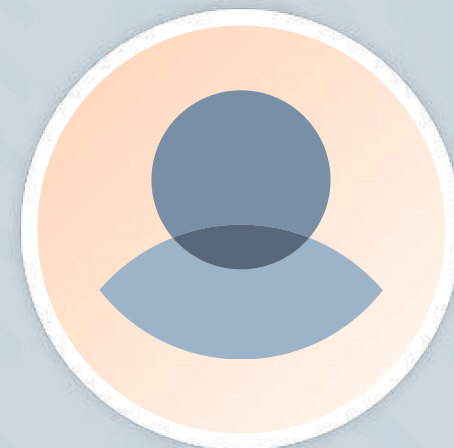


**Minal A. K. Information
Technology Head**

Meet Our Visionary Leaders



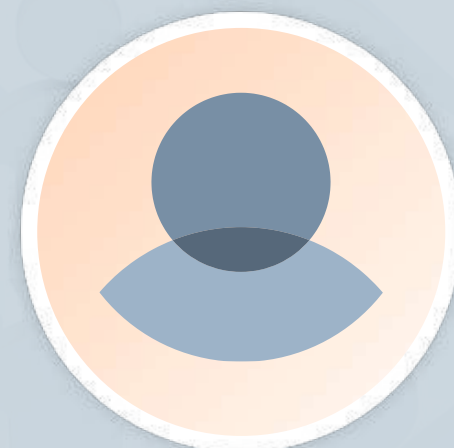
**Pragati M. S. &
Team
IT Project Manager**



**(Hiring in Process) Franchise
Operation
Head & Team**



**(Hiring in Process)
Marketing & Brand
Building Head**



**(Hiring in Process)
Operation Head &
Team**



**(Hiring in Process)
Human Resource
Head & Team**



Thank you



Thank you for taking the time to review the investment opportunity in Suman India Biz Solutions Pvt Ltd. We are excited about the future of our company and the potential for growth in the healthcare, pharmaceutical, and wellness sectors. With a solid track record, strong leadership, and a proven business model, we believe Suman India is well-positioned to scale and deliver significant returns.

Dr. Bharat S Kambale

Managing Director

Suman India Biz Solutions Pvt Ltd

With over 25 years of experience in the healthcare industry, Dr. Bharat leads the company with a deep understanding of both the medical field and the business dynamics of the pharmaceutical and wellness markets. His commitment to quality, innovation, and trust-based branding is central to the company's growth and success.