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सुखी व सम्पन्न जीने के लिए



JEENA SIKHO LIFECARE LIMITED

(Formerly known as Jeena Sikho Lifecare Private Limited)

REGD OFFICE: SCO-11, Kalgidhar Enclave, Baltana, Zirakpur, Punjab-140604, 01762-513185

Branch: B-26, Opp. Metro Pillar No. 223, Rohtak Road, New Multan Nagar, Delhi - 110056

CIN NO.: L52601PB2017PLC046545

Email ID.: cs@jeenasikho.co.in

To,

The Manager,
Listing Compliance Department
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex,
Bandra (East), Mumbai-400051

NSE Symbol: JSLL
ISIN: INE0J5801011

Dear Sir/Ma'am,

Sub: Investor Presentation

Please find enclosed herewith the Investor Presentation of the Company containing the Business Overview of company.

The Investor Update are also being disseminated on Company's website at www.jeenasikho.co.in/

This is for your kind information and records.

Thanking you,

Yours Faithfully,

For **Jeena Sikho Lifecare Limited**

MANISH Digitally signed by
GROVER MANISH GROVER
Date: 2023.08.07
19:39:33 +05'30'

Manish Grover
Managing Director
DIN: 07557886

Date: August 07, 2023
Place: Zirakpur, Punjab



JEENA SIKHO LIFECARE LIMITED

Investor Presentation, July 2023





WELCOME TO JEENA SIKHO LIFECARE



Jeena Sikho Lifecare (Jeena Sikho) is a renowned Indian Ayurvedic healthcare company founded by Mr. Manish Grover (popularly known as Acharya Manish Ji).

Jeena Sikho aspires to bridge the gap between Ayurveda and mainstream healthcare by presenting its scientific approach in a modern and authentic manner to the world.

The Company through its comprehensive range of products and healthcare services aims to empower individuals with right knowledge about the benefits and efficacy of Ayurveda, fostering faith in holistic healing potential.



WELCOME TO JEENA SIKHO LIFECARE



Head office in **Zirakpur, Punjab**, with a major business execution centre in Delhi, Jeena Sikho has gained global recognition for its Ayurvedic brand, '**Shuddhi**'.



Our certified team of **200+ Ayurveda Doctors**, demonstrates our deep domain knowledge & expertise.



We have a wide range of over **300 Shuddhi-branded herbal / Ayurvedic** products for various health concerns.



We follow an **integrated approach** leveraging the best solutions from alternative medicine doctrines: Ayurveda, Panchakarma, Homeopathy and Naturopathy.



We have a **pan-India network of Clinics and Integrated Hospitals** offering comprehensive healthcare services.



We have an **asset-light business model** (owned and franchise-run clinics).





WELCOME TO JEENA SIKHO LIFECARE



At the heart of our operations is our **dedicated comprehensive healthcare contact centre.**

Our **strong technology prowess** enables us to usher scale with speed.

Shuddhi our brand is a Sanskrit word which means “**purification**”, “**cleansing**” and “**freedom from defilement**”. The distinct therapy at Shuddhi clinics and hospitals is based not just on Ayurvedic products, but a holistic practice of complete change of lifestyle. It allows people to make significant changes in life that is kept close to nature by adopting a disciplined lifestyle.



MEET OUR FOUNDER: ACHARYA MANISH JI



Acharya Manish Ji, the founder of Jeena Sikho Lifecare is a motivational speaker dedicated to promoting the prevention of diseases through lifestyle choices.

Acharya Manish Ji's unwavering commitment to Ayurveda has been instrumental in inspiring people to embrace the ideology of leading a disciplined Ayurvedic lifestyle.

He has been actively creating awareness about health issues through webinars, knowledgeable videos on social media platforms like YouTube, Facebook, and Instagram. Additionally, he hosts his own program on several TV channels like NDTV, India TV, etc. where he imparts valuable knowledge on health and wellness. Moreover, he actively organizes health check-up camps and conducts invigorating yoga sessions to further promote holistic well-being.

It is his commitment and passion to make India's ancient Ayurvedic knowledge (and its treatments) accessible to every Indian that has inspired him to set up Jeena Sikho Lifecare to serve people.



OUR PURPOSE

Committed to creating awareness about the causes and prevention of diseases, Jeena Sikho Lifecare harnesses the benefits of Ayurveda and alternative treatments for recovery, aiming to transform healthcare as we know it.

Our Vision

- To make the world healthy
- To create awareness about the causes and prevention of disease
- To use the benefits of Ayurveda and alternative treatments for recovery from disease

Our Mission

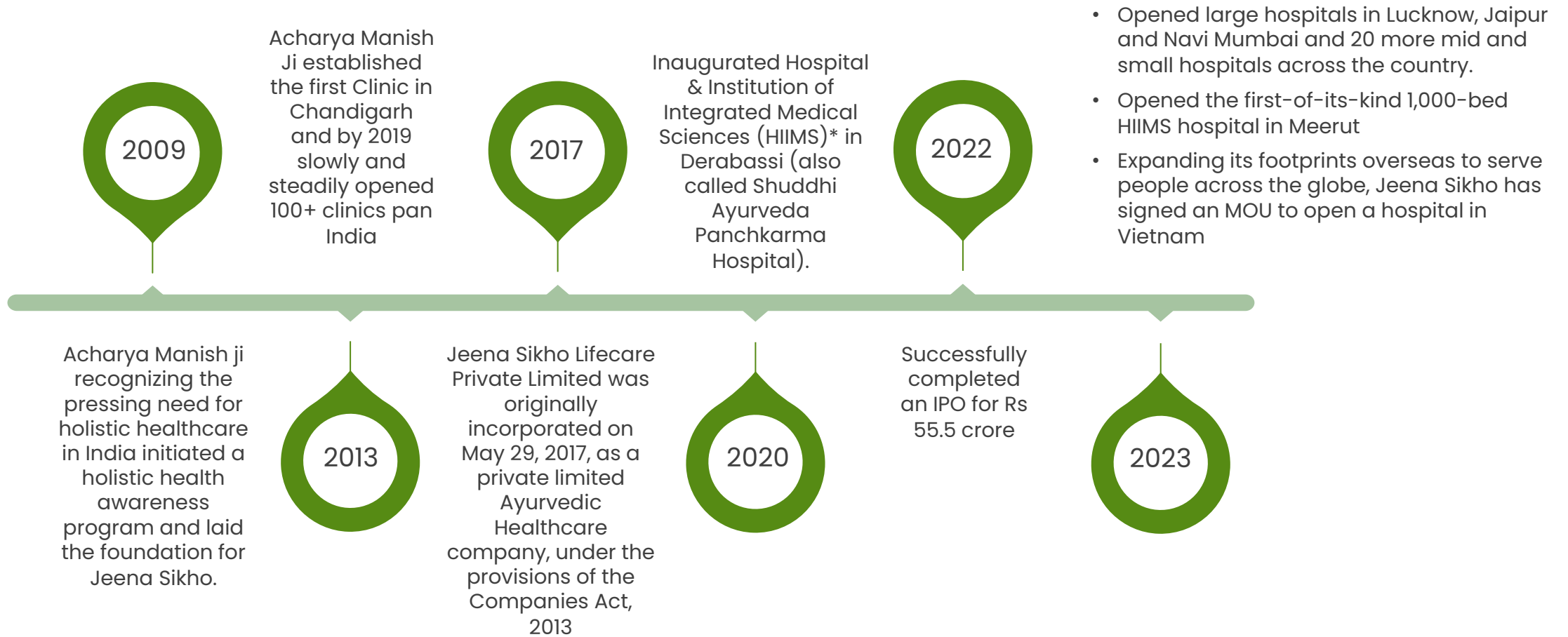
Our **Mission** centres around providing enhanced Ayurvedic healthcare services, spreading vital awareness about healthy lifestyles, and revitalizing India's rich medical heritage through innovative approaches.

Our Values

With **Values** rooted in integrity, authenticity, and efficacy, Jeena Sikho places a paramount focus on creating genuine products, offering ethical services, and delivering effective solutions.



OUR TRAILBLAZING JOURNEY



* HIIMS is an integrated hospital which provides Ayurvedic, Panchakarma, Homeopathy and Naturopathy treatment to reduce the fundamental causes of disease.



OUR PAN INDIA NETWORK

Summary of Hospitals / Clinics (Owned and Franchise)

As on 30th June 2023

Hospital & Institution
of Integrated Medical
Sciences (HIIMS)

14

Shuddhi Panchkarma
Day Care Clinic

21

Shuddhi Clinic

4

Franchise

80

Total

119

Accredited by
NABH

17

*17 NABH Accredited Clinics, reflects our commitment to maintaining highest standards of quality and patient care. NABH is a constituent Board of Quality Council of India.





OUR PAN INDIA NETWORK

14 HIIMS Hospitals, 5 certified

- Derabassi, Punjab (NABH Certified)
- Jaipur, Rajasthan*
- Gurugram, Haryana*
- Delhi, Delhi*
- Lucknow, Uttar Pradesh
- Meerut, Uttar Pradesh
- Safdarjung, Delhi
- Mumbai, Maharashtra
- Ajmer, Rajasthan*
- Jhotwara Jaipur, Rajasthan
- Jodhpur, Rajasthan
- Bangalore, Karnataka
- Udaipur, Rajasthan
- Sikar, Rajasthan

*NABH Certified



4 Shuddhi Clinics

- Jabalpur, Madhya Pradesh
- Ambala, Haryana
- Allahabad, Uttar Pradesh
- Hyderabad, Telangana

Jeena Sikho has a large and growing presence, particularly in North, Central, Eastern and Western India. It is now foraying into the Southern states too.



OUR PAN INDIA NETWORK

21 Shuddhi Panchkarma Day Care Clinic, 12 Certified

- Amritsar, Punjab*
- Sangrur, Punjab
- Ludhiana, Punjab
- Kota, Rajasthan*
- Goa, Goa
- Faridabad, Haryana*
- Noida, Uttar Pradesh*
- Ghaziabad, Uttar Pradesh*
- Patiala, Punjab
- Vaishali, Uttar Pradesh*
- Sonipat, Haryana

*NABH Certified



- Meerut, Uttar Pradesh
- Mumbai, Maharashtra
- Karol Bagh, Delhi*
- Thane, Maharashtra
- Laxmi Nagar, Delhi*
- Prashant Vihar, Delhi*
- Shastri Nagar, Delhi*
- Dwarka, Delhi*
- Rohini, Delhi*
- Chandigarh



OUR FACILITIES





OUR COMPREHENSIVE HEALTHCARE SERVICES

Key Target Natural Disease Reversals

1
Kidney
Failure
Reversal

2
Liver Detox
And Reversal

3
Cancer
Progression
Slowdown

4
Arthritic
Disorder
Reversals

5
Neurological
Disorders
Reversal

6
Conservatio
n Of Cardiac
Health

7
Broncho /
Respiratory
Care Plans

8
Sexual /
Reproductive
Health

9
Autoimmune
Disorder
Reversals

Thyroid

Obesity
/Weight
Loss

Cholest
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Migrain
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Joint
Pain

Back
Pain

Acidity
/ Gas

Eye
Treatm
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Anxiety

Psoriasi
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Ulcer

Sexually
Transmi
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Disease
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Fissure

Skincar
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Leukod-
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Asthma

We also conduct:

- 1. TRAINING AND SEMINARS** (Through conference and in-house classes and lectures on diet and lifestyle).
- 2. ONLINE AND LIVE SESSIONS** along with complete educational info on the in-house therapies and treatment protocols.
- 3. 72-hour CURE CAMPS** for 72 hours reversal of metabolic disorders.



OUR COMPREHENSIVE HEALTHCARE SERVICES



In-Patient Department (IPD)

Our hospitals provide state-of-the-art facilities for in-patient care, with comfortable rooms and round-the-clock medical supervision.

- 24 Hour Observation, Therapies
- Customized In-house Diet Menu
- Panchkarma Unit, Reflexology Unit
- Yoga/ Meditation, HWI/ HDT Unit



Out-Patient Department (OPD)

- Our clinics offer convenient OPD services, allowing patients to consult with our experienced Ayurveda Doctors (Ayurvedacharyas) for diagnosis, treatment, and follow-up care
- Herbal Medications & Diet and Lifestyle Reforms



Daycare Services

- For procedures and treatments not requiring overnight hospitalization, we provide daycare services.
- Patients can receive necessary medical interventions, therapies, and monitoring during the day and return home in the evening.



Panchakarma Therapies

- We specialize in authentic Panchakarma therapies, a holistic approach to detoxification and rejuvenation.
- Our skilled therapists and traditional treatment techniques help cleanse the body, eliminate toxins, and restore balance for enhanced well-being.



Diet Care

- We offer personalized diet care services, with expert dietitians who provide tailored nutritional guidance based on individual health requirements.
- We focus on promoting healthy eating habits and lifestyle modifications to support overall wellness.



HIIMS At Home

- Through HIIMS At Home, we offer home-based consultations, therapies, and medical support, ensuring continuity of care for patients who may require assistance.
- This ensures healthcare services in the comfort of own home.



HEALTHCARE OFFERING AT EVERY STAGE



Preventive Healthcare

- Focus on proactive measures to maintain overall well-being
- Individuals/patients can Health care contact centers or visit nearby clinics for health check-ups, healthcare suggestions and routine diseases



Curative/Corrective Healthcare

- Expert medical attention and personalized treatment solutions
- Individuals/patients visit HIIMS/Panchkarma Day Care Clinic for acute disease treatments including kidney, liver, heart, etc.



Maintenance Healthcare

- Post corrective treatments at HIIMS/ Panchkarma Day Care Clinic to maintain health under expert guidance
- Regular follow-ups and monitoring for sustained well-being
- Ongoing support for long-term health goals



OUR STRENGTHS



Deep domain knowledge led by Acharya Manish ji



Talented pool of 200+ doctors



Pan India presence: Clinics, Hospitals



Over 300 + Ayurvedic products for various diseases



Integrated Services at HIIMS: Ayurveda, Allopathy, Homeopathy and Naturopathy



Best-in-class quality for products and NABH certification for HIIMS



Focused on multiple diseases which impact different age groups (not limited to any one area of specialisation)



Revenue stream diversity: Products and Services (Consultation, Panchkarma, Naturopathy, etc.)



Dedicated multi-language Health Counselling (Through Healthcare Contact Centre)



Proven potential: Treated lakhs of patients. Dedicated approach



OUR DEDICATED HEALTH CARE CONTACT CENTRE



Driving Order Processing and Consumer Support



Marketing Support



Order Placement and Assistance



Coordinating with Existing Consumers



Facilitating Clinic & Hospital Connections



Insurance Guidance



Resolving Consumer Grievances



Virtual and Telephonic Consultations

At Shuddhi HIIMS, our dedicated comprehensive health care contact centre (also called Contact or Order Service Provider internally) plays a crucial role in efficiently processing orders and delivering exceptional consumer support. We ensure this through a dedicated team of Contact Centre Executives, Subject Matter Experts, Assistant Managers, Managers, and Doctors.

The executive team ensures efficient order placement, assisting patients/consumers throughout the process, and timely delivery of products. They serve as a reliable point of contact, providing guidance and support to customers with their queries and concerns.

- **Coordinating with Existing Consumers:** Our team maintains strong relationships by actively coordinating with existing consumers, addressing their queries or issues, and ensuring their continued satisfaction with our products and services
- **Insurance Guidance:** We provide valuable information and support to address the patients' queries on insurance claims and check whether treatment whether undertaken/planned
- **Virtual and Telephonic Consultations:** Our Doctors offer virtual and telephonic consultations to enhance accessibility and convenience for patients/individuals. They provide expert medical advice, diagnosis, and treatment recommendations, ensuring that consumers receive the care they need from the comfort of their own homes.



OUR STRONG TECHNOLOGY FOUNDATION

Dedicated Health Care Contact Center Management

- Contact Call Center Management
- Inbound Call Management
- Call Back Management
- Agent UI for inbound and outbound for handling calls
- Multiple Communication Mode (WhatsApp "Two way Video/Audio Calling, Telegram, Chatbot, Two ways SMS.
- Dialer Integration (CTI) computer telephony Integration with E-com CRM
- Multi Level IVRS (Interactive Voice Response System) with FAQ response.
- Predictive & Auto dialer (Outbound/Inbound)
- Knowledgebase Management System.
- Voice call Recording
- Call barging/merging/Conference/transfer etc



HIIMS & CRM (Hospital Integrated & Information Management System)

- Realtime digitally patient registration.
- Online booking through Websites.
- Online Patient tracking along with medicine orders.
- VOPD (DR Video Consultations)
- Reports & analytics Dashboard
- Well maintained MIS Reports Scheduler.
- NAS (Network Attached Storage) for soft file storage
- High Availability



API Integration

- CRM/Dialer/Websites API Integration
- Google ads Integration/ Social media Integration
- SMS Integration
- Email Integration





OUR STRONG TECHNOLOGY FOUNDATION

We have developed and implemented a robust technology platform which enables effective **Planning** to achieve desired results within the budget and timelines



Risk Management Solutions

To mitigate potential risks and ensure operational stability



Vendor and Procurement Management

To ensure streamlined supply chain management



Operations Management

To ensure optimum resource utilization, continuous process improvement and ensuring integrity



Communication Management

To ensure all communication through official emails, maintaining email and data leakage policy



Incident Management

To track incidents through an incident/ticket management portal, to mitigate and avoid the recurrence of abnormalities



Accounts management

To handle accounts with precision and accuracy



Center for Internet Security (CIS) Control

To ensure CIS control using UTM security in WAN gateways on the network layer



Information Security

To protect against unauthorized access to or unauthorized alteration, disclosure, or destruction of data





ASSET LIGHT MODEL

JSL follows an asset light model with respect to hospitals & centres



Low capex to open new clinics or Hospitals



Average revenue per patient per day is ₹ INR 7000 for day care / day packages



Leased Premises vs Owned Assets



Mix of Owned and Franchisee Clinics



Low Equipment capex and setting up cost for the hospitals (Per bed setup cost ranging between 2-2.5 lakh)

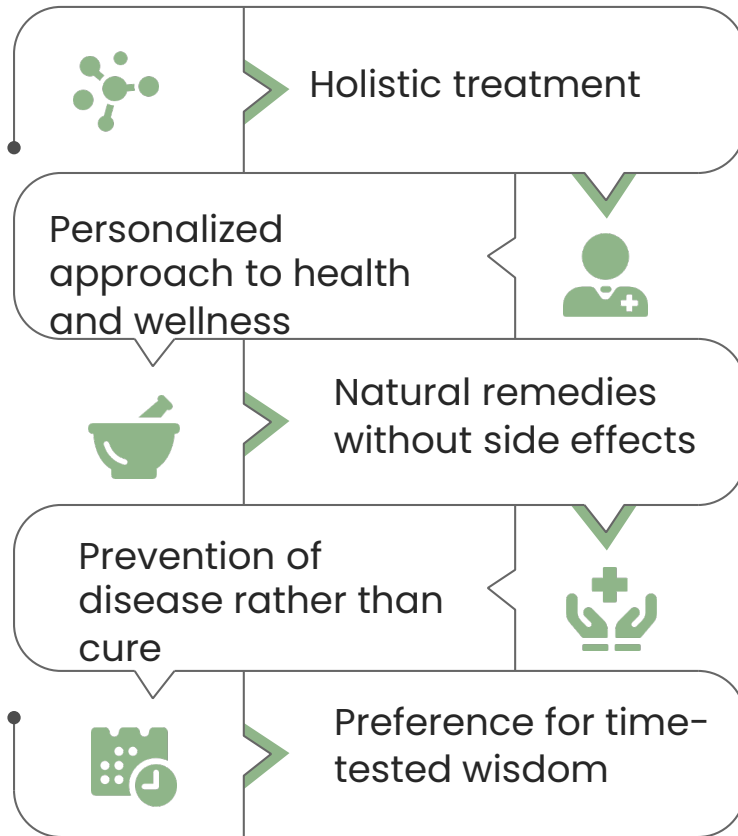


Franchisee model for product selling (Commission based products sold by franchisees).



OPPORTUNITY LANDSCAPE: ALTERNATIVE MEDICINE IS GAINING POPULARITY

With changing lifestyles and mounting instances of chronic lifestyle illness, people have been seeking:





OPPORTUNITY LANDSCAPE: ALTERNATIVE MEDICINE IS GAINING POPULARITY



Government of India push

- Ministry of AYUSH set up in November 2014 to promote indigenous alternative medicines, education and research
- Budget allocation of ~Rs. 3,400 crore (USD 464.68 million) for Ayush Wellness Centers under the National Ayush Mission for the next five years
- Centre to revamp 1.5 lakh existing health centres



Approval for AYUSH Day Care Therapy Centres

- Ministry of Health and Family Welfare (MHFW) approves Day Care Therapy Center facility under Ayurveda, Yoga, and Naturopathy systems
- All Central Government Health Scheme (CGHS) beneficiaries can avail benefit



Uttar Pradesh (UP) Government support

- UP Government sanctions Rs. 1,138 Crore for AYUSH services
- Funding for the UP State Ayush Society Action plan, including rejuvenating the infrastructure of Ayush Health and Wellness Centres



Haryana Government Reimbursement

Haryana state government employees eligible for reimbursements on Ayurvedic medicines treatment



AYUSH treatment promotion through health tourism

- 'Heal in India' initiative to promote Medical Tourism
- MHFW and Ministry of Ayush (MoA) collaborating to develop single portal for Medical Value Travel (MVT) promotion
- MoU signed between MoA and Ministry of Tourism's ITDC for MVT promotion in Ayurveda and traditional medicine
- Central Sector Scheme developed by MoA to offer financial assistance for establishing Super Specialty Hospitals and Day Care Centres



INDIA POISED WELLNESS HUB

India has the potential to become a health and wellness hub, attracting investments and creating additional jobs.

India Ayurvedic products market is expected to expand at a CAGR of around 15% during 2021-2026 (Report by <https://www.expertmarketresearch.com/>).

IRDAI mandate to include AYUSH treatments in insurance coverage



Efforts of Ministry of AYUSH to promote the country's indigenous alternative medicines including education and research.

Millennials prioritizing a healthy life is expected to drive sales in the Indian Ayurveda market to ~US\$ 10 billion by 2024, from US\$ 4 billion in 2018. (Report by 'Research and Markets')

Growing Awareness of Pre-emptive Healthcare and Trend of Turn to Nature for Remedies will spur the demand for Ayurveda



HOW JEENA SIKHO IS POISED TO GAIN?



Foraying in South and other locations



Strategic and significant spends on sales in advertisement and business promotion



Expanded business in services for holistic healthcare from earlier focus on only Ayurvedic products



Hospitals and centres are expected to drive growth

- Asset light model will ensure faster expansion and healthier debt profile
- Healthy mix of Owned and Franchise model
- Current Average Revenue Per Occupied Bed is fast growing



Synergies between HIIMS and Products business

- Products manufactured by reliable third party with quality standards prescribed and monitored by the Company.
- High gross margins on products (90%+) with close to 50%+ as replacement sales.



Collaboration with government hospitals

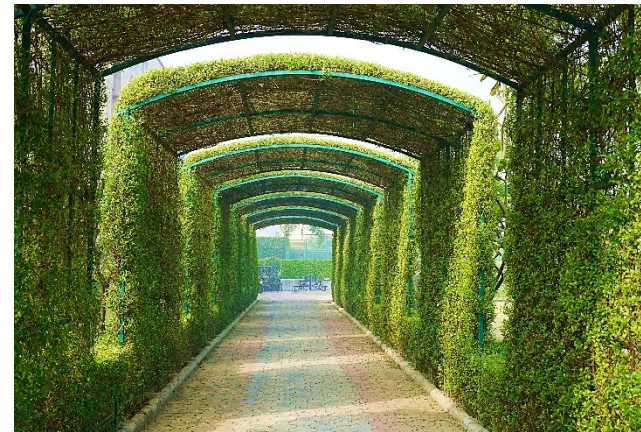
- Central and State Governments looking to include AYUSH treatment facilities within existing infrastructure
- We look to partner the governments under various models in setting-up such facilities





THE WAY FORWARD

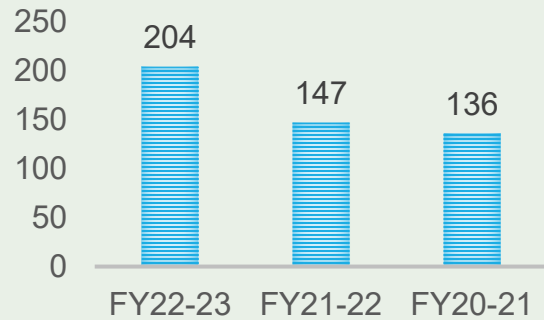
- Expansion of Domestic Market
- Create brand recognition
- Move up the Value Chain
- Widen the consumer base
- Focus on cost management
- Ensure cordial relationship with our consumer and employees
- Leverage Promoter and Management Expertise
- Evaluating international growth strategy



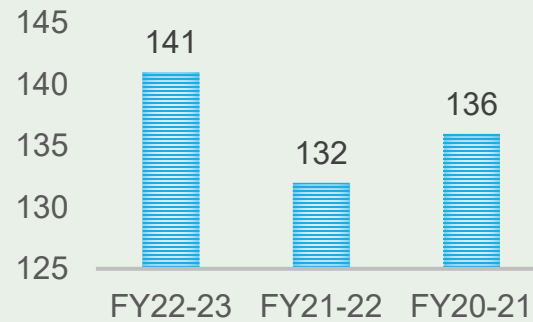


FINANCIAL PERFORMANCE FY 23

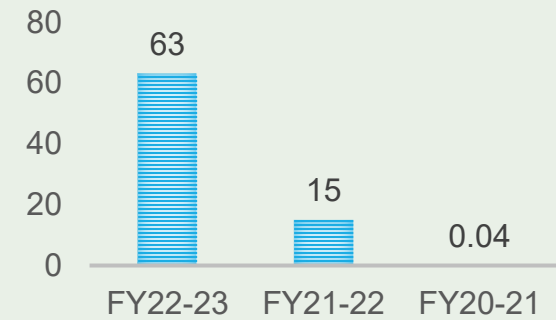
Total Revenue from Operations (in Crore)



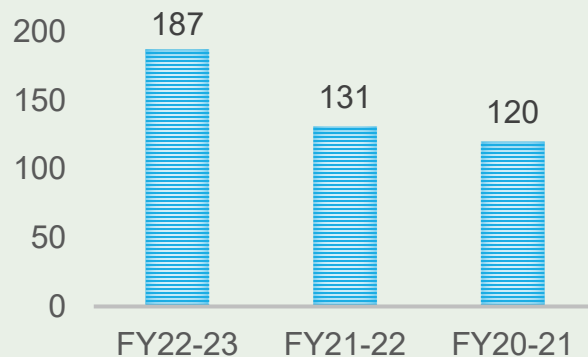
Revenue from Medicine Sales (in Crore)



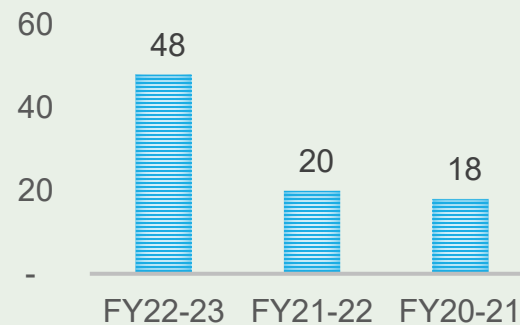
Revenue from Panchkarma Sales (in Crore)



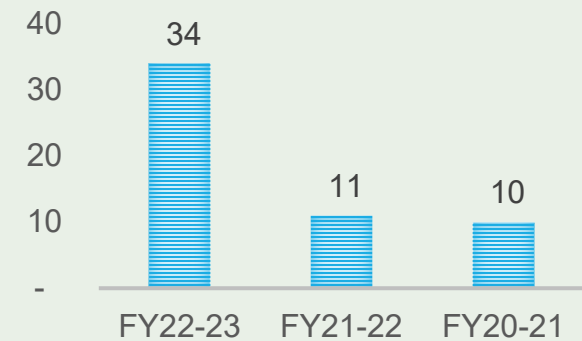
Gross Margin (in Crore)



EBITDA (in Crore)



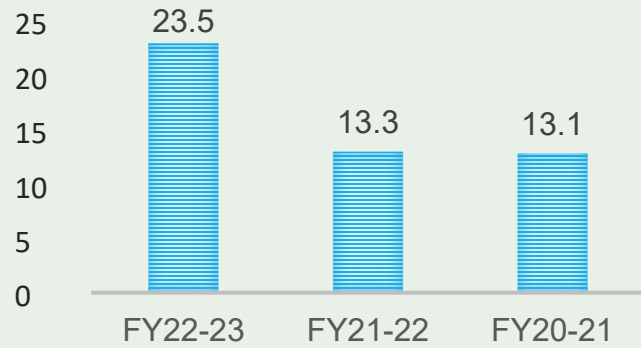
Net Profit (in Crore)



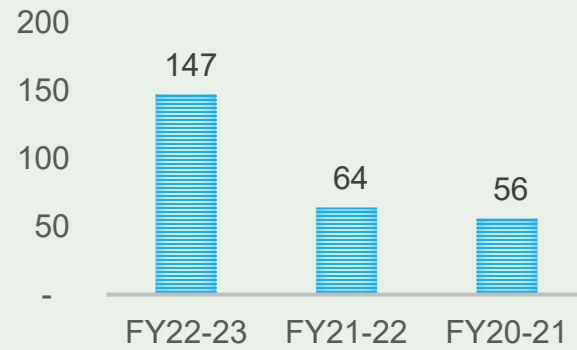


FINANCIAL PERFORMANCE FY 23

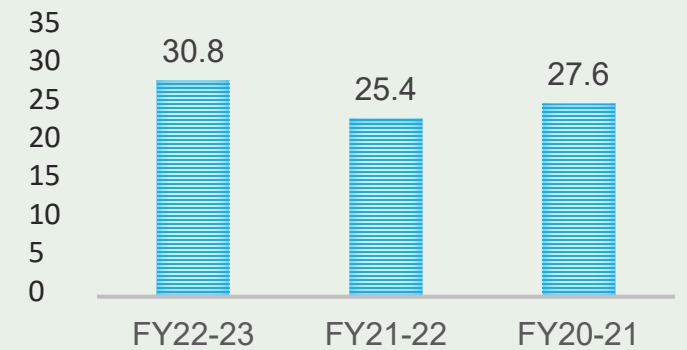
EBITDA Margin (%)



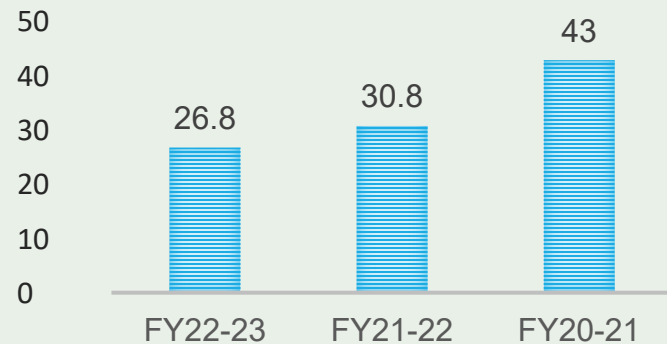
Capital Employed (in Crore)



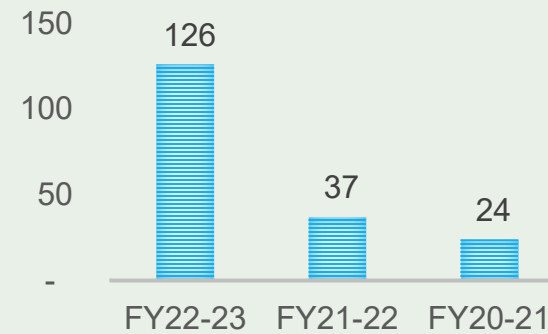
ROCE (%)



ROE (%)



Net Worth (in Crore)





OPERATIONAL PERFORMANCE

1563

**Total
number of
beds**

820

**Total
operational
beds**

420

**Total
occupied
approx**

51.22%

**Utilisation
ratio**

241496

**Patients
treated in
FY22-23**





NUMBER OF HOSPITALS AND CLINICS OPENED IN FY 2022-23

Location	Period
Ludhiana	June 2022
Amritsar	April 2022
Lucknow	June 2022
Jaipur-2	February 2023
Kota	July 2022
Ajmer	November 2022
Jodhpur	December 2022
Jabalpur (MP)	November 2022
Navi Mumbai	November 2022
Jeena Andheri	February 2023

**Number of Clinics and Hospitals opened
(FY 21-22) - 8
(FY 22-23) - 20**

Location	Period
Meerut	December 2022
Meerut – 2	February 2023
Sonipath	March 2023
Ambala	March 2023
Dwarka	September 2022
Rohini	September 2022
Shastri Nagar	September 2022
Prashant Vihar	September 2022
Safdarjung	October 2022
Karol Bagh	October 2022



TESTIMONIALS

Kidney Disease



Comedian Bharti Singh's Mother

When Mrs Singh was admitted to our facility, her kidney was working 6% per minute. Allopathic doctors had advised her to take dialyses but she avoided this course of action. Since she began her treatment, its function has improved to 11% per minute. She was on insulin for 20-25 years before she came to Jeena Sikho. Within 4 days, she was off the insulin.

<https://drive.google.com/drive/folders/1AayxtyvS6xCvc-jpEU2q8DXmhGPN-ZCA>



Prime Minister Narendra Modi's Brother's

When Modiji came to us he used to undergo dialyses twice a week wherein 4.5 litres of water were removed. Now the water content has reduced to 3 litres and he is looking forward to being free from dialysis soon.

<https://drive.google.com/drive/folders/1AayxtyvS6xCvc-jpEU2q8DXmhGPN-ZCA>



Heart Disease



Smt Neeta Kapoor's Testimony

In 2017 when she came to HIIMS, her heart pulse were very low, had fatty liver, high uric acid, high lipid profile. Other doctors had advised her to use pacemaker, otherwise her heart won't function. She had consulted doctors across India and abroad too. But after getting in touch with HIIMS, her heart pulse has improved and all other problems are in control.

<https://youtu.be/XyX0FMOG3jl>



Mr Deepak

He was suffering from heart problems, had undergone angioplasty, had acidity and blood pressure problems. After following one month of medication – Divya Kit, he is feeling more than 70% better.

<https://youtu.be/PTFmwHS2W7E>





TESTIMONIALS

Cancer



Mr Rajesh Narang, HIIMS Dera Bassi

He was suffering from Crohn's cancer since 2013 and had already taken over seven chemo sessions, ultimately having to hear that it is not curable. After coming to HIIMS and undergoing all the treatment for a week, he is feeling much better and a hope that he will be cured.

<https://youtu.be/9JNsoJzKBOA>



Ms Saloni,

A zero stage breast cancer patient, underwent a surgery and was advised for chemotherapy for further treatment. But now feels that she can be cured without these treatments.

<https://youtu.be/p8DoleMp2OY>



Liver Disease



Mr Vivek Kumar, HIIMS Chandigarh

A Liver Cirrhosis patient since 5 years, taken multiple treatments. After getting in touch with Acharyaji, he has now stopped his allopathy medicines.

<https://youtu.be/6nrqY4o-OPk>



Mr Kothari, HIIMS Chandigarh

Mr Nikunj Kothari is from Mumbai and his father was suffering from Liver Cirrhosis and also had Liver Cancer. He consulted Dr Biswaroop Roy, followed his DIP diet which got them good results.

<https://youtu.be/0G0wp5pV-gM>





BOARD OF DIRECTORS & OUR COMMITTED LEADERSHIP TEAM

Board of Directors

Mr. Manish Grover, Managing Director

Mrs. Bhavna Grover, Whole Time Director

Ms. Shreya Grover, Director

Mr. Suraj Prakash Choudhary, Independent Director

Mr. Karan Vir Bindra, Independent Director

Leadership Team

Mr. Manish Grover, Managing Director

Mrs. Bhavna Grover, Whole time Director

Mr. Gaurav Mohan Garg, Business Development Head

Mr. Sahil Jain, Operations Head

Dr. Nidhi Punia, Doctor

Mr. Kapil Dev, Business Development Manager

Mr. Akansha Jain, HR Head

Mr. Mukesh Grover, Administrator Head

Mr. Pardeep Kumar Thakur, Manager Operations- Clinic

Dr. Raghuvendra, Doctor

Dr. Suyash, Doctor

Ms. Namrta Chaudhary, Call Centre Head

Mr. Nanak Chand, CFO



THANK YOU