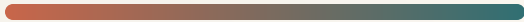


CHENNAI • FOUNDED 2022

Ashray Homecare

Nurses, care plans and round-the-clock monitoring, so
parents can age safely at home



PROBLEM

Millions of Indian parents are growing old while their children live in other cities or abroad, and good care at home is hard to find and harder to trust.

- ◆ Most elderly people live with at least one chronic disease
- ◆ Most have no pension to pay for care
- ◆ Families cannot check on the quality of care from far away

75%

Elderly with one or more chronic diseases

NITI Aayog, citing LASI 2021 · 2021

78%

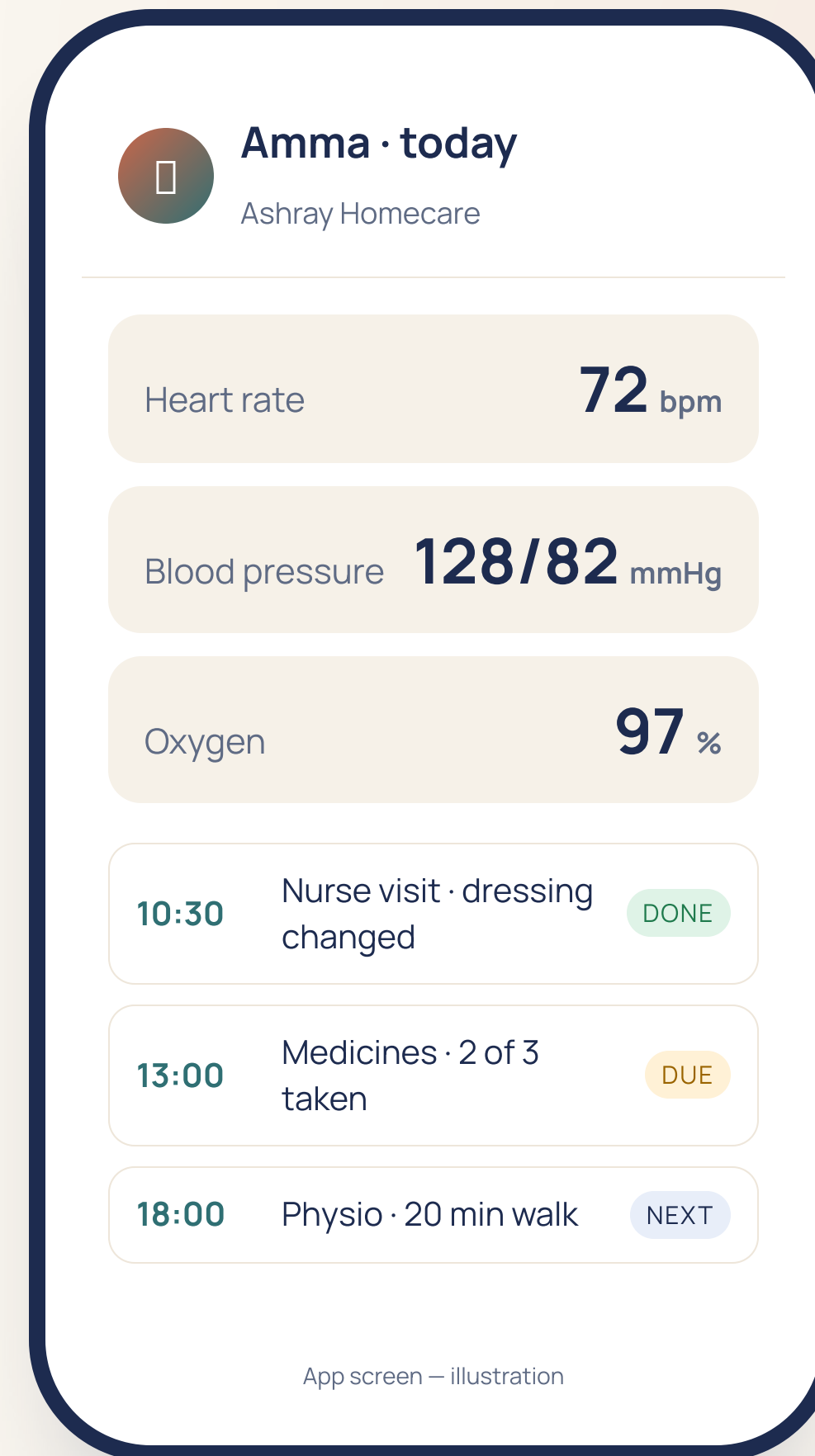
Elderly without any pension cover

NITI Aayog senior care paper · 2024

SOLUTION

Ashray sends trained nurses and caregivers home, follows a doctor-led care plan, and lets the family see every visit, vital sign and alert in an app.

- 01** Trained, verified nurses and caregivers
- 02** Care plans set and reviewed by geriatric doctors
- 03** Vitals and fall alerts monitored 24x7
- 04** A family app with every visit and report



WHY NOW

India is ageing fast: the number of people over 60 will more than double by 2050.

- ◆ Elderly Indians will outnumber children by 2046
- ◆ Families are smaller and more scattered than before

347 million (20.8% of the population)

People aged 60+ in India by 2050

UNFPA-IIPS India Ageing Report 2023 · 2023

By 2046

Elderly to outnumber children (0–14)

UNFPA India Ageing Report 2023 (ThePrint) · 2023

MARKET

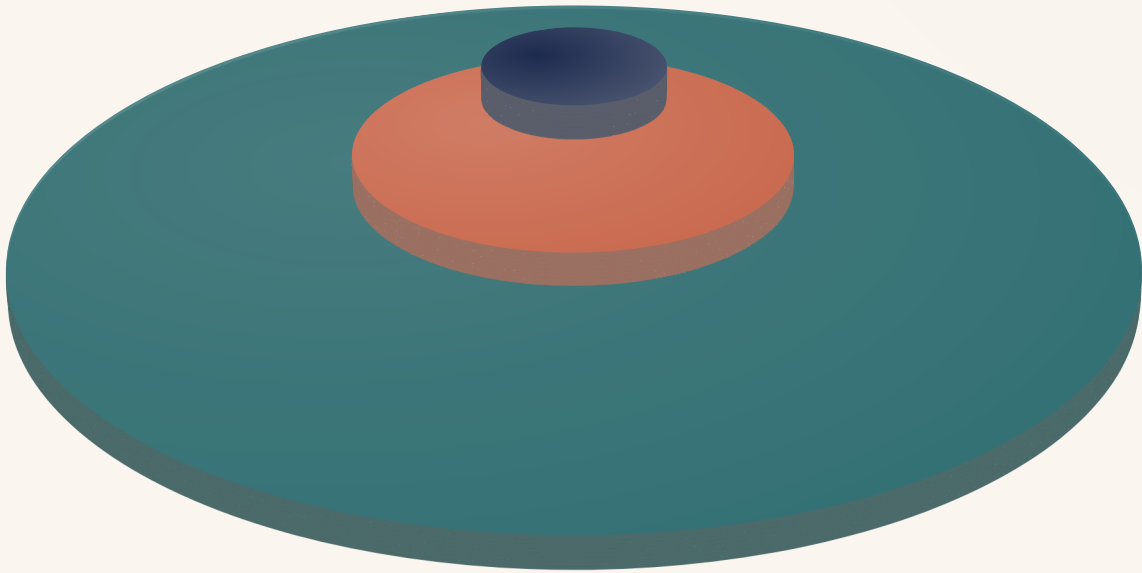
A ₹57,881 Cr market, ₹8,680 Cr we can serve

India senior care industry (NITI Aayog, ₹57,881 crore); serviceable: home-based care in the top 15 cities (15%, our estimate); our 5-year goal: 3% of that.

About US\$7 billion (₹57,881 crore)

India senior care industry

NITI Aayog, Senior Care Reforms in India (as reported) · 2024



- Total market (TAM)
₹57,881 Cr
- Serviceable (SAM)
₹8,680 Cr
- Within reach (SOM)
₹260 Cr

Monthly care plans paid by the family.

The average family pays ₹11,800 a month; we keep a 38% gross margin after nurses' pay.

PLAN / PRODUCT	PRICE
Care check-ins (weekly nurse visits)	₹6,500 / month
Daily care (caregiver + nurse)	₹18,000 / month
Post-hospital recovery	₹2,200 / day

TRACTION

₹33.2 Cr

Annual run-rate

₹33.2 Cr annual run-rate,
growing 8% a month

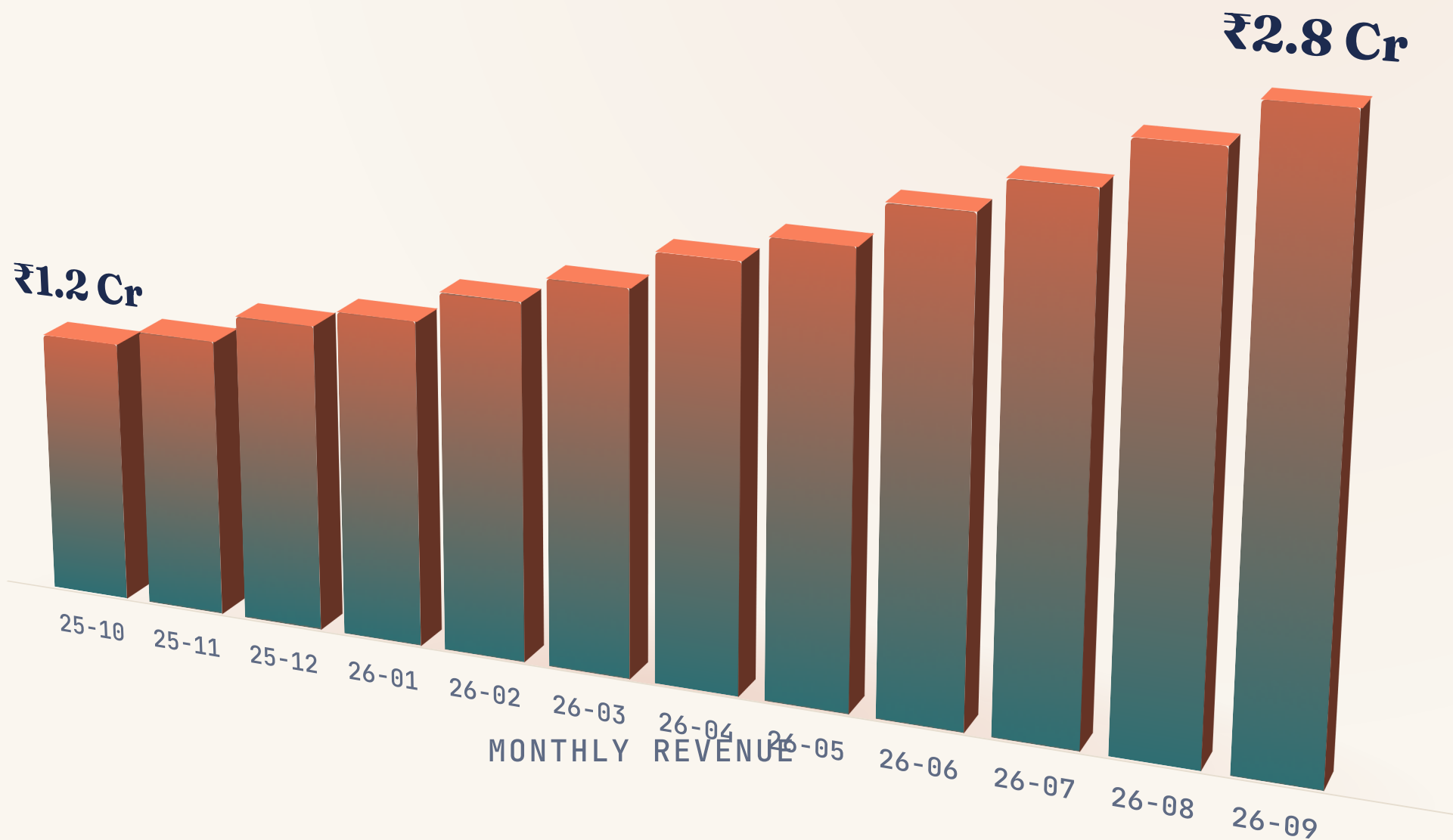
- 38 doctors and 410 nurses and caregivers on our team
- Average response to an alert: 11 minutes

7.7%

Avg monthly growth

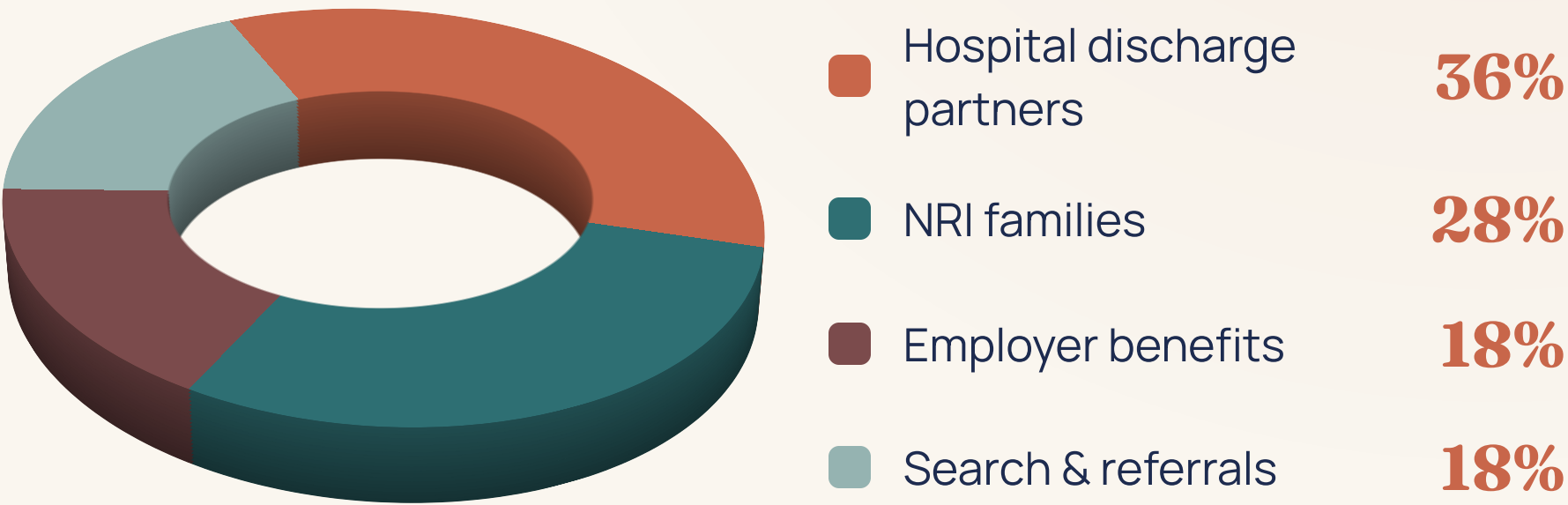
2,350

Patients served per
month



We reach families through hospitals at discharge, NRI communities and employers, and grow city by city from a hub that pays back in about 14 months.

- ◆ Hospital discharge partners: Recovery care after surgery or illness
- ◆ NRI families: Children abroad paying for parents at home
- ◆ Employer benefits: Parent care as an employee benefit



WHERE CUSTOMERS COME FROM

COMPETITION

We combine clinical care at home with a level of visibility that lets a son in Dubai trust what happens in Chennai.

- ◆ Doctor-led care plans, not just attendants
- ◆ Every visit verified and reported in the family app
- ◆ Own training academy for nurses and caregivers

ALTERNATIVE

WHERE IT FALLS SHORT

Emoha

Community and app-led elder services

Portea Medical

Broad home healthcare (₹160 Cr revenue, FY25)

Samarth

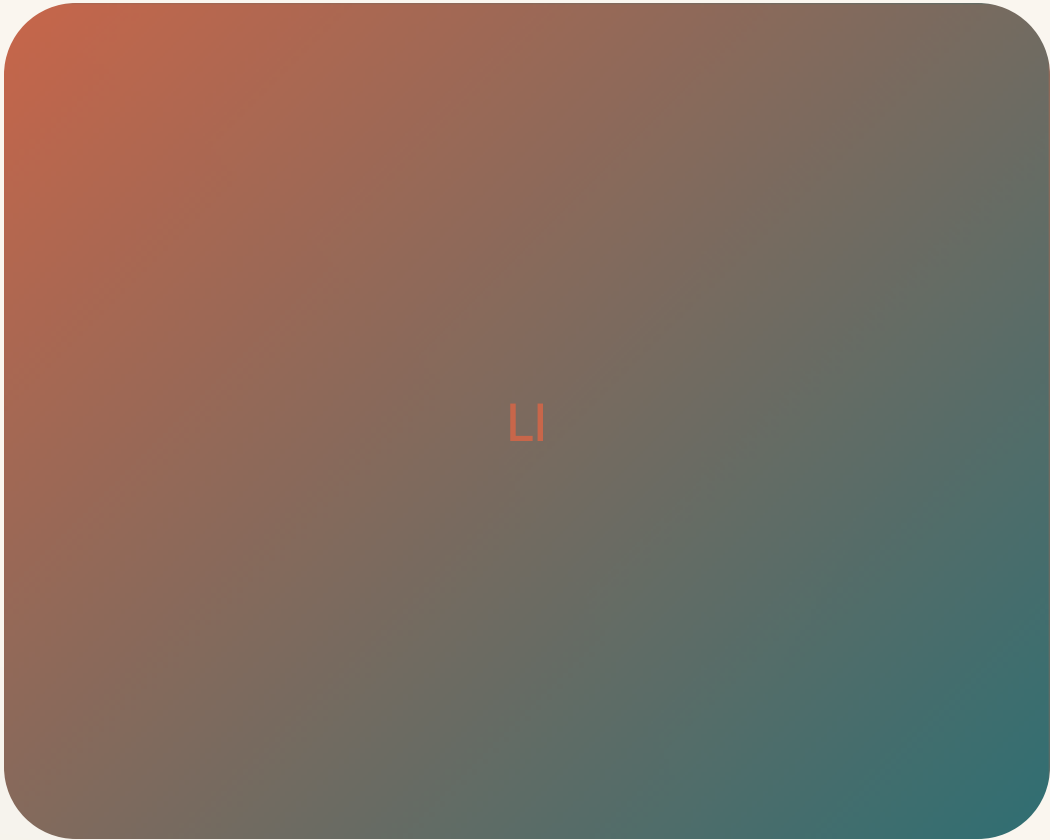
Concierge subscriptions from ₹200 to ₹15,000 a month

Informal caregivers

Untrained, unverified, no oversight

TEAM

3 founders who have done this before

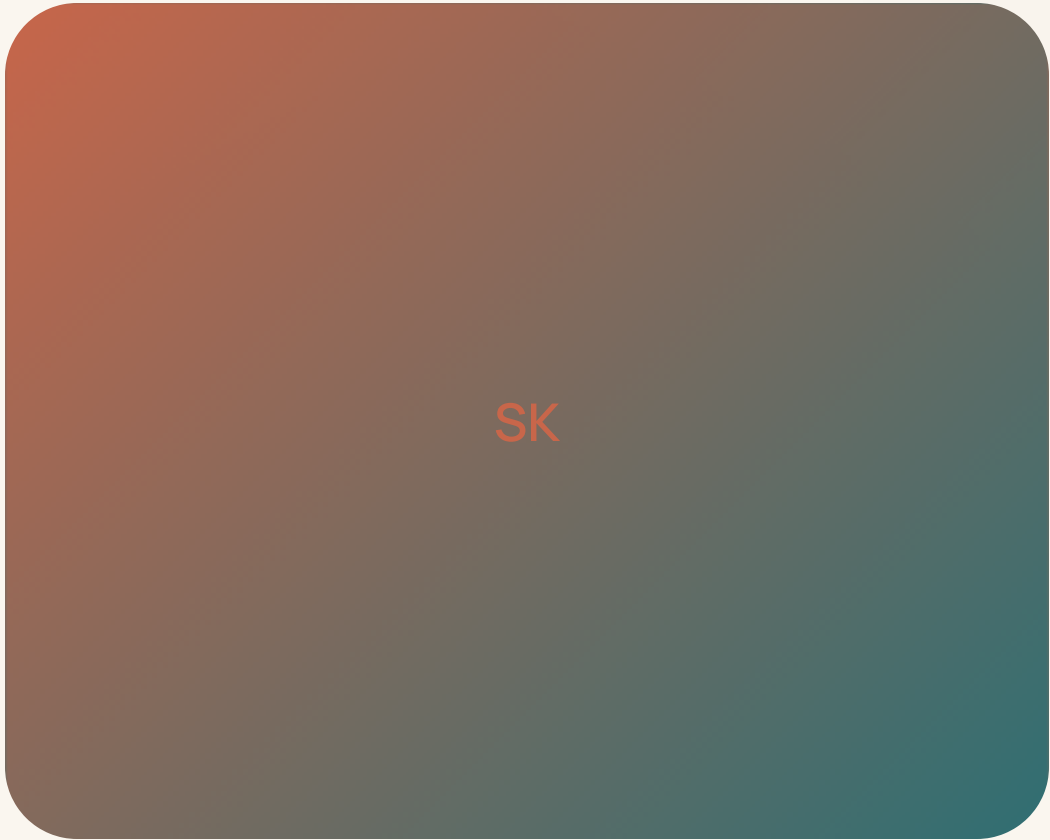


LI

Dr. Lakshmi Iyer

CEO

Geriatrician; ran a hospital's home-care unit

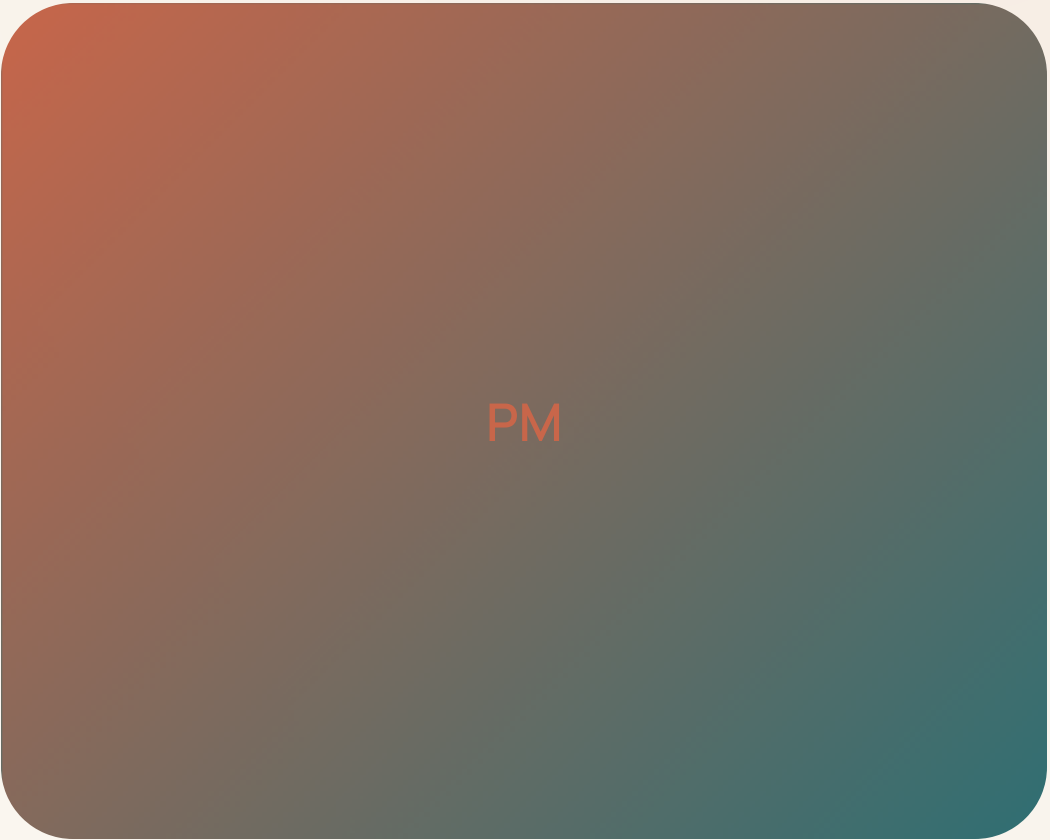


SK

Sameer Khan

COO

Scaled field teams to 2,000 people



PM

Priya Menon

CTO

Built remote-monitoring products for health

FINANCIALS

₹22.6 Cr

Revenue, last 12 months

Plan: ₹135 Cr revenue in FY29

38%

Gross margin

Given by the company

20 months

Runway

Cash in bank ÷ net monthly burn



THE ASK

Raising ₹45 Cr (Series A)

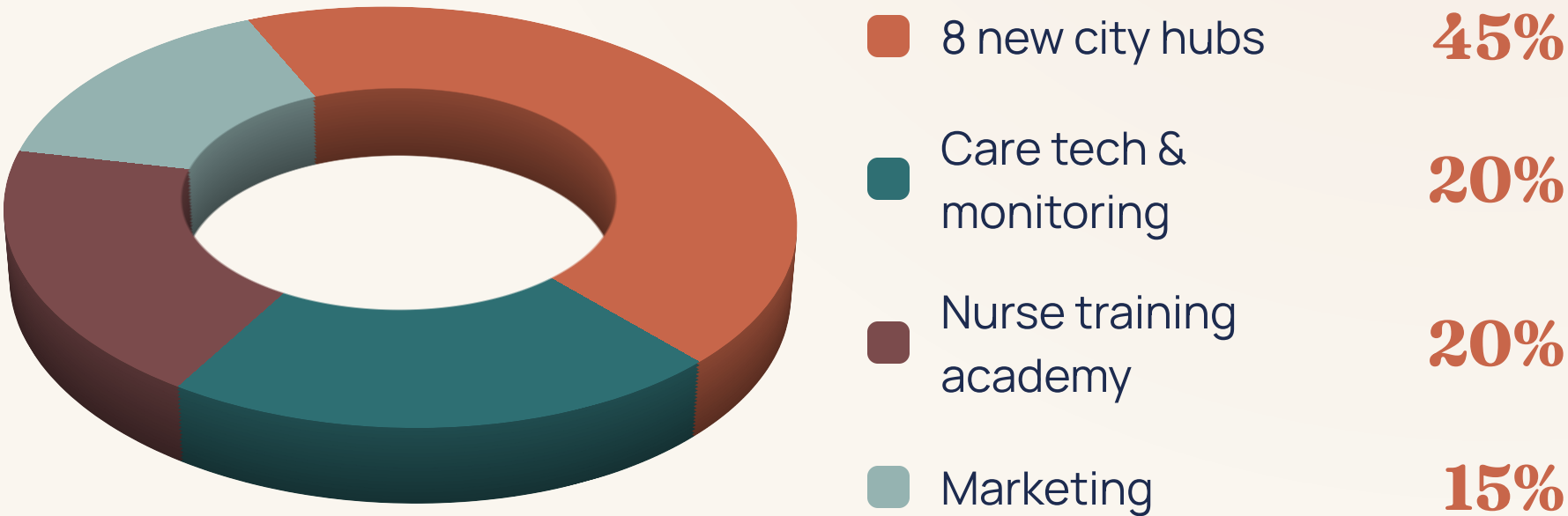
To fund the next 24 months.

₹210 Cr

Pre-money valuation

₹18 Cr seed and pre-Series A

Raised so far



USE OF FUNDS

THANK YOU

Ashray Homecare

Nurses, care plans and round-the-clock monitoring, so
parents can age safely at home

Dr. Lakshmi Iyer lakshmi@ashrayhomecare.example

