DATA REPORT · 2026-10-30

Ashray Homecare

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

Home healthcare / eldercare · Healthcare / clinic chain / healthtech · Growth · Chennai

Sample company. The market facts are real and sourced below; the company, its team and its figures are illustrative — modelled on the industry figures cited, and checked for consistency like any client deck.

Key numbers and how they were worked out

METRIC	VALUE	HOW
Monthly revenue	**₹2.8 Cr**	Revenue in 2026-09
Annual run-rate	**₹33.2 Cr**	Latest month × 12
Monthly growth (avg, last 3 months)	**7.7%**	(2026-09 ÷ 2026-06) ^ (1/3) − 1
Growth, year on year	**152%**	2026-09 vs 2025-09
Revenue, last 12 months	**₹22.6 Cr**	Sum of the last 12 months
Runway	**20 months**	Cash in bank ÷ net monthly burn
Gross margin	**38%**	Given by the company
Revenue per centre (monthly)	**₹46.2 L**	Patients × average bill ÷ centres

HEALTHCARE / CLINIC CHAIN / HEALTHTECH METRIC (GIVEN BY THE COMPANY)	VALUE
Patients served per month	2350
Average bill	₹11,800
Centres / clinics	6
Doctors and specialists	38
Patients who return	81%

HEALTHCARE / CLINIC CHAIN / HEALTHTECH METRIC (GIVEN BY THE COMPANY)	VALUE
Payback per new centre	14 months

Monthly revenue

MONTH	REVENUE	CHANGE
2025-09	₹1.1 Cr	—
2025-10	₹1.2 Cr	9.3%
2025-11	₹1.27 Cr	5.9%
2025-12	₹1.41 Cr	10.5%
2026-01	₹1.48 Cr	5.3%
2026-02	₹1.63 Cr	9.7%
2026-03	₹1.74 Cr	6.9%
2026-04	₹1.91 Cr	9.6%
2026-05	₹2.02 Cr	6.1%
2026-06	₹2.22 Cr	9.7%
2026-07	₹2.36 Cr	6.5%
2026-08	₹2.58 Cr	9.0%
2026-09	₹2.77 Cr	7.6%

The plan

YEAR	REVENUE	EBITDA	GROWTH
FY27	₹46 Cr	−₹4 Cr	1.4× today's run-rate
FY28	₹82 Cr	₹2.5 Cr	1.8×
FY29	₹135 Cr	₹13 Cr	1.6×

Market

TAM ₹57,881 Cr · SAM ₹8,680 Cr · SOM ₹260 Cr. 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.

FACT	FIGURE	SOURCE	CHECKED
People aged 60+ in India by 2050	**347 million (20.8% of the population)**	UNFPA–IIPS India Ageing Report 2023, 2023 https://www.thenationalnews.com/world/asia/2023/09/28/india-un-elderly-population/	Found in search results; source page to be opened
Elderly to outnumber children (0–14)	**By 2046**	UNFPA India Ageing Report 2023 (ThePrint), 2023 https://theprint.in/india/indias-elderly-population-to-double-by-2050-will-exceed-children-by-2046-says-unfpa-report/1780515	Found in search results; source page to be opened
Elderly with one or more chronic diseases	**75%**	NITI Aayog, citing LASI 2021, 2021 https://www.shankariasparliament.com/current-affairs/niti-aayog-report-on-senior-care-reforms	Found in search results; source page to be opened
Elderly without any pension cover	**78%**	NITI Aayog senior care paper, 2024 https://www.shankariasparliament.com/current-affairs/niti-aayog-report-on-senior-care-reforms	Found in search results; source page to be opened
India senior care industry	**About US$7 billion (₹57,881 crore)**	NITI Aayog, Senior Care Reforms in India (as reported), 2024 https://www.tribuneindia.com/news/business/niti-aayog-pitches-for-tax-reforms-mandatory-saving-plan-housing-plan-for-elderly-592439/amp	Found in search results; source page to be opened

Competition

- **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

Consistency checks

All checks passed: use of funds adds to 100%, TAM ▒ SAM ▒ SOM, months in order, runway and plan growth within normal ranges.

Assumptions

- Company, team and figures are a sample. Ageing and senior-care figures are from UNFPA–IIPS and NITI Aayog as cited; the home-care share (15%) is our estimate.
- Monthly revenue = 2,350 families × ₹11,800 average plan.
- Gross margin 38% after nurses' and caregivers' pay; payback per new city hub about 14 months.
- For scale, Portea Medical reported ₹160 crore revenue in FY25 and Emoha about ₹74 crore (provisional).

Narration

01 · TITLE

This is Ashray Homecare. Nurses, care plans and round-the-clock monitoring, so parents can age safely at home. We are raising 45 crore rupees to get to the next stage.

02 · 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. Elderly with one or more chronic diseases: 75 percent, according to NITI Aayog, citing LASI 2021. Elderly without any pension cover: 78 percent, according to NITI Aayog senior care paper.

03 · 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. Trained, verified nurses and caregivers. Care plans set and reviewed by geriatric doctors. Vitals and fall alerts monitored 24 times7.

04 · 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. People aged 60+ in India by 2050: 347 million (20.8 percent of the population),

according to UNFPA–IIPS India Ageing Report 2023. Elderly to outnumber children (0–14): By 2046, according to UNFPA India Ageing Report 2023 (ThePrint).

05 · MARKET

The total market is about 57881 crore rupees a year. of which 8680 crore rupees is the part we can serve. and we aim to win 260 crore rupees of it in the next few years. India senior care industry (NITI Aayog, 57881 rupees crore); serviceable: home-based care in the top 15 cities (15 percent, our estimate); our 5-year goal: 3 percent of that. India senior care industry: About US$7 billion (57881 rupees crore), according to NITI Aayog, Senior Care Reforms in India (as reported).

06 · BUSINESS MODEL

Monthly care plans paid by the family. The average family pays 11800 rupees a month; we keep a 38 percent gross margin after nurses' pay. Pricing starts at 6500 rupees / month for Care check-ins (weekly nurse visits).

07 · TRACTION

We are at 33.2 crore rupees of annual run-rate. growing 7.7 percent a month on average over the last three months. 2,350 families served a month from 6 city hubs, with 81 percent renewing their plan. 38 doctors and 410 nurses and caregivers on our team. Average response to an alert: 11 minutes.

08 · GO-TO-MARKET

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. Today 36 percent come from Hospital discharge partners, 28 percent come from NRI families, 18 percent come from Employer benefits.

09 · COMPETITION

Customers today choose between Emoha, Portea Medical, Samarth. 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.

10 · TEAM

Dr. Lakshmi Iyer, CEO: Geriatrician; ran a hospital's home-care unit. Sameer Khan, COO: Scaled field teams to 2,000 people. Priya Menon, CTO: Built remote-monitoring products for health.

11 · FINANCIALS

We made 22.6 crore rupees in the last twelve months. at a gross margin of 38 percent. Our plan takes revenue to 135 crore rupees by FY29, with EBITDA of 13 crore rupees. Today we have about 20 months of runway.

12 · THE ASK

We are raising 45 crore rupees as Series A. to fund the next 24 months. 45 percent goes to 8 new city hubs, 20 percent goes to Care tech & monitoring, 20 percent goes to Nurse training academy.

13 · THANK YOU

Thank you for your time. We would love to tell you more about Ashray Homecare.

Prepared with AirTikal Pitch from information provided by the company (a sample). Not an offer of securities.