

## Arcatron Mobility Pvt Ltd.

### CONCEPT

Arcatron Mobility designs, manufacture and distribute innovative devices to enhance the lives of people with limited mobility. The company was founded by four engineers from NIT Calicut with a motto of using "Purpose Driven Innovation" to make assisted living dignified and safe. The company has launched a range of bathroom assist devices to solve problems associated with using toilets for people with acute mobility challenges.

### MARKET OPPORTUNITY

India has 110 million+ elderly citizens with more than 1/3rd of them needing assistance in carrying out activities of Daily Living (ADL's) like bathing, toileting, walking. India has world's second largest elderly population of 110 million and is expected to grow by more than 200% by 2050. Nearly Half of All Seniors Need Help with Daily Activities (like Bathing, Walking, etc.). Forbes Demand for mobility assistance is increasing due to the rapid rate of aging, spinal cord injuries and obesity. However, the mobility devices available in India are poor quality or unaffordable. Global Patient handling Market Size is upwards of \$11B and Global eldercare technology market size is upwards of \$279B. India market opportunity for above target sectors is estimated to be at least 30,000 Cr in 2019

### PROBLEM & SOLUTION

**Buildings Problem:** Bathing and Toileting Assistance Required by People with Limited Mobility. The present means of availing this assistance are in-consistent and more dependent on human factor than on products. This leads to high costs of care and risk for both caretaker and end user. **Solution** World class assisted living devices at affordable prices. Arcatron has developed a range of innovative shower and commode wheelchairs to help the assisted living community manage their personal hygiene in a safe and dignified manner

### BUSINESS MODEL

Supply Side

R&D, Inhouse Manufacturing, Contract Manufacturing

Demand Side

Online Sales – Online Retailers and Arcatron Website Enquiries, Offline Retailers – Potential 2000+ surgical retailers in India, Govt, NGO, Hospitals, Export Channel Partners

### VALUE PROPOSITION

- Agile R&D capability to innovate faster
- Strong IP Portfolio
- Capability to build a vertically integrated enterprise (R&D-Manufacturing-Marketing-Sales)
- Purpose Driven Brand Positioning
- Lean Product Portfolio to focus on marketing

### CURRENT TRACTION

- Revenue Growth; H1: INR 64 lakh vs 26 lakh (Apr-Sep 2019 vs Apr-Sep 2018).
- Number of Arcatron retail dealership increased from 7 in Nov'18 to 40+ in Dec'19.
- Exhibited in REHA-CARE (Germany) with Umagine Healthcare, world's leading trade fair for rehabilitation devices.
- Won First Prize in SAN Sadhan Hackathon by likes of NITI Aayog, Bill and Melinda Gates Foundation in Sep 2

### KEY PEOPLE

Ganesh Sonawane (Product Management, Team Building), Laxmikant (Process Automation, Digital Marketing and Sales), Dewaj Baruah (Marketing and Product Strategy), Kunal (Mechanical Design Innovation)