



Transforming Pharmaceutical Distribution for a Healthier Tomorrow

Strategic Growth and Investment Presentation

Securing reliable, high-quality healthcare access
for Tier-2 and Tier-3 markets.

A Rapidly Scaling Revenue Engine Operating at the Frontier of Regional Healthcare

Established

July 2022

Proving rapid operational setup

FY 2023-2024 Revenue

₹50 Lakhs

Baseline proven traction

Operational Team

5 Dedicated Members

Lean structure driven by Medical Representatives

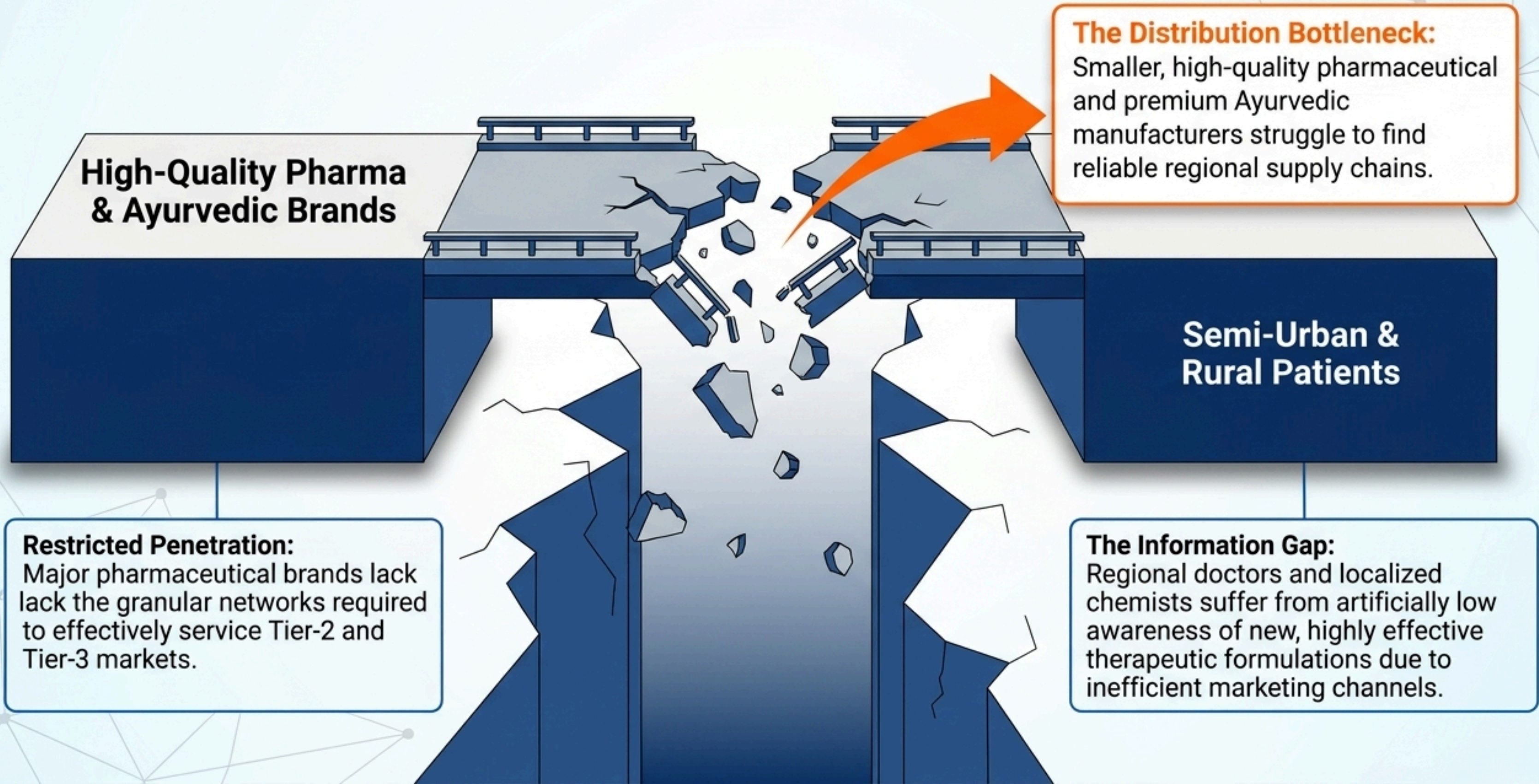
The Catalyst (The Ask)

₹3 Crore

Target to fuel aggressive national expansion, workforce multiplication, and supply chain widening.



Big Pharma Fails to Reach the Extremities of the Healthcare System

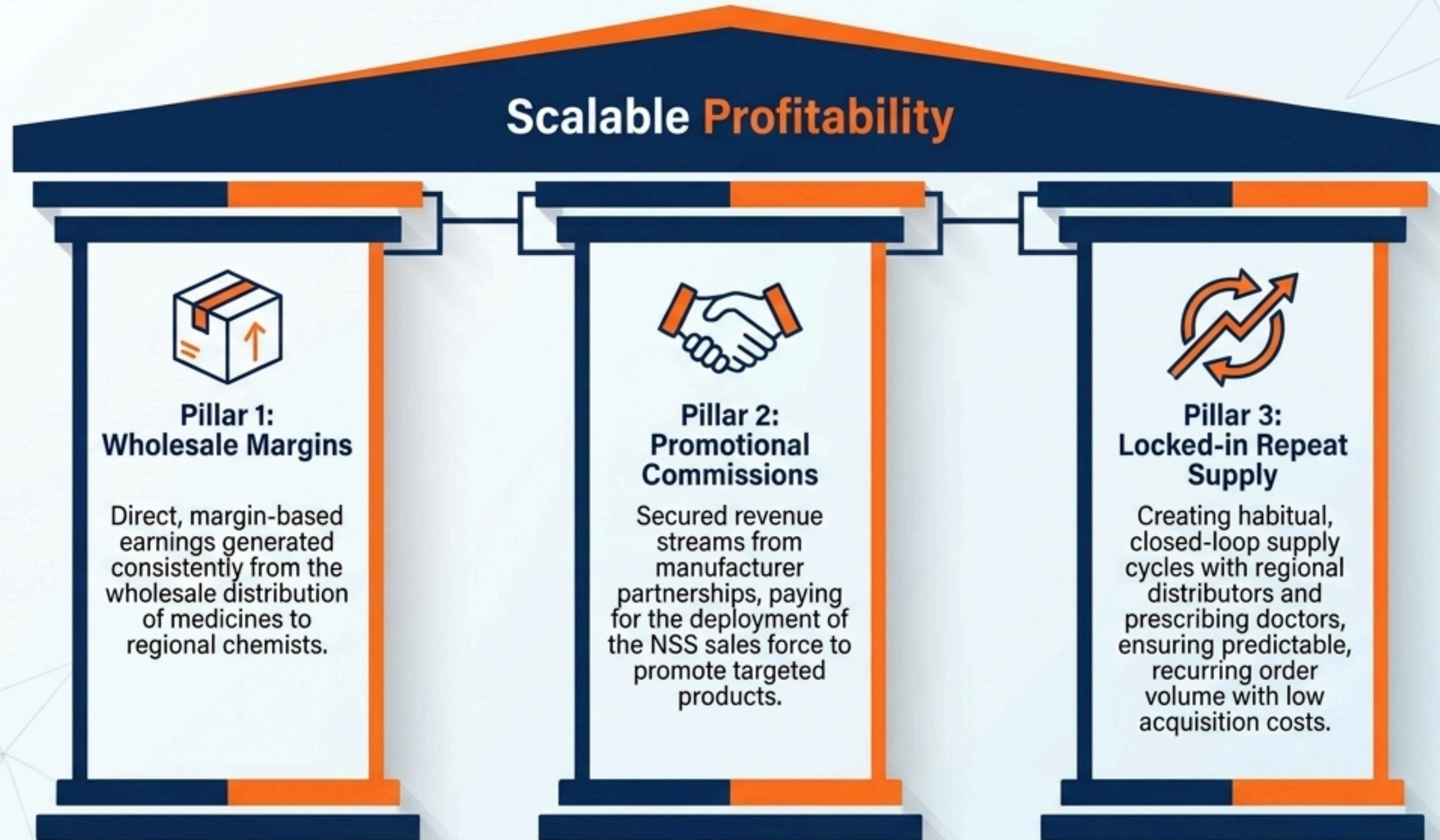


The NSS Capillary Network Bridges Manufacturers Directly to Local Prescribers

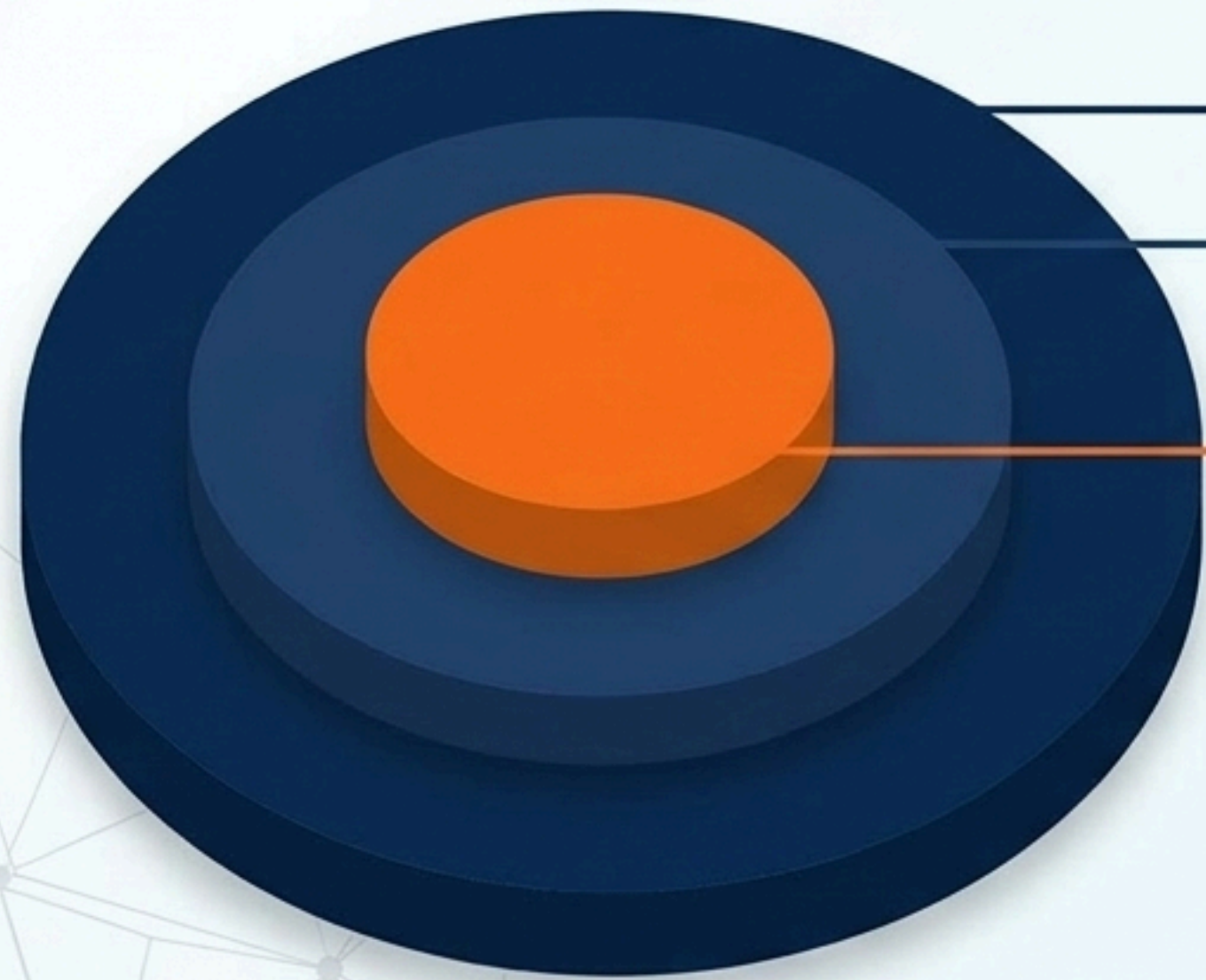
The NSS Flywheel



A High-Volume, Optimized-Margin Business Model



Tapping into a ₹50,000 Crore Pharmaceutical Marketing Sub-Sector



Total Addressable Market (TAM)

₹4+ Lakh Crore

The total projected value of the Indian Pharmaceutical Market.

Serviceable Addressable Market (SAM)

₹50,000+ Crore

The specific, specialized segment dedicated strictly to pharmaceutical marketing and regional distribution.

Serviceable Obtainable Market (SOM)


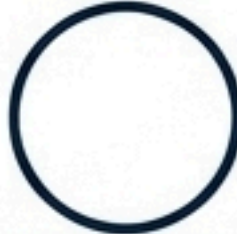







₹5-10 Crore

NSS's highly pragmatic initial target revenue capture within the next 3 to 5 years.

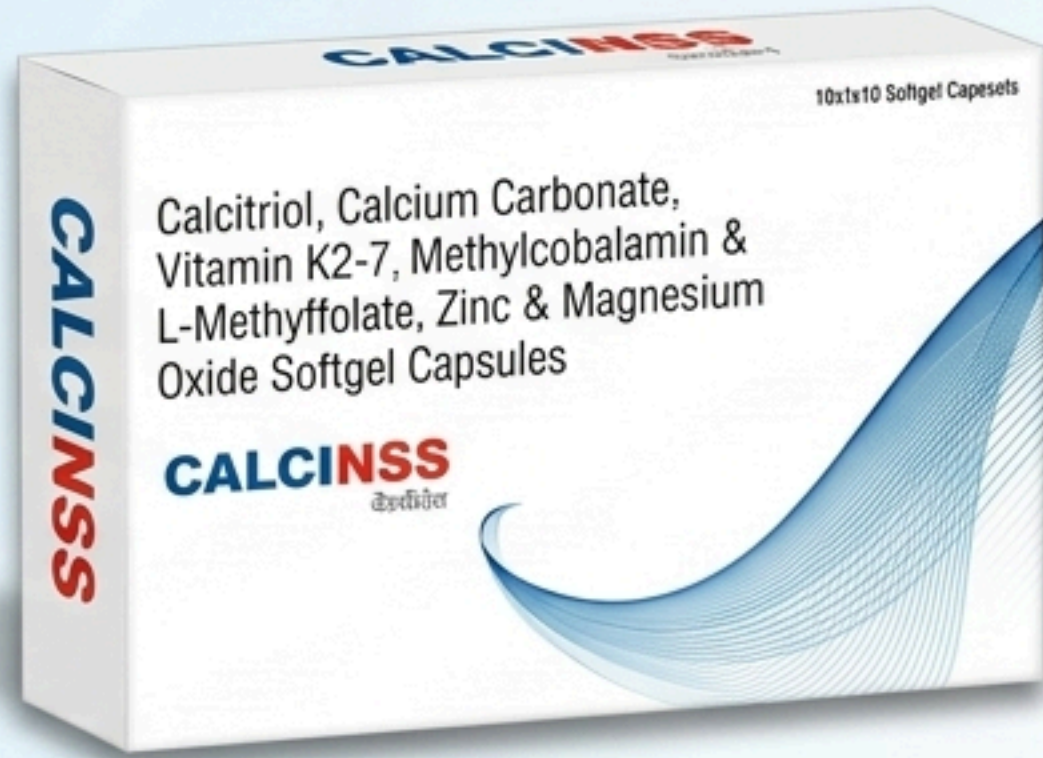


Strategic Focus Area: Capitalizing primarily on high-growth Independent Clinics, Regional Hospitals, and localized chemist networks operating outside the immediate grip of corporate pharma.

Outmaneuvering Both Corporate Giants and Fragmented Local Distributors

[Blank]	NSS Pharmaceuticals	Large Pharma Companies	Local Distributors
Market Agility & Flexibility: Fast adaptation to localized demands.			
Personal Doctor Engagement: Deep, relationship-based clinical promotion via MRs.			
Cost-Efficient Penetration: High market reach without crippling overheads.			
End-to-End Synergy: Frictionless connection directly from manufacturer to prescriber.			

Shelf-Ready Asset Portfolio: Advanced Specialty Care & Nutritional Wellness



Advanced Specialty Care

- **CALCINSS:** Premium Softgels for advanced bone health and repair.
- **MONTINSS-LC:** Rapid management of severe respiratory issues and allergies.
- **GABANSS:** Targeted formulation for effective neuropathy treatment.
- **PARANESS-SP:** Potent combination for acute pain and inflammation management.



Nutritional Wellness

- **ENERGYNSS:** Instant oral regeneration fortified with Lactic Acid Bacillus.
- **PRONSS:** Advanced Prebiotic & Probiotic capsules for superior gut biome health.
- **IRONSS & VITANSS:** High-absorption anemia defense and holistic daily vitality syrups.

Shelf-Ready Asset Portfolio: High-Margin Premium Ayurvedic Formulations



Targeted Relief

- **CARINESS:** Innovative kiwi-flavored platelet enhancer; highly effective in advanced Dengue management.
- **Dr. Mac Ortho Range:** Comprehensive joint care (Quick Roll-on oils, capsules, syrups) for rapid relief from sports injuries and arthritis.

Holistic Health & Restoration

- ✓ **LIVONESS-DS:** Adopt-Ayurveda liver protection drops defending against hepatotoxins.
- ✓ **FEMINESS:** Complete restorative and uterine health tonic.
- ✓ **DIGONESS & KUFFNESS:** Palatable digestive enzyme syrups and natural Tulsi anti-allergic throat care.
- ✓ **FORCEVIN & PILONESS:** Natural stamina enhancement and non-surgical relief formulations.



A Massive, Readily Deployable Commercial Arsenal



NSS Pharmaceuticals Private Limited

Product at a glance

AZINSS 320 Azithromycin 320mg Tablets	CALCINSS Calcitonin Receptor Receptor Modulator	CAROLNSS-60K Carbamazepine 600mg Tablets
CEFONSS-O Ceftriaxone Sodium 1g Inj	CYPRONSS Cyproheptadine 8mg Tablets	DEFECORT 6 Deflazacort 6mg Tablets
ENERGYNSS Energy Supplement	ETORNSS-TH Etoricoxib 90mg Tablets	FEBUNSS 40 80 Febuxostat 40mg/80mg Tablets
GABANSS Gabapentin 300mg Capsules	INTRANSS Intranasal Spray	IRONSS Iron Supplement
LINZONSS-600 Linezolid 600mg Tablets	LIVONSS PLUS Livonss Plus	MONTINSS LC Montelukast 5mg/10mg Tablets
MONTINSS-FX Montelukast 5mg/10mg Tablets	MOXINSS-OV Moxifloxacin 400mg Tablets	PRONSS Protonic and Probiotic Gummies
PARANSS-A Paracetamol 500mg Tablets	PARANSS-SP Paracetamol 500mg Tablets	PROTEINSS Protein Supplement
RABONSS-DSR Rabofloxacin 400mg Tablets	RUTONSS-D Rutonss-D	VITANSS Vitamin Supplement
VITANSS-PLUS Vitamin Supplement	ACTIVENSS Activenss	CARDINSS Cardinalss
CARINSS Carinalss	DIABTO CARE Diabto Care	DIGONSS Digonss
DR.KIDNEY CARE Dr. Kidney Care	FIBRONSS Fibronss	FEMINSS Feminss
FORCEVIN Forcevin	KUFFNSS Kuffnss	LIVONSS DS Livonss DS
STONE BREAKER Stone Breaker		





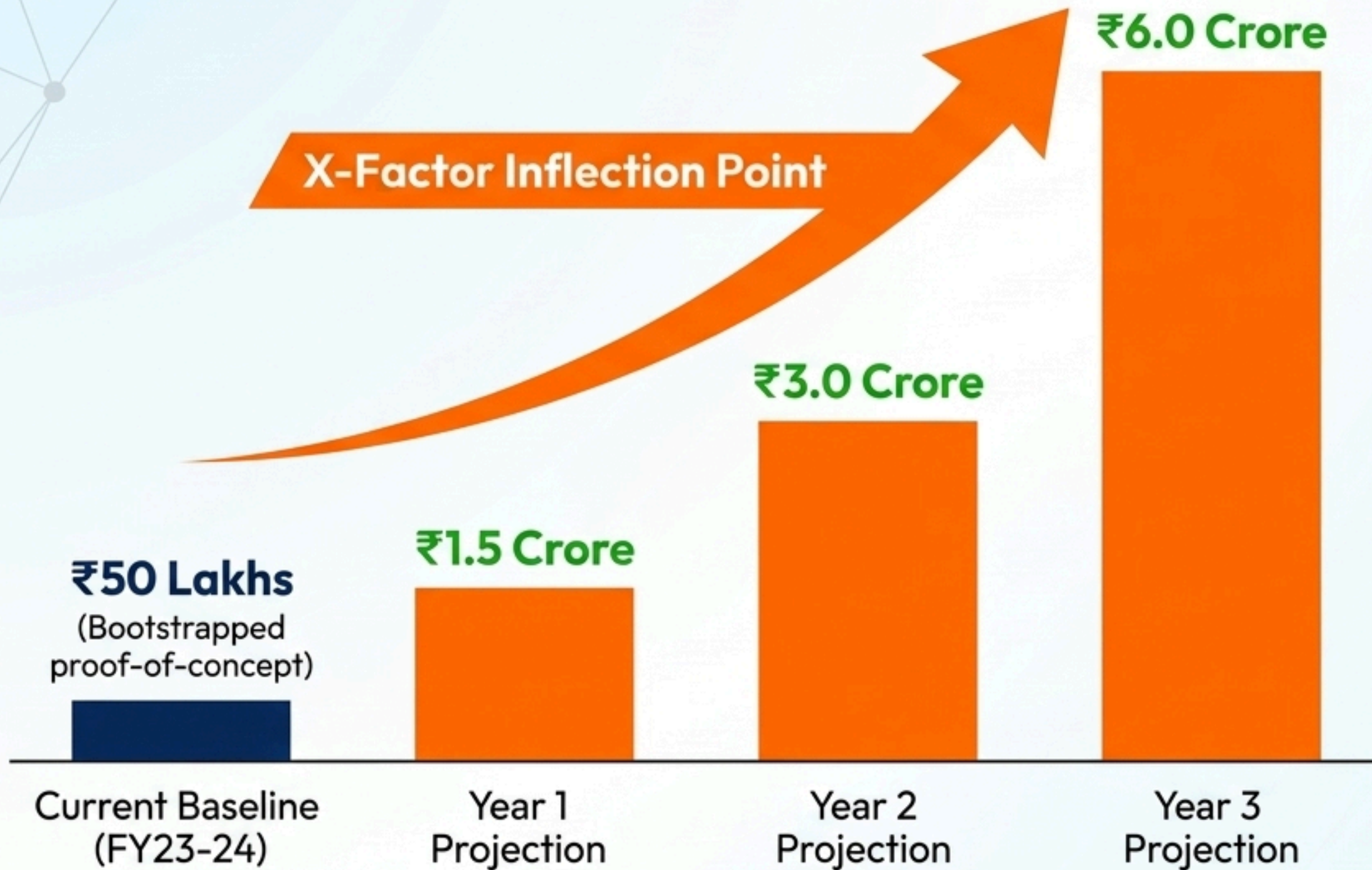
FOR BETTER & HEALTHY LIFE

Let the journey of **healthy** Life begins...

Proof of Capacity

- ❖ Over 30 distinct, **fully branded, GMP/ISO-certified therapeutic formulations** already integrated into the distribution pipeline.
- ❖ From acute infection management (CEFONSS-O) to chronic care (LIVONSS PLUS), the infrastructure is built. We are seeking **capital exclusively to fuel the distribution engine**, not to invent the product.

Capitalizing on Baseline Traction for **12x** Revenue Acceleration



The Growth Drivers

This exponential curve is directly catalyzed by the expansion of sales manpower, the widening of our geographic distribution web, and the deeper penetration of our premium Ayurvedic catalog.

The Four-Phase Execution Strategy for Regional Dominance

Staircase to Scale

Clinical and Logistics Strategy



1. Aggressive MR Expansion

Recruiting and deploying an elite field team of **20+ top-tier** Medical Representatives across high-potential, underserved states.



2. Network Deepening

Systematically strengthening alliances with local chemist networks and Key Opinion Leader (KOL) regional doctors to secure primary prescriber status.



3. Digital Ecosystem Integration

Launching online promotional campaigns and entering targeted **B2B online** pharmaceutical marketplaces for borderless lead generation.



4. Portfolio Scaling

Continuously onboarding highly-demanded therapeutic formulations and securing exclusive regional **brand tie-ups** to dominate shelf space.

Capital Utilization: Deploying ₹3 Crore to Widen the Bridge



30% - Employment Generation: Rapid hiring and deployment of sales leaders and specialized Medical Representatives.

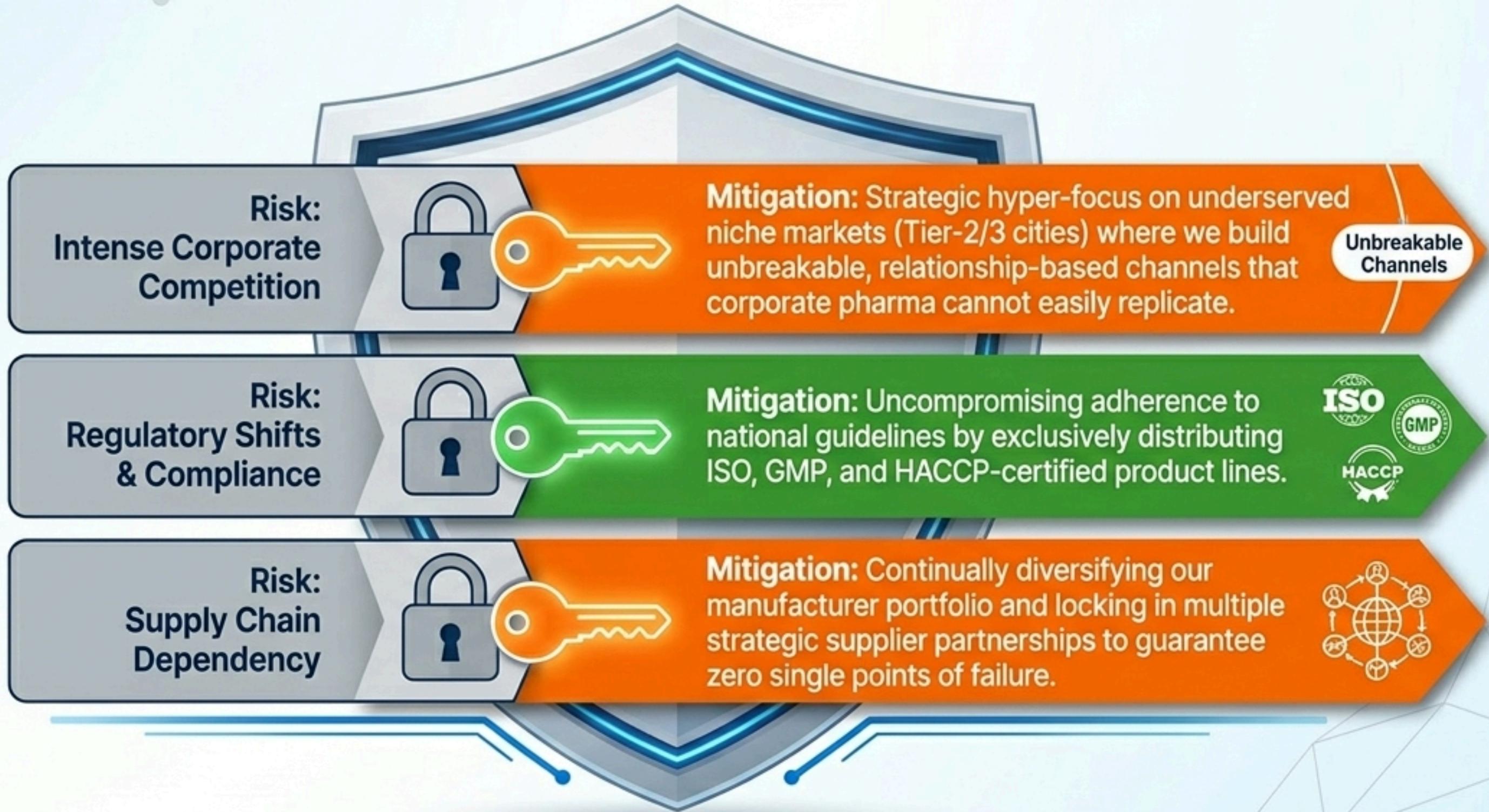
20% - Working Capital: Ensuring seamless, high-volume supply chain operations and maximizing inventory turnover.

20% - Commercialization & Expansion: Establishing new regional operational offices and specialized logistics hubs.

20% - Product Marketing & Promotion: Designing and printing premium physician samples, visual aids, and brand-building materials.

10% - Digital Marketing: Building a robust digital B2B presence to amplify physical sales efforts.

Engineered Resilience: Anticipating and Neutralizing Market Friction



Engineering a Healthier, More Connected India

Healthcare Equity

Drastically improving the availability of life-saving and wellness medicines in underserved rural and semi-urban demographics.



Economic Engine

Generating localized, high-quality **employment opportunities** in sales, marketing, and advanced logistics.

Ecosystem Support

Providing critical **market access** and **distribution** lifelines to high-quality SME pharmaceutical manufacturers.

Join us in redefining healthcare delivery and capitalizing on India's booming pharmaceutical distribution sector.

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