

BotlifTM

The logo for Botlif features the word 'Botlif' in a stylized font. The 'B' is green, the heart symbol is red, the '+' is green, and 'otlif' is red. A red ECG line runs horizontally through the bottom of the heart and plus sign. A small red circle with 'TM' is positioned above the 'f'.

Botlif Clinic and Pharmacy

Clinic+Pharmacy+Pathology



+91 7011-355-399



www.botlif.com

What Is Botlif ?

Botlif is India's 1st Healthcare Concept which is completely dedicated to Humanity and its wellbeing.

The Key Motive of the Brand is to provide good medical services in every city and town of India. Botlif Introduces a mission with a statement "SWACHH BHARAT-SWASTH BHARAT" and this statement was accepted very positively by the whole company which turned it into a movement.

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Mission

We will develop safe and healthy environment for the mankind of the country, high quality OPD Consultation, Discounted Medicines and Right & Accurate blood reports with effective Treatments as when and where required. Towards our business partners we will assure all the commitments are fulfilled in the given timeframe. All the licenses procured rightly and correctly. We would dedicate ourselves for the benefit of the franchisee. No stone would remain unturned towards the support of our business partners.



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Vision

To become a National healthcare organization and to be recognized as domestic integrated healthcare brand through Innovation, Quality and Competence.

To become the leading Healthcare player of the neighbourhood of every Indian Citizen. By assuring high quality standards and cost effective products & Services at all times. We want to mark our presence in the society by creating a portfolio of low cost medical OPD, Treatment, Medicine & Even the blood test reports and would be available to all.

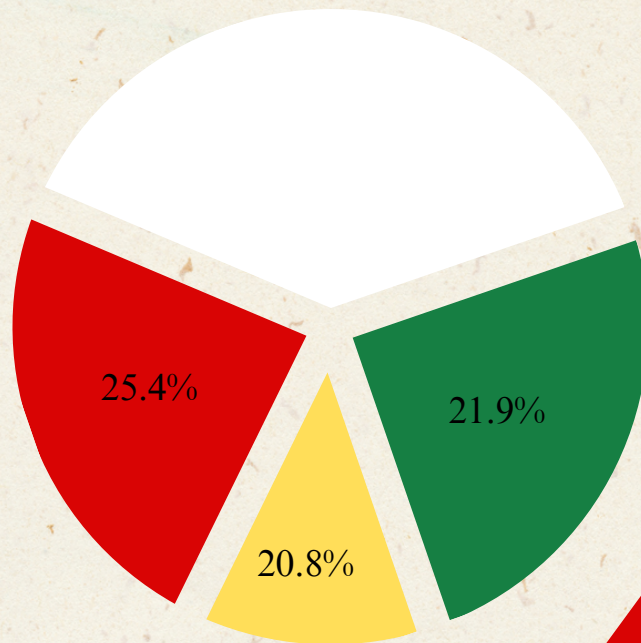
Why do you Need a Reliable Medical Brand?

- Lack of Basic health facilities is a concerning issue.
- 70% of total population cannot afford high cost products and services.
- India has less than 1 doctor per 1000 population which is the WHO standard.
- Government hospitals in India have poor sanitation and lack basic medical facilities.
- Hospitals do not provide medicines timely and have long queues of helpless patients.

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Scope of Medical Business



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Approximately 9.1% of urban India is likely to develop common health problems, with infections being a major cause, accounting for 25.4% of hospitalised cases.

Cardiovascular diseases account for 21.9% of all cases in cases in urban India.

Endocrine or metabolic illnesses such as diabetes and thyroid dysfunction, cancer and so on account for 20.8% in India.

Our Solution

Botlif follow a unique concept of having Clinic Pharmacy+Pathlab

We have a wide range of products that are authentic and affordable

Prioritising the agenda, we provide free consultation with our trained doctors.



The team has conceptualized one of the best business model and holds a respectable standard

Best Business in Minimum Investment.

Business of Essential Commodity.

Excellent Profit Margin & Planned Manpower Recruitment.

No Effect of Lockdown.

Our Digital Presence

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Promotional tools help in the growth of the business, and we have wide range of marketing on digital platforms.

Clinic+Pharmacy+Pathology



Social Media
Platforms



Google Ads



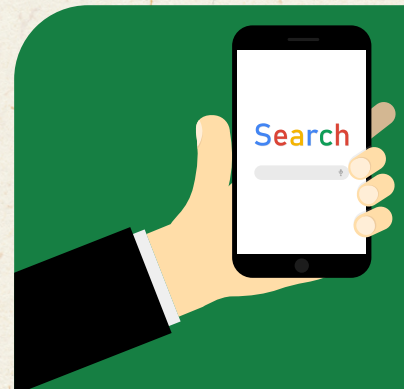
WhatsApp
Marketing



SEO-Blogs and
Digital Marketing



Email Marketing



Google Listing

Why would Customers Choose our products locally as well through various mediums like:

- Hoardings.
- 3d Boards.
- Wall Paintings.
- Newspaper Advertisements.
- Free health check up Camps.
- E- Rickshaw Advertisements.
- COD Calling to location.
- E-commerce Sale Support.
- Pediatrician + Gynecologist + Cardiologist + gastroenterologist etc. in a Single Clinic.
- Social media campaigning through Facebook or Instagram

Benefits of Becoming OUR BUSINESS PARTNER

- Essential commodity & No effect of lockdown.
- Medicines are patented and tested for efficacy over a period of time.
- Franchise holders will be benefited from all the digital marketing and local marketing activities.
- After the inauguration of the store, BTL marketing will be used for the time span of 3 months.
- We will place approximately 500sum boards in the area such as "No parking" boards and common public messages.
- All the direct orders (online and offline) would be handed over to the franchise owner.
- To generate more walk-ins, we will do newspaper inserts on weekly basis, wall painting within 10kms of the area, hoardings etc.
- The whole staff would be trained and certified by Botlif Clinic+Pharmacy + Pathlab.
- We will organise free medical camps for 3months for the franchises in their area to develop a patients base.
- The franchise holder will get complete ownership within his 10kms of the area.

INVESTMENT REQUIRED



Botlif Clinic and Pharmacy

Clinic+Pharmacy+Pathology

**CLINIC + PHARMACY +
BLOOD COLLECTION CENTRE**

10,50,000/-

**CLINIC + PHARMACY +
PATHLAB**

19,00,000/-

Franchise

Clinic + Pharmacy + Blood Collection Center

CAPEX :

Interior, Furniture	350 sq ft	2,00,000/-
Branding		50,000/-
Stock (Generic+Ethical +OTC)		4,00,000/-
Drug License & Other Licenses		1,00,000/-
Franchisee Fee		3,00,000/-
Total		10,50,000/-

OPEX :

Rent	35₹ sq ft	12250/-
Salary (1Staff Initially)		12000/-
Electricity & Internet		5000/-
Marketing (Offline) +Miscellaneous		5000/-
Total		34,250/-

For Income, ROI & Break Even Point Call us at 8864872432

Franchise

Clinic + Pharmacy + Pathology Lab

CAPEX :

Interior, Furniture	550 sq ft	3,00,000/-
Branding		50,000/-
Stock (Generic+Ethical +OTC)		3,00,000/-
Drug License & Other Licenses		150,000/-
Franchisee Fee		4,00,000/-
Lab Machinery & Equipment		7,00,000/-
Total		19,00,000/-

OPEX :

Rent	35₹ sq ft	19250/-
Salary (2 Staff Initially)		27000/-
Electricity & Internet		7000/-
Marketing (Offline) +Miscellaneous		5000/-
Total		58,250/-

For Income, ROI & Break Even Point Call us at 8864872432

Franchise Owned Company Operated

CAPEX :

Interior, Furniture	400 sq ft	232000/-
Branding		50,000/-
Stock (Generic+Ethical +OTC)		400,000/-
Drug License & Other Licenses		100,000/-
Stock Security		200,000/-
Foco Charge		200,000/-
Franchisee Fees		300,000/-
Total		14,82,000/-

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Let's Grow Together

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Contact Us

+91 8864872432 

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D-77, Sector 63, 
Noida 201301