



**El**ss@are

**ELCARE PHARMA**  
*PRIVATE LIMITED*

# ABOUT US

Established in 2006, Elcare Pharma is a pioneering force in healthcare distribution. With an unyielding commitment to excellence, we are at the forefront of providing exceptional eye care, ENT, and dental products. Our dedication to innovation is exemplified through our exclusive distributorship of Rayner Intraocular Lenses, redefining cataract surgery since 1949.

Through our partnership with URSAPHARM, a renowned Ophthalmic Company in Europe, we offer preservative and phosphate-free eye drops that cater to diverse needs. Strategic collaboration with Ellicare Pharma has broadened our horizons, enabling us to offer comprehensive ENT and dental solutions.

Rooted in quality, education, and cutting-edge offerings, Elcare Pharma empowers individuals and healthcare professionals to prioritize holistic well-being.



**Ellicare has one mission to provide Better & Innovate products that enhance quality of life by helping people to see tomorrow's world.**



**To reach out to people with a healing touch and open the doors of latest innovative products, enabling them to start life on a fresh note of health and happiness.**

# PROBLEMS



## Limited Access to Quality Eye Care and ENT Solutions

Many individuals face challenges in accessing reliable and high-quality eye care and ENT solutions. This could be due to limited availability of specialized products or services in certain regions.



## Scarcity of Preservative-Free Eye Drops

The market often lacks a sufficient range of preservative and phosphate-free eye drops, especially for individuals with mild to severe dry eyes. This can lead to discomfort and inadequate treatment options.



## Inadequate Distribution Channels for Dental Products

Dental products face distribution challenges, resulting in limited availability for dental professionals and patients. This gap in distribution can hinder proper oral care and treatment.

# SOLUTION



## Enhanced Accessibility

Many individuals face challenges in accessing reliable and high-quality eye care and ENT solutions. This could be due to limited availability of specialized products or services in certain regions.



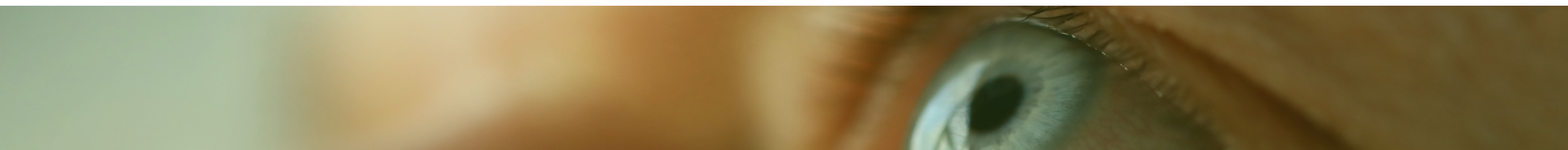
## Preservation Free Solution

The market often lacks a sufficient range of preservative and phosphate-free eye drops, especially for individuals with mild to severe dry eyes. This can lead to discomfort and inadequate treatment options.

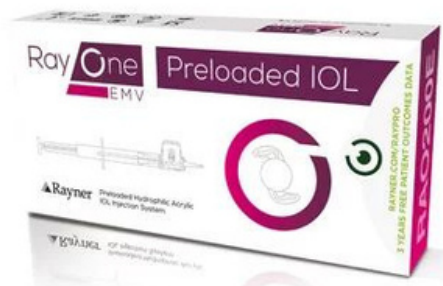


## Efficient Channels

Elcare Pharma's strong distribution network ensures seamless access to dental products for practitioners and clinics. This bridges distribution gaps, enabling comprehensive oral care solutions.



# GLIPMS OF PRODUCTS



*Comprehensive product portfolio includes eye drops, IOLs, ENT solutions, dental products, and innovative treatments.*

# UNIQUENESS

We are the sole distributor of Rayner Intraocular Lenses, offering advanced cataract surgery options since 1949.

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Our joint venture with Ellicare Pharma enables us to deliver a diverse range of ENT and dental products, addressing holistic healthcare needs.

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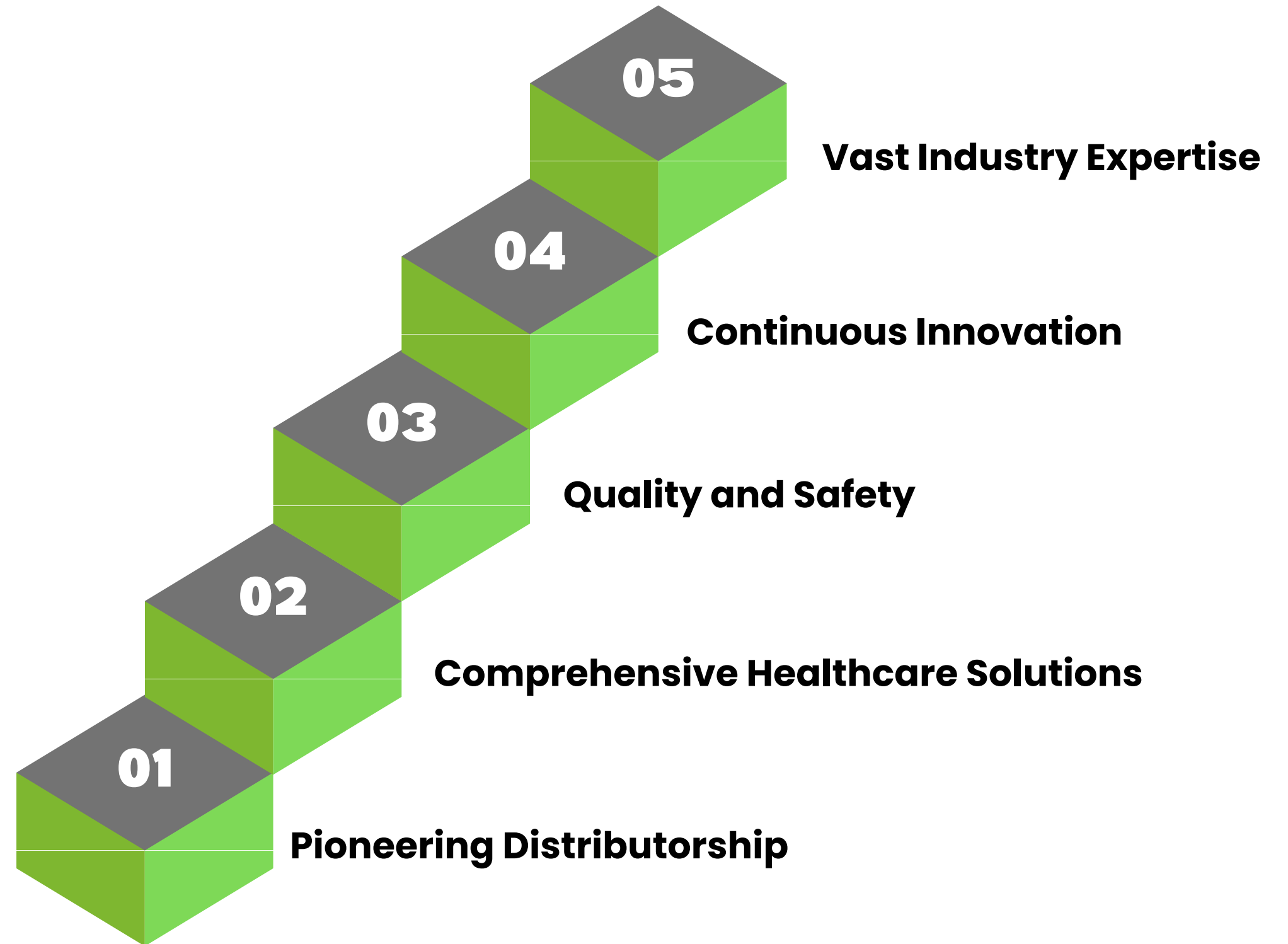
We prioritize quality and safety, ensuring that all our products meet the highest standards, benefiting both practitioners and patients.

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Our continuous introduction of innovative products underscores our commitment to advancing healthcare solutions.

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With vast experience in eye care, ENT, and dental domains, we possess specialized knowledge to cater to evolving healthcare demands.



# SEGMENT



**Eyecare Professional**



**ENT Specialists**



**Dental Clinics and Practitioners**



**Retail Pharmacies and Drugstores**



**Global Healthcare Markets**

# REVENUE MODEL

**Product  
Sales**



**Exclusive  
Distributorship**

**Licensing & Distribution  
Agreements**

**Consultancy  
Services**



# SCALEUP PLAN

**Product Portfolio Expansion:** Introduce new and innovative eye care, ENT, and dental products, addressing emerging healthcare demands and diversifying offerings.

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**Strengthen Distribution Network:** Forge partnerships with additional healthcare providers and distributors to enhance our reach, ensuring products are accessible globally.

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**Elevate Marketing Efforts:** Increase marketing initiatives to amplify awareness about our products and services, reaching a broader audience.

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**Strategic Collaborations:** Explore collaborations and partnerships within the industry to expand our market presence and cater to evolving needs.

# CURRENT TRACTION

- Catherine Anand, Chennai

At all times, the team at ELL-Care Pharma have not hesitated to be as helpful as possible and I will continue to recommend to all that are considering Patients.

- Rajesh Verma, Bangalore

It has almost been 15 years of experiences. since I have had my ELL-Care Pharma and it has been completely life-changing!

## REVIEWS

80+

OUR PRODUCTS

99%

HAPPY CUSTOMERS

15+

YEARS OF EXPERTISE

6000+

PRODUCTS SELLING

# OUR OFFERING

## Eye Products

A diverse range of imported and indigenous eye drops, including specialized solutions for various eye conditions, ensuring optimal eye health.

## ENT Products

Comprehensive ENT solutions, ranging from innovative devices to therapeutic treatments, addressing ear, nose, and throat health.

## Dental Products

High-quality dental supplies, equipment, and products for practitioners and clinics, promoting oral health and well-being.

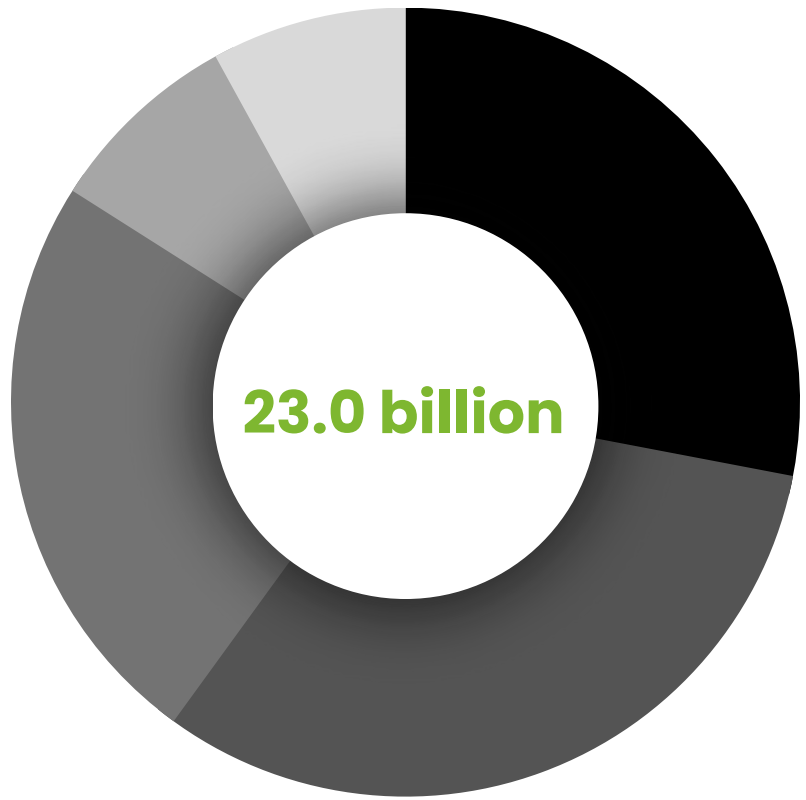
## Elcare Tablets

A line of tablets tailored to specific healthcare needs, enhancing patient care and treatment outcomes.



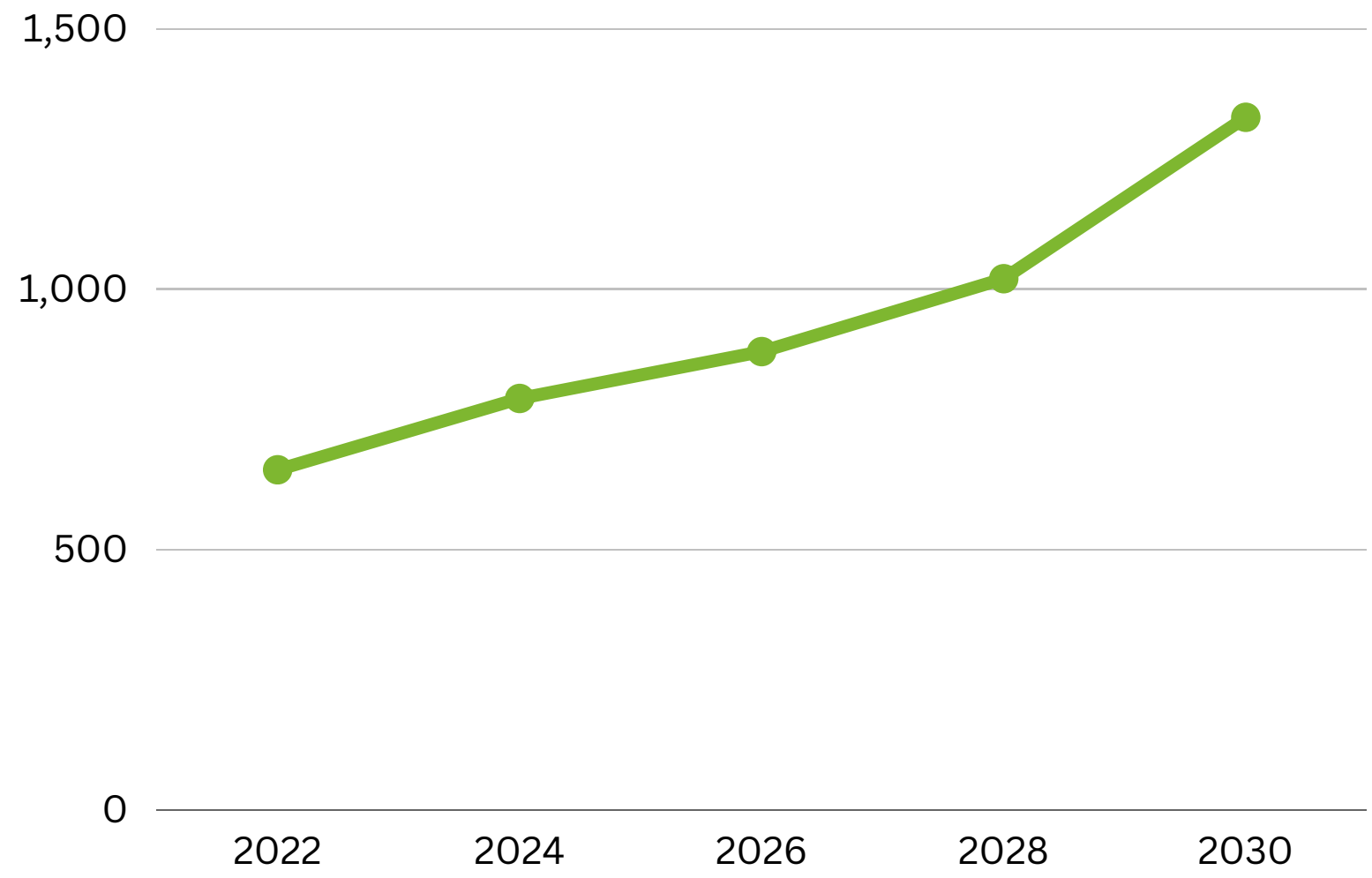
# MARKET SCOPE

The global ENT devices market size was valued at **USD 23.0 billion in 2022** and is expected to expand at a compound annual growth rate (CAGR) of **5.74%** from **2023 to 2030**.



- Diagnostic ENT Devices
- Surgical ENT Devices
- Hearing Aids
- Hearing Implants
- Basal Splints

According to a report by Insights10, India's dental care market was valued at **\$653 million in 2022** and is estimated to expand at a compound annual growth rate (CAGR) of **9.40%** from **2022 to 2030** and will reach **\$1339 million in 2030**.



# COMPETITORS

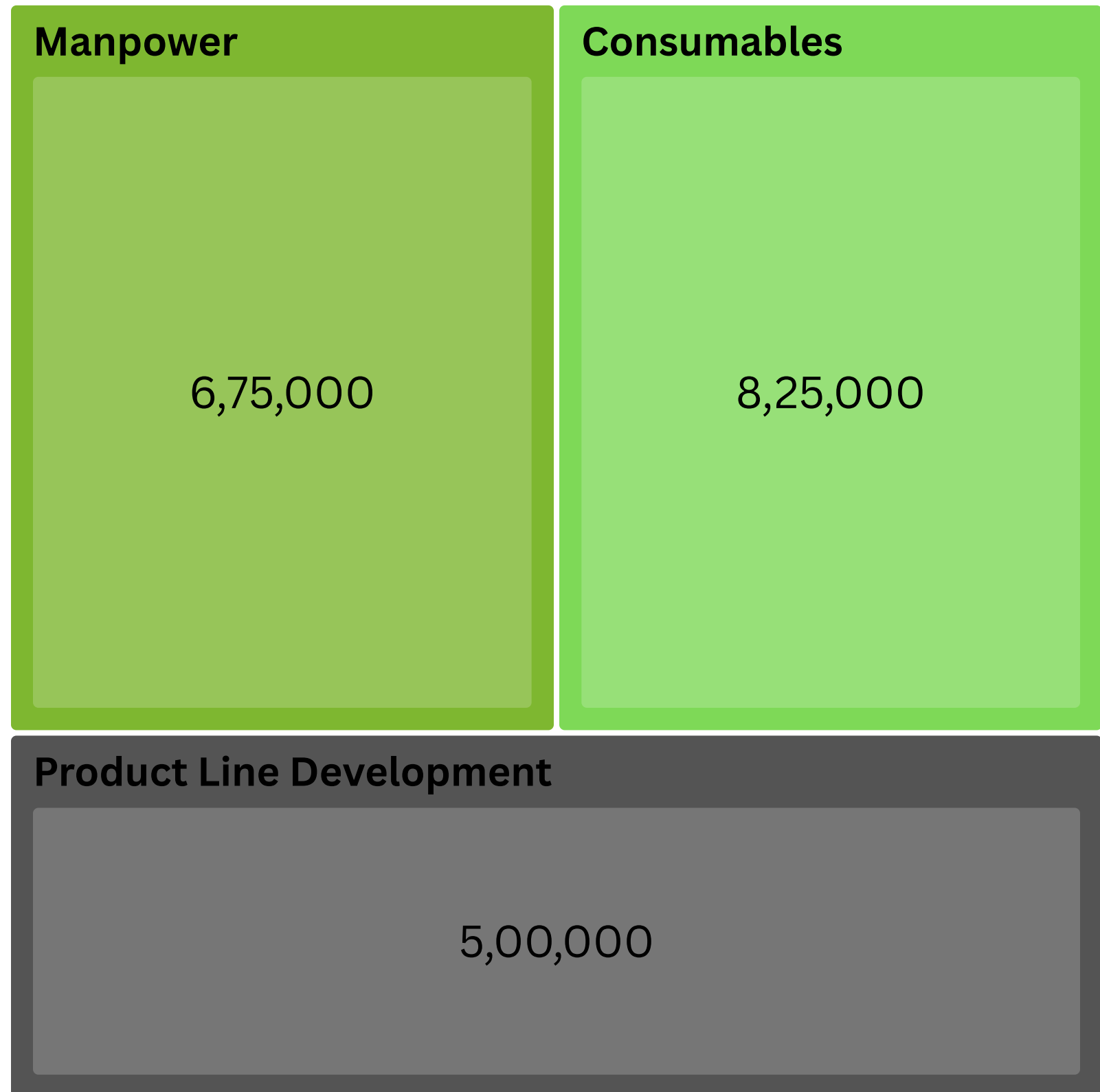
- **Sentiss Pharma Private Limited**
- **Oculent Healthcare**
- **Bell Pharma Private Limited**
- **Deneb Healthcare Private Limited**
- **Camrut Pharma**



- **Continuous Innovation:** Consistently introducing new products, keeping us ahead in advancing healthcare solutions.
- **Industry Expertise:** Extensive experience in eye care, ENT, and dental domains, tailored to evolving healthcare demands.
- **Exclusive IOL Distributorship:** Sole distributor of Rayner Intraocular Lenses, offering advanced cataract surgery options.
- **Partnership with Leading Ophthalmic Company:** Collaboration with URSAPHARM, Europe's No.1 Ophthalmic Company, providing preservative and phosphate-free eye drops.
- **Comprehensive Healthcare Solutions:** Strategic joint ventures, delivering a diverse range of ENT and dental products.

# OUR ASK

- We are asking for **20,00,000 INR** as a Grant fund here is the utilization plan



# TEAM



## **SANKARARAMAN BASKARAN**

*(Director & CEO)*

*With 34+ years' experience in the pharmaceutical industry, Mr. Baskaran.S, a Mathematics graduate, spearheads ELCARE PHARMA. His customer-focused approach and dynamic leadership led to exclusive distributorship for eye drops and IOLs. Under his guidance, the company transitioned to ELCARE PHARMA PVT LTD, manufacturing proprietary products while upholding WHO-GMP and ISO standards.*

## **DR. PADMAVATHY BASKARAN**

*(Director)*

*With an impressive array of qualifications including M.Sc., M.S., M.Sc.(Psy), M.A., M.Phil., M.Ed., M.B.A., M.D. (A.M), and Ph.D., Dr. V. Padmavathi is an accomplished Educationist, Entrepreneur, Philanthropist, and Social Activist. Her diverse expertise enriches Elcare Pharma's vision, contributing to its dynamic growth and community impact.*

# CONTACT US



**ellcareppl@gmail.com**



**999-422-7775**



**ELLCARE.IN**