



**Sales Kit**



## India's online community on Women's Health

- **Problem**

A woman's health is often neglected  
By their husbands, and by themselves

- **Solution**

**WHXprts** Women Health Xprts Live  
A purpose driven women health care  
Platform

Getting women to talk about their health  
concerns.

Talk to Health Experts

We start with Pregnancy,







# Omnichannel platform

- **Web, Mobile App, Social**
  - All Questions Answered
  - AI-assisted chatbots
  - Medically reviewed by Doctors
  - An authentic self-screening quiz & Red Flags
  - Videos, Audio, Infographics
- **Community**
  - Shared Purpose
  - Build Micro Influencer network
  - Forum & WhatsApp groups
  - Insta & Facebook groups
  - Network
- **Live streaming**
  - Doctors Live
  - Panel Discussions on relevant Topics
  - Ask me Anything sessions
  - Mail the doctor & get answers





## Cross Platform Content

- Doctor Podcasts
- All your Pregnancy Questions Answered by our experts
- Read or Listen or Get WhatsApp Messages
- Red Flags/ Warning Signs to watch out for Quiz's
- Multilingual: Eng, Tamil, Kannada, Hindi, Bangla, Malayalam, more languages soon..





## Ideal partners

- Hospitals
- Pharma companies
- E-tail pharmacy
- Nutrition brands
- Maternity wear
- Kids Care Brands
- Diagnostics labs
- Consumer brands in women healthcare
- Stem cell banking
- Insurance





# Opportunities

- **Pregnancy Education**  
Connecting with women planning to have a baby 73787 births per day, we target 20% in Top 25 towns
- **Gynac patient engagement**  
We have on board 30 doctors in 9 markets to Facilitate patient and doctor engagement
- **Health day specials**  
360 media partnerships eg Women's Day, World IVF Day
- **Customized solutions**  
eg Pre Conception-Counseling

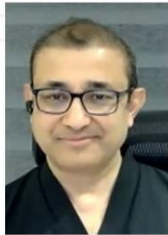


# Current campaigns

## Read or Listen to Xprts Answers!



Dr. Neharika Malhotra  
MD OBGY, DRM (Germany),  
FICMCH, FMAS



Dr. Rajiv Agrawal  
MD OBGY



Dr. Tanushree Pandey  
MS OBGY DE (Germany)  
FRM (London)



Dr. Apoorva Pallam Reddy  
MS DNB OBGY



Dr. Rohan Palshetkar  
MS OBGY, FRM,  
BRDME (Germany),  
ADRME (Germany)

Pregnancy  
Special



## CONSULT YOUR DOCTOR BEFORE CONCEPTION

To prevent

## Complications in Pregnancy

Pregnancy  
Special



# Current campaigns



**डॉ. नेहरिका मल्होत्रा**  
एमडी ओबीजीवाई, डीआरएम (जर्मनी),  
एफआईसीएमसीएच, एफएमएस

## जानें

गायनेक विशेषज्ञ को देखने की  
आवश्यकता क्यों?

डॉ. नेहरिका का विवरण...

**#ReadyToBe**  
**#amom**

**WHXprts**  
Women's Health Xprts Live

## How to Plan your pregnancy?

PANEL DISCUSSION



**Pregnancy  
Special**

**#ReadyToBe**  
**#amom**  
E-KNOWLEDGE EXPO



**Dr. Tanushree Pandey**  
MS OBGY DE (Germany)  
FRM (London)

## KNOW WHY

TO VISIT YOUR GYNAC

Dr Tanushree Explains...

**#ReadyToBe**  
**#amom**

**WHXprts**  
Women's Health Xprts Live



**Shripad Kulkarni**  
Founder WHXprts



**WHXprts** India's Leading Women's Health  
Education Platform

## BEST IN CLASS TEAM

### Content



**Shivani Maheshwari**

Senior Journalist, Medical Content

### Copy Chief



**Amishi Sheth**

Renowned Copywriter

### Media Buying



**Keerti Kulkarni**

Media Planning/Buying Specialist

### Digital Tech



**Yunus Poonawala**

Web Development Specialist

### Digital Strategy



**Ronak Thakkar**

Digital Marketing Specialist

### Art Chief



**Anil Uzgare**

Renowned Art Specialist



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