



"YOUR HOME FOR HEALTH"



FOUNDERS

SHASHANK ND

- Founder & CEO of the company.
- He pursued his B.TECH degree from the National Institute of Technology.

ABHINAV LAL

- Founder & CTO of the company.
- He also pursued his B.TECH degree from the National Institute of Technology.

WEBSITE



www.practo.com

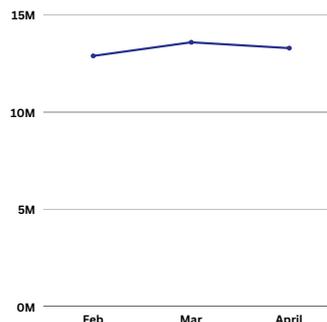


ABOUT

- It offers a range of services that include **finding doctors, booking appointments, accessing electronic health records, and online consultations.**
- It was initially called **Turbodoc.**
- It was founded in 2008 and is headquartered in **Bangalore.**
- Practo.com has over 1,20,000 doctors listed from over 310 Towns and Cities in India with comprehensive service in the metro cities like **Bangalore, Delhi, Mumbai, Hyderabad, and Chennai.**
- It has over 4 million monthly users and 120,000 appointments booked every month, with traffic growing at **24 percent per month.**

ANALYTICS

• Website Traffic



• Website Ranking

- Global Rank: 4986
- Country Rank (India): 445
- Category Rank (Health): 5

source: similarweb.com

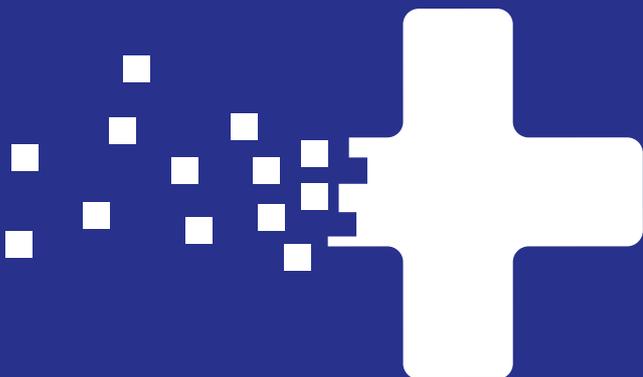


BUSINESS MODEL

- It is a cloud-based and subscription-based practice management software for clinics and doctors.
- The app's interface and practo login is designed in a way that is easy to use and navigate. It doesn't take money for searches and appointment bookings.
- It makes most of its money by selling subscription-based SaaS products for healthcare service providers.

REVENUE MODEL

- **Commission from Appointments:** It charges a commission fee from healthcare providers for each appointment booked through its platform.
- **Subscription Model:** Healthcare providers pay a subscription fee to access the practice management features, electronic health records, and other tools provided by **Practo Ray**.
- **Sponsored Listings:** It offers healthcare providers the option to promote their profiles or clinics through sponsored listings.
- **Telemedicine Services:** It offers paid telemedicine services, where users can have online consultations with doctors for a fee. Practo takes a commission from these consultations.
- **Advertising and Partnerships:** Practo generates revenue through advertising and partnerships with healthcare-related companies.



MARKETING STRATEGY

➔ Product Strategy:

- In the **B2C market**, Practo offers solutions to patients by connecting them with: verified doctors to seek medical advice online, read medical articles, book medical tests, order medicines or view their medical records.
- In the **B2B market**, Practo offers database management software & cloud services for storing the data for the business customers such as doctors, clinics, and hospitals.

➔ Price Strategy:

- Practo offers paid as well as free services to B2B and B2C customers.
- Patients can also order medicines online which are priced 20% cheaper.

➔ Place Strategy:

- Practo is accessible from any location using any internet-connected device, including Windows, Android, iOS, and Mac.
- It has operations in 22 major cities in India and several other cities in countries such as Brazil, Indonesia, Philippines, and Singapore

➔ Promotion Strategy:

- Through social media and TV advertisements, it advertises to the B2C market and offers free doctor profile building. For B2B clients, it gives free software trials.
- With a prominent presence on social media sites like Facebook, Twitter, LinkedIn, and YouTube, it has primarily been pushed online.