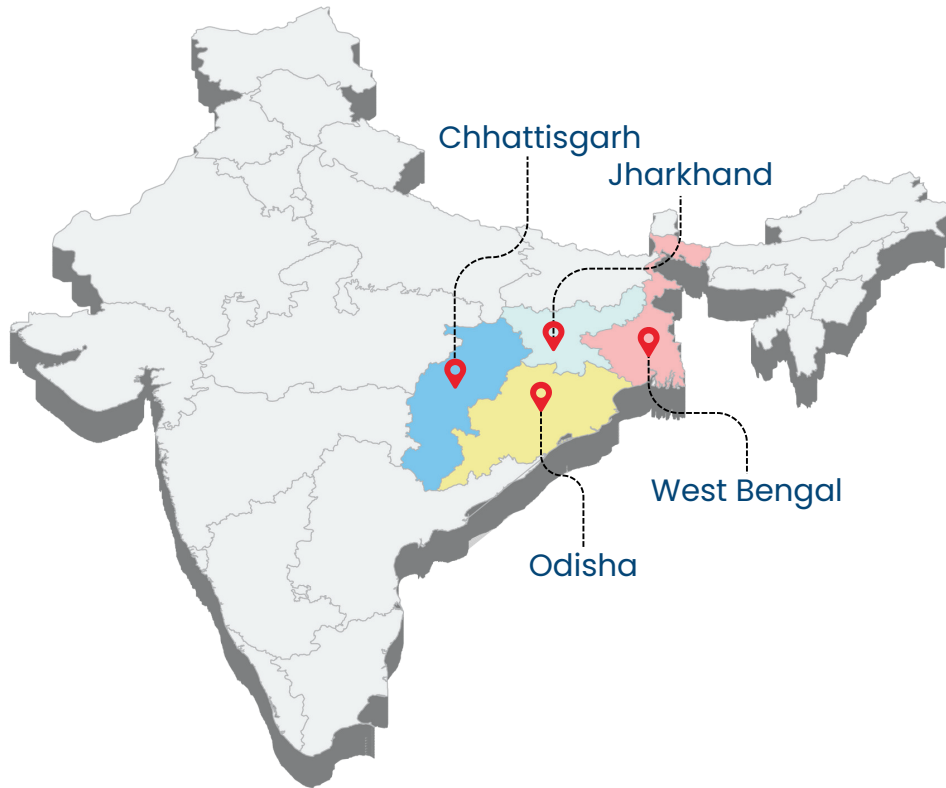


## OUR PRESENCE



+91 98539 09090



[www.aiveer.in](http://www.aiveer.in)



Plot no. 473/3066, 1st floor, Kargil Road,  
Bhimpur Airfield, BBSR-751020



## Corporate Brochure



*Restoring Better Lifestyle*

# TABLE OF CONTENTS



ABOUT AIVEER

01

COMPANY OVERVIEW

03

PRODUCTS OVERVIEW

04

TEAM

06

MANUFACTURING FACILITY

07

MARKET OPPORTUNITY

08

PRODUCT PORTFOLIO

09

EMERGING TRENDS DRIVING GROWTH

14

BRAND GROWTH STRATEGIES FOR AIVEER

15

AWARDS & ACHIEVEMENTS

16

MARKETING ACTIVITIES

17

FINANCIAL PERFORMANCE OVERVIEW

22

PROJECTIONS

23

# ABOUT AIVEER

AIVEER is an Innovation driven Pharmaceutical company doing Research and Development, Manufacturing and Marketing of Pharmaceuticals and Nutraceuticals. Aiveer is witnessing a period of expansion across every aspect of the business from innovative products to customers in market, from manufacturing to regulatory approvals. Our highly experienced scientific and project management teams ensures:



## OUR MISSION

INNOVATE as well as ACCELERATE access to affordable & quality medicines for the society.

Restore Better Lifestyle by providing complete Physical, Mental & Social well being in the society.

## OUR VISION

To be the most VALUED & TRUSTED brand in the WELLNESS SEGMENT in India & abroad.



# COMPANY OVERVIEW

## 2019-2021

- Founded in 2019 Aiveer Lifescience started under proprietorship.
- 2 Products
- 6 Headquarters
- 2 States
- 10 employees
- 1 Department
- 12 Supply Chain Partners
- 100 customers

- In the year 2022 Aiveer Lifescience officially transitioned to a Private Limited Company
- 9 Products
- 18 Headquarters
- 3 States
- 25 employees
- 35 Supply Chain Partners
- 1800 customers
- 2 Offices across India

## 2022-2023

## 2024-2025

- 14 Products
- > 30 Headquarters
- 4 States
- > 50 employees
- 8 Departments
- > 60 Supply Chain Partners
- 3000 customers
- 2 Offices across India

# PRODUCTS OVERVIEW

## New Regain-360

Natural Eggshell Membrane Extract 500 mg +  
Levo-carnitine 500 mg + Cyanocobalamin 2.4 mcg

## Bonnect-HD

CONNECTING BONE FASTER

Calcium Citrate Malate 1000 mg + Vitamin D3 200 IU +  
Magnesium Hydroxide 100 mg + Zinc Sulphate  
Monohydrate 4 mg

## Bonnect PLUS

CONNECTING BONE FASTER

Cissus quadrangularis 500 mg + Withania somnifera 200  
mg + Moringa oleifera 100 mg + Dalbergia sissoo 100 mg +  
Spinacia oleracea 100 mg + Calcium carbonate 250mg

## Concrete

Calcium Citrate Malate 625 mg + Calcitriol 0.25 mg +  
Vitamin K2-7 45 mcg + Boron 1.5 mg + Manganese 1.5  
mg + Zinc 7.5 mg + Magnesium 50 mg +  
Cyanocobalamin 2.4 mcg + Folic Acid 1.5 mg + Omega  
3 Fatty Acid 250 mg

## Opti-Q 10

Co-Enzyme Q10 300 mg + L-Arginine 100 mg + L-  
Carnitine 250 mg + EPA 100 mg + DHA 150 mg +  
Cyanocobalamin 1.2 mcg + Lycopene 5000 mcg +  
Vitamin D3 2000 IU

## Vitamuz-GI

Methionine 667 mg +  $\beta$  Carotene 3000 IU + Vit. C 200 mg  
+ Vit. E Acetate 90 IU + Zinc 12.19 mg + Manganese 1.33  
mg + Organic Selenium 200 mcg

## Ainap-250

Naproxen 250 mg

## Ainap-500

Naproxen 500mg

## VITAMUZ

Lactobacillus Sporogens 60 million spores + Ginseng 40  
mg + Omega 3 Fatty Acid 250 mg + Lycopene 5000 mcg  
+ Multivitamins + Multiminerals

## PAIN OIL

Made with the Goodness of  
15 Time Tested Ayurvedic oils for  
Strong Analgesic Actions

## Aigaba-NT

Gabapentin 400 mg & Nortriptyline 10 mg

## Airab-DSR

Enteric coated Rabeprazole Sodium 20 mg &  
Domperidone (SR) 30 mg

## ESOMUZ-D

Esomeprazole Magnesium 40 mg + Domperidone 30 mg

## ESOMUZ-40

Esomeprazole Magnesium Trihydrate 40 mg

## MESSAGE FROM PRESIDENT

We have all planted the seed of AIVEER, nurturing it with dedication and passion. Water this seed with your hard work and patience, and it will inevitably bear the fruit of success. Like a tree, growth takes time, but the results are always rewarding. Stay genuine in your efforts, remain consistent, and watch Aiveer flourish together.

**Mr. Biswanath Biswas**  
President  
Aiveer Lifescience Pvt. Ltd.



## MESSAGE FROM FOUNDER & CEO

Promotion of healthy living and wellness and the prevention of ill health is the sole objective behind the foundation of Aiveer Lifescience. With this objective Aiveer has come out with an array of wellness products by extensive research to meet the everyday needs of our society. In all products the raw materials are naturally sourced with the entire products going through rigorous testing process and meeting the industry standards for the best quality. We at Aiveer appreciate even the smallest achievement of each other and strive to bestow genuine incentive to the healthcare industry and society.

**Mr. Vicky Biswas**  
Founder & CEO  
Aiveer Lifescience Pvt. Ltd.



## WHY AIVEER

Innovative Products with Quality Promise



30+ Headquarters in 4 states



2000+ Patient Centric Campaigns



Organised & Participated in 15+ Medical Conferences



In house Digital Team



Odisha's 1st Health Podcast Channel



Innovative & Environment Friendly Marketing Campaigns



Skill Development & Empowerment of Employees



## CORE TEAM



**Mr. Ranadip Sengupta**  
Chief Advisor & Training Head

Senior Training Manager & Head of Sales Force Management at Emami for 7 years, Regional Training manager at UCB & Abott for 7 years



**Dr. Mahesh Rath**  
Medical Advisor

MBBS, MD, PhD (Endo), F.Diab, C.Diab, Senior Consultant in Diabetes, Thyroid, General Medicine & Adult Vaccination



**Mr. Sanjeev Padhy**  
Advisor

M. Pharm in Pharmaceuticals, Senior Scientist – Research & Development  
>15 years of Experience



**Mr. Raj Kishore Sahoo**  
Finance & Distribution Head

CA Intermediate  
>6 years of Experience



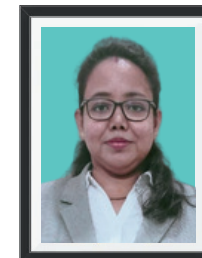
**Mr. Rudra Prasad Sarkar**  
Regional Business Manager

BSc Physiology Honours,  
>18 years of Experience in Pharmaceutical Sales



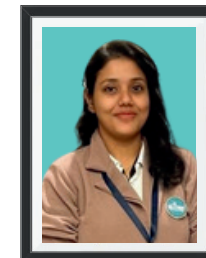
**Mrs. Monalisa Satpathy**  
Marketing Manager

M. Pharm in Pharmaceutical Management  
>12 years of Experience



**Mrs. Juthika Biswas**  
Product Manager

BBA in HR& Marketing,  
Pursuing MBA in Marketing  
>8 years of Experience



**Miss. Sonali Mohanty**  
HR Manager

MBA in HR & Marketing  
>5 years of Experience

# MANUFACTURING FACILITY

## Our Collaboration with Asta Organics

In our mission to deliver the finest products and services, Aiveer Lifescience Pvt. Ltd. is proud to collaborate with Asta Organics, a renowned manufacturing company based in Sonipat, Haryana. Asta Organics established in the year 2016 is recognized for its state-of-the-art manufacturing processes and its dedication to delivering products that are both environmentally friendly and of the highest quality. Asta Organics is an ISO 9001:2015 & GMP certified company.

Through this partnership, we are able to offer our clients access to a wide range of quality certified products, ensuring that we meet the growing demand for sustainable and eco-conscious solutions in the market.



## Looking Towards the Future

While our partnership with ASTA Organics is an essential part of our business model today, Aiveer Lifescience Pvt. Ltd. is also looking toward the future with plans to establish our very own manufacturing facility. This move will allow us to maintain greater control over production, and offer even more customized solutions to our clients. Our future manufacturing facility will stand as a testament to our commitment to innovation, sustainability, and providing top-tier products for our clients across various sectors.

# MARKET OPPORTUNITY

## 1. Pharma Industry Growth – A Lucrative Opportunity

- ▶ Market Growth: The Indian pharmaceutical market is projected to reach \$130 billion by 2030, growing at a CAGR of 10-12%.
- ▶ Global Impact: India supplies 40% of generic drugs to the U.S. and meets 25% of the UK's medicine demand.
  - India supplies 20% of the world's generics and exports to over 200 countries.
  - Manufacturing Excellence: Home to 800+ FDA-approved plants, the highest outside the U.S.
  - Competitive Advantage: Manufacturing costs are 33-50% lower than in Western markets, making Indian pharma a preferred global partner.
  - Government Support: Policies like the Production Linked Incentive (PLI) scheme and "Make in India" are fueling expansion and innovation.
  - Future Potential: Increased focus on Biologics, Biosimilars & Specialty drugs is opening new revenue streams.

## The Nutraceutical Boom – Tapping into Wellness & Preventive Healthcare

- Market Size: Expected to reach \$25 billion by 2030, growing at a CAGR of 15-20%.
- Consumer Shift: Post-pandemic health awareness is driving demand for dietary supplements, functional foods, and immunity boosters.
- Ayurveda & Herbal Growth: India's rich heritage in Ayurveda is fueling demand for herbal-based nutraceuticals.
- Sports & Plant-based Nutrition: The fitness and wellness boom is accelerating the demand for plant-based supplements.
- Regulatory Boost: FSSAI's stringent quality guidelines have enhanced credibility and trust in Indian nutraceutical products.



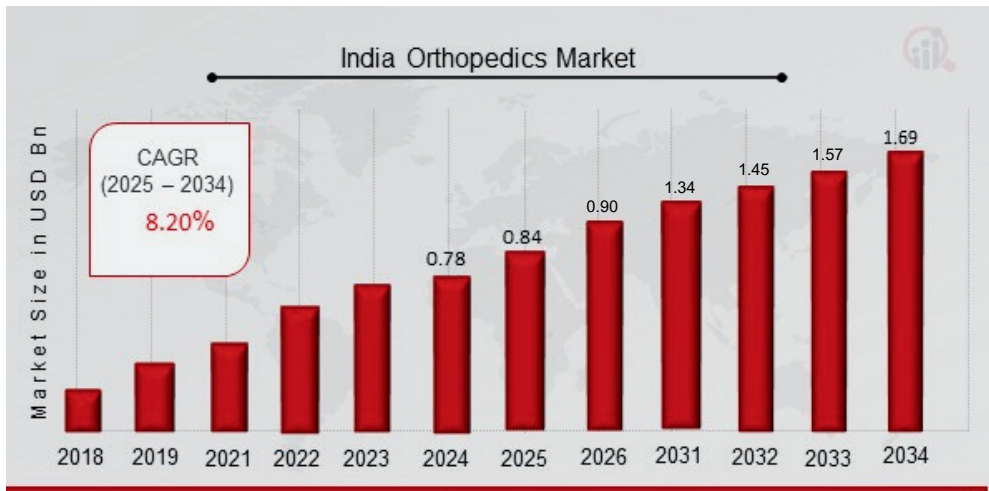
# PRODUCT PORTFOLIO

## New Regain-360



First time in INDIA with unique combination of Natural Egg Shell Membrane Extract 500 mg + L-Carnitine 500 mg + Cyanocobalamin 2.4 mcg

### MARKET OPPORTUNITY :



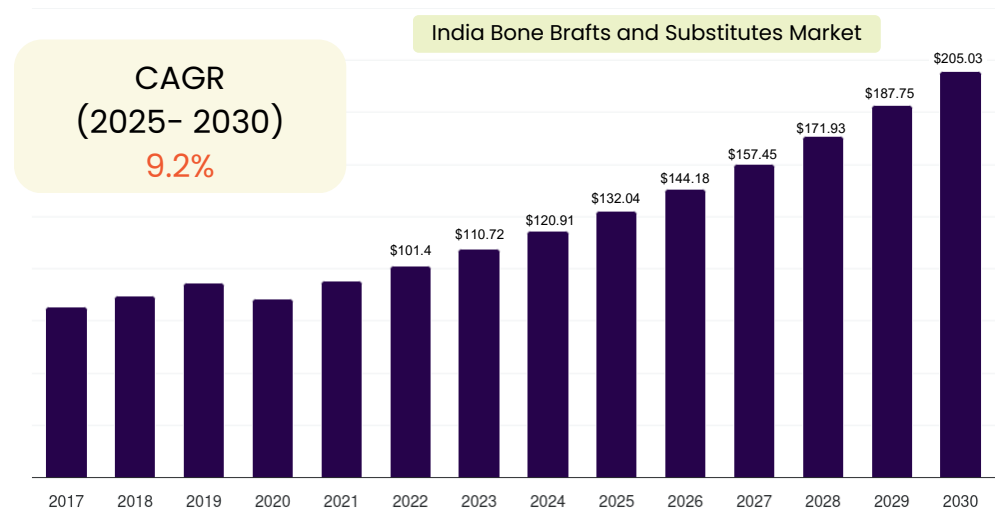
### SALES FIGURE :

In 6 years more than 2,00,000 strips (value 7CR) of Regain 360 have been sold.



- Novel multinutritional approach containing Cissus quadrangularis 500 mg, Withania somnifera 200 mg, Moringa oleifera 100 mg, Dalbergia sisso 100 mg, Spinacia oleracea 100 mg, Calcium carbonate 250 mg for fracture healing.
- It accelerates fracture healing process
- It acts on all the 4 stages of fracture healing

### MARKET OPPORTUNITY :



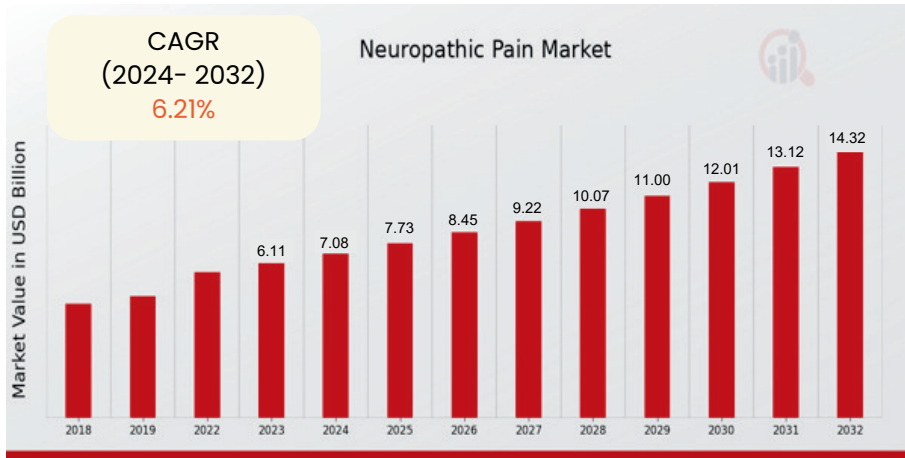
### SALES FIGURE :

In 2 years more than 15000 strips (value 40 L) of BONNECT PLUS have been sold.

# Aigaba-NT



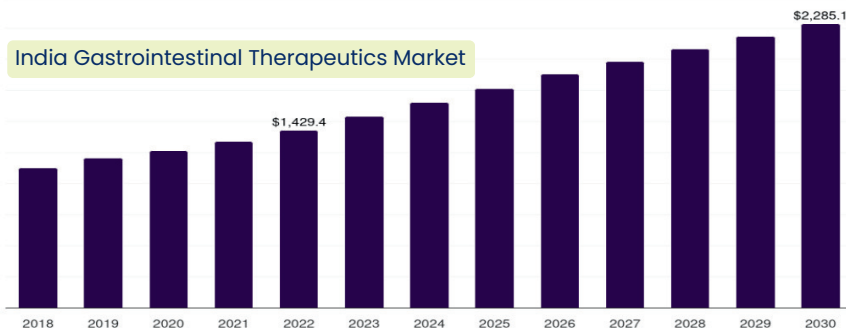
- Dual action benefit in Neuropathic pain with its unique combination of Gabapentin 400 mg and Nortriptyline 10 mg tablets
- This combination is the most preferred pain-relieving agents by Orthopaedics



## SALES FIGURE :

In 2 years more than 10,000 strips (value 17 L) of Aigaba-NT have been sold.

# ESOMUZ-D ESOMUZ-40 AIRAB-DSR



The India market is expected to grow at a CAGR of 6% from 2023 to 2030.

## SALES FIGURE :

In 6 years more than 26000 strips (value 1 CR) of Esomuz-D, Esomuz-40 and Airab-DSR have been sold.

# Opti-Q 10



The global coenzyme Q10 market was valued at US\$ 802.76 million in 2024 and is expected to reach US\$ 1,787.18 million by 2033, growing at a CAGR of 9.3% during the forecast period 2025–2033.

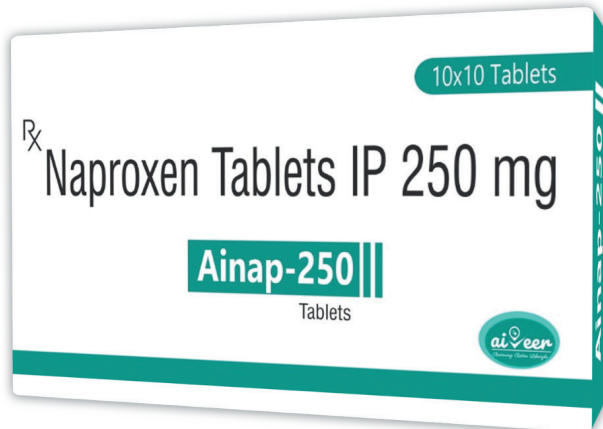
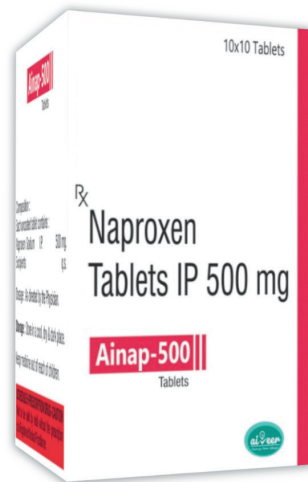
# Vitamuz-GI



Vitamuz GI – The Chronic Pancreatitis Pain Market Size is forecast to reach \$13546.7 Million by 2030, at a CAGR of 5.20% during forecast period 2024–2030.



## OTHER CONSUMER PRODUCTS



## EMERGING TRENDS DRIVING GROWTH

- Advancements in regenerative medicine and personalized healthcare solutions.
- Rising consumer awareness and demand for preventive healthcare products.
- Increasing investments in R&D for innovative treatment solutions.
- Strengthening supply chain networks for enhanced market reach.

Aiveer remains at the forefront of these transformative changes, pioneering solutions that redefine industry standards and improve patient outcomes.

## KEY GROWTH DRIVERS & OPPORTUNITIES

### Key Growth Drivers:

- ➔ **Growing Demand for Nutraceuticals** – Increased consumer interest in health and wellness is driving the demand for nutraceutical products.
- ➔ **Adoption of Combination Therapies** – The use of multi-ingredient formulations is gaining popularity due to their enhanced efficacy.
- ➔ **Preventive Healthcare Trends** – A rising focus on disease prevention and proactive health management is fueling market expansion.

### Key Growth Drivers:

- ➔ **Market Competition** – While competition is high, differentiation through innovation, quality, and branding can create opportunities.
- ➔ **Regulatory Constraints** – Compliance with regulatory standards can be leveraged as a competitive advantage.
- ➔ **Economic Fluctuations** – Adapting to economic changes by offering cost-effective and high-value products can create growth potential.

# BRAND GROWTH STRATEGIES FOR AIVEER

To ensure long-term success and market leadership, Aiveer is focused on implementing strategic growth initiatives:

## 1. Market Penetration & Expansion:

- Strengthening our presence in existing markets while expanding into new geographies.
- Enhancing accessibility of Aiveer's product portfolio across tier 2 and tier 3 cities.

## 2. Product Innovation:

- Investing in R&D to develop next-generation nutraceuticals and bone health solutions.
- Introducing cutting-edge products in regenerative medicine and pharmaceuticals to meet evolving consumer needs.

## 3. Strategic Partnerships:

- Collaborating with healthcare professionals, researchers, and institutions to drive innovation.
- Strengthening alliances with pharmaceutical distributors, hospitals, and wellness centers.

## 4. Enhancing Supply Chain Efficiency & Payment Cycle Optimization:

- Currently Aiveer works with over 60 Supply Chain partner across its Head quarters.
- Streamlining logistics and inventory management to ensure faster product availability.
- Reducing payment cycle delays: Currently, Aiveer operates with a 40-45 day payment cycle; the goal is to bring this below 40 days for improved cash flow and operational efficiency.
- Leveraging technology-driven solutions for automated invoicing, faster reconciliation, and enhanced vendor relationships.

# AWARDS & ACHIEVEMENTS

Aiveer Lifescience Pvt. Ltd. awarded for Pioneer in Digital Health Awareness in Odisha.



# MARKETING ACTIVITIES

## BMD CAMP



## INDEPENDENCE DAY ACTIVITY



## NETAJI JAYANTI ACTIVITY



## DOCTOR'S DAY ACTIVITY



## DOCTOR'S FELICITATION

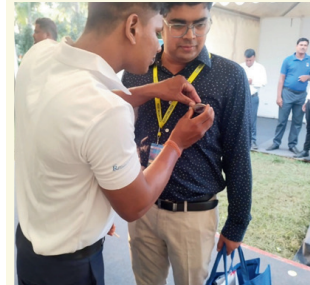


## ENVIRONMENTAL FRIENDLY CAMPAIGNS



## CONFERENCE PARTICIPATION

MIDCON, OASCON 2022, OACON, IOACON 2019 & 2020, OACON 2025, IAACON 2024, Cadaveric Workshop 2023 & 2024, EZOCON 2024, OARC UPDATE 1, 2 & 3



## DIGITAL GROWTH

Aiveer is the official Digital Partner for many reputed Medical Institutions and Medical Conferences.



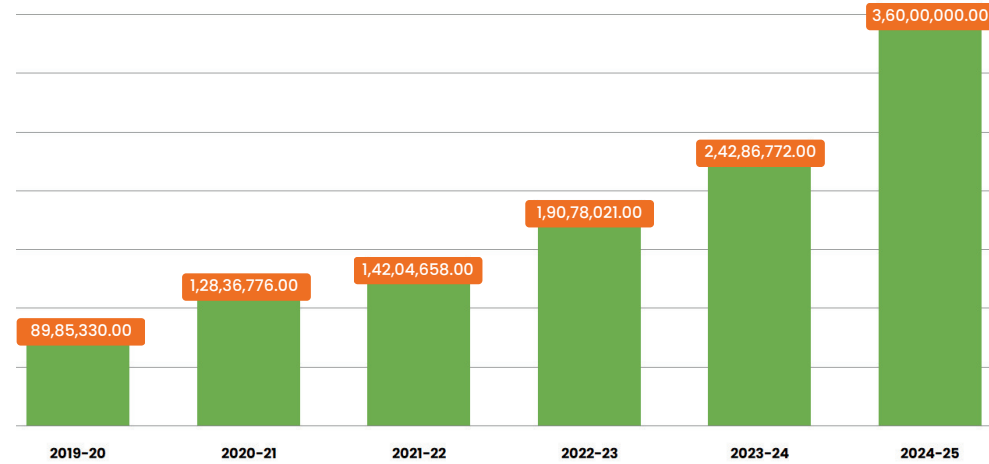
## AIVEER PODCAST YOUTUBE CHANNEL

Pioneers of Health Podcasting in Odisha - We are proud to be the first health podcast channel in Odisha, collaborating with renowned doctors to provide valuable health insights, expert advice, and informative discussions to our audience across the region.



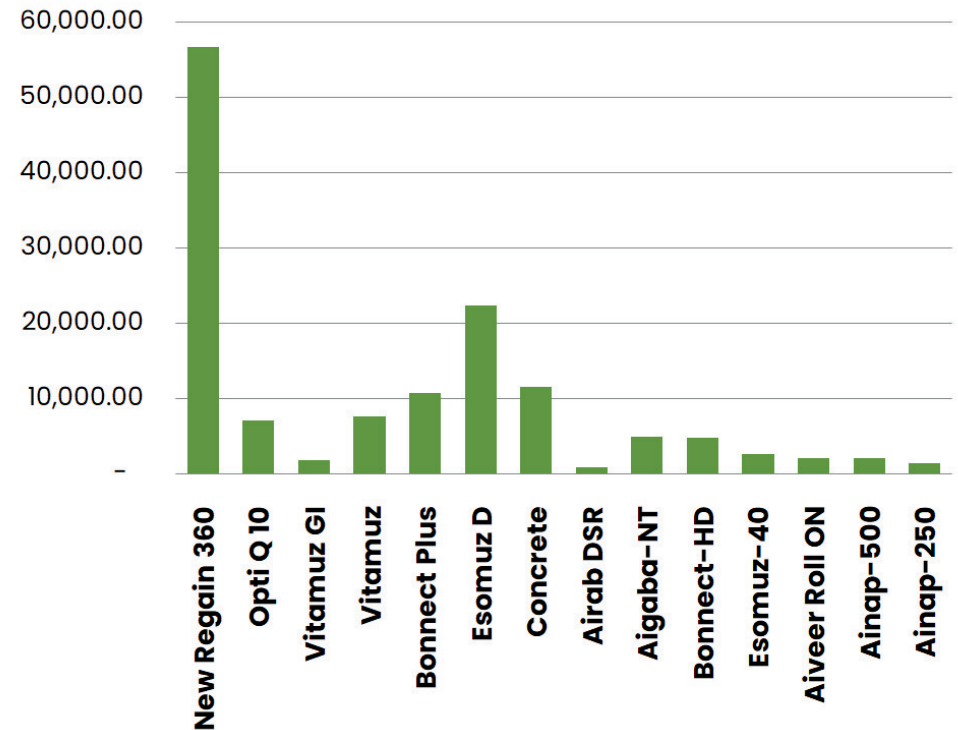
## FINANCIAL PERFORMANCE OVERVIEW

### GROWTH PERCENTAGE YEAR AND YEAR



### PRODUCT WISE CONTRIBUTIONS TOWARD SALES

#### FY 24-25



# PROJECTIONS

Aiveer Lifescience Pvt Ltd is executing a well-structured five-year growth plan, focusing on rapid expansion, market diversification, and revenue growth.

	FY24-25	FY25-30
CAGR	20-30%	50-60%
Annual Sales	INR 3.6 Cr	INR 27-30 Cr by Year 5

## FOCUSED SEGMENTS

### CURRENT

### NEXT 5 YEAR

PREDOMINANTLY  
**ORTHO**

Gynae

Dental

Cardio

Gastro

Paediatric

Diabetes

Neuro

### Diversification into New Segments:

Year 1-2: Gynecology, Gastroenterology

Year 3-4: Paediatrics, Dental

Year 5: Neurology, Diabetes, Cardiology

- **Geographical Expansion:**  
Strengthening operations in Tier 1 & Tier 2 cities
- **Team & Infrastructure Growth**
  - Sales & Marketing Expansion: Increasing field presence and adopting digital-first marketing strategies
  - R&D & Manufacturing Strengthening: Enhancing formulation research and regulatory compliance
- **Expanding Our Product Portfolio**
  - Adding pharmaceuticals, biosimilars, and nutraceuticals
- **Strengthening Manufacturing Capabilities: Scaling up to meet growing domestic and export demand.**
- **Forming Strategic Alliances: Collaborating with industry leaders for R&D, licensing, and market penetration.**
- **Ensuring Regulatory Excellence: Compliance with international quality standards for a competitive edge.**
- **Driving Market Expansion: Aggressive scaling of sales and distribution networks across multiple geographies.**