

Franchise  
Partners  
Invited



## A HEALTHCARE ADVISOR & CARE COMPANION OF THE MASSES



Lucrative Franchise  
Formats



Multiple Revenue  
Sources



Supplies &  
Operational Support

# REVOLUTIONIZING THE HEALTHCARE ECOSYSTEM IN INDIA

Started in 2016, Dr. Friday, an initiative of Dr. Harish Foundation, is an advanced interlinked healthcare ecosystem that synergizes patients, doctors, and healthcare setups using a new IP network that collaborates e-health, m-health, telemedicine, and satellite hook-ups globally.

Dr. Friday utilizes emerging technologies - mobile phones (apps), cloud platforms, wearable devices (IoT), social networks, and cognitive analytics - to reach out to people requiring primary healthcare, especially those who do not have access to information, doctors, and hospitals.

Dr. Friday has introduced 'Clinic in a Bag' by Rijuven - a comprehensive cloud-based examination platform - for clinicians to wirelessly deploy to assess patients at any point of care. The Bag enables patients to get fast and precise information such as vitals, heart, lung, liver, kidney, lab work, imaging, on the spot diagnosis, electronic medical record (EMR). The smart telemedicine process followed by the Clinic in a Bag allows storing patient data in form of electronic medical records in secured cloud servers that can be easily shared with medical professionals, hospitals, and health departments. It enables health screening of any patient, any time, at any place.



**CLINIC IN A BAG**



## KEY HIGHLIGHTS

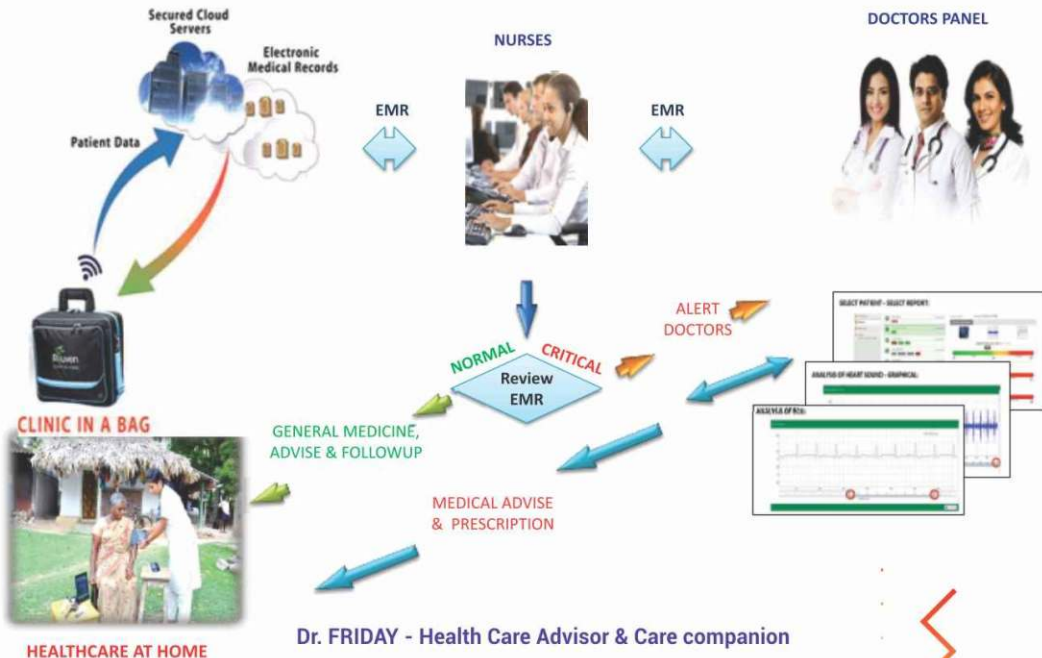
HIPAA COMPLIANCE

DIAGNOSIS IN SECONDS

ON THE SPOT REPORTS

INTELLIGENT DECISION SUPPORT

# TREATMENT DELIVERY MODEL



## OTHER INITIATIVES

Dr. Friday Life Center Medical Home aims to maintain optimal health and performance by attained a proper balance of exercise, nutrition, and education. It provides Dr. Harish Foundation Privilege Card to their patients under three Protocols

Basic Plan  
@Rs. 10 per day)

Coordinated Care/Specialist Care  
Plan @Rs. 50 per day

Continuum Care & Interdisciplinary team  
recommendations Plan @Rs. 100 per day

Dr. Friday Wellness Café/Store & Medispa aims to offer wellness, good health, and pampering by holistic cell therapy for treating and preventing disease with food as medicine. The store follows the A-Z index - a unique, navigational, and informational tool that makes it easier for the customers to use and pick the product that's just right for them.



Apart from healthcare services, Dr. Harish Foundation offers a wide range of highly effective & affordable healthcare products and supplements for different life disorders and diseases. The Foundation also works towards planning the health & wellness regimen for individuals and families.

**Dr. Harish  
Kumar  
will come**

### About Dr. Harish Kumar

Dr. Harish Kumar, a seasoned and well-respected medical doctor, is a successful serial entrepreneur in medical, technology, and infrastructure industries with experience in building enterprise-grade companies. He has a passion for the betterment of the lives of the underprivileged and elderly population of India. He is an excellent doctor with a healing touch and has had the good fortune of saving thousands of lives.

Dr. Harish heads a charitable foundation supporting single mothers and the elderly called Dr. Harish Foundation or The Golden Family (TGF) which offers health and wellness care plans and facilities. The Foundation has been successfully operating multiple offices in Bengaluru and retirement and assisted living facilities outside the city.



# EXPANDING FOOTPRINT MASSIVE EXPANSION VIA FRANCHISING

To revolutionize the healthcare industry by reaching out to more & more people requiring healthcare at the root level, Dr. Harish Foundation is franchising Dr. Friday business model in different formats: Clinic | Shop-in-Shop | Master Franchisee | Distributor.

As part of the agreement, the Master Franchisee will have to open two own clinics and sub-

franchise 25 clinics and 19 Shop-in-Shop outlets in the first three years. The Master Franchisee will get incredible discounts on the Franchise Fee (own: 100% | sub-franchise: 50%).

The ideal franchisee could be Doctors or Health professionals looking for an additional revenue stream.

## FINANCIAL SNAPSHOT

Expansion Model	Clinic1	Shop-in-Shop	Master Franchisee
Area Required	150 sq ft	40 sq ft	500 sq ft
Approx Investment*	INR 3.5 Lakh	INR 65,000	INR 27.5 Lakh
Franchise Fee	INR 2 Lakh	INR 20,000	INR 10 Lakh
Average Payback	7 Months	7 Months	3 Years, 7 Months
Agreement Term	5 Years	5 Years	5 Years

### Clinic revenue sources:

Specialist: Commission on Services, Medicines, Lab Tests, Sub Health, Continuum Care, Hospital Care, and Revenue on Sales of Products



\* Inclusive of the franchise fee

**1 Also available COFO format; and FOCO format with Revenue Share (7.5%)/Minimum Guarantee (20%), whichever is higher.**

The Distributor model requires a total investment of INR 2 Lakh (consisting of initial stock) to start the business. The Distributor will supply the products offered by Dr. Harish Foundation to the retailers in its area.

## COMPREHENSIVE FRANCHISOR SUPPORT

Dr. Harish Foundation (the franchisor) will support its franchise partners in almost every aspect of operations & management of the franchised clinic, ensuring mutual growth and profitability.

Key Roles & Responsibilities	The Franchisor	The Franchisee
Location Selection		✓
Location Approval	✓	
Set up Cost		✓
Staff Training & Recruitment Assistance	✓	
Product Supplies	✓	
Software & Accounting Support	✓	
Clinic Audit	✓	
Clinic Upkeep & Maintenance		✓
Marketing & Branding Support	✓	
Digital & Social Media Presence	✓	

## GREAT REASONS TO PARTNER WITH DR. FRIDAY

01

### Easy to build or acquire / Quick to open



- ✓ Simple construction and build-outs with a small footprint
- ✓ Easy approvals for real estate
- ✓ Approachable build-out that is consumer-friendly

02

### Attractive economics

- ✓ Dr. Friday's ratio of average or expected sales vs. capital invested is outstanding and compares favorably to many other ventures
- ✓ Easy to scale up to multiple units
- ✓ The model reduces the cost of goods sold. Less insurance administration means the doctor can treat more patients.



03



### A simple operating model

- ✓ Minimal employees (3-4) at initial opening/launch
- ✓ The primary employee responsible for the execution of the business model is a licensed Doctor
- ✓ Patient files and paperwork are electronic, streamlining operations and facilitating patients' ability to visit clinics throughout India

For franchising queries, please contact: 1800 102 2007 | [health@franchiseindia@in](mailto:health@franchiseindia@in) | [www.drfriday.in](http://www.drfriday.in)