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# *dhan*services

A Consumer Business

Jefferies India Internet Summit 2020

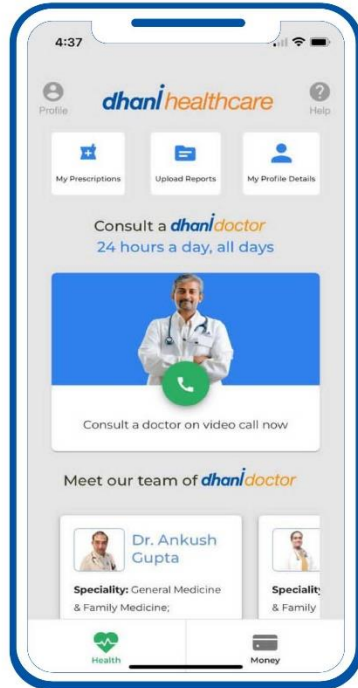
December 2<sup>nd</sup>, 2020

# India's First Comprehensive Subscription Model Of Digital Healthcare and Transactional Finance

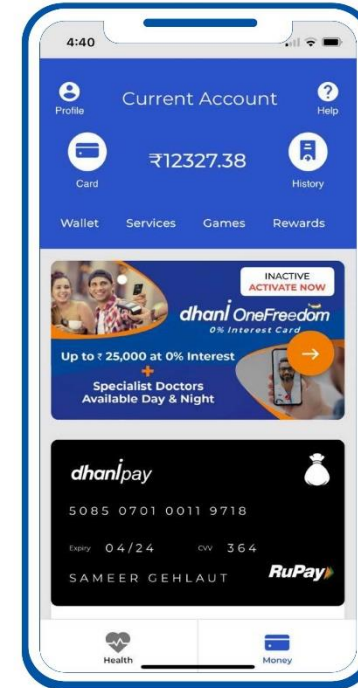
(enables monthly subscriptions from customers like for Netflix, Spotify or Amazon Prime)



## Digital Healthcare



## Transactional Finance



**Daily average users: 600,000**

**Monthly average users: 8,500,000**

**1 million+ paid subscriptions**

**20 million+ customers with wallet accounts**

**Average time spent by user per session: 1.75 minutes**

**# 3 Store Rank on Indian Play Store in business category after Google Meet and Zoom\***

\* As per SimilarWeb tracking tool

# Choice Of Multiple Monthly Subscription Products



Health



Money

**dhani medicines**  
Get upto 50% discount on your medicines  
Delivery in one hour  
**ORDER NOW**

**Medicines: Doctor Monthly Subscription: \$2**  
40% off on 1 hour medicines delivery to customer  
Average order value: \$5

**dhani OneFreedom**  
0% Interest Card  
Up to ₹ 25,000 at 0% Interest  
Specialist Doctors Available Day & Night  
INACTIVE  
ACTIVATE NOW

**OneFreedom: Monthly Subscription: \$3, \$4, \$7**  
0% interest credit line up to \$325, amount used in a month to be paid equally in next 3 months, 40% off on medicines and personal doctor available instantly, anytime through video consultation on app

**dhani doctor**  
Get 24/7 Video Consultation Instantly  
Try FREE for first 30 days! Cancel anytime  
**CONSULT NOW**

**Doctor: Monthly Subscription: \$2**  
Personal doctor available instantly, anytime through video consultation on app

Now enjoy double benefits  
Unlimited & instant access to doctor 24/7  
5% Cashback on all your spends  
**Subscribe Now**

**Super Saver: Monthly Subscription: \$1.5, \$3, \$4.5**  
60% off on medicines, personal doctor available instantly, anytime through video consultation on app and 5% cashback on all spends

**dhani e-pharmacy**  
Order your medicines at up to 25% discount  
 doorstep delivery  
**Order Now**

**E-pharmacy\***  
25% discount on branded medicines

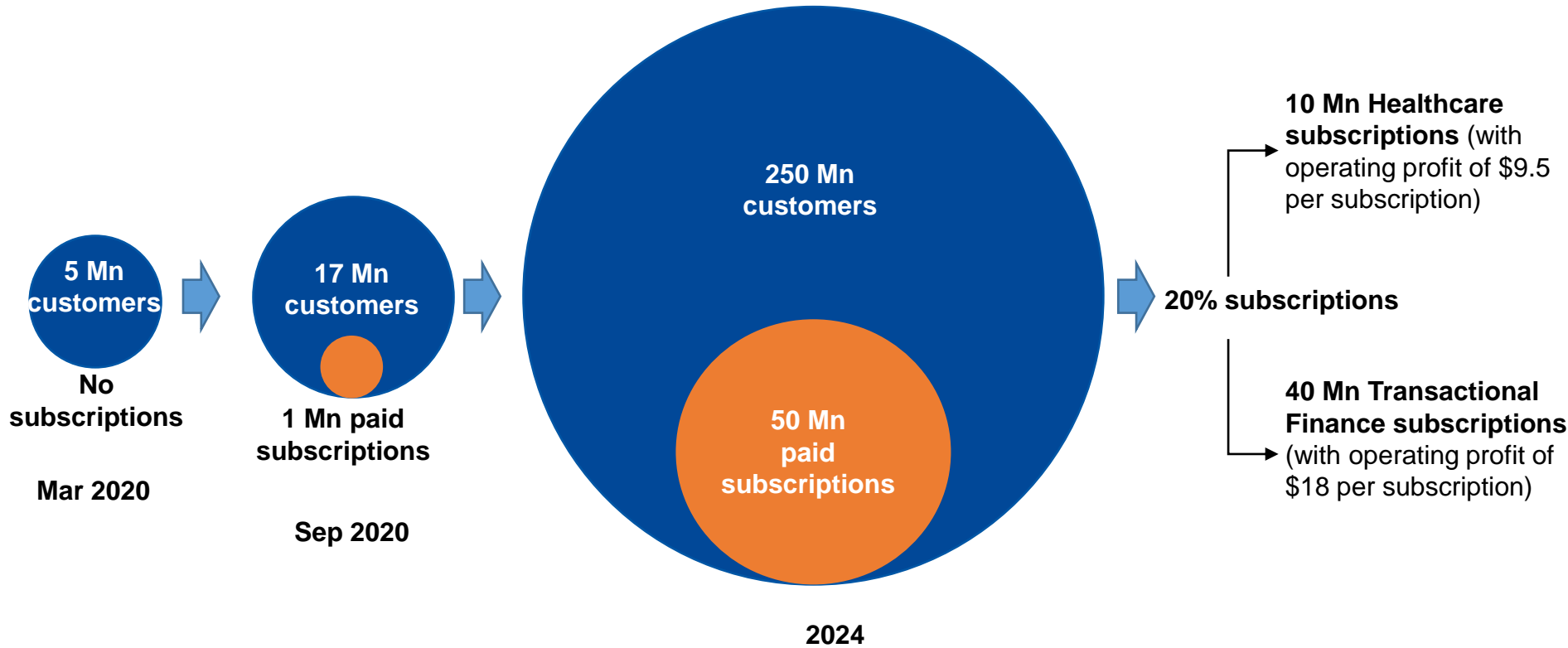
**Instant Credit Line (Loan) in 3 Minutes**  
Join 90 Lakh+ happy Dhani loan customers  
✓ No principal payments for few months  
✓ Enjoy low EMIs  
**GET REFINANCE**

**Premium: Monthly Subscription: \$1.5**  
Instant credit line of 12 months with up to 10% off on EMI using dhani loyalty program, 40% off on medicines and personal doctor available instantly, anytime through video consultation on app

**Monthly subscriptions ranging from \$1.5 to \$7 for each of the products**

\* To be launched in December, 2020

# Our Journey and Path Forward\*



**Average pre-tax operating profit per subscription: \$16.3**

\* If we fail to execute we may not achieve what we expect

# Unit Economics Per Subscription - Doctor



		Doctor Subscription		
Per Annual Subscription + 5 deliveries of \$5 each		<u>\$24 + \$25</u>		
<b>1. Upfront costs</b>	Paid subscription acquisition cost <sup>1</sup>	\$3	} Annual	
<b>2. Variable costs</b>	Doctor variable pay <sup>2</sup>	\$2		
	Cost of medicines in 1 hour medicines delivery <sup>3</sup>	\$7.5		
	Discount @ 40% to customer <sup>4</sup>	\$10		
<b>3. Fixed costs</b>	Doctor fixed salary <sup>5</sup>	\$3		
	Pharmacy operations costs for 1 hour medicines delivery <sup>6</sup>	\$2		
	Fixed overhead costs/ paid subscription <sup>7</sup>	\$12		
<b>Total operating profit per subscription</b>		<u><u>\$9.5*</u></u>		

1. Upfront acquisition cost of \$10 per paid subscription amortized over 3 years of average retention period
  2. \$0.4 variable pay per call x 5 calls per subscriber = \$2 variable cost
  3. 5 orders in a year x \$1.5 cost of medicine per order = \$7.5
  4. 40% discount on average prescription value of \$5 x 5 deliveries a year = \$10
  5. Per doctor 40 consultations in a day for 25 days in month = 1,000 calls in a month; average fixed salary per month = \$600; fixed cost per call = \$0.6; fixed cost per subscription = \$0.6 x 5 = \$3
  6. Fixed cost of pharmacy operations \$0.4 per order x 5 orders in a year = \$2
  7. \$50 Mn fixed overhead costs per month (allocated equally across 50 Mn subscriptions)
- \* Not including value added services such as diagnostics tests and other services which we will continue to add

# Unit Economics Per Subscription – Transactional Finance (with added Doctor)



## Transactional Finance Subscription

<b>Per Annual Subscription</b>		<b><u>\$54</u></b>	} <b>Annual</b>
<b>1. Upfront costs</b>	Paid subscription acquisition cost <sup>1</sup>	\$3	
<b>2. Variable costs</b>	Negative carry costs/ subscription <sup>2</sup>	\$10	
	Credit costs/ subscription <sup>3</sup>	\$6	
	Doctor variable pay <sup>4</sup>	\$2	
<b>3. Fixed costs</b>	Doctor fixed salary <sup>5</sup>	\$3	
	Fixed overhead costs/ paid subscription <sup>6</sup>	\$12	
<b>Total operating profit per subscription</b>		<b><u>\$18</u></b>	

1. Upfront acquisition cost of \$10 per paid subscription amortized over 3 years of average retention period
2. \$100 average utilization of creditline at negative carry of 10%
3. Credit costs of 6% on average utilization of \$100
4. Assuming users utilize doctor calling facility with \$0.4 variable pay per call x 5 calls per subscriber = \$2 variable cost
5. Per doctor 40 consultations in a day for 25 days in month = 1,000 calls in a month; average fixed salary per month = \$600; fixed cost per call = \$0.6; fixed cost per subscription = \$0.6 x 5 = \$3
6. \$50 Mn fixed overhead costs per month (allocated equally across 50 Mn subscriptions)

## SAFE HARBOUR STATEMENT

This document contains certain forward-looking statements based on current expectations of Dhani Services Ltd.'s (CIN: L74999DL1995PLC069631) management. Actual results may vary significantly from the forward-looking statements in this document due to various risks and uncertainties. These risks and uncertainties include the effect of economic and political conditions in India, and outside India; volatility in interest rates and in the securities markets; new regulations and government policies that might impact the business of Dhani Services Ltd.; the general state of the Indian economy; and the management's ability to implement the company's strategy. Dhani Services Ltd. doesn't undertake any obligation to update these forward-looking statements.

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