



QUALITY CARE THROUGH PARTNERSHIP

A franchise opportunity with **TriBeCa Care**, India's leading Elder Care platform

SENIOR CARE – A MASSIVE OPPORTUNITY

- **\$ 4 Billion (Rs 30,000 crores) Industry**
 - Growing at 20% p.a but totally unorganized and lacking professionalism
- **104 million (10.4 crore) people in India are aged 60+**
 - 1 in 10 is an Elderly. This will become 1 in 6 in 20 years
- **Aged population is growing fast**
 - 60+ population will be 173 million (17 crores) by 2026 (est.)
- **Families want their elderly to “AGE-AT-HOME”**
 - 90% elderly do **NOT** want to move to an old age home
 - Yet, more elderly are staying alone, as children live separately
- **The elderly need significant support at home**
 - 4 out of 5 need help with at least 1 domestic help activity
 - 6 out of 10 elderly had falls in the last 2 years
 - 1 in 5 need hospitalisation or clinical check-ups annually
 - 1 in 10 elderly worry about safety & security

THE PROBLEMS OF AGEING

PHYSICAL HEALTH

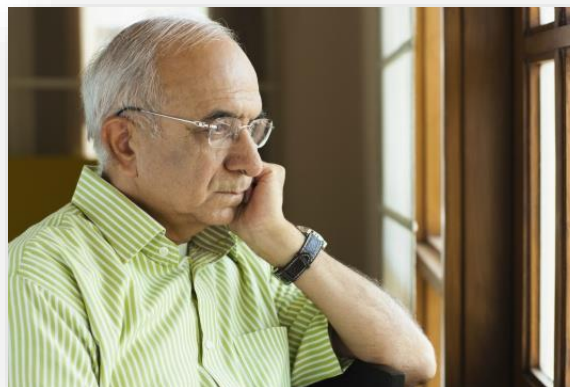
- Acute Care needs
- Chronic Diseases
- Mobility issues
- Emergency Hospitalisation
- Fall risk at home
- Insomnia
- Loss of hearing & vision

MENTAL HEALTH

- Loneliness/Depression
- Memory Loss
- Confusion
- Dementia & Alzheimer's
- Social isolation
- Lack of engagement (e.g. hobbies, interests)

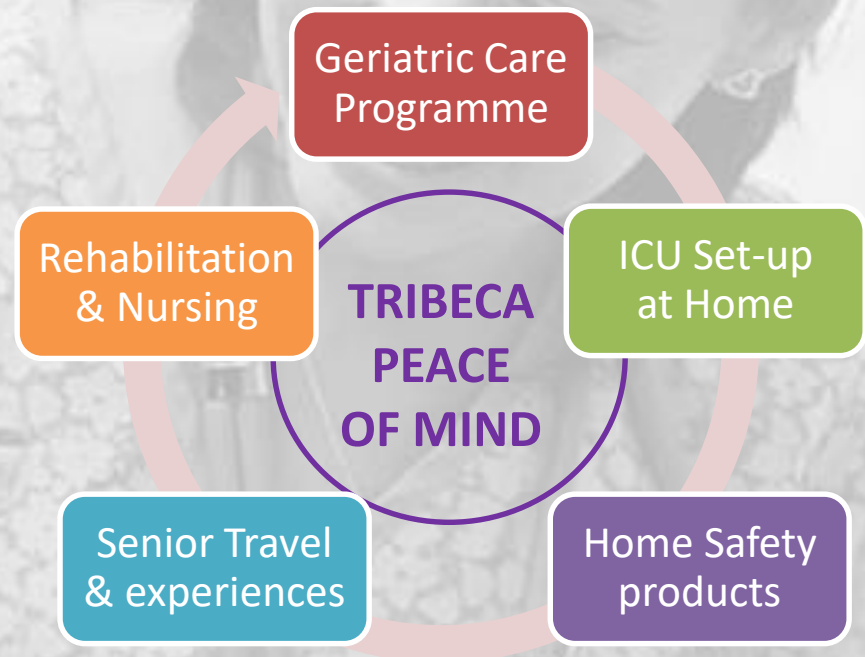
DAILY LIVING

- Lack of companionship
- Home security concerns
- Home Care quality
- Challenges with Medication Management
- Mobility Assistance



TRIBECA CARE : Making aging easier for India

- India's leading **tech-enabled** Elder Care platform.
- Provides a wide range of **medical, non-medical & para-medical** services.
- Typical customers are busy families **organising care** for elderly loved ones from far.
- **Strong management team** (IIT, IIM, Cambridge, Boston University, Columbia University, Calcutta Medical College, NHS) that keeps the elderly at the centre of our care model
- Partners of top hospitals, hotels & travel companies with **elder specialist services**.
- Creates products, services, technology and operational protocols to service the **Indian geriatric customers**.



"We have been members of TriBeCa for a while now. I have been extremely impressed by the sincerity with which the care managers performs their duties. The organization has been nothing less than a boon."

~ Dr. Ranjan Raychoudhury

WHY BECOME A TRIBECA FRANCHISEE

- Be a part of the **#1** Elder Care platform in India
- Become an Elder Care Entrepreneur
 - **Create Social change:** India's elderly urgently need better support at home. You will make a difference immediately for every family you touch with your services
 - **Potential to earn extremely well:** A well run elder care organisation can provide significant return on capital invested by you as a franchisee
- Get support at every stage of your business from Tribeca Care:
 - **MARKETING & SALES** build your local market with expertise from the industry leaders
 - **BEST TRAINING PROTOCOLS** for care workers, nurses and franchisee managers
 - **WORLD CLASS TECH BACKEND** that allows you to focus on growth – not just on admin
 - **24/7 CUSTOMER SERVICE HELPLINE** managed by Tribeca Care for your territory too
 - **ACCESS THE BEST ELDER CARE PORTFOLIO** to improve care standards and your revenues
- Run your own business in an industry with high demand.
Benefit from the Tribeca Care brand and processes.

TRIBECA CARE “GO-START”: Franchisee Benefits

1. Tribeca’s **“Go-Start” programme** makes it easy for franchisees to start
2. **Receive world class support** to grow the business in your own territory
3. **Get trained and mentored** by the 100+ Tribeca Care professionals
4. **Start building your team** from 2,500+ Tribeca registered care workers
5. **Benefit** from partnerships with top hospitals & nurse training schools
6. Just plug in to an **award-winning technology backend** for billing & operations

4.5 star
rating on
Google

14,000 +
Customers
served in
Kolkata
alone

5+ million
hours of
home care
delivered



Talent



Training



Technology



Infrastructure



Community



Expertise



“GO – START” FRANCHISEE PACKAGE

Detailed Business
Planning Support
before launch

Digital Marketing
& Sales Support for
your own territory



Premium Branding
& brochures for
new customers

Ongoing Training
for care workers
and office staff



Technology for
billing, scheduling
& monitoring

High revenues
from business in
your territory

AWARD WINNING “GO – START” TECH

GROW YOUR AGENCY



CRM



Marketing Tools



Readmission Tracking



Preferred Partners

MANAGE CAREGIVERS



Applicant Tracking



Caregiver Portal



Employment Screening



Work Comp Insurance

DELIVER CARE



Community Care



Caregiver Safety



Smart Telephony



Family Room



Worksafe Central



Caregiver Mobile App

OPTIMIZE OPERATIONS



Billing & Payroll



Overtime/ACA Tools



Reporting & Analytics



Payment Processing

FRANCHISEE COMMERCIAL SUMMARY

Total Investment Required: Rs 8 lakhs

Initial Franchisee Term: 6 years

High Expected Returns: Details on request



TriBeCa
Care

Bringing
Healthcare
Home 

THANK YOU