



Adding Smiles To Life

To,  
National Stock Exchange of India Ltd.  
Exchange Plaza, C 1, Block G,  
Bandra - Kurla Complex,  
Bandra (E),  
Mumbai - 400 051.

**Company Symbol: QMSMEDI**

**ISIN: INEOFMW01018**

**Sub: Investor Presentation under the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015 ('Listing Regulations').**

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, please find enclosed herewith Investor Presentation with respect to the financial results for the quarter ended June 30, 2024.

Kindly take the same on your records and oblige.

Thanking you,

**Yours truly,**

**FOR QMS MEDICAL ALLIED SERVICES LIMITED**

**TORAL BHADRA  
COMPANY SECRETARY AND COMPLIANCE OFFICER  
MEMBERSHIP NO.: A56927  
DATE: AUGUST 28, 2024  
PLACE: MUMBAI**

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**QMS Medical Allied Services Ltd.**

📍 1A-1B / 2A-2B, Navkala Bharati Building, Plot No. 16, Prabhat Colony, Road No. 3, Santacruz (East), Mumbai - 400 055.

☎ +91-022 - 6288 1111 🌐 [www.qmsmas.com](http://www.qmsmas.com)

CIN: L33309MH2017PLC299748; Email Id: [mm@qmsmas.com](mailto:mm@qmsmas.com)



QMS MEDICAL ALLIED SERVICES LIMITED

UNLEASHING  
HOLISTIC HEALTHCARE  
ENGAGEMENT SOLUTIONS  
**ECOSYSTEM**

INVESTOR PRESENTATION  
AUGUST 2024

## DISCLAIMER

This presentation may have certain statements that may be “forward-looking” including those relating to the general business plans and strategy of QMS Medical Allied Services Limited, its outlook and growth prospects. The actual results may differ materially from these forward-looking statements due to several risks and uncertainties, which could include future changes or developments in QMS Medical Allied Services Limited, the competitive environment, the company’s ability to implement its strategies and initiatives, responding to technological changes as well as socio-political, economic and regulatory conditions in India.

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## AT A GLANCE

**30 years of industry presence**

**Started by first generation enterprenuer - MBA with work-ex at 3M**

**250+ employees including deep leadership team**

**130+ institutional customers, including top 50 pharma companies**

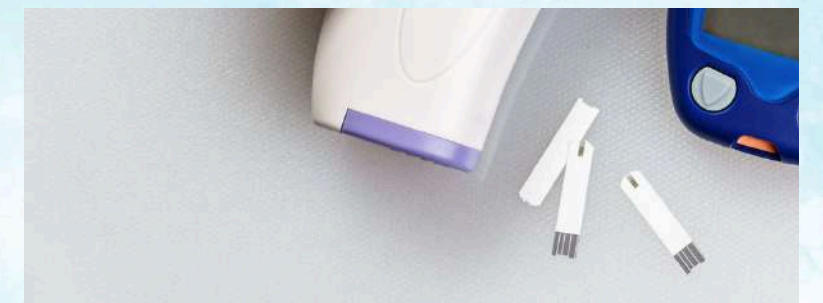
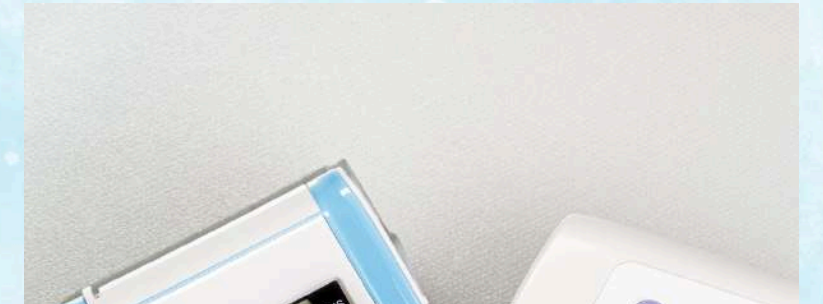
**Revenues of Rs. 122 crore with an EBIDTA margin of 15.3%**

**Listed at NSE Emerge in October 2022; Market cap of Rs. 221 crore (22.08.24)**

**Two business verticals - Products (including own brand) and Services**

**In-depth experience in sourcing & distributing 900+ SKUs**

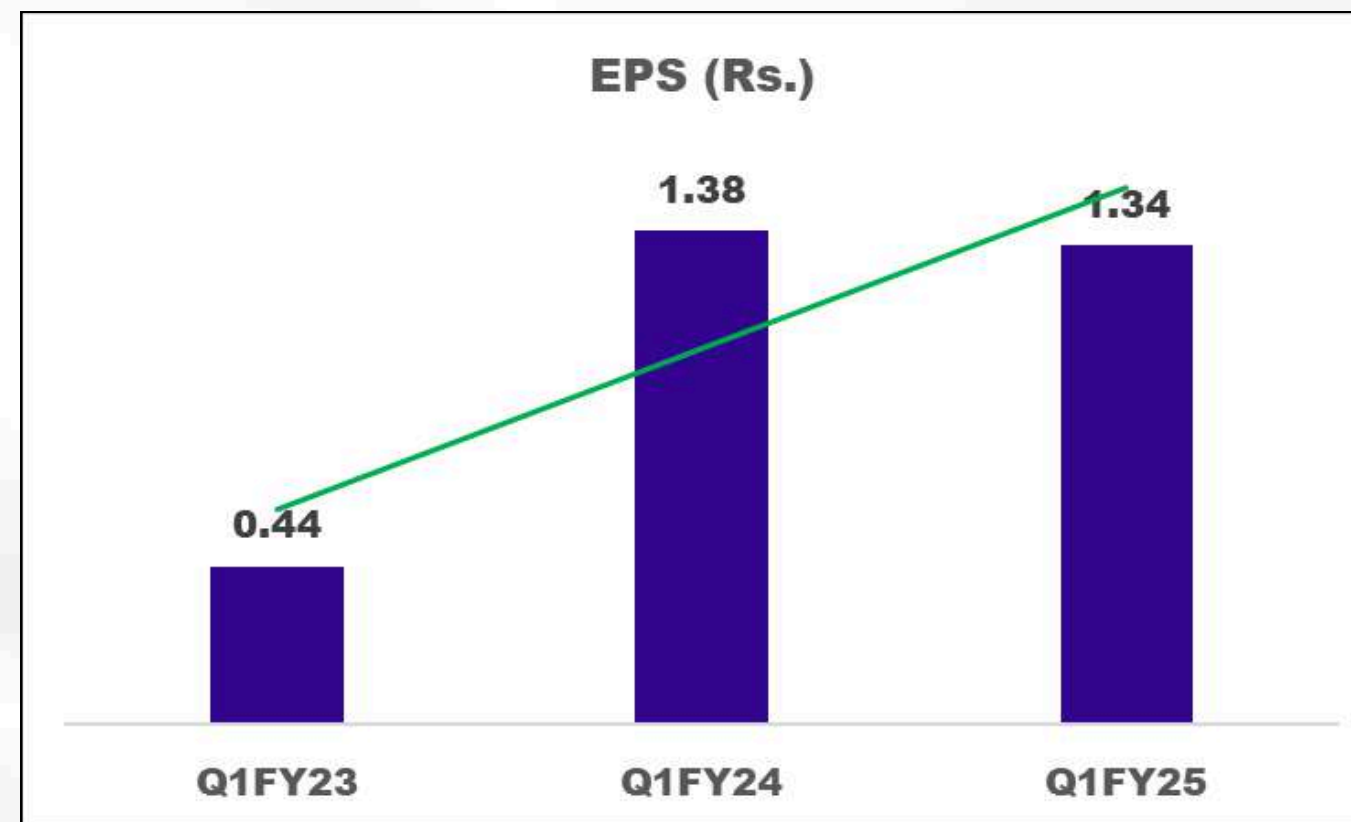
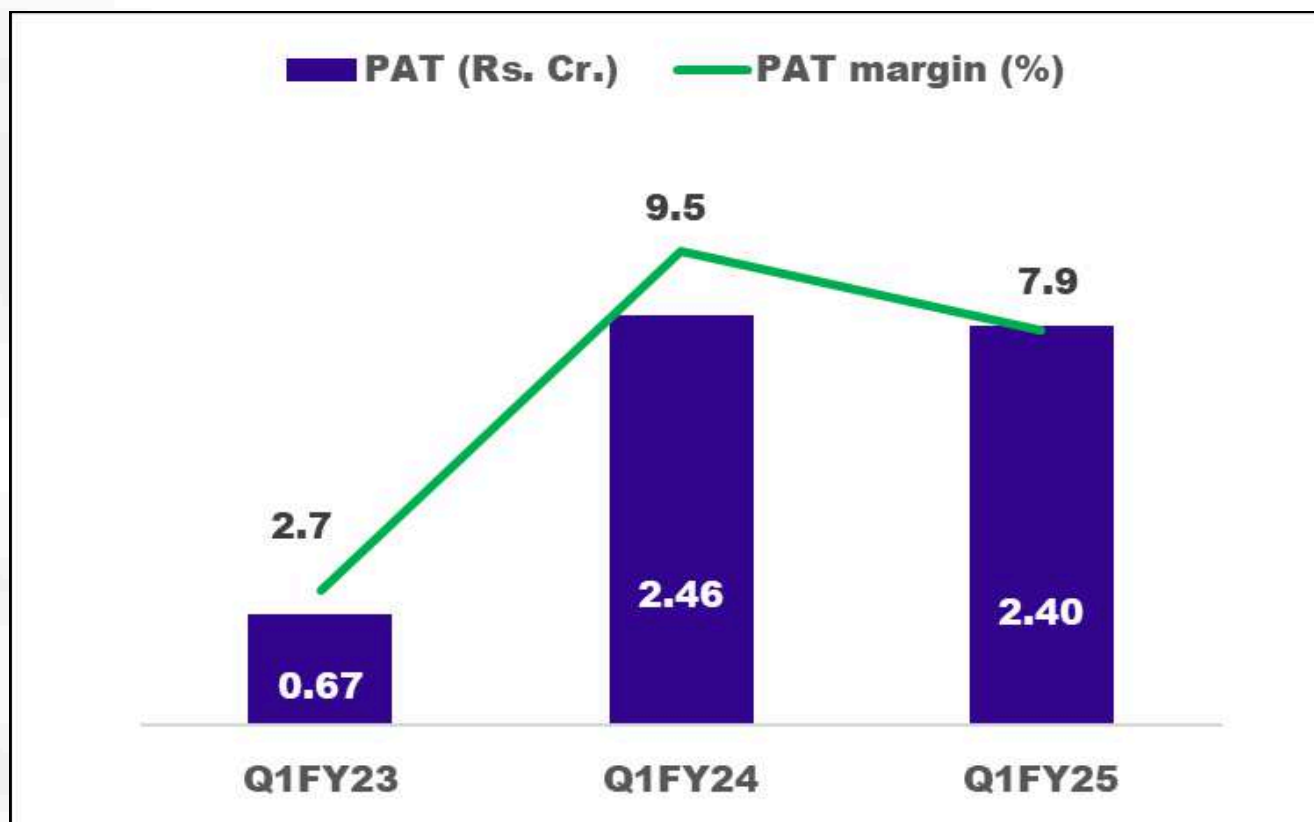
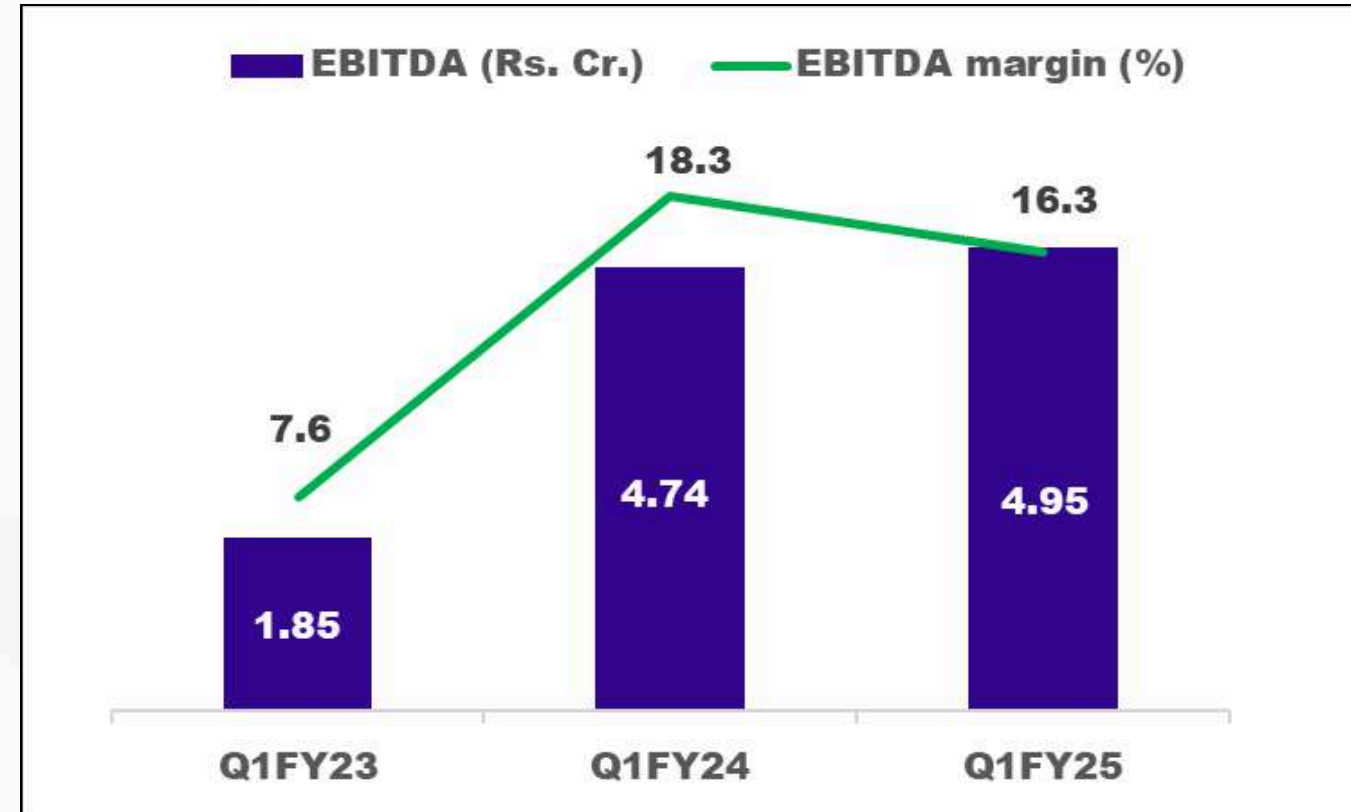
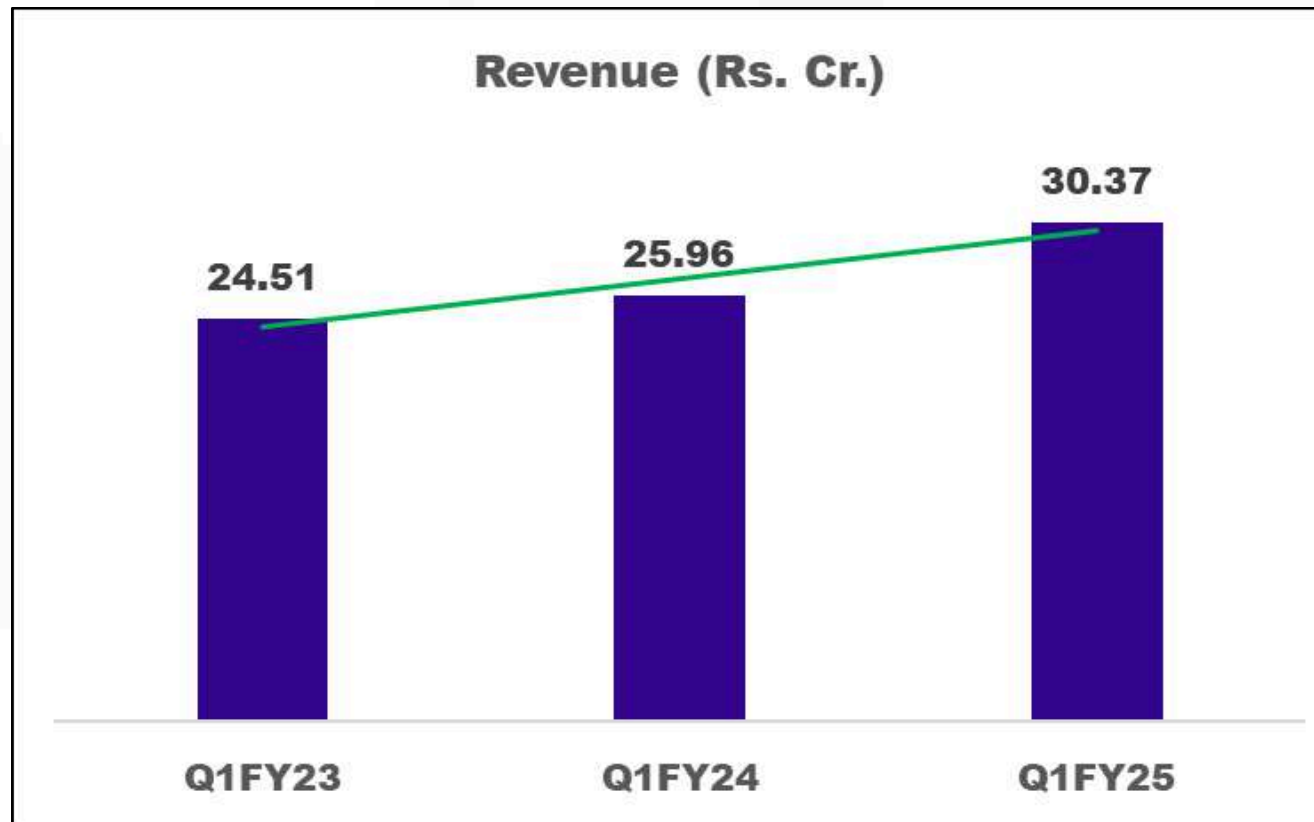
**5000+ servicable pin-codes across India**



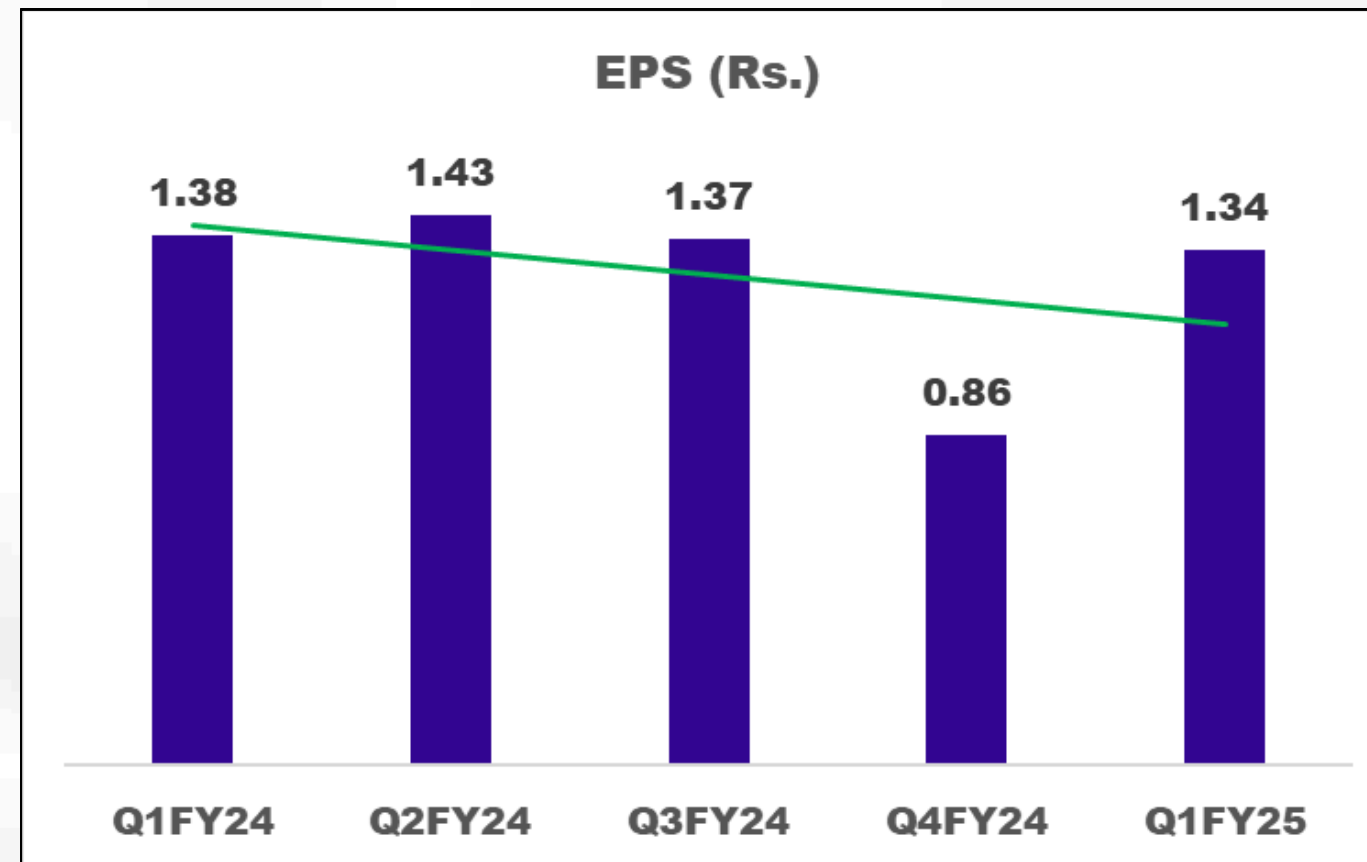
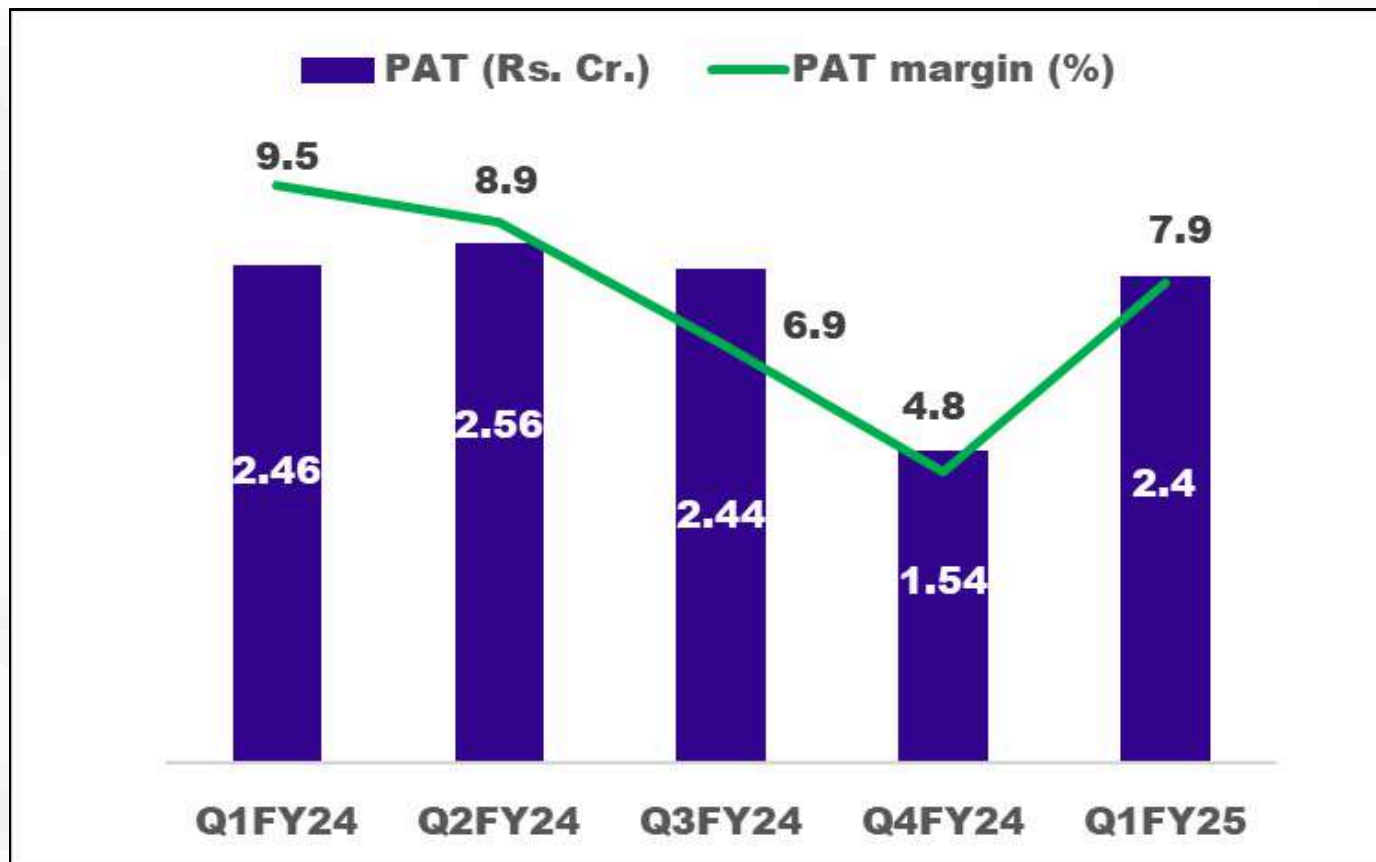
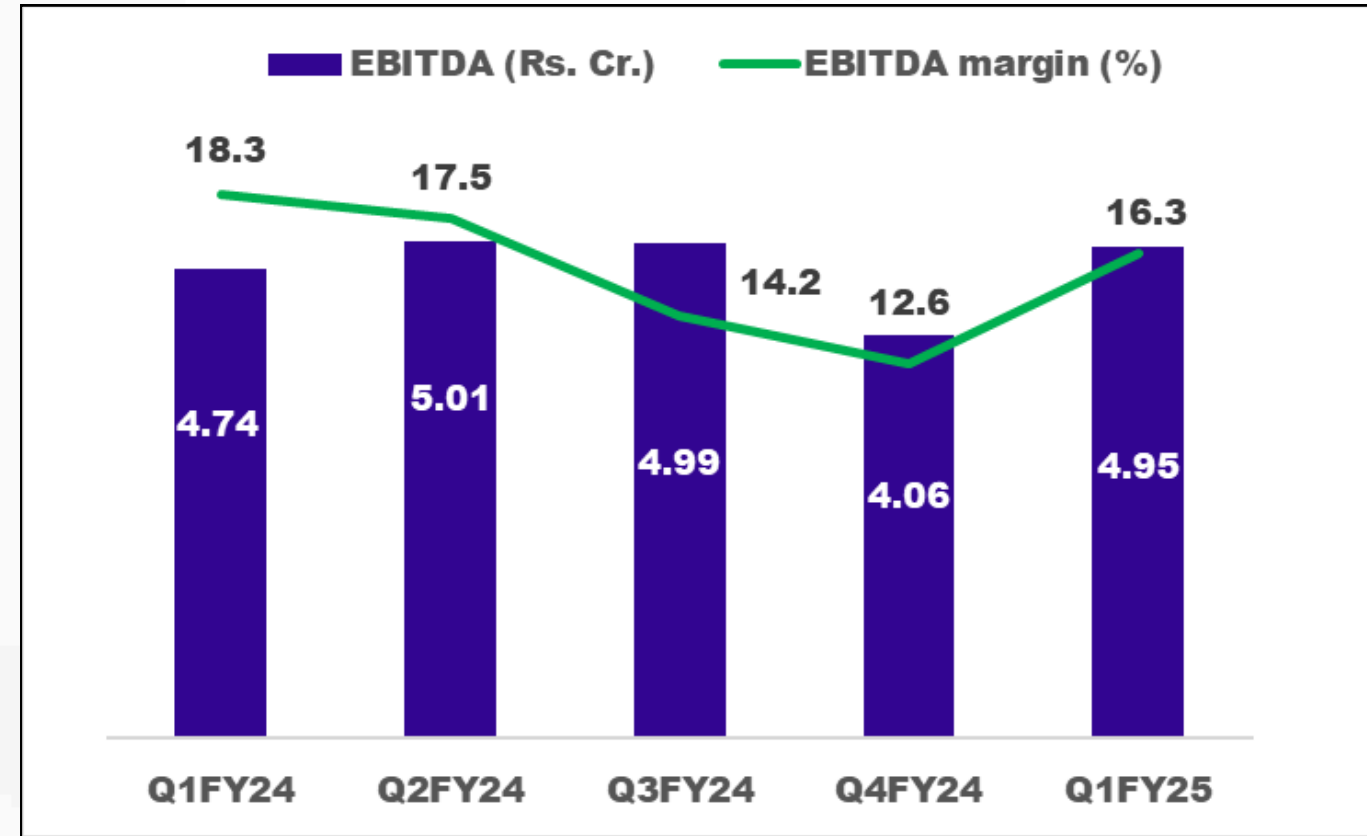
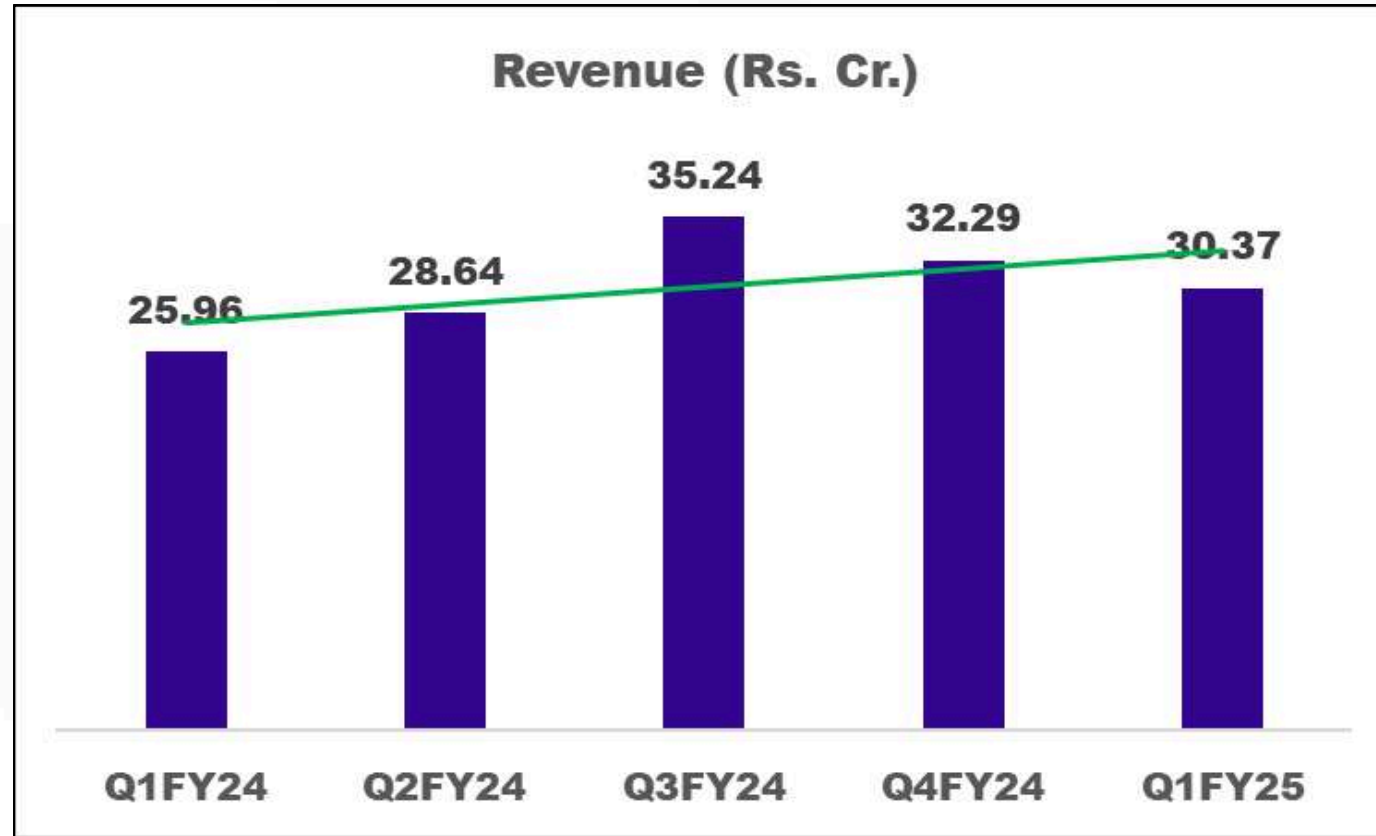


**OUR PERFORMANCE  
IN NUMBERS**

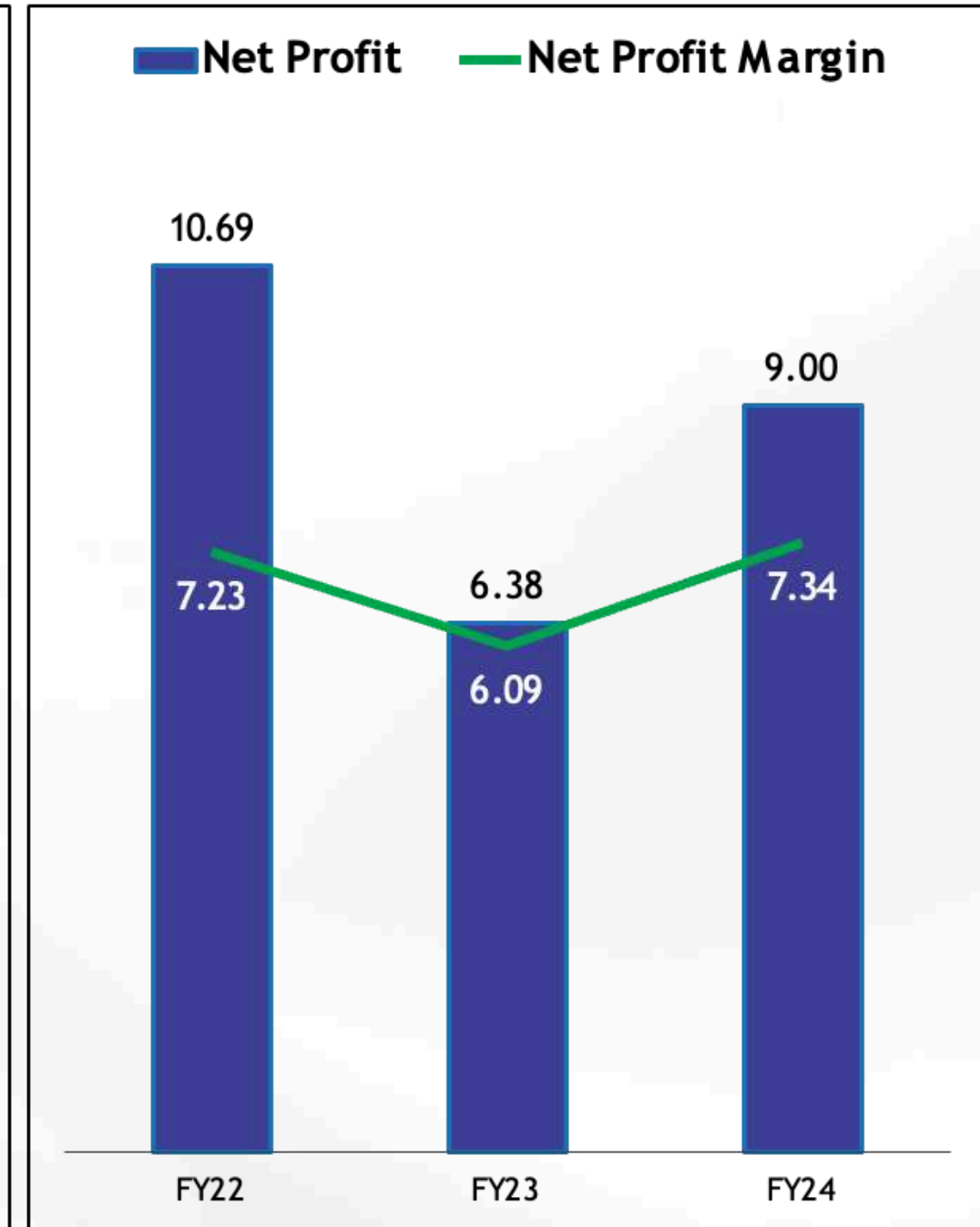
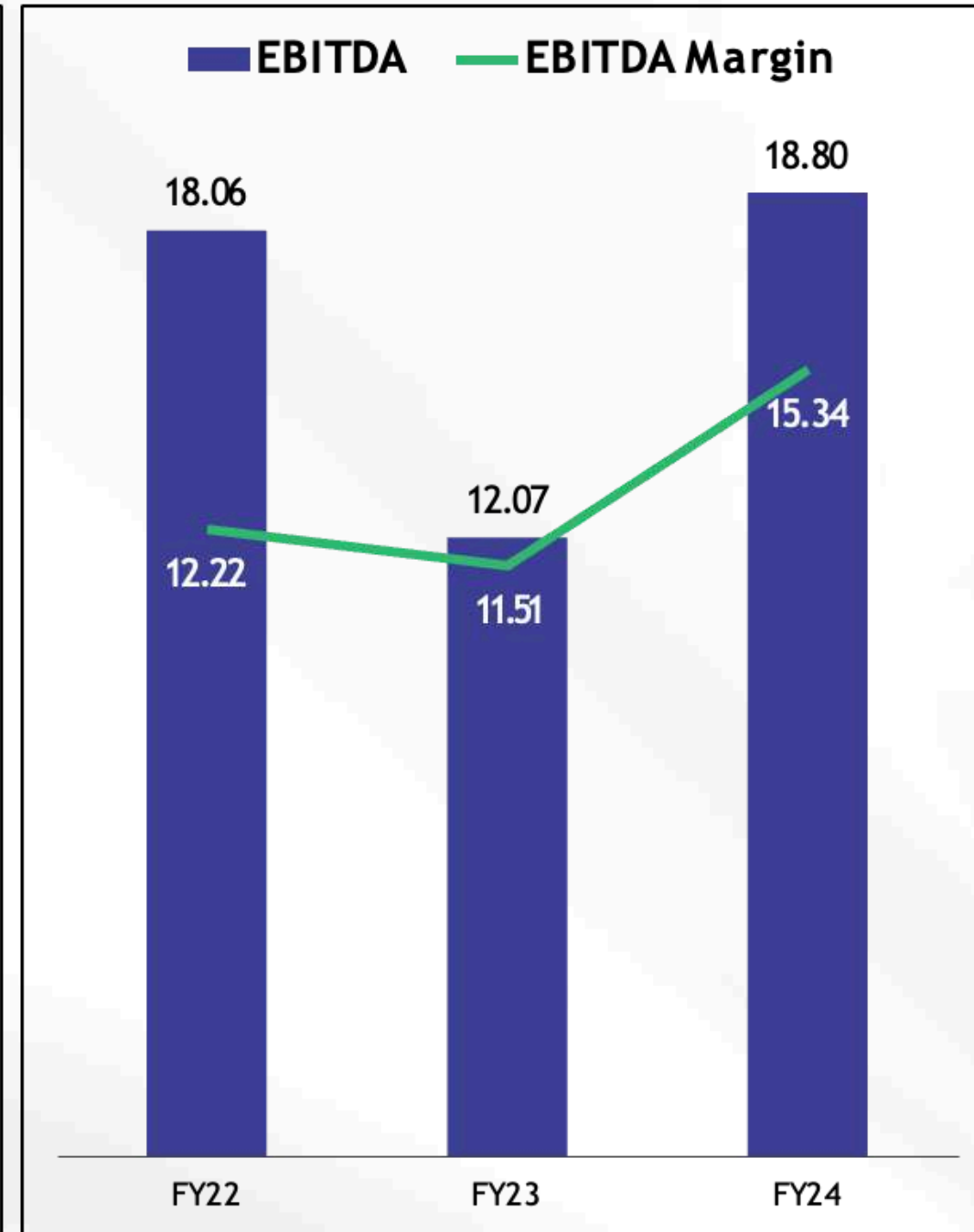
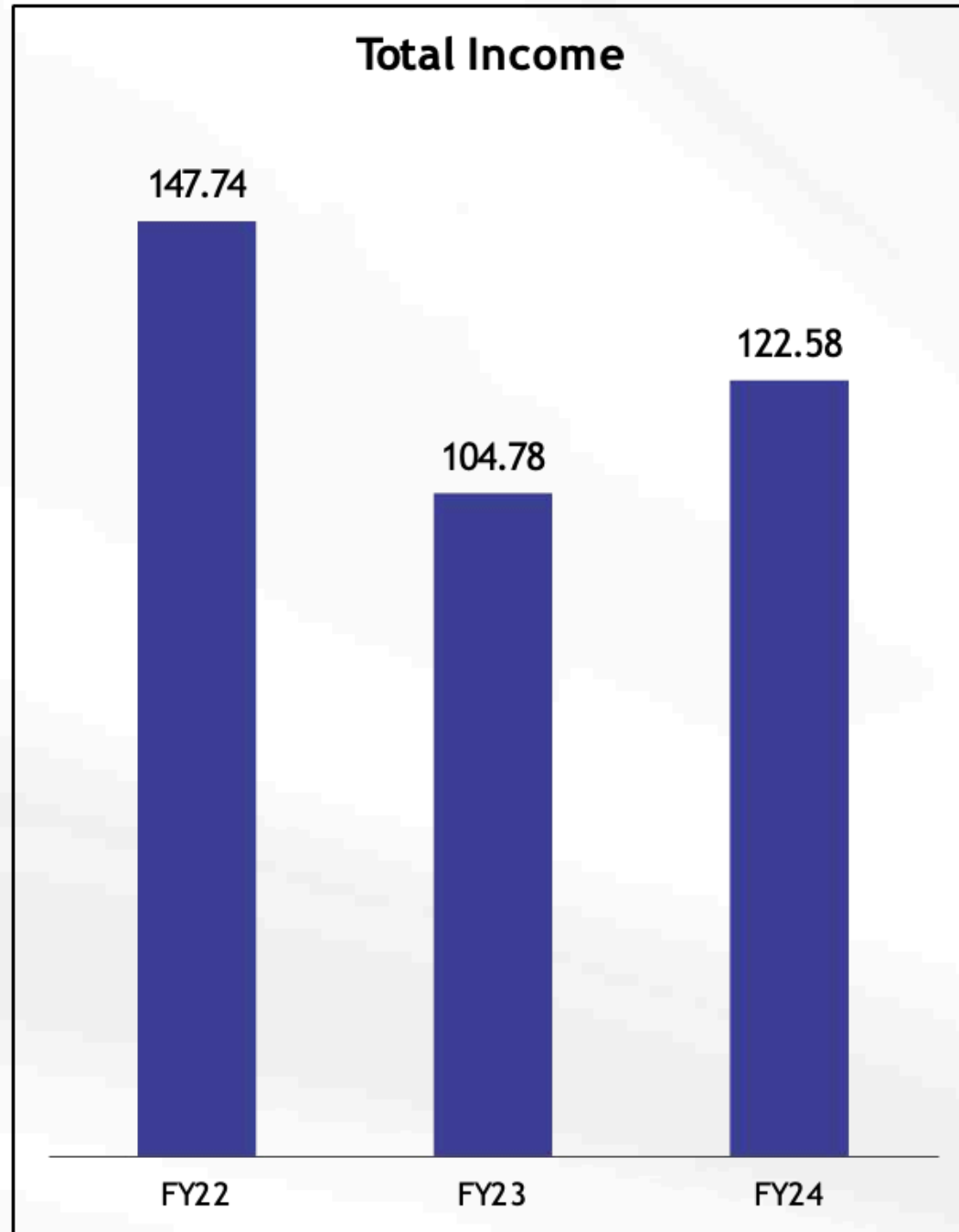
# OUR Q1FY25 (Q-O-Q) PERFORMANCE IN NUMBERS



# OUR Q1FY25 (SEQUENTIAL) PERFORMANCE IN NUMBERS

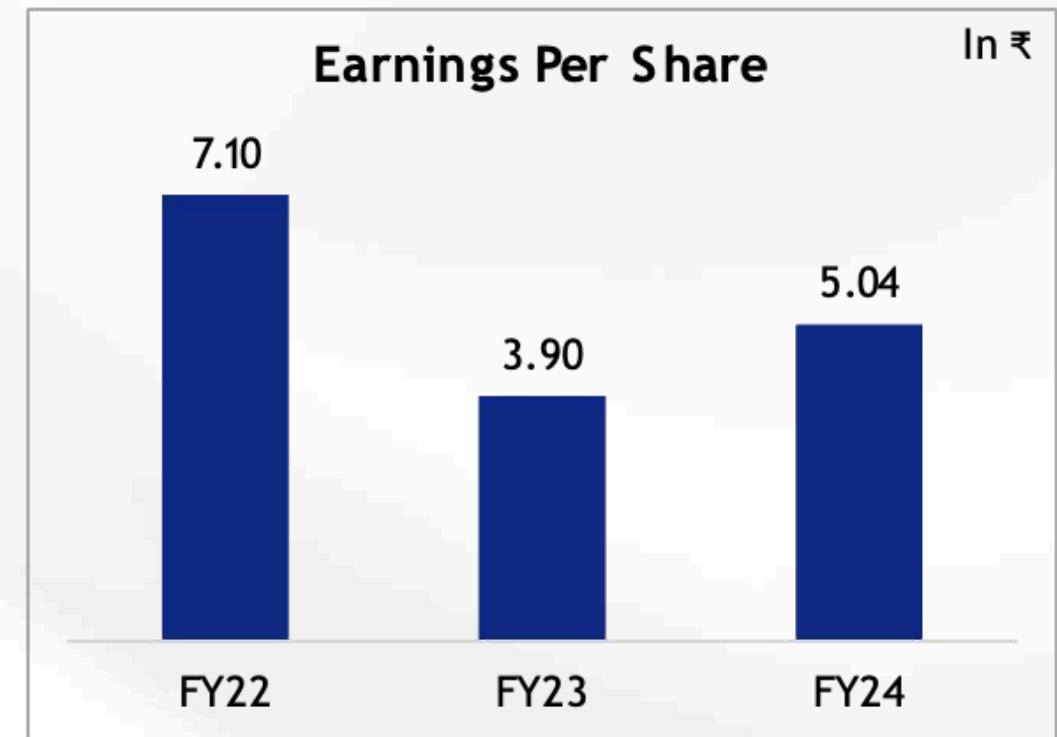
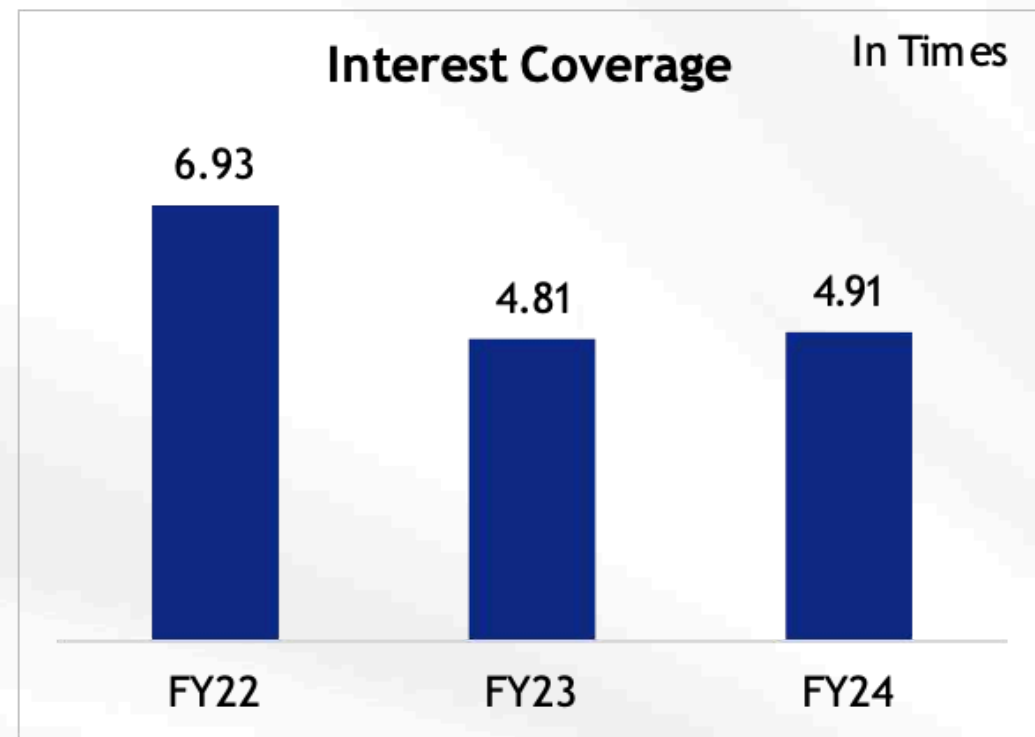
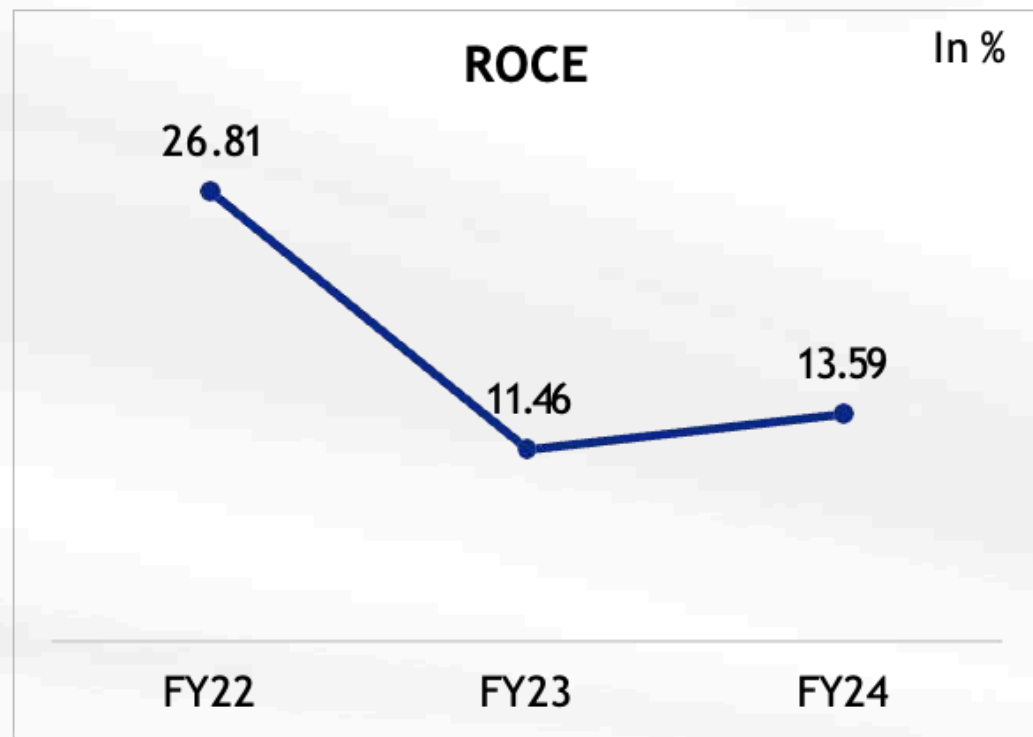
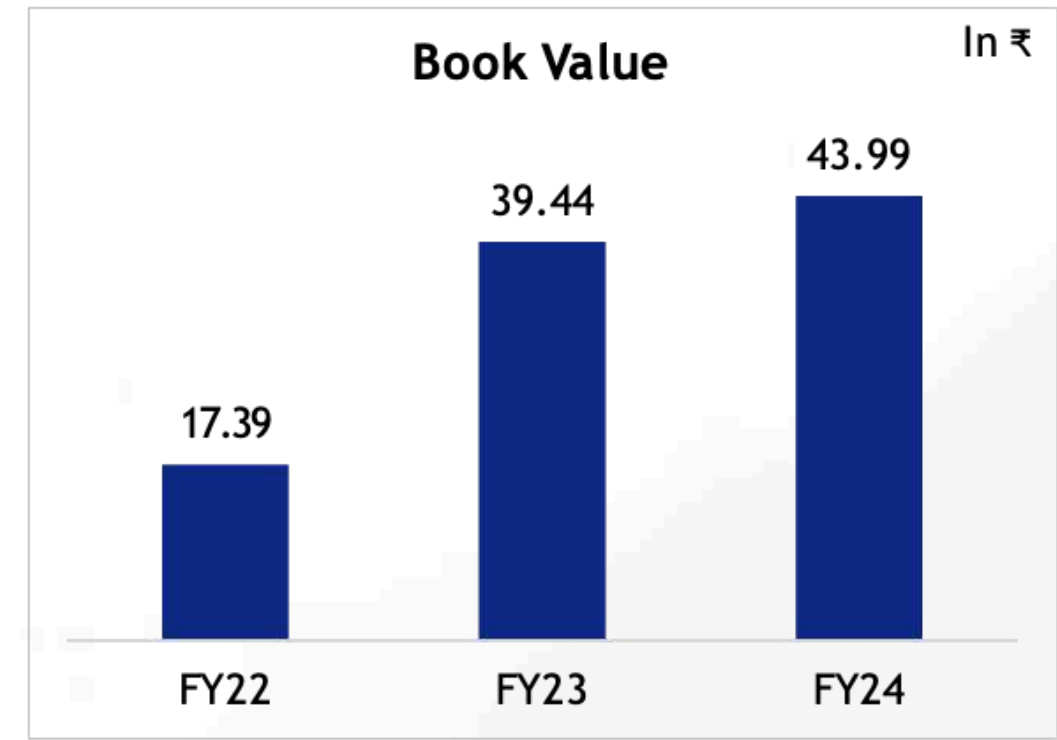
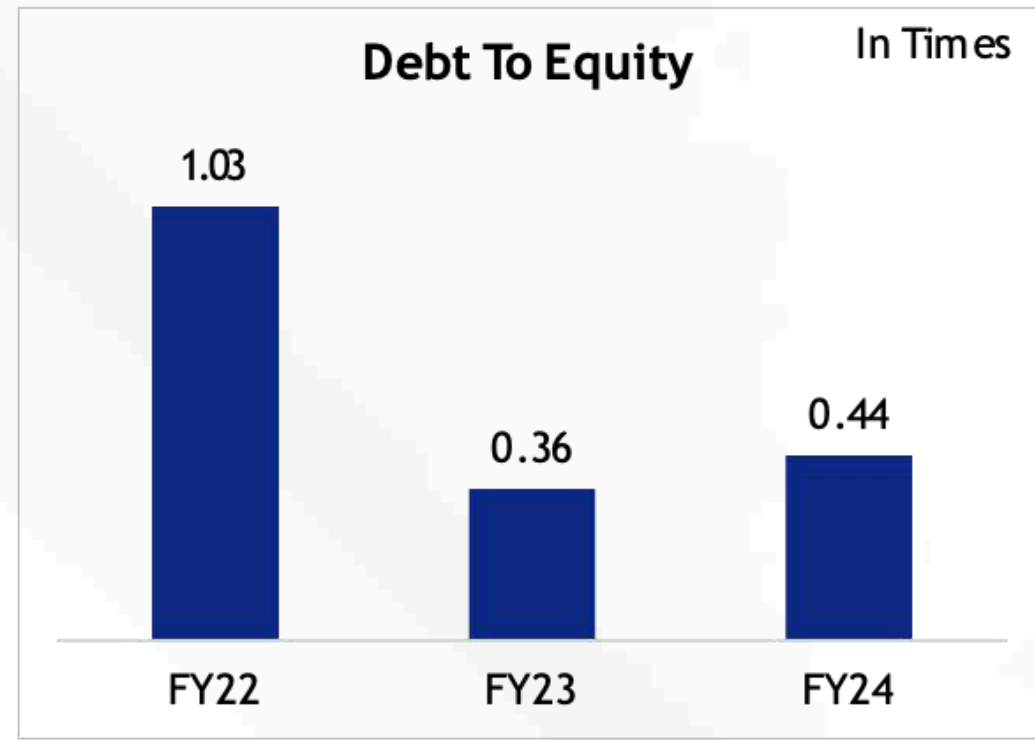
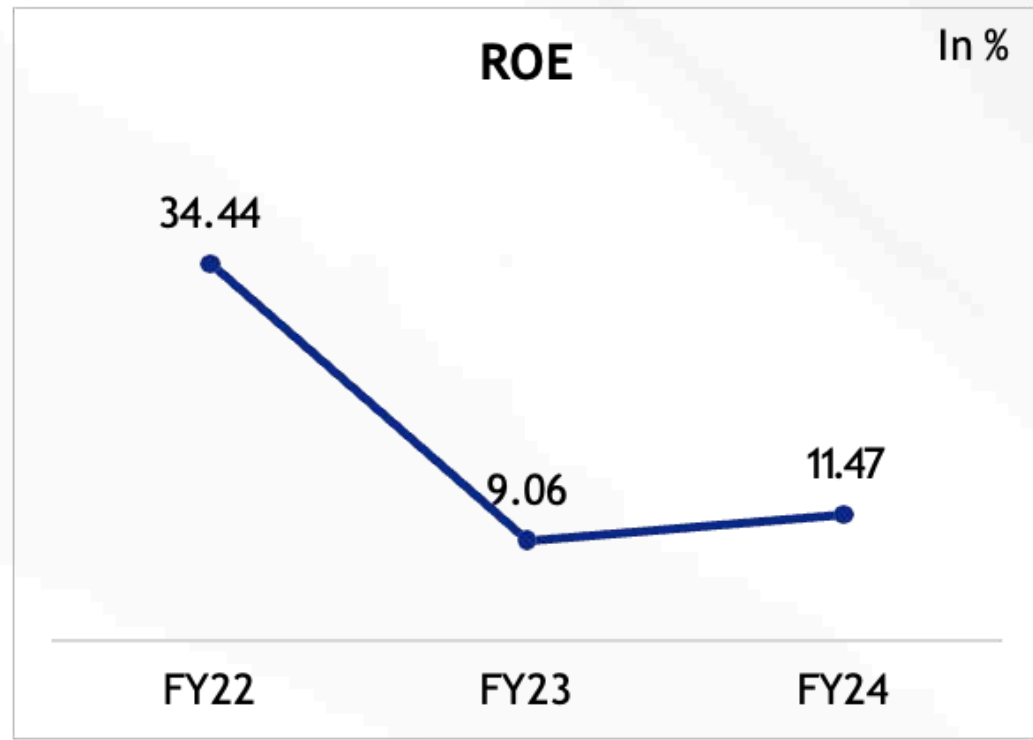


# ANNUAL PERFORMANCE

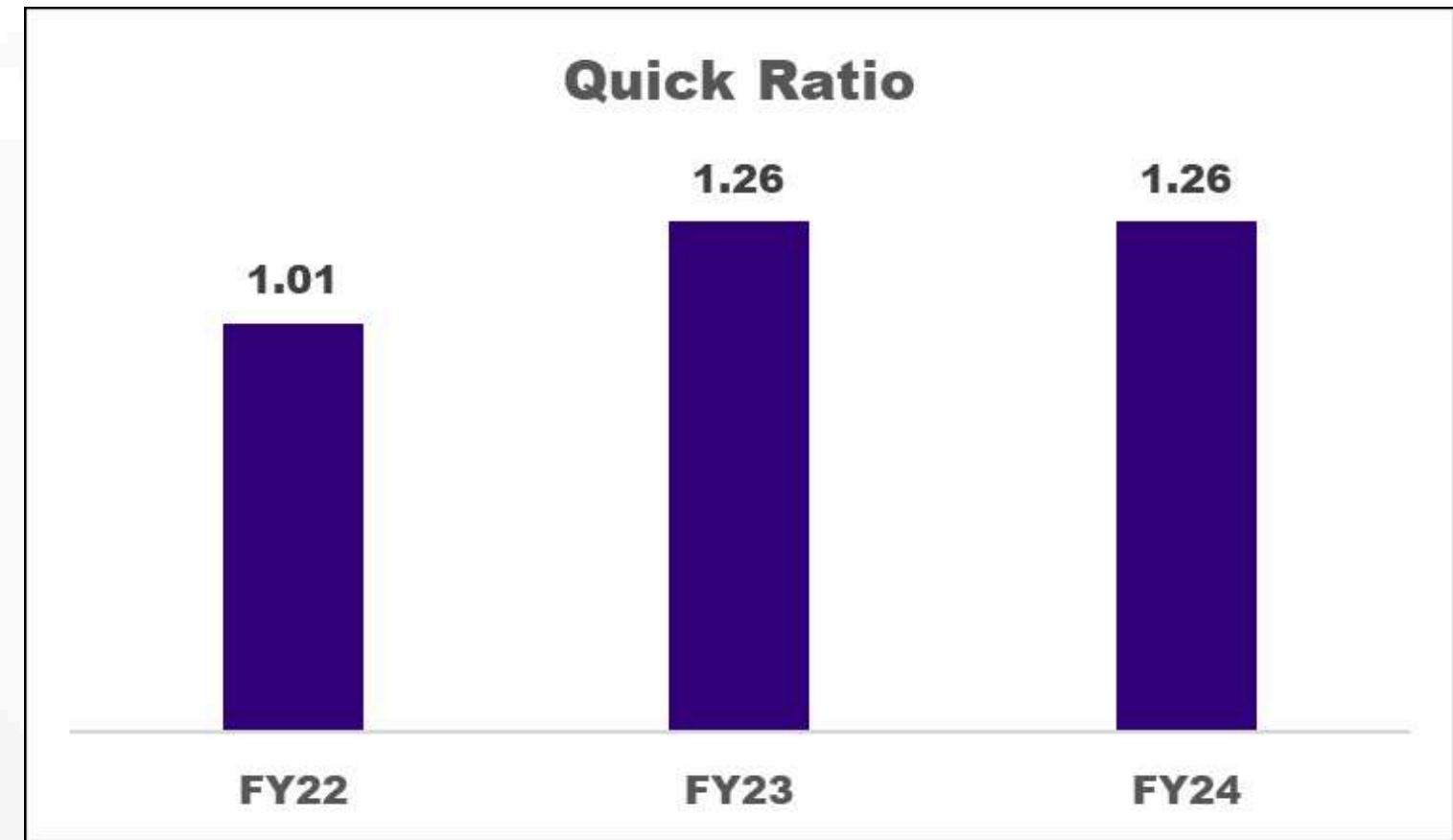
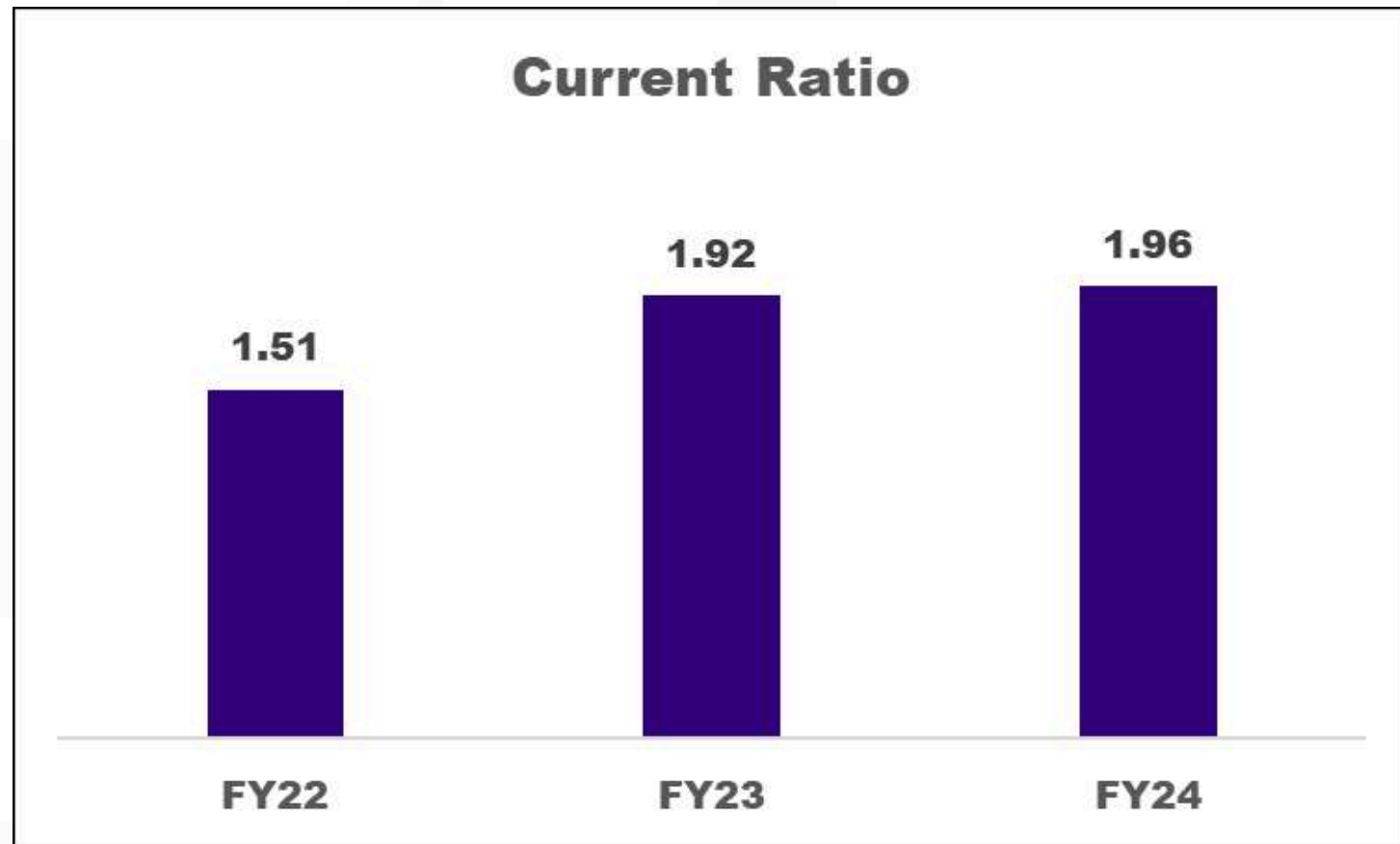


Amount In ₹ Cr & Margin in %

# ANNUAL NUMBERS - DIGGING DEEPER



# ANNUAL NUMBERS - DIGGING DEEPER



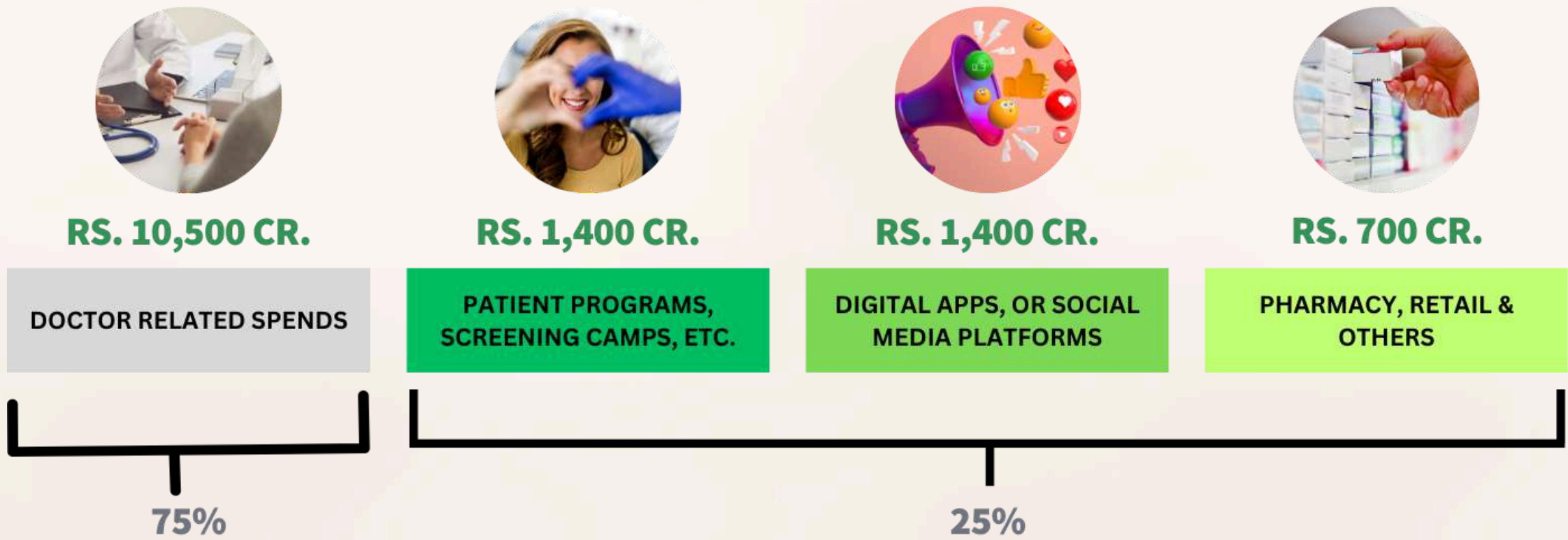


**THE OPPORTUNITY  
LANDSCAPE**

# THE OPPORTUNITY ECOSYSTEM

- The company has historically offered their services to pharmaceutical companies in an effort to maximize the efficacy of their marketing campaigns in the retail sector
- The Total Indian Pharma Market is estimated to reach a value of INR 239,600 Cr. in 2024 (source: IQVIA report), of which Retail Sector may account for an estimated Rs. 177,300 Cr
- The sector is highly regulated and credibility alongwith deomstrated execution prowess serve as entry barriers to this evolving ecosystem

## ADVERTISING /PROMOTIONAL SPENDS AMOUNTING TO 8% OF RETAIL SECTOR REVENUE



Provision of customized scientific solutions to assist the top 50 pharmaceutical companies in maximizing the effect of their patient and doctor outreach programs forms the opportunity landscape for us.

# THE SHIFT FROM PRODUCT TO SOLUTIONS IS DRIVING THE FUTURE OF THE INDUSTRY

## Patient Service Programs are coming to the forefront of doctor engagement ecosystem

- Regulatory Changes In Traditional Pharmaceutical Marketing Efforts to Doctors
- Recent and Future Product Launches
- Rapid Growth in Non-Communicable Diseases
- Increase in Health Insurance Coverage
- Initiatives to Improve Access to Healthcare and Essential Medicines by the Government

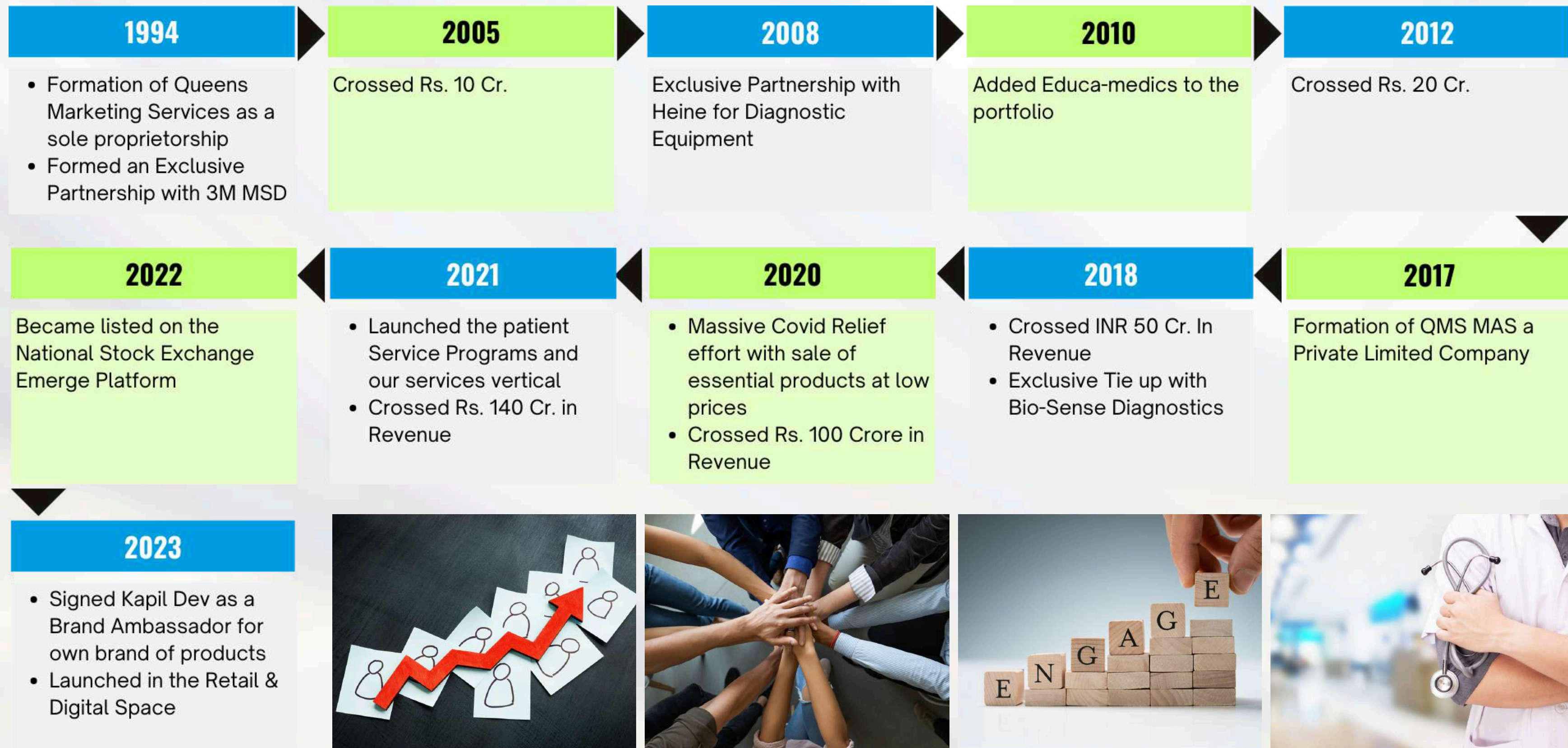


## Leading to the new avenues of engagement being focused upon by pharma companies in association with the doctors

- Increase in specific diagnostics / PSP, PAP and awareness of programs
- Increase in screening with labs and POC
- Improved access / affordability / specialized care
- Increase in PSP, Screening and specialized tests

# ABOUT US

# OUR JOURNEY OF INCREMENTAL GROWTH



## LED BY A HIGHLY EXPERIENCED FOUNDERS



### **MAHESH MAKHIJA**

*FOUNDER, CHAIRMAN AND MANAGING DIRECTOR*

Mahesh founded the company in 1994 and has been the catalyst for its extraordinary growth. His strategic roles encompass Business Development and Expansion, forging Strategic Alliances, Business Strategy Formulation, and Mergers and Acquisitions. Mahesh transformed the business from a sole proprietorship into a publicly listed powerhouse, guiding it through complex regulatory and market landscapes with visionary leadership and unwavering foresight.

With over 35 years of experience in the Indian healthcare industry, including significant positions at multinational giants, Mahesh's expertise has been instrumental in maintaining the company's high operational standards.

He holds a Bachelor's degree in Mathematics and Operations Research and an MBA in Marketing from Mumbai University. A former competitive boxer and cricketer, Mahesh now enjoys reading and meditating in his spare time.

### **DR. GUDDI MAKHIJA**

*DIRECTOR, MEDICAL TRAINING & ADMINISTRATION*

Dr. Guddi Makhija, a renowned Homeopathic Physician and Therapist, brings a passion for healing and an exceptional dedication to her role. She oversees the recruitment and administrative management of the company, ensuring the validation and inspection of new service lines. Her unparalleled contributions to the inception and development of QMS MAS have been instrumental in its growth and enduring legacy.

With a profound background in medicine, Dr. Guddi holds a degree in Homeopathic Science from SCMP Medical College and a fellowship in Advanced Homeopathy from Maharashtra University of Sciences. Additionally, she has completed a Human Resources course from the prestigious Indian Society for Individual and Social Development (ISISD).

Beyond her professional endeavours, Dr. Guddi is deeply committed to social causes. She collaborates closely with the Satya Sai Baba Trust, working to address the needs of underprivileged communities by adopting villages in Maharashtra and improving their infrastructure.



## SUPPORTED BY A CREDIBLE BOARD & ADVISORS



**DR. D N. PATHAK**  
PRINCIPAL ADVISOR

Dr. Pathak is a distinguished professional with extensive leadership experience in public sector and government ministries. He is a Former Principal Chief Controller of Accounts (Pr. CCA) at Ministry of Education & a Former CCA, Ministry of Finance, Steel & Mines, MOHFW and Commerce. He holds over 30 years of in-depth experience in budgeting, audit, and corporate management. Currently, he is a Director at several boards, including Datachurners and Asian Hotel, and serves as an adviser for multiple organizations including Common Service Center (SPV of Min of Electronics & Information Technology, Govnt of India); Global Payments; UV-ARC and Medikabazar. He completed his Masters from prestigious Benaras Hindu University and then earned his Ph.D. and M.Phil degrees in Life Sciences from Jawaharlal Nehru University. He then went on to complete 5 years post-doctoral studies in various Institutions of USA (UTMB, Texas; UAB, Alabama and UCSF, California). Dr. Pathak is a celebrated speaker and an author, which his work published extensively in both biomedical and management fields. Dr Pathak is known for his strong ethical approach, high motivation, and commitment to excellence.

**PRAJWAL POOJARI CA**  
INDEPENDENT DIRECTOR

Prajwal Poojari is a distinguished Chartered Accountant with over 15 years of professional experience. As a self-practicing CA, he has built a reputation for excellence in financial management, auditing, and advisory services. Prajwal also serves as an independent director for the company, where his extensive expertise in financial oversight and strategic planning significantly contributes to the company's governance and sustainable growth. His deep understanding of regulatory frameworks and commitment to ethical practices make him an invaluable asset to the organisation's leadership team.

**NIKEN SHAH**  
INDEPENDENT DIRECTOR

With over 12 years of experience in Corporate Business, Legal, and Strategy, Niken Shah is a seasoned professional renowned for his expertise. As the Legal Head for a leading accounting firm, he ensures comprehensive compliance with all legal and regulatory requirements, safeguarding the company's interests. Additionally, Niken leverages his extensive knowledge and strategic acumen as an independent director, contributing to the firm's governance and long-term success. His proficiency in navigating complex legal landscapes and formulating robust business strategies has been instrumental in driving the firm's growth and operational excellence.

## AND BACKED BY A ROBUST MANAGEMENT TEAM



**CHARLES JAMES**  
*HEAD OF E-COMMERCE*

Since joining QMS MAS in 1999 as the company's first marketing professional, Charles has been a cornerstone of the company's success. He has expertly managed the accounts of some of our largest institutional clients, devising and executing comprehensive marketing strategies that have significantly boosted their sales and objectives.

Currently, Charles oversees the entire E-commerce division of QMS MAS, managing the sale of both our proprietary Q Devices and other renowned medical device brands. His role encompasses end-to-end operations, including strategy development, digital marketing, and order fulfilment, ensuring seamless and efficient service.

Before his tenure at QMS MAS, Charles led a team at the Candid Group, where he executed numerous successful advertising campaigns in the FMCG sector. He holds a Bachelor's degree in Commerce from the University of Mumbai.

**KAUSHIK GUHA THAKURTA**  
*GENERAL MANAGER, B2B SALES & MARKETING*

Kaushik has served as the General Manager of QMS MAS since 2014, playing a crucial role in cultivating and sustaining relationships with esteemed principals such as 3M, Heine, and BPL Medical Technologies, as well as with leading pharmaceutical clients. His technical expertise in the medical device segment has been instrumental in establishing QMS MAS as a leader in delivering high-quality products and services to a wide range of institutional customers.

Before joining QMS MAS, Kaushik held several high-profile positions, including National Sales Head for the medical sciences division at 3M India, Tanita India, and Kubs Safes and Locks.

Kaushik holds a Bachelor's degree in Chemistry from St. Xavier's College, Kolkata, and a Master's in Business Administration with a focus on Marketing from Sikkim Manipal University.



**ABHISHEK TIWARI**  
*GENERAL MANAGER, B2B SALES & MARKETING*

Since joining QMS MAS in 2006, Abhishek has been a pivotal force in the company's growth. He has orchestrated numerous innovative marketing initiatives, enabling clients to surpass their targets and objectives. Abhishek excels in sourcing and servicing top-tier clients, including the leading 20 healthcare and pharmaceutical institutions in the country. His deep understanding of their marketing needs has led to the creation of bespoke scientific marketing solutions, revolutionising healthcare marketing in India.

With extensive experience in the pharmaceutical industry, Abhishek has held key positions at renowned companies such as Emcure Pharmaceuticals, Biological E Limited, and Virchow Biotech. He holds a Bachelor's degree in Biology from the University of Nagpur and has completed multiple certified courses in Marketing.

## AND BACKED BY A ROBUST MANAGEMENT TEAM



### **AJINKYA NAIK**

*HEAD OF PATIENT SCREENING PROGRAMS*

Ajinkya, a qualified Biomedical Engineer with 10 years of extensive experience in the medical devices industry, has been a driving force in business development by aligning clinically significant scientific concepts with our clients' marketing objectives.

Currently, he leads the company's newest service vertical, overseeing end-to-end operations. He is responsible for the successful execution of patient screening camps nationwide, managing a team of over 100 professionals, including field officers, operations managers, and customer service representatives.

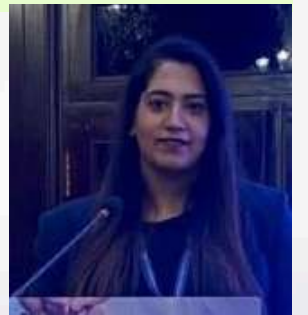
Before joining QMS MAS, Ajinkya gained valuable experience in purchase and sales at Collateral Medical in Mumbai. He holds a Bachelor's degree in Biomedical Engineering from the University of Mumbai.

### **MEGHA KHATTAR**

*HEALTH MANAGER*

Megha, a registered and certified nutritionist, spearheads the Patient Service Programs at QMS MAS with exceptional expertise. She oversees the entire service portfolio and operations across diverse therapy areas, ensuring comprehensive support for patients.

In her role, Megha manages a dedicated team of 40 in-house nutritionists and coordinates with over 700 freelance nutritionists nationwide. Together, they deliver tailored patient support solutions and enhance treatment outcomes for individuals dealing with non-communicable and lifestyle diseases such as Diabetes, Hypertension, and heart disease.



### **TANAY SURKUND**

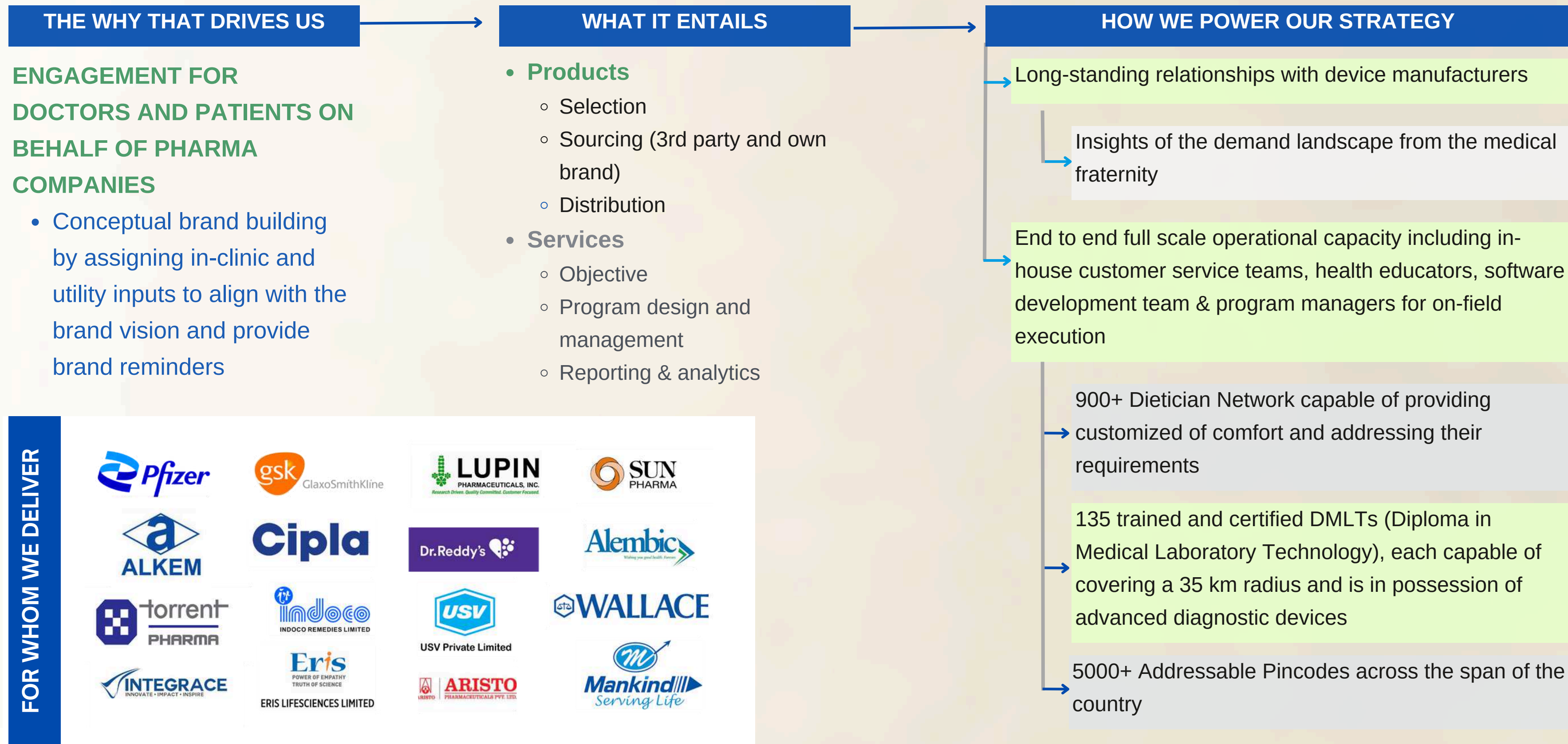
*HEAD OF INSTITUTIONAL BUSINESS AND SPECIAL PROJECTS*

Tanay spearheads QMS MAS's newly established business vertical, focusing on the sale and distribution of premium medical devices to hospitals and wholesalers nationwide. He is at the forefront of setting up operations across multiple states in India, driving the expansion of this critical segment. Additionally, Tanay leads all new business ventures and strategic partnerships for the company.

Before this role, Tanay successfully launched and managed the wholesale distribution of Littmann and Heine products and played a pivotal role in establishing and overseeing the E-Commerce Department. As a co-founder of Prescrip Health Technology, a health tech startup, he has extensive experience in health technology, hospital administration, healthcare management, and business development, both in the USA and India.

Tanay holds a Bachelor's degree in Pharmaceutical Sciences from the University of Mumbai and a Master's in Health Policy and Administration from Washington State University, USA.

# OUR BUSINESS MODEL



# OUR SOLUTION ECOSYSTEM

## PRODUCTS

(41% in FY24)



B2B

## SERVICES

(59% in FY24)



PATIENT CARE SERVICES



B2C/ DIGITAL

## EDUCAMEDICS



## POINT OF CARE



## PRODUCT STRATEGY - EXTRACTING VALUE IN A COMPETITIVE SPACE



- Own brand offers control on quality and supply chain, thereby offering avenues to expand margins
- Further leverages industry and product insights to offer diverse range of solutions on demand
- Moreover, complements the company's existing sourcing partnerships

## SERVICES STRATEGY - UNIQUE OFFERINGS DRIVING PREMIUM

- A first of its kind initiative to empower healthcare practitioners with data that can help improve therapy outcomes for their patients.
- Organizes preventive screening camps at the healthcare practitioners' clinics in partnership with our pharmaceutical clients to encourage early detection & intervention of various diseases
- Includes Ophthalmologic, Orthopedic, Diabetic, Hypertensive, Cardiology, Lipid Check, Online Physio, Respiratory, Dietitian & OBGYN.
- Currently QMS MAS is conducting approx. 100 preventative screening camps and approximately 220 dietitian counselling sessions(online and offline) per day.



Take charge of your Diabetes

**HuMirahi**

Your Partner in Care



### DITI program IS the HumRahi program

- Currently helps over 10,000 patients manage their diabetes through lifestyle management
- The program is under the auspice of Lupin Ltd but managed by QMS

# THE QMS EDGE FOR PSP OPPORTUNITY



All QMS field officers are qualified DMLTs who are well-versed in local language and culture



The QMS-managed programs are free of cost to the Health care personnels and patients



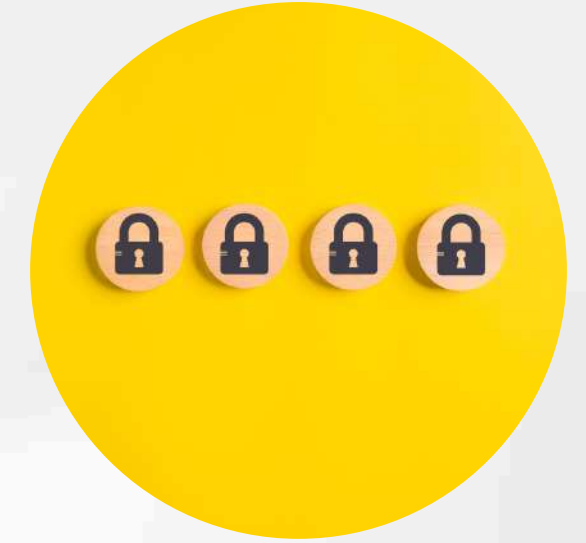
Quality-assurance in terms of using leading USFDA approved devices only



Smart and easy technology for booking for camps and information flow



Programs conducted at doctor clinics across the country



Data Privacy and Confidentiality is strictly maintained as per relevant laws and regulations

## AN EXTENSIVE BREADTH OF SERVICEABLE SPECIALITIES

### Ophthalmology

- Glaucoma Screening
- Diabetic Retinopathy
- Macular Degeneration (MAD)

### Orthopaedic

- Bone Mineral Density
- Online Physiotherapy

### Diabetic

- Glycolated Hemoglobin (HbA1C)
- Continuous Glucose Monitoring (CGMS)
- Diabetic Neuropathy Screening
- Dietitian Consultation

### Cardiology

- ECG Screening
- Arrhythmia Screening
- Lipid Screening

### Hypertension

- Ambulatory Blood Pressure

### Respiratory

- Pulmonary Function Testing

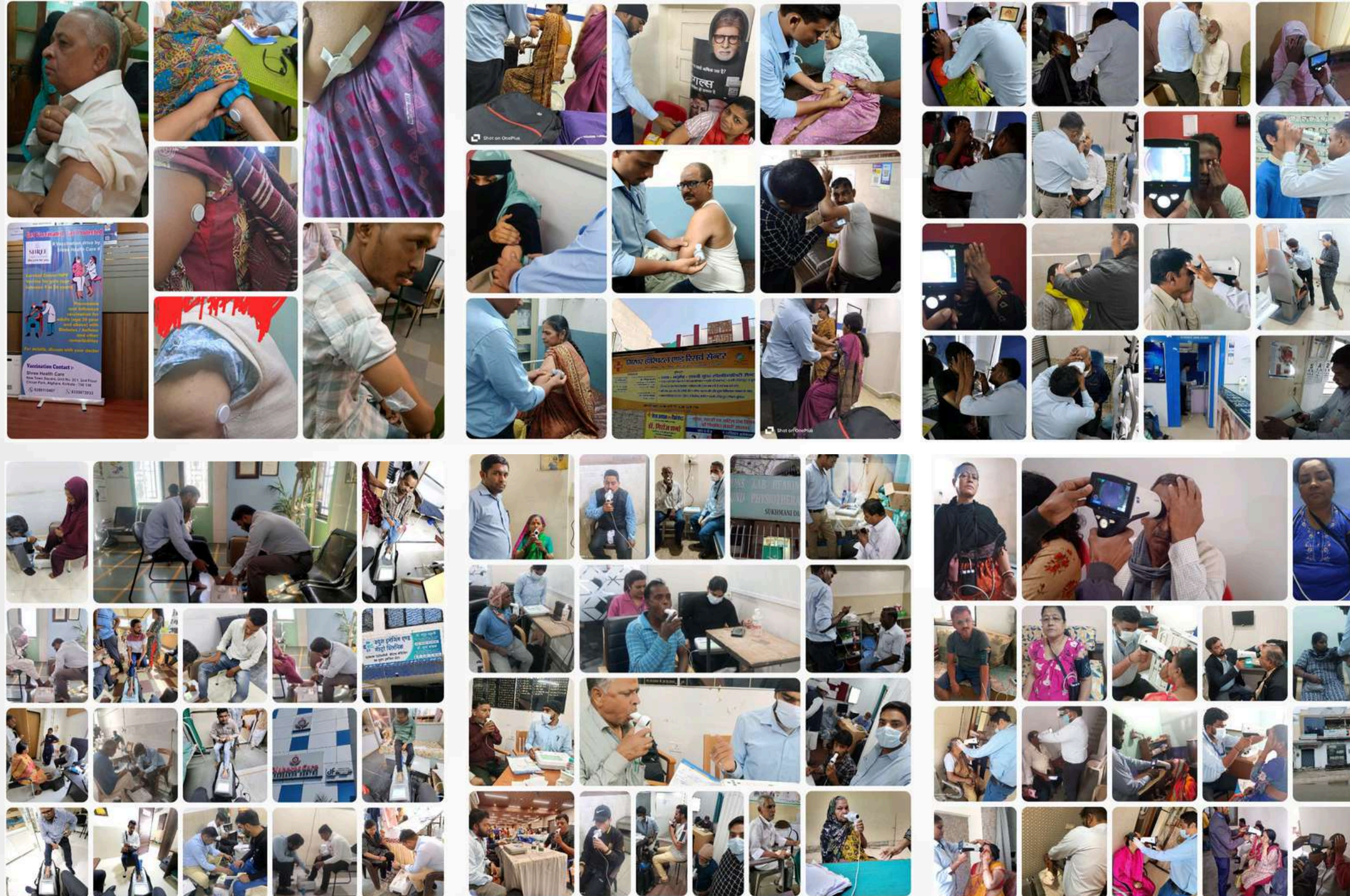
### OBGYN

- Iron Deficiency Testing

### Urology & Nephrology

- Creatinine Testing

# SNAPSHOTS OF PATIENT ENGAGEMENT CAMPS



## SERVICES STRATEGY - INORGANIC GROWTH BEING INITIATED TO EXPAND CAPABILITIES



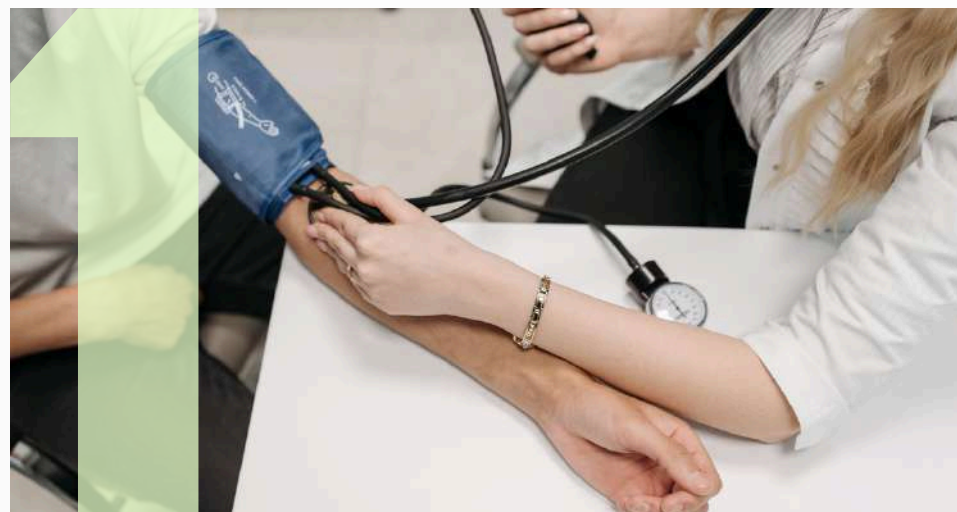
- The Company entered into a share purchase agreement for acquisition of a 51% stake in Saarathi Healthcare Pvt Ltd.
- Saarathi Healthcare has pioneered in patient and disease management services, market access, and phygital solutions. Since the past 15 years, they have managed over 1000 projects and partnerships with over 60 enterprise clients
- Their dedicated team of tele and field counselors have touched the lives of millions in various disease areas like oncology, hepatology, chronic kidney disease, rare disease, etc, as well as in child growth and pregnant women, impacting positive disease outcomes.
- The acquisition is in line with the company's key strategic priorities, and they aim to further expand the company's total addressable market in the value-added patient services vertical of the Healthcare industry

# **GROWTH STRATEGIES AT PLAY**

# THE GROWTH STRATEGY FOR NEXT LEVEL

## EXPANDING SERVICES PLAY TO PHARMACEUTICAL CLIENTS

- Focus on improving margins through a solutions-first portfolio
- Targetting larger clients in the pharma industry
- Pivoting to a larger share of own brand by opting for newer products
- Improving vendor relationships to cement the company's industry leadership further



## ENRICHING MARKETING OUTREACH FOR HOSPITALS

- Leverage product presence and knowledge to emerge as a preferred supply partner to hospitals across the country
- Capitalise on marketing prowess and patient outreach to improve brand recall and generate in-patient originations for the new hospitals across the country

## EXTENDING PRESENCE TO CATER TO GOVERNMENT HEALTHCARE

- Tap the opportunity for PSPs and health awareness camps with the largest healthcare spenders in the country
- Open a new business horizon to reposition scale and segmental presence





**QMS MEDICAL ALLIED  
SERVICES LIMITED**

**Registered Office:**

**1A-B/2A-B, Navkala Bharti Building,  
Plot No.16, Prabhat Colony, Road No.3,  
Santacruz East, Mumbai, Maharashtra  
(India) 400055.**

**THANK YOU.**

