

AS SEEN ON  
**SHARK  
TANK  
INDIA**

# Janitri

Innovating for Saving Lives at Birth



# Maternal Health - Overview

- Fetal Heart Rate, Uterine Contraction Monitoring is critical for the early detection of fetal distress.
- **Partograph** is a proven tool to monitor labor progress, however, paper-based partograph is **complicated and requires time.**
- 70% of deliveries occur in low- resource settings with **poor patient-staff ratio, and low access to expertise and tools.**

**223 deaths**

per 100,000 live births  
global MMR

**19 deaths**

per 1,000 live births  
global NMR/IMR

**70%**

of deliveries globally were  
attended by nurses and  
midwives

# Existing Technology



Not Portable/ Not  
Wireless

Not Patient/User  
Friendly

Not Digital

Paper-based recordings

No Auto Interpretation/  
Need the expertise to  
read graphs

No Remote Monitoring

# Janitri Monitoring Technology



FHR & UC MONITORING  
DEVICES



NURSE  
INTERFACE



DOCTOR INTERFACE  
FOR REMOTE  
MONITORING



REPORT ACCESS  
PLATFORMS -  
DASHBOARD, CENTRAL  
MONITORING

# Keyar DT

## Wireless & Portable Fetal Monitor

The initials D and T are referred as Doppler and Toco.



**Measuring parameters**

FHR and UC.

**Additional Consumables**

Ultrasound

Gel

**Package Includes** Ultrasound gel, belts, doppler, toco, fetal movement marker & an additional doppler to measure twins.

# Why choose Keyar DT?



## Mother's Mobility

Wireless probes allow monitoring throughout the birthing process



## Clear Heartbeat Sound

High-quality probes with multiple sensors gives clear fetal heartbeat sound.



## Twin Monitoring

Connect an additional Doppler probe to monitor two fetuses at the same time.



## Auto-Interpreted Reports

Auto-Interpretation of baseline acceleration, STV, and other cCTG parameters.



## Remote Monitoring

Access live graphs and digital records on your mobile with our doctor's app



## Monitors All Presentation

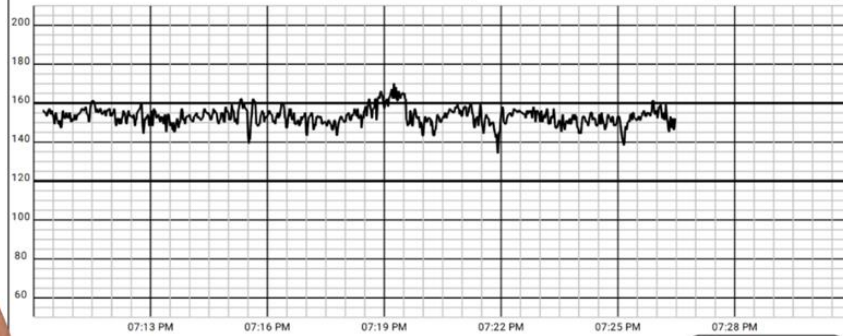
Flexible placement of probes allows getting readings of fetal presentation.





Name : Savita Devi      Gestational Age : 40 weeks      Number of fetus : Single  
Age : 26      Presentation : Cephalic      Time : 13-M01-2023 07:10 PM

: Maternal Heart Rate       : Fetal Heart Rate       : Fetal Movement



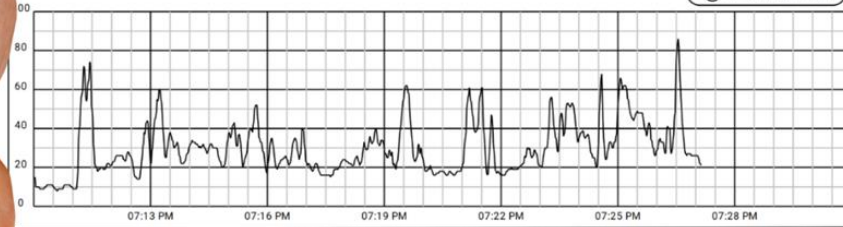
#### Interpretation

Baseline : 152.89  
Acceleration : 0  
Baseline Heart Rate : Normal  
Deceleration : 1  
Contractions : 3  
Short Term Variability : 1.89  
Long Term Variability : 17.32  
Mean : 152.94  
Standard Deviation : 3.53  
Total Monitoring Time : 18 minutes

#### Additional Notes

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\_\_\_\_\_

: Uterine Contraction



# Software Application for Complete Digitalisation of Labor Room

**Nurse Application to record data and access report**

**Doctor's interface to access data and reports remotely**

**Dashboard for all stakeholders for reports & patient data**



- Digital Case sheets
- Auto interpretation of FHR & UC Graph
- Auto-generated partograph Alerts and Alarms
- All Patient data access Cloud storage



# Our Impact

Here's the glimpse of the positive difference we are making in maternal healthcare through our dedicated efforts and initiatives.



**Monitored by  
60,000+ mothers**



**Successful  
deployment in  
10+ countries**



**9000+ referrals**



**Catered  
400+  
hospitals**



**Trained over  
1200+  
healthcare  
providers**



**5500+  
Critical alert  
generated**

# Public Health Implementations

States	Deployments	Partners
Karnataka	74	State Government
Maharashtra	10	State Government (PIP Budget approved)
Rajasthan	23	State Government, WISH Foundation
Meghalaya	8	Karuna Trust, SELCO Foundation
Arunachal Pradesh	8	Karuna Trust, SELCO Foundation, NASSCOM
Bihar	1	State Government, UNICEF
Manipur	47	HTPF, CCamp, Selco Foundation, State Government
Sierra Leone	10	PIH, MSD for Mothers, Sierra Leone Govt

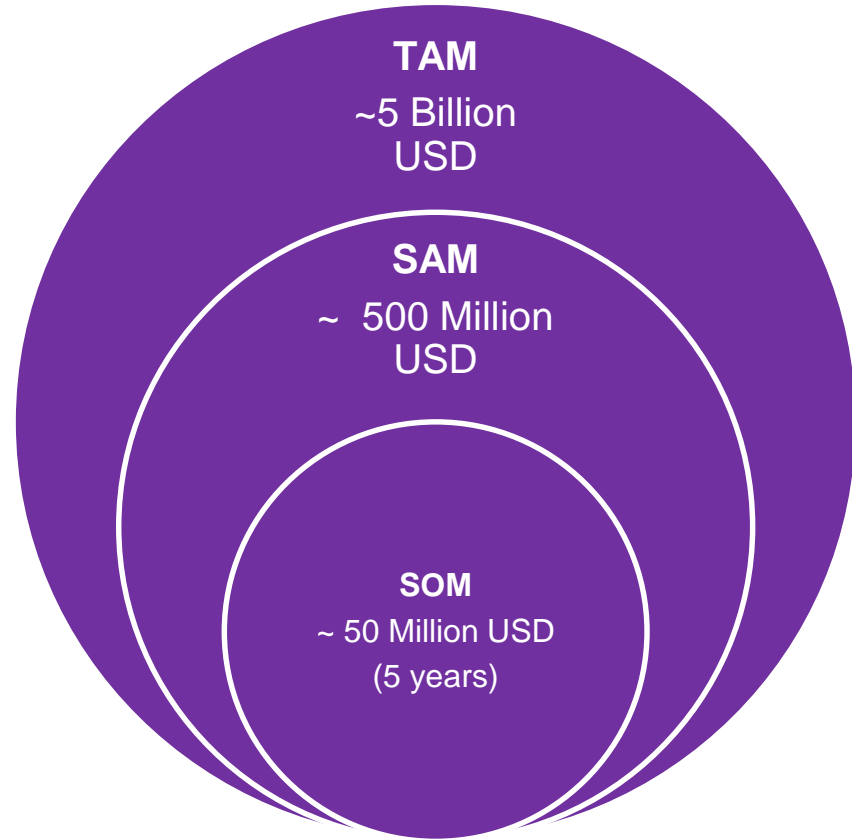


# Market Size, Segment (Antenatal, Intrapartum, Postpartum Vitals Monitoring)

The global **fetal and neonatal monitoring** market size is then expected to grow to **\$9.74 billion in 2026**

Raised - 16 Cr (grants and investment)

Revenue generated - 3 Cr.  
(1Cr in 2020-21)  
(2Cr in 2021-22)



## Competitive landscape (B2B)

	Pricing	Product Modularity	Country	Technology	End to End Labor Monitoring Software	AI based Automated interpretation
JANITRI	~300 to 1000 USD	✓	India (Startup)	Fetal ECG Uterine EMG	✓	✓
Inaccel	~2000 USD	✗	India (Startup)	Fetal ECG Uterine EMG	✗	✗
GE Healthcare (Acquired Monica Healthcare)	~5000 USD	✗	USA/Europe (Corporate)	Fetal ECG Uterine EMG	✗	✗
Philips (Acquired OBMedical)	~5000 USD	✗	USA/Europe (Corporate)	Fetal ECG Uterine EMG <sup>12</sup>	✗	✗
Nemo Healthcare	~4000 USD	✗	Netherland (Startup)	Fetal ECG Uterine EMG	✗	✗
MindChild	~5000 USD	✗	USA (Startup)	Fetal ECG Uterine EMG	✗	✗
Advanced Maternity	~5000 USD	✗	USA (Startup)	Fetal ECG Uterine EMG	✗	✗

# Roadmap

2023

- **Hospital Monitoring Product Scale up in India**
- Standalone consumable Design & development
- Early Entry to home monitoring segment in India

2023

- **CE/FDA Certification**
- **Hospital Monitoring Product scale up in India & Globally**
- Home Monitoring product/service Scale up in India
- R&D (new products)

2024

- **Global Scale up of hospital monitoring product**
- Early launch of home monitoring product globally
- R&D (new products)

# Meet the Core Team



**Arun Agarwal**  
Founder and CEO



**Sitopal Neogy**  
VP - Sales



**Saurabh Jain**  
AVP- Product



**Roshni Jaiswal**  
AVP - Marketing



**Priyanka Choubey**  
AVP - CSR & Public Health



**Dhruv Mistry**  
QA/RA Lead



**Sreeya Mazumder**  
HR



**Himadri Sharma**  
Content Manager



**Priyaka Singh**  
Public Health Manager

Team of 40+ people in house are the driving force behind our success.

# Medical Advisory board



**Dr. Latha Venkataram**

MBBS, FRCOG(UK), MRCP(IRE)



**Dr. Sheela Mane**

MBBS, MD, FICOG, FICMCH (OBGYN)



**Dr. Uma Ram**

DGO, DNB, FRCOG(UK)



**Dr. Alpesh Gandhi**

MBBS, MD (Obst. Gynae)



**Dr. Sareena Gilvaz**

MBBS, MD, DGO (Obst. Gynae)



**Dr. Ajit Patil**

MBBS, MD (Obst. Gynae), FICOG, FICMU



**Dr. Emanuel Gracias**

MBBS, MD (Obst. Gynae)



**Dr. Alka Sehgal**

MBBS, MD, DNB, MNAMS (Obst. Gynae)



**Dr. Smita Bisen**

MD | LTMMC & GH Sion Mumbai



**Dr. Pratibha Singh**

MBBS, MD (OBG)



**Dr. Sucheta Kinjawadekar**

MBBS, MD (Obst. Gynae)



**Dr. Mamta Tyagi**

MBBS, MS - OBGYN, Infertility Specialist & Laproscopic Surgeon



**Dr. Chandrachur Konar**

MBBS, MS (OBG), DNB, MNAMS, Assoc. MRCOG



**Dr. Mary Harun**

Bachelor of Science in Nursing graduate



**Dr. Sujoy Mitra**

MBBS, MD (Obst. Gynae)



**Dr. Srimathy Raman**

MBBS, MD, FRCOG, CCT (UK)



**Dr. Hema Divakar**

MBBS, MD - Obstetrics & Gynaecology, DGO

# We are backed by

## Supporters





## Our Asks

- Collaborative Partnership to scale digital solutions in the hospitals in LMIC countries.
- We are raising Pre-series A funding - connects with VC network
- Connects with state governments for deployment in government