



# CERVICHECK

BY PRAGMATECH HEALTHCARE SOLUTIONS

# Cervical Cancer in India



67,477 Deaths

2<sup>nd</sup> leading cause of cancer among Indian women

1 Lakh new cases detected every year

# Cervical Cancer in US



< 3000 Deaths

0.4% of all women cancer

< 10,000 new cases every year

**The stark contrast due to lack of periodic screening**

# Barriers to Periodic Cervical Screening in India\*



**Distressing Sampling Procedure - Pelvic Examination**

**WHO: To Eliminate cervical cancer by 2030,  
70% of a country's eligible women population must be  
screened.**

**India: Only 1% population screened**



**Limited accessibility of collection and testing at camps**

\*Several peer reviewed publications over the decade

# Democratizing Cervical Cancer Screening industry in India and LMI Countries

- Winner, Pfizer INDovation Program, 2022
- Recipient HDFC Smart-Up CSR Grant, 2022
- Recipient BIRAC BIG - 19 Grant, 2022
- AIM (Atal Innovation Mission) PRIME Cohort Member 2021, Winner of Popularity Award, 2022
- Winner, TIE Women Global Pitch Competition – Vadodara Chapter, 2021
- Winner, Stanford Seed Spark, Cohort of May'21, 2021
- Recipient, AAGS'21 (Australian Alumni Grant) Award by Australian Consulate, 2021
- Winner, SWISSNEX AIT 2020 organized by Swiss Consulate, 2020

Supported by



Venture  
Studio



Anirban Palit, MD and Co-founder

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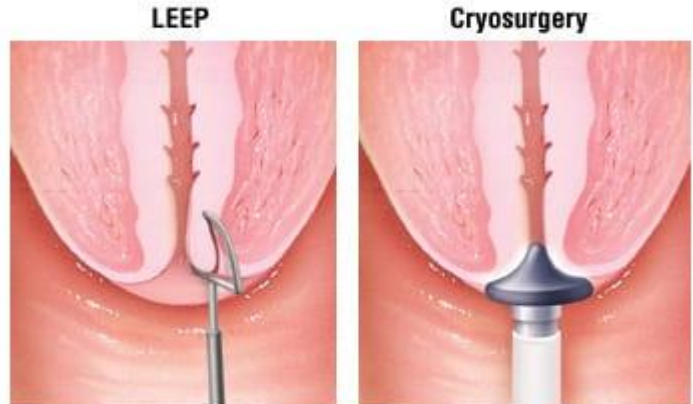
Pragmatech Healthcare Solutions Pvt. Ltd.

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# The CERVICHECK™ Kit : Sampling + Screening



A point-of-care dipstick assay that detects cervical lesions at a treatable point ( $\geq$  CIN1), with samples collected using a patented self-sampling device.

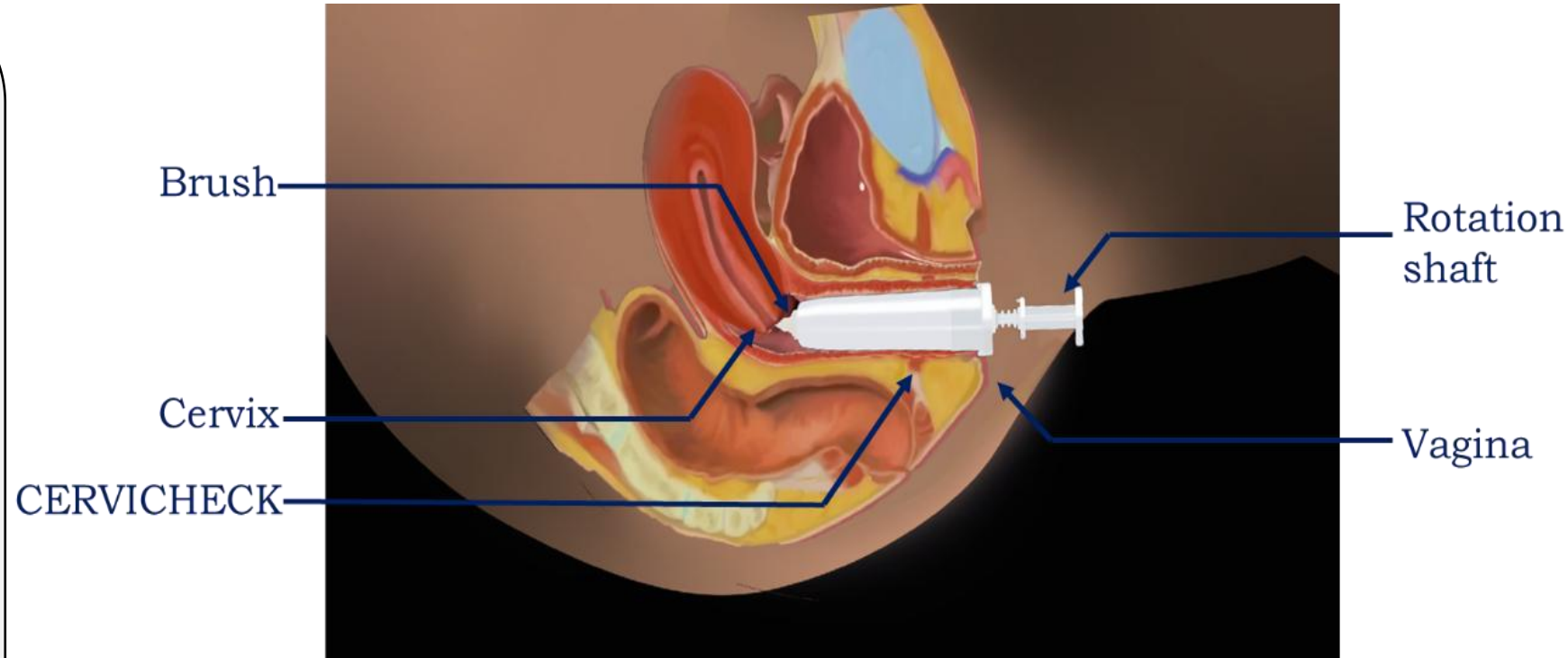


# The CERVICHECK™ Collection Device : USP

Unlike other self-sampling kits available globally, **our innovative design enables collection of cells from the “transformation zone/Surface of the Cervix”** which in-turn allows the triaging.

- Enabling a Dual Test
- Dual Test / Triage

**Recommended in India to reduce drop-outs**



**Utility Patent**

# Stages of Cervical Cancer

Extent of tumor

Survival rate

Confined to cervix

Beyond cervix and  
in Vagina

Beyond cervix, Pelvic  
wall and in Vagina

Invades Bladder,  
Rectum or metastasis

85%  
Stage I

66%

36%

7%

Normal

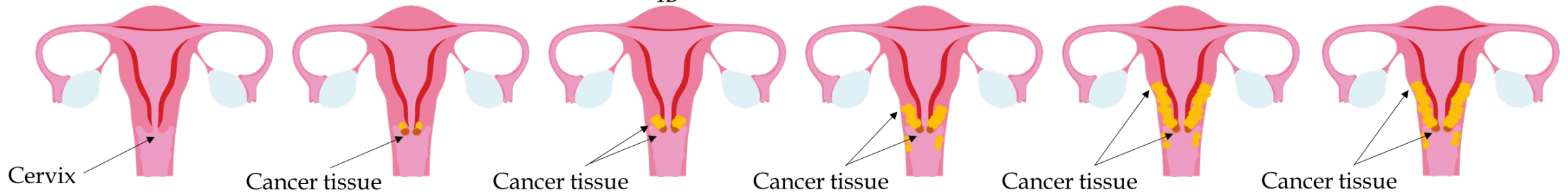
Early stage  
IB

Late stage  
IB

Stage IIB

Stage III

Stage IV



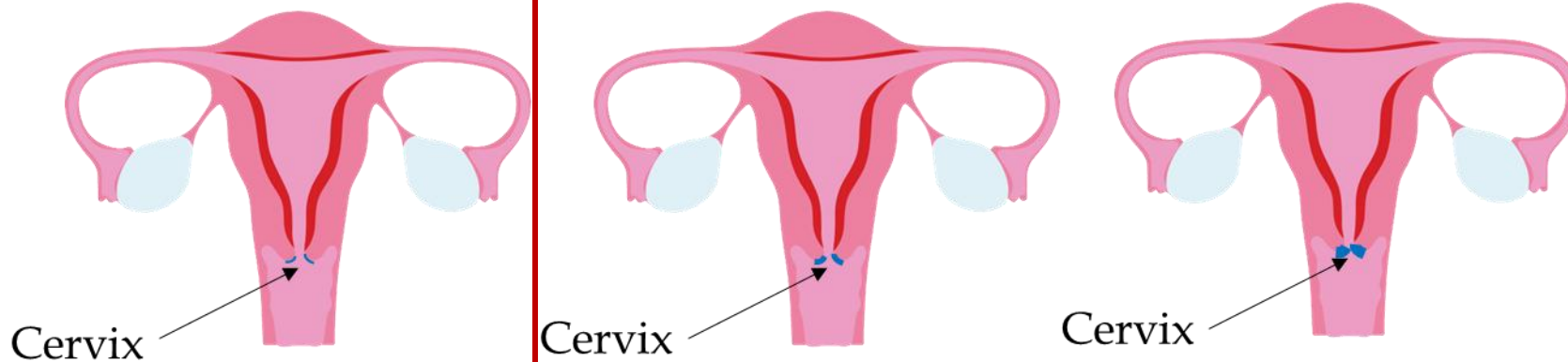
Targeted Detection Stage for  
CERVICHECK Screening Assay

Stage 0

CIN I

CIN II

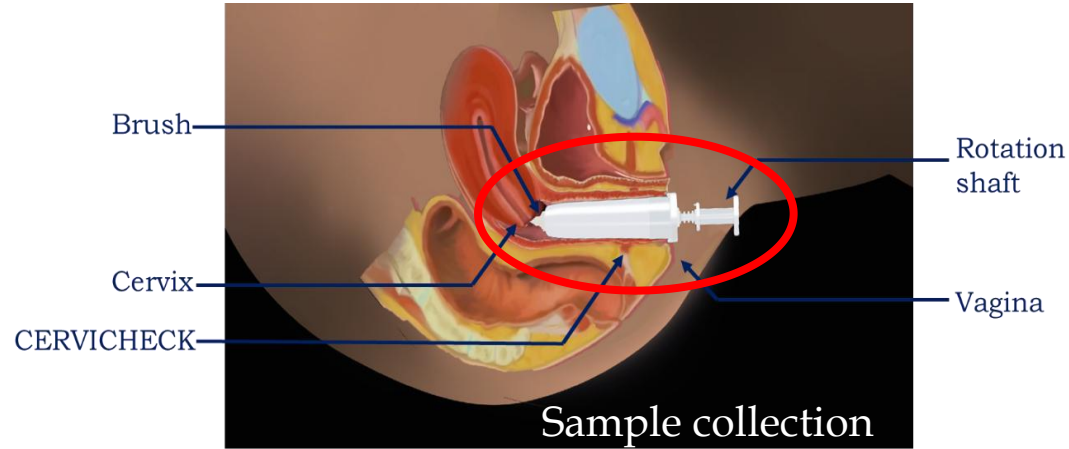
CIN III



Extent of tumor: 0,  
Only on the surface of Cervix

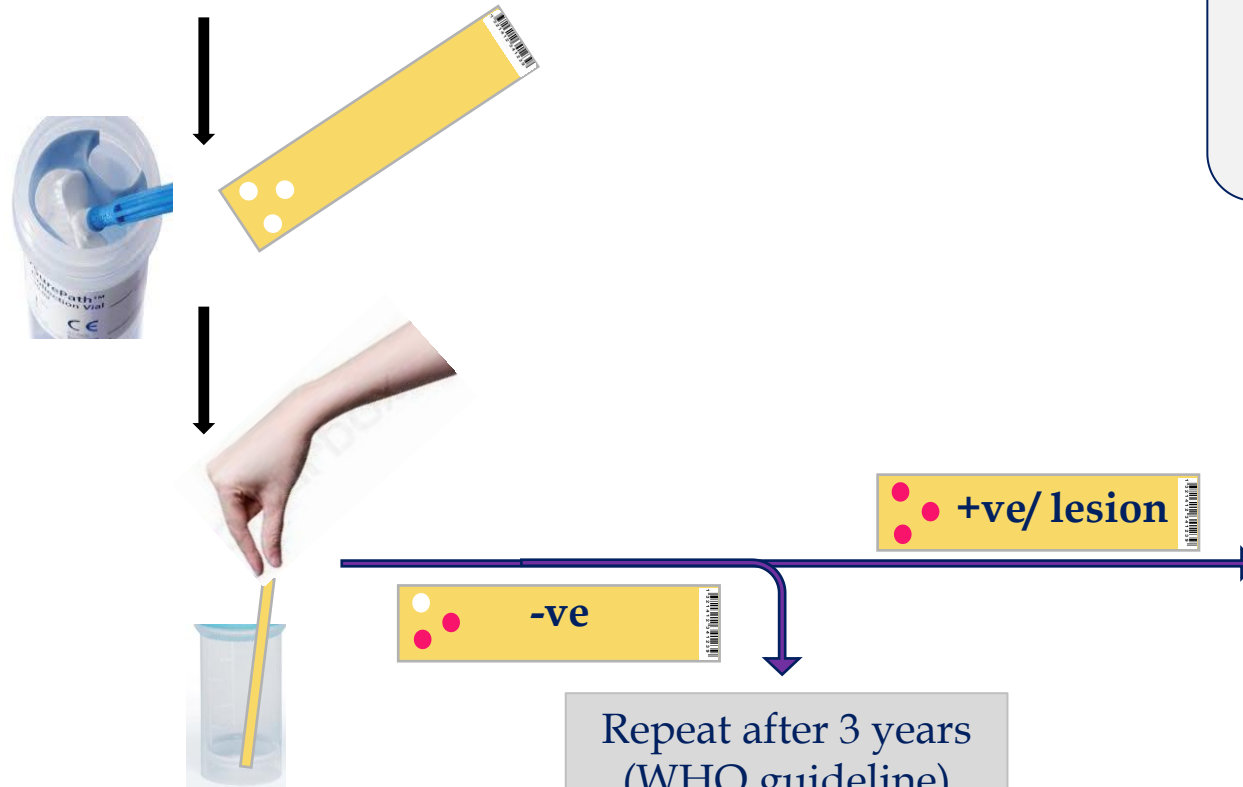
Survival rate: 100%

# The CERVICHECK™ Workflow: Sampling + Screening

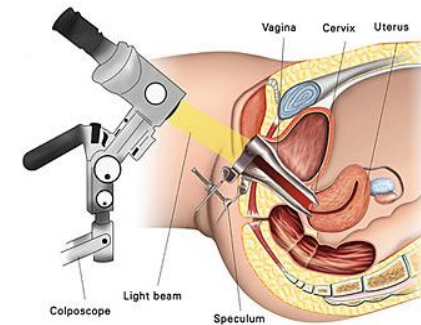


- Ability to access the Cervix – Basis of Utility Patent
- Reliable results and accurate sampling

Point of care testing



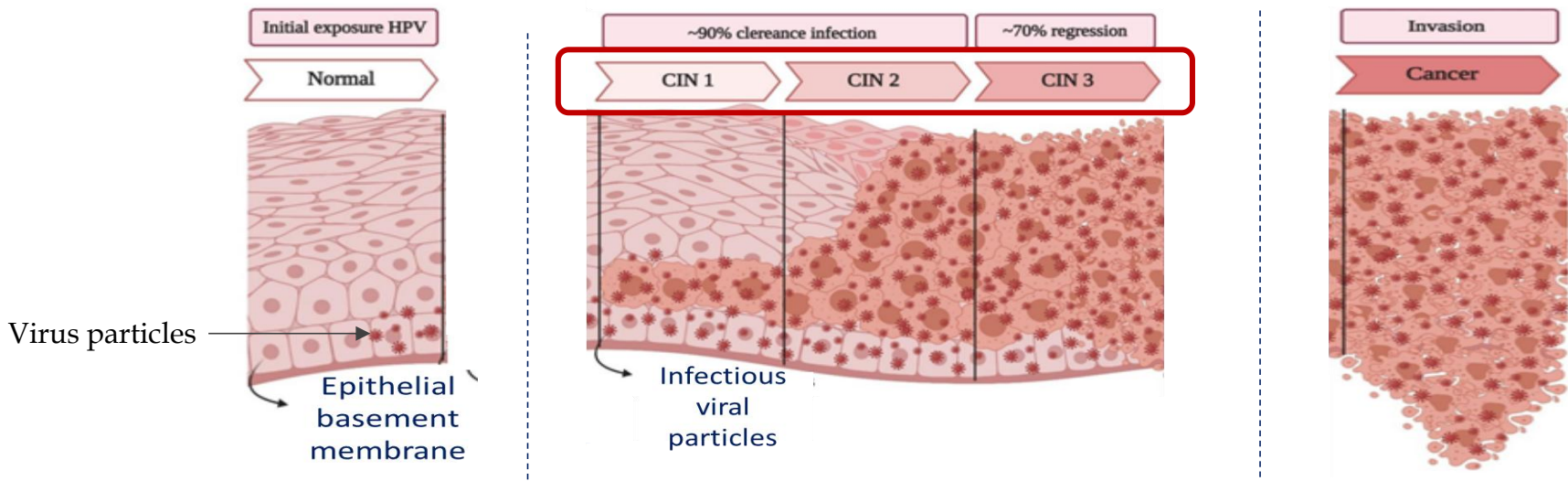
- Point-of-Care Testing
- No User-Variability/Subjectivity
- Screen and treat



Colposcopy and  
Treatment at Nearest  
Resource



# Competition



Intended Detection Stage	Early Lesions
Methods	CERVICHECK Assay
Sample collection	Self (Using CERVICHECK Device) + Speculum
Follow up Action	Colposcopy
Treatment	Treatment through CRYO or Leep
Infrastructure Requirement	Low
Skilled Manpower Requirement	Low
Result Integrity	High
Cost	Low

# The Market Place : Cervical Cancer Preventive Screening



TAM : 207M  
Healthy Women  
(Age: 30-60) in  
India<sup>1</sup>

SAM: 22% of TAM  
"Opportunistic"  
coverage<sup>2</sup> of screening -  
45M Women

SOM: 7% of SAM  
3M Women

**Indian Market**

Global for PAP  
and HPV: USD  
2.5B (INR 19K  
Crore), growing  
33.5% annually<sup>3</sup>

1: <https://www.who.int/news-room/events/detail/2021/07/06/default-calendar/reaching-2030-cervical-cancer-elimination>

2: National Family Health Survey (NFHS-4), 2015-16. *International Institute for Population Sciences (IIPS), Mumbai, India, 791-846*

3: <https://www.researchandmarkets.com/reports/5354454/global-hpv-testing-and-pap-test-market-by-type>

4. Rs. 450/Test to end user

# Business Model: Urban and Rural



CERVICHECK™ kit

Sales to Chain Pathology Labs

B2B2C - Urban

B2B2B/ B2B2G - Rural

  
Corporate Annual Health check-ups/  
Health Insurance providers

Gynecologists testing opportunistically at their clinics during routine visits

Direct to Customer  
  
Online (Health and Wellness Website)  
GP's Consultation

Mass Screening/ Health Camps

Customer buys @ Rs. 450 : (Cost of Kit + Cost of Test)

# Road Map and Current Status

## Self Sampling Kit for collection of Cervical samples : TRL 6



## Screening Assay for detection of Cervical lesions : TRL 3 (Pipeline)



## Funding till date



■ Completed ■ In Progress ■ Pending

# Team Pragmatech



**Anirban Palit**  
**(MD and Commercial Lead)**

10 years experience in IVD Industry with Roche Diagnostics India.  
Expertise: Marketing and Sales, M.S, MBA



**Sayantani Pramanik,**  
**PhD (Product Lead)**

5 years experience in Bio-Pharma MNCs.  
Expertise: Research and Development  
M.Sc., Ph.D.



**Dr. Bhagirath Modi**  
**(Medical Affairs Lead)**

Practicing Gynecologist in Vadodara, Gujarat for over 40 years. Expertise: Clinical and Technical Advising. MBBS, MD



**Palna Patel**  
**(Outreach Lead)**

7 years of practice as a lawyer. Closely works with NGOs.  
Expertise: Communications.  
MSW, LLB

# Our Measurable Impact



**$\Delta$  in the number of women who are treated at a Gynaecs clinic by LEEP/CRYO, as against treated for cancer, and eventually YoY reduction deaths.**