



RED.HEALTH

THE EMERGENCY CARE EXPERTS



RED.Health – Most Trusted Patient Logistics Partner

Ambulance Solutions for Hospitals

RED.HEALTH *(Formerly, StanPlus)*

India's first-minute last-mile Medical Emergency Response

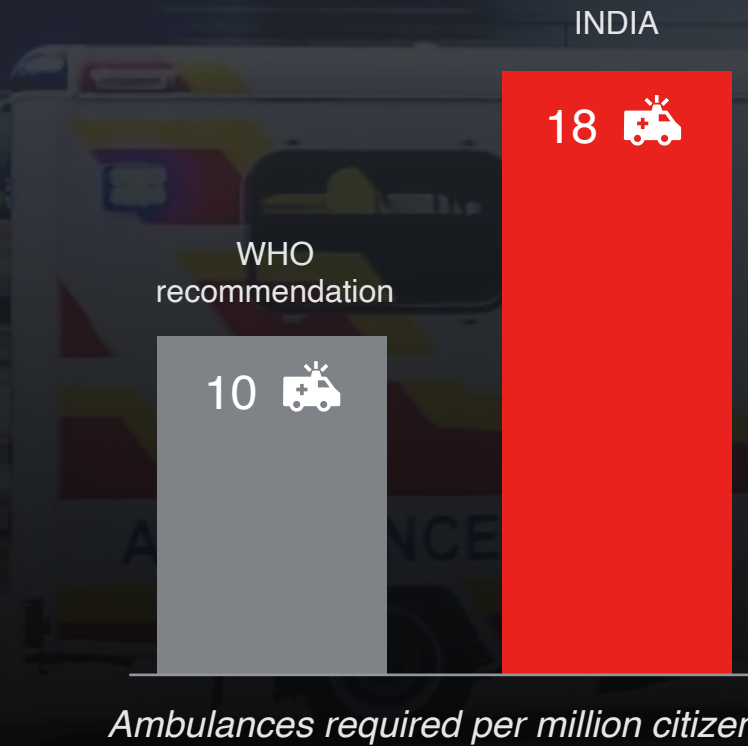


India Health & Wellness awards
2022 (Powered by NITI Ayog)



The Economic Times
Healthcare awards 2022

The whole world seems to believe Better Emergency Response = More Ambulances



“That’s simply not true...”

India even has **twice** the ambulances that WHO recommends!

We hope you don't have to go through the same journey

A family member **collapses** with chest pain



PANIC KICKS IN

*“OH GOD!
Who do I call for help?”*



Doctor? Family? 112?
Hospital? Neighbours?

DIALS LOCAL HOSPITAL

*“Please, please,
please pick up...”*



~75% of calls to hospitals’
helplines go unanswered

AMBULANCE DISPATCHED

*“Please
come
ASAP”*



~14 mins just to
dispatch ambulances

AMBULANCE
ON THE WAY

***“WHY hasn’t it
arrived yet?!”***



~80 min is the avg. wait
time for help to arrive

AMBULANCE
ARRIVES

***“Why is there
no O₂ cylinder inside?”***



90% of ambulances
don’t have life support infra

ON THE WAY
TO HOSPITAL

***“Does this guy even know
how to give CPR?”***



95% of medical personnel
unfit for emergency response

REACHES
HOSPITAL

***“I wish I was
better prepared”***



RED is a complete emergency management platform, not just an emergency mobility offering

TRIGGER

RED HEALTH



TRIAGE

RED ASSIST



⚡ <2 secs

TRANSPORT

RED AMBULANCES



⚡ <15 mins

With a strong presence in 20+ key cities across India, we have scaled our life-saving services



PARTNERSHIPS



100+
Hospitals & networks



100+
Enterprise sites

IMPACT

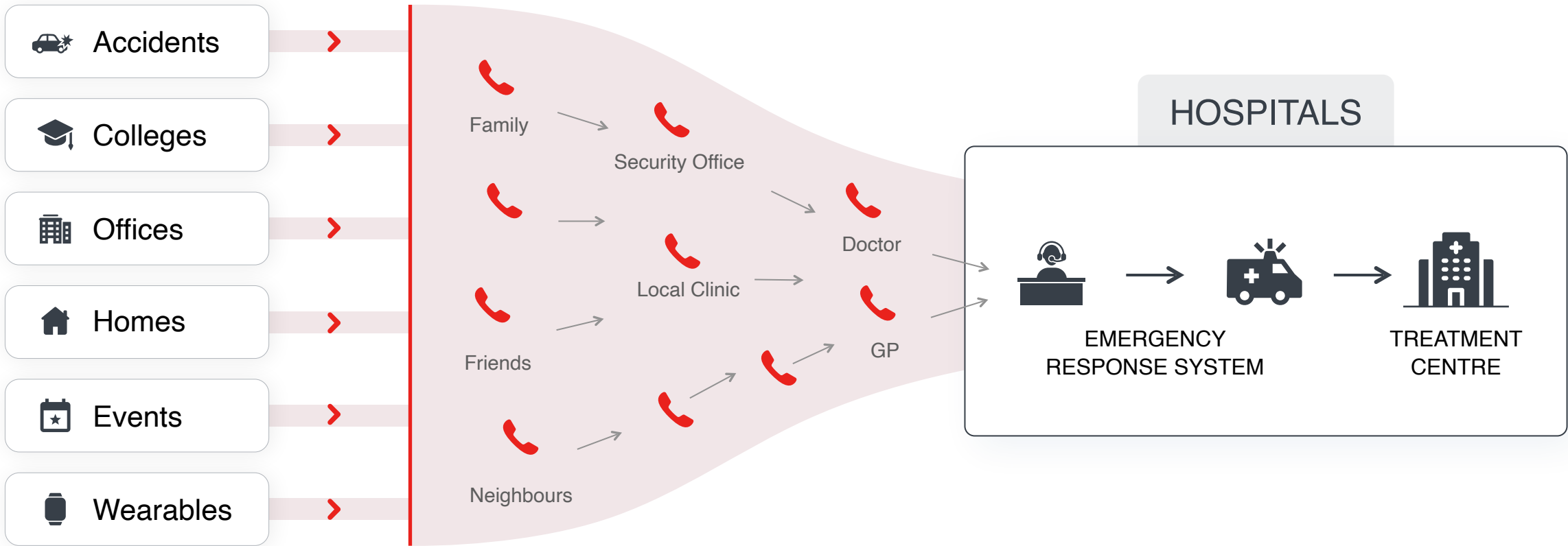


350k
Patients transported

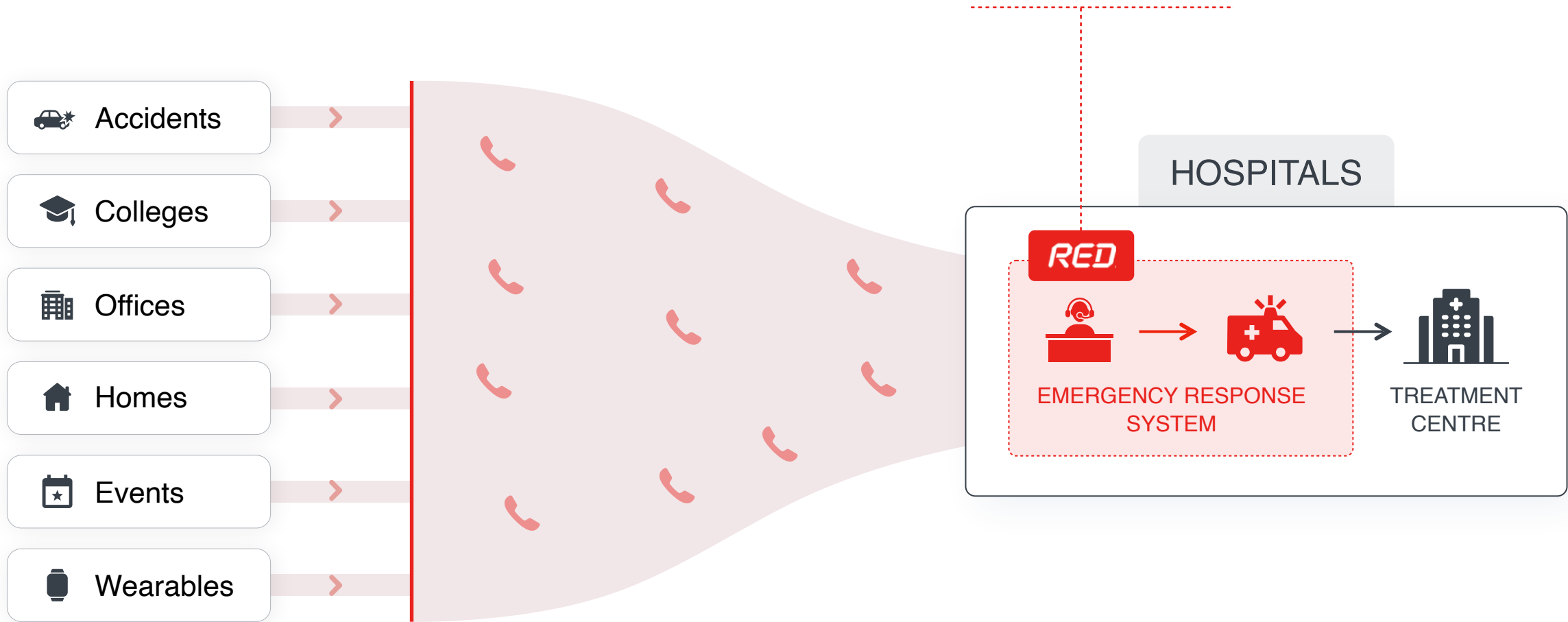


35k+
Critical patients

The bulk of emergency requests end up at Hospital Emergency Response Systems



Hence, we started by
integrating **RED** with hospitals



Well-run emergency response systems are extremely critical for patients as well as hospitals

FOR PATIENTS



Efficient response leads to better clinical outcomes



FOR HOSPITALS



Emergency patients generate 5x AOV than regular patients



More patients reach alive
~20% die in transit

Source: RED internal analysis

Current emergency systems fail to meet demand & quality standards, resulting in patient mortality and hospital revenue loss

Unable to respond to every emergency request



Short staffed with high call downtime



Insufficient fleet for mass-casualties



Lack of response to inter-city cases

Abysmal quality of emergency response



Old infrastructure of poor quality



Staff lack training & professionalism



Frequently delayed & uncoordinated

Partnering with **RED** for emergency response is a no-brainer for hospitals



Better Clinical Outcomes

- ✓ 24x7 assistance on call
>97% call answering rate
- ✓ 10+mins saved in dispatch with automated dispatch engine

CASE STUDY

One of India's largest hospital chains

<15min response
across 5 cities



Increased Inbounds

- ✓ 10x increase in capacity
3000+ ambulance network
- ✓ Larger catchment area
Ambulances spread across the city

CASE STUDY

Hospital chain in Hyderabad

~32% increase ▲
in ambulance related inbounds



Lowered Costs

- ✓ Upto ₹30 lac savings per ambulance
- ✓ ~50% lower costs on driver & paramedics

CASE STUDY

Hospital in Bangalore

~₹60L saved
in ER management costs

RED stands at par with the biggest healthcare brands, carving out a sacred corner in consumers' minds



Not just emergencies,
RED ambulances are also critical for
various non-emergency use cases

Post discharge mobility for patients who cannot return home with regular transport



20% of all discharged patients require mobility support



Each intra-city discharge trip is worth >₹5k AOV



Exclusive ownership of discharge trips with our hospital partnership

Bereavement logistics

Dead body transport & funeral services



RED's separate vertical for bereavement logistics

Largest transporter of dead bodies in South India



Death is an urgent matter in India, **requiring next-day cremation**



All dead bodies in India are **transported through ambulances or hearse vans**

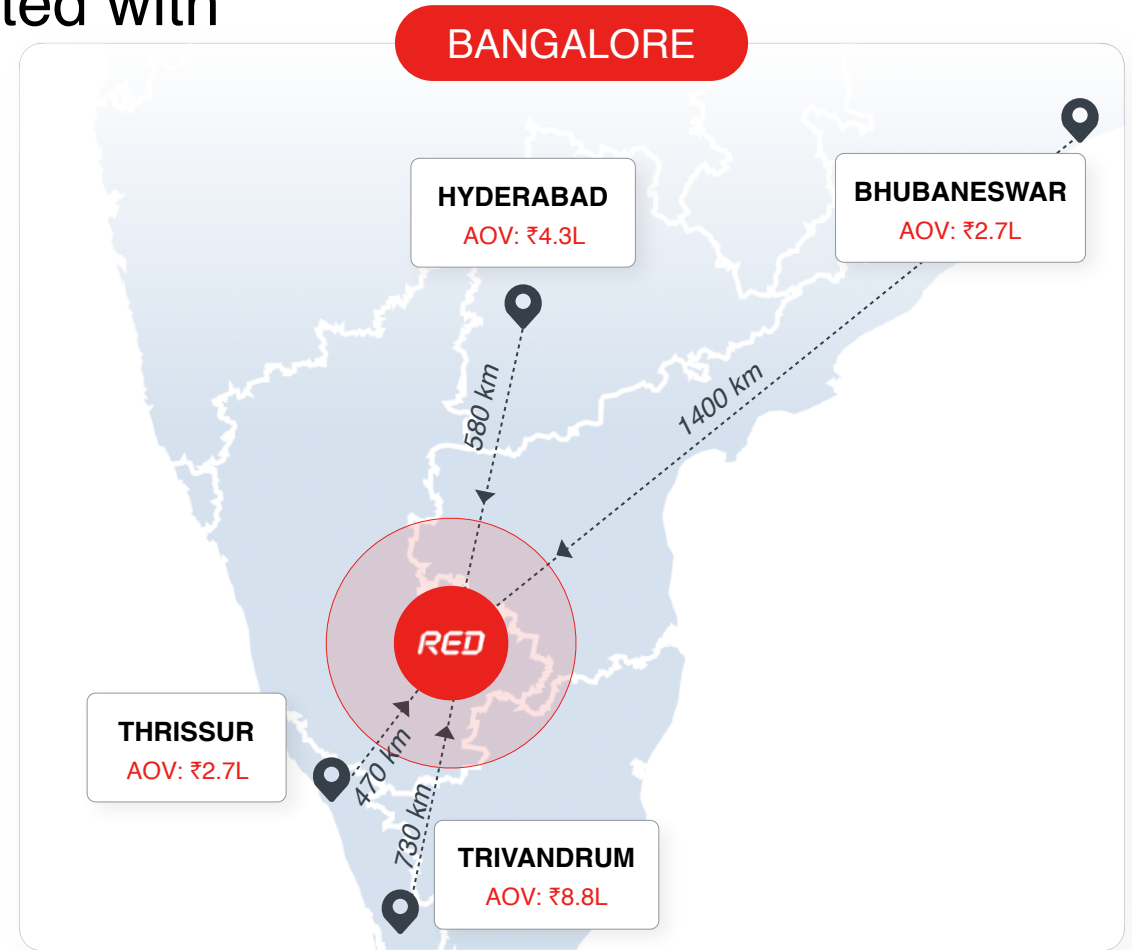
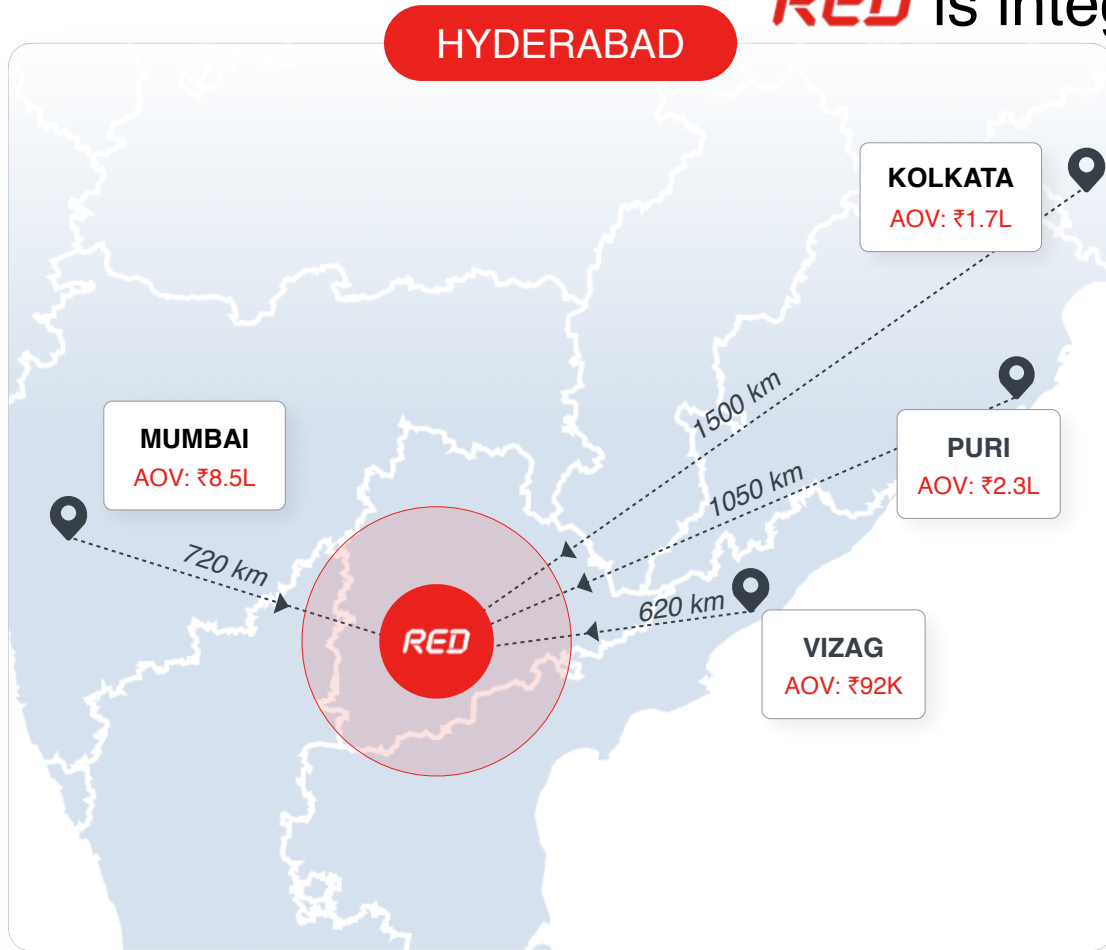


High margin AOV of ₹50k+

Inter-city medical transport

Patients in requirement better CARE from all over the country come to cities that

RED is integrated with

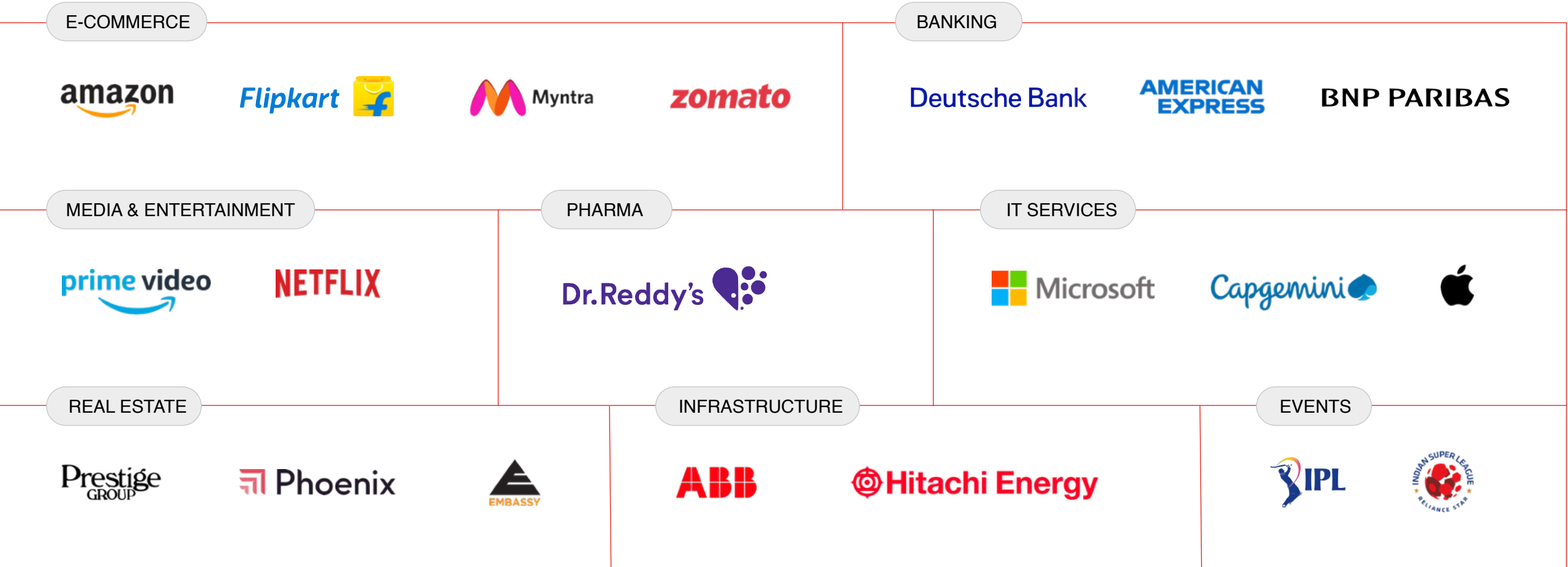


Our Hospital Partners

Trusted by 100+ hospitals and networks



70+ enterprises rely on **RED** for emergency preparedness



Our World of Specialized Services



RED
ASSIST



RED
AMBULANCES



RED
ACADEMY



RED AIR
Guardian



Our Tech

RED-OS & Dispatch Engine



We are ready to manage 50x cities at consistent quality with our proprietary tech stack

UNIFIED DASHBOARD

DRIVER APP

Tracks real-time positioning & driver availability

You're online
Allocating your next trip ...

Your Team For Today

ALS / OWN / HYD
TS09UD5646

EMT
Azaruddin

Call

Fleet tracking & route mapping platform

Top banner to relay most critical information

Direct call to actions with insights & analytics

Real time recommendation based on user data

RED HEALTH

Hyderabad

Trip Map of ambulance: TS11-UA-7372
Operator: RED Ambulances

Tracking link: <https://location.url.red.123>

Live Status

Fleet Info

23 February, 2022

Call received

8:57

Thank you for calling Sakara Hospital. This is Aman. What is the nature of your emergency?

Recommendations

Charges are billed to Sakara Hospital. Please do not ask for money

Is there any other information you want our ambulance driver and paramedic to know?

Dispatch

Medical reason*

Patient unconscious

Caller contact number* Patient City*

+91 9876543210 Bangalore

Pick-up location*

2 HSR LAYOUT Now

Sakra World Hospital
SV NO 322 & 323, Devanabeesanahalli, Varthur Hobli Opo Intel, Outer Ring Rd, Marathahalli, Bengaluru, Karnataka 560093

Drop location*

Floor: SAKARA HOSPITAL

Patient's Age*

32

Instruction for Red Squad

Please bring the stretcher using service lift

I need more information

Dispatch Now

Manually assign

23 February 2022

Call received

Call name

Call number: +91 9876543210

Source: Amazon

Location message auto triggered

Location message auto triggered to +919876543210

Send location message again

Location sent again

Location message sent again to +919876543210

Immediate dispatch selected

Recommended vehicle Neo changed to ALS

Pick-up location

Agent: GanitArma changed pickup location to HSR layout

Drop location

Sakara World Hospital

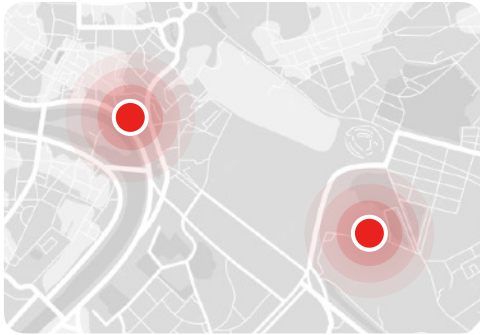
Pick-up location

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7th Edition CAHOCON 2023

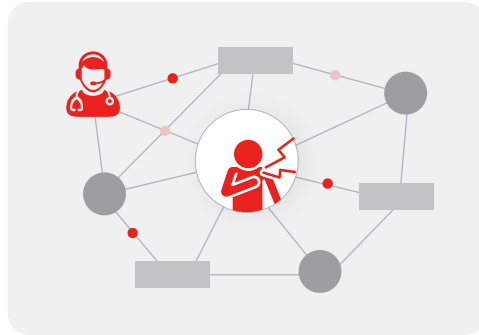
Computer-Aided Dispatch

FASTER RESPONSE



Know the patient hotspots
using data on incident locations

ACCURATE TRIAGE



Identify exactly what the situation demands
using data on symptoms

SMOOTH ADMISSIONS



Live tracking of hospitals' service capacities
using data of hospitals

ASSET UTILISATION



Maintain floater vehicles for demand spikes
using data on demand cycles

Our Fleet



Advantage: Modern, Hygienic Ambulance Fleet

Force Tempo TRAVELLER

- * All BLS equipment
- * Respiratory support
- * Defibrillator
- * Infusion & drug admin. equipment



Tata Winger

- * All BLS equipment
- * Respiratory support
- * Defibrillator
- * Infusion & drug admin. equipment



Maruti Suzuki EECO

- * Oxygen
- * Stretcher
- * Basic drugs
- * First-aid kit



Advantage: Modern, Hygienic Ambulance Fleet



Driven by the most experienced mgmt. team in the sector



SUHAS KULKARNI
Product & Tech

25+
years of experience

Veteran at building tech used by millions of people



Engineering Leadership
6 years



Vice President, Engineering
3 years



SHALABH DANG
Revenue

25+
years of experience

Cross-domain expert in sales and growth



Group Sales Head
7 years



Head of Distribution
4 years



SUMIT PACHLANGIYA
Finance

13+
years of experience

CA with exceptional finance know-how



Finance Head & Investor Relations
4.5 years



Head FP&A and Business Finance
2 years



NAMAN GOEL
People & Org

12+
years of experience

Experienced leader in people ops & HR



AVP - People Analytics & HR
3 years



CSO's Office & General Mgr
4 years

***WHEN LIVES COUNT,
YOU CAN COUNT ON US***

The Emergency Care Experts



A large graphic on the left side of the page consisting of several concentric circles. The innermost circle is a solid white dot, followed by a red ring, then a white ring, then a red ring, and finally a white ring. The outermost ring is a large, light red circle with a white outline. The background of the page is white, and the overall theme is red and white.

Thank You

 IN AN EMERGENCY CALL
1800 121 911 911
www.red.health