



DEFINING THE FUTURE OF WOMEN'S HEALTH & WELLNESS!

Mild Cares focuses on addressing women's hygiene and sustainability challenges in India, including limited access to sanitary pads, educational barriers due to menstruation, and cultural stigma. Their product portfolio includes menstrual cups, intimate wash, cramp relief, and more, available nationwide through their online store and marketplace platforms.



PROBLEM: Over 400 million women in India faces menstrual, Intimate & toilet hygiene issues

SOLUTION

Offering sustainable & cost-effective products along with AI Based services for wellness

ACHIEVEMENTS

1. World's first biodegradable, flushable and 100% plastic-free pregnancy test kit.

2. Ria: Building the future of women conversation. (Artificial Intelligent bot integrated with WhatsApp!)

Product Portfolio

- Menstrual care
- Toilet hygiene
- Pregnancy care



TRACTION

\$180K FY 23-24 Revenue

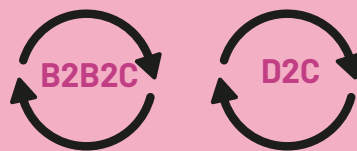
\$20K Monthly Revenue

Average Monthly Orders: 6K+

Gross Margin: 73%

Y-o-Y Growth 300%

Revenue Model



माइल्ड केयर्स द्वारा यूपी का पहला गांव सेनेटरी नैपकिन मुक्त, महिलाओं ने अपनाया गाइनोकप मेंस्ट्रेशन कप

● मेरठ के माछरा ब्लॉक का बड़ागांव बना यूपी का पहला सैनिटरी नैपकिन मुक्त गांव



Addressable Potential

Tier 2 cities

Tier 3 cities

FOUNDERS

Mr. Sandeep Vyas
CEO

Mrs. Rachna Vyas
Co- Founder