



Myna Sanitary Hygiene

Credentials

Myna Foundation



- A foundation creating a network of young women entrepreneurs in the slums
- Produce low-cost 'high quality' menstrual hygiene products – Maternity & Sanitary Pads
- Catering to women living in the slums & local hospitals
- Supporting to increase adoption of Maternity & Sanitary pads
- A cultural revolution – by a network of entrepreneurs
- Most Importantly – Provide employment.

Myna Products



Myna Maternity Pads



Myna Sanitary Pads

Scenario

- Fertility rate in Maharashtra - **1.81 per 1000 Women**
- **Major gap** between urban, rural & poor
- Rural & Poor women opt for home delivery -under **dangerously unhygienic** conditions.
- Maternity related complications are **leading causes of death** & disability



- One **out of every 55 women** in India faces the risk of maternal death
- Some of the main causes of maternal deaths - **Excessive bleeding & infections**
- Vast %age of women **do not seek medical care** post pregnancy
- Key reason - **Inability to meet the costs** related to visiting a health facility

The Cause



- An **Affordable brand** for Indian women made by women
- Provide maternal hygiene to **poor mothers**
- Creating a **network** of Myna Mahila entrepreneurs

Myna Maternity pads



Myna Maternity Pads

Contain 10 pads @ MRP Rs. 75/-



Specification

Size of a single pad	<ul style="list-style-type: none">• Length: 240mm• Thickness: 15mm• Width: 70mm
Weight of a single pad	11gms
Absorbency	120-150ml
Shape	Straight rectangular
Materials used	<ul style="list-style-type: none">• Wood Pulp• Gel Sheets• Cotton Net• Tissue Paper• Non-woven fabric• Elastic Band and beads
Machine processes used	<ul style="list-style-type: none">• Power pressing machine• Pulvirizer
Packet size	10 pads and 1 elastic band
Cost to hospital	Rs. 35/-



Target Audience

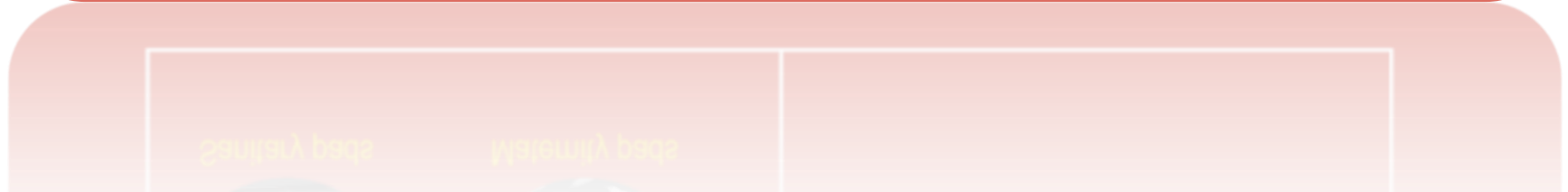
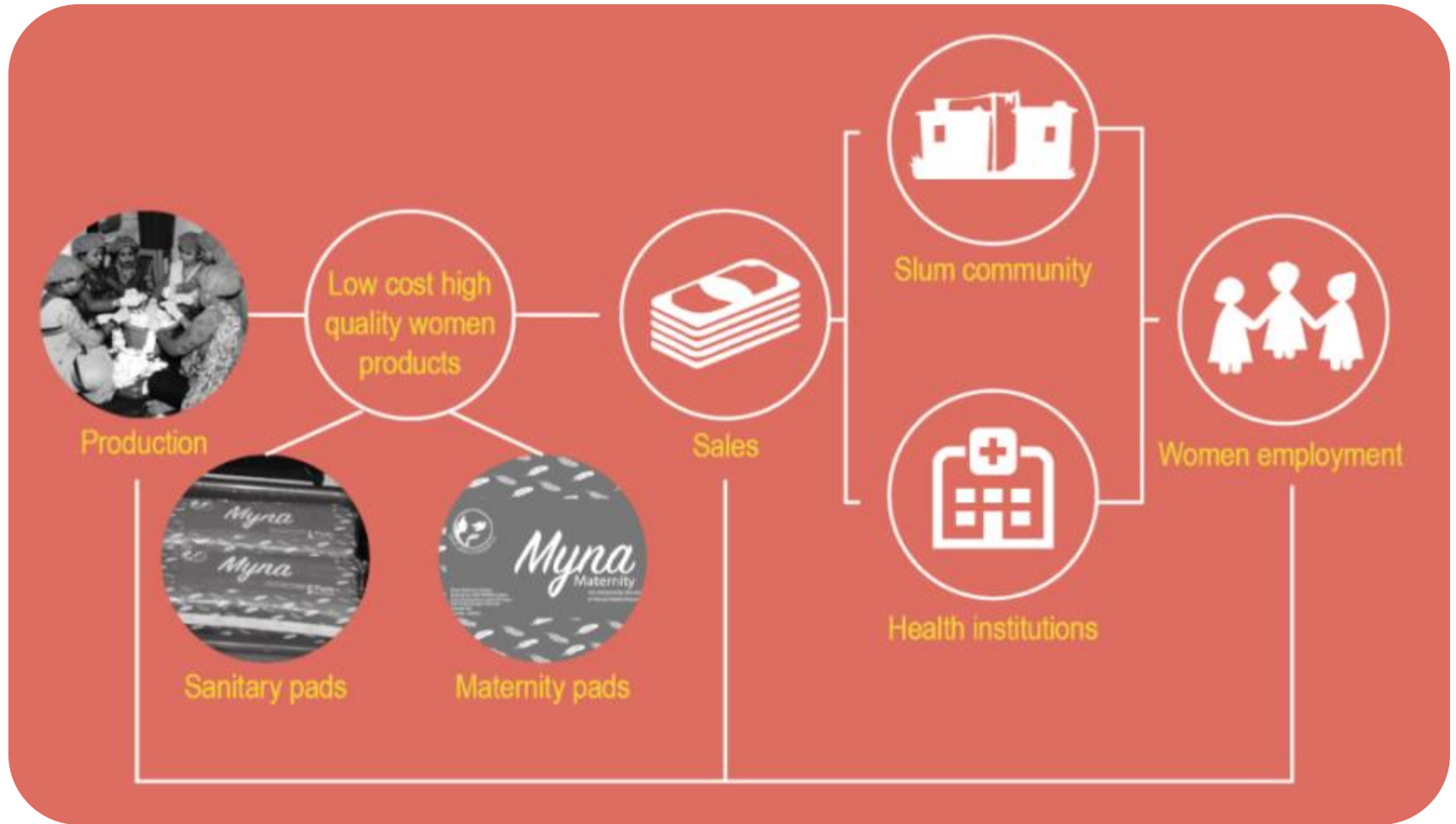
Pregnant women | Midwives | Nurses | Doctors | Hospitals | Maternity Homes

Myna's Niche

- Poor slum women:
- Better-off slum women:
- Middle income women:
- Organisations & CSR initiatives



Not a Product but a Movement!



Why Myna

Low Cost

Quality

Availability

Home grown

Women
Empowerment

Affordable

Maternal
Hygiene for all

Manufacturing & Hygiene Process



Manufacturing unit in a slum-redeveloped colony at Govandi, Mumbai

Sales & Distribution

Business Sales

- Orders from leading hospitals
- Bulk orders - NGOs & Organizations(CSR)
- Distributors – In schools & Sales Volunteers



Direct to Customers

- Go door-to-door to sell to individual women
- Women come to our factory to purchase pads
- We could start stalls in some communities with our pads



Other Players



natracare®

eco ♻️ femme

Comparator



Cost: Pack of 8 costs Rupees 20/-



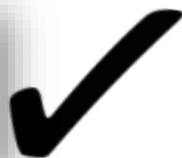
Cost: A pack of 12 costs 3000-4000/-



Cost: Box of 50 bags is sold for ~220 INR



Cost: One premium reusable pad costs 500-600 / -
Subsidized pads cost 80/ -



Packet size

10 pads and 1 elastic band - Rs. 35

****Cost to hospital**

OUR ADVISORY BORAD

Dr. Jockin Arputham

- President of National Slum Dwellers Federation and Nobel Peace Prize Nominee '14

Dr. Anita Patil Deshmukh

- Director, PUKAR

Mr Aman Agarwaal

- Managing Director, Bombay Rayons Pvt. Ltd.



- *Our vendors & partner manufacturers for Myna Sanitary Pads are - ISO Certified*
- *Soon to get WHO certification*

Customers Speak

"Lorem Ipsum Lorem Ipsum"
Malti Gaikwad - Deonar

"Lorem Ipsum Lorem Ipsum"
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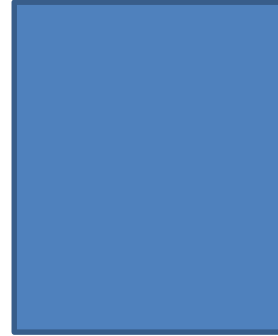
People Behind Myna



Suhani Jalota
CEO & Founder



Meena Ramani
Business Head



Parveen Sheikh
Operations Head



Malti Ambre
Sales & Marketing Head

- Munmun, Supervisor
- Deborah, Quality Control Head
- 18 women from the local community





Myna Mahila Foundation

Section 25 Company · Reg. number U74900MH2015NPL266360

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