

Happy
Tummy

The image features the words "Happy" and "Tummy" in a playful, rounded font. "Happy" is written in red and "Tummy" in orange. A simple red smile is drawn between the two words, with its ends extending under the 'p's of "Happy" and the 'm's of "Tummy".

Why Digestive Health?

Results of a survey conducted with more than 500 mothers via Momspresso in 2021 on **digestive health of Indians**

- **Consumers realize digestion as a critical segment of their lives** – ranks as high or just below immunity on health priorities

77%

*Consider digestive health as
very important*

56%

*Believe digestive health
affects weight*

- **Consumers do not always give it the due attention it needs** – *sleep, fitness and diet impact their digestive health*

56%

*Indian families report
Digestive health issues*

49%

*Exercise less than once a
week*

42%

Have irregular sleep cycles

Spontaneous Health Associations

Collage generated by consumers



The spontaneous associations highlight the new expansive understanding and **the evolved role** that "health" plays today for consumers

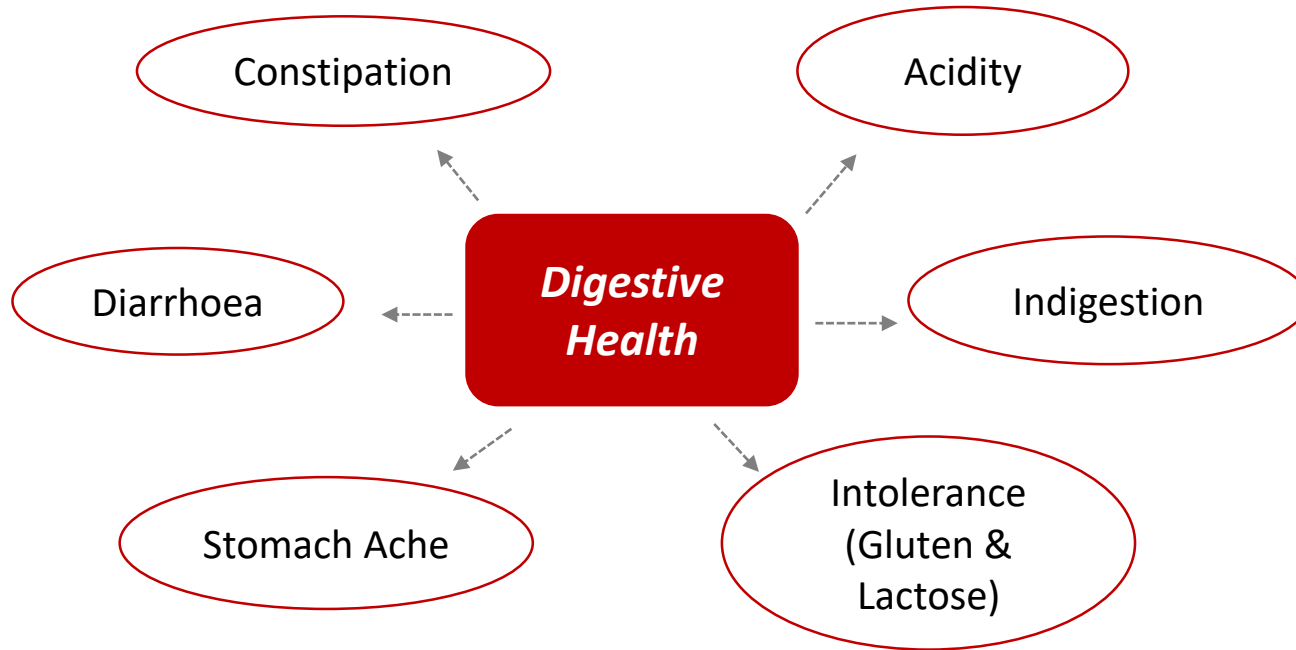
Digestion is spontaneously mentioned for low immunity AND as a root cause of many other diseases



PERCEIVED ROOT CAUSES	PERCEIVED HEALTH ISSUES
Gastric problems	Fertility, joint pain, piles, fissures, digestion
Digestion	Low immunity, prone to diseases
Lack of deficiency	impact on bone health
Appetite/ lack of knowledge	Less immunity, more prone to disease, loose appetite/ hunger
Post 50's/ overconsumption	Obesity, Gastric, heart-related issues, headache
Physical appearance	Losing stamina, energy, hormonal balance, low immunity, skin, eyesight, hair loss,
Insomnia, Screen time	Anxiety, Depression
Hectic lifestyle	headache, mental health issues
Depression & Stress	hair fall, skin, periods, depression, lack of immunity

Different facets of Digestive Health

- Digestion is a large platform with multiple consumer needs and solutions
- Digestive issues have a range of severity which need to be addressed differently; broadly – “acute vs chronic”



Indirectly linked with:

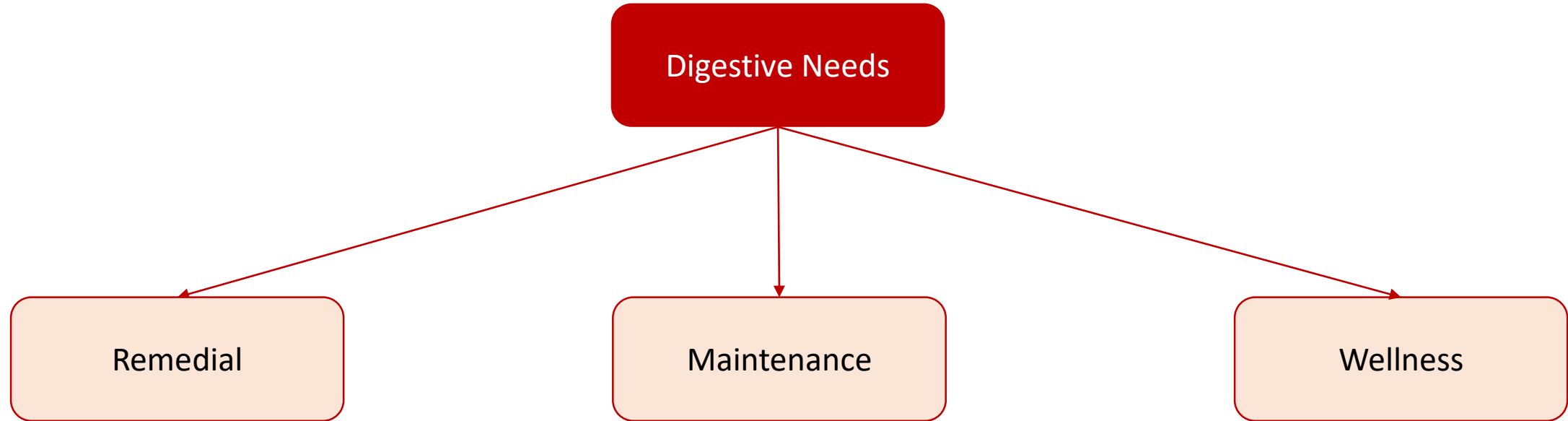
- Weight-loss
- Nutrient Absorption
- Satiety
- Cognition (Gut-Brain Axis)

High level of search interest:

Keyword	Avg. monthly searches
Health	21,33,900
Digestion	11,61,800
diarrhea	6,43,190
acidity	6,25,580
stomach ache	4,35,790
constipation	3,89,140
regurgitation	92,010
indigestion	90,800
gut health	30,040
lactose	83,890
weight management	1,10,660

*Google search trends, Oct'20 to Sep'21

Diverse needs within the digestive space



Need: Relieve digestive issues like constipation, acidity, indigestion

Usage: Occasional, need based

Format: Clinically proven, instant relief products

Need: Maintain gut health to be free of any digestive ailments

Usage: Continuous

Format: Natural ingredients, addition to food/supplements, snacks

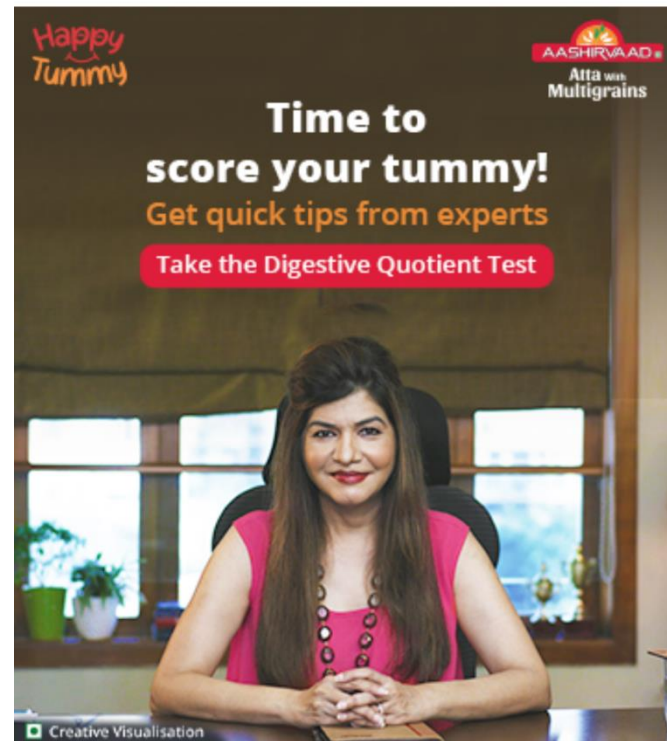
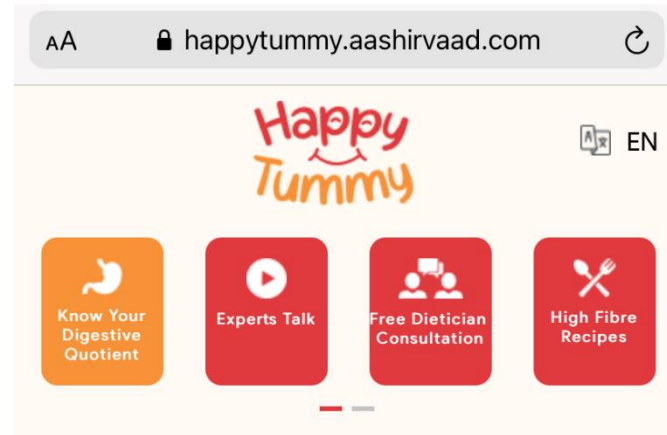
Need: Weight management, nutrient absorption, better mood & skin

Usage: Continuous

Format: Natural ingredients, instant food/snacks, mixes

Creating exclusive assets – Happytummy & Digestive Quotient

Multiple media to drive traffic



Multiple ways to engage with the platform

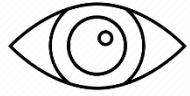
Free Nutritionist Consultation

Expert Articles & Informative Videos

Fibre Meter & Meal Plan

Ask An Expert

28 lac+ unique visitors, 5.7 lac DQ tests, 70k+ Fibre Meter tests



28 lac unique visitors



Average time spent: 2 min & 13 sec
Avg. no. of pages visited: 3.4



5.1 lac+ DQ Test Takers



70k+ Fibre Meter Tests



40k+ FREE consultations

Some interesting insights that have come out of this huge pool of data

Age Bracket	Salience
<20	17%
20-30	42%
30-40	30%
40-50	9%
50-60	2%
>=60	1%
Total	100%



69%
Indians don't consume their recommended daily fibre



75%
face moderate to severe stress.
19% face severe stress



47%
sleep for 6 hours or less everyday

DQ bracket	Split
High DQ (>60)	35%
Low DQ (<40)	27%
Mid DQ (40-60)	38%



35%
have no physical activity



38%
rarely consume fruits



70%
drink less than 8 glasses of water daily

Some interesting insights that have come out of this huge pool of data

1. 68% of users who did not consume fruits had a DQ score of less than 40.
2. 88% of users who drank less than 8 glasses of water everyday had a DQ score of less than 40.
3. 90% of users who did not consume multigrain daily had a DQ score of less than 40.
4. 34% of users who faced severe stress had a DQ score of less than 40.
5. 62% of users who slept less than 6 hours had a DQ score of less than 40
6. 65% of users who had no physical activity had a DQ score of less than 40.

DQ bracket	Split
High DQ (>60)	35%
Low DQ (<40)	27%
Mid DQ (40-60)	38%



An initiative by:

Aashirvaad Atta with Multigrains
The High Fibre Atta