

Building India's Trusted Physiotherapy Network

Partner with a clinically-led, evidence-based physiotherapy brand — born in Dharamshala, built for scale across India.

PHYSIO · REHAB · ALIGNMENT · NIRVANA



Our Story & Vision



'Pran' means the vital life force — the conviction that when movement is restored, everything else follows: confidence, independence, and quality of life.

What began as a single clinic in Dharamshala is now a brand ready to scale. Our vision: India's most trusted physiotherapy network — clinically rigorous, warmly human, and consistent in every city.

To make expert, evidence-based physiotherapy accessible in every corner of India — one clinic, one patient, one recovery at a time.

Four Pillars of Care



Physio

Root-cause movement
assessment



Rehab

Structured, personalized
recovery



Alignment

Hands-on manual correction



Nirvana

Lasting strength & balance

Meet the Founder



DR. NANCY — FOUNDER & LEAD PHYSIOTHERAPIST (BPT)

When I opened Pran, my only goal was to give patients honest, hands-on care — no shortcuts, no assembly-line treatment. Every session is one-to-one, every plan is built around the person in front of me.

Patients kept asking: *"Why isn't there a clinic like this in my city?"* That question is why this franchise exists. We are scaling a **standard of care** — not just a business.

Why Invest in PRAN?



Proven Clinical Model

One-to-one, evidence-based care delivering real outcomes — validated at our flagship clinic.



Recognizable Brand

A calm, clinical identity that stands apart from generic wellness clinics.



Turnkey Operating System

Floor plans, equipment, SOPs, marketing calendars, and software — a business-in-a-box.



High-Growth Category

India's physiotherapy market is under-penetrated and growing fast, driven by lifestyle diseases and sports injuries.



Structured Training

Every franchisee clinician is trained and certified to the same standard before opening day.



Founder-Led Support

Direct access to Dr. Nancy's clinical playbook and ongoing supervision.

The Market Opportunity

₹18,000Cr+

Market Size by 2028

Estimated size of India's physiotherapy & rehab market

12–14%

Projected CAGR

For organized physiotherapy services in India

<10%

Organized Share

Currently served by branded clinic chains

135Cr+

Indians Aged 40+ by 2030

Core demand base for rehab care

Why Now

- Rising sedentary lifestyles and aging population driving structural demand
- Post-surgical & sports rehab increasingly prescribed as standard of care
- Tier-2/3 cities significantly under-served — clear whitespace for franchising

PRAN's Position

Enter Tier-2/3 cities and hill-station catchments first — markets with real demand, high patient loyalty, and limited organized competition — before expanding to metro satellite hubs.

Three Ways to Partner

Choose the format that matches your city, budget, and ambition — every tier delivers the same clinical standard.

MOST POPULAR

Express

Compact clinic format

- 400–600 sq.ft.
- 2–3 team members
- Investment: ₹12–18 Lakhs
- Ideal for Tier-2/3 cities, residential catchments

Premium

Full-service flagship

- 800–1,200 sq.ft.
- 4–6 clinicians + front desk
- Investment: ₹25–38 Lakhs
- Ideal for Tier-1/2 cities, high-footfall areas

Elite

Multi-specialty wellness centre

- 1,500–2,200 sq.ft.
- 8–12 clinicians + specialists
- Investment: ₹45–65 Lakhs
- Ideal for metro cities, premium destinations

Investment & ROI Projections

Illustrative figures based on comparable allied-healthcare franchise benchmarks.

Metric	Express	Premium	Elite
Total Investment	₹12–18 L	₹25–38 L	₹45–65 L
Franchise Fee	₹3 L	₹5 L	₹8 L
Break-even Period	10–12 months	14–18 months	18–24 months
Est. Monthly Revenue (Yr 1)	₹2.5–3.5 L	₹5.5–7.5 L	₹10–14 L
Est. Annual ROI	22–26%	26–32%	28–35%

Royalty Fee

6% of monthly gross revenue

Marketing Contribution

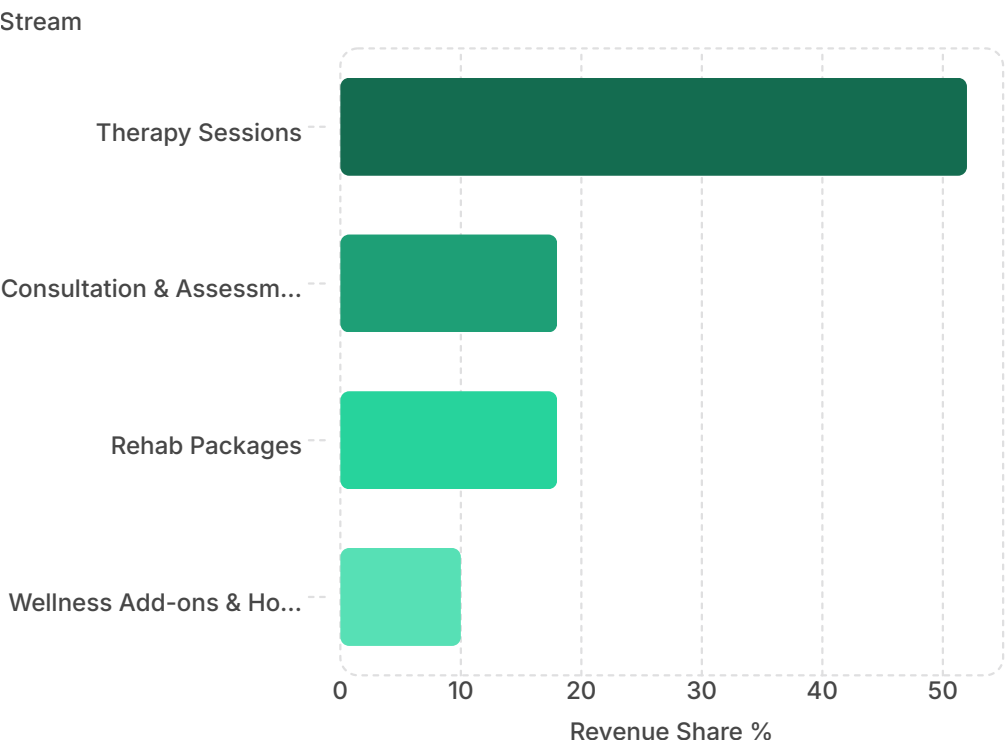
2% of monthly gross revenue

Renewal Term

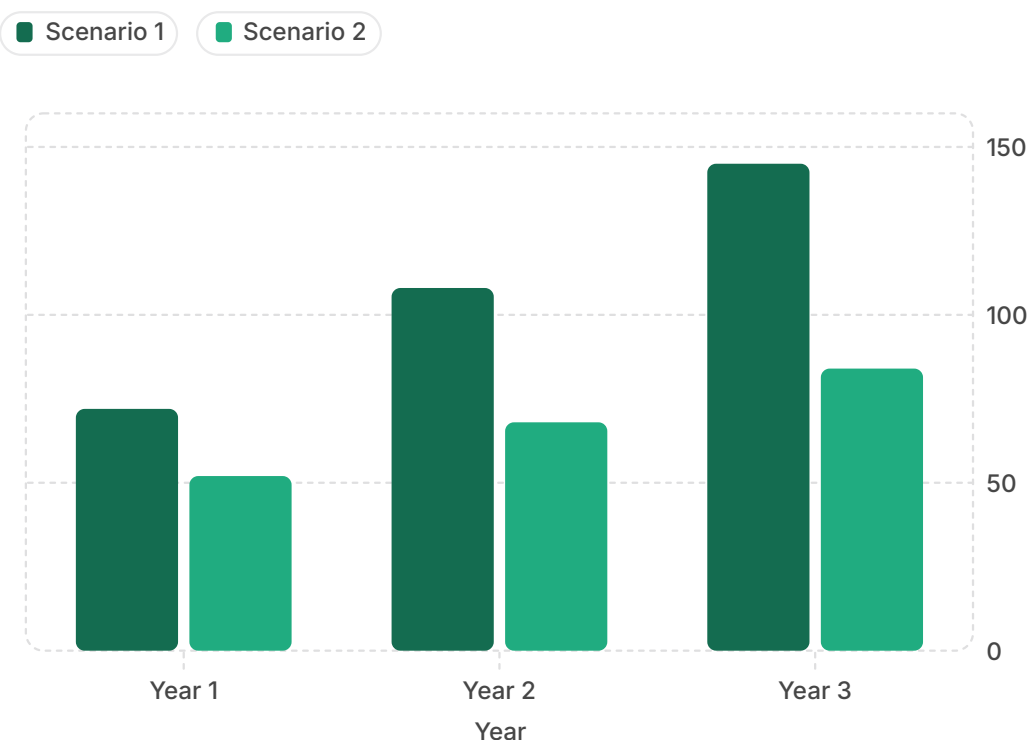
5 years, renewable

Revenue Model & 3-Year Projection

Revenue Streams — Premium Model



Illustrative 3-Year Outlook — Premium Model



❏ Figures are illustrative planning estimates modeled on comparable franchise performance, not audited results. Actual revenue depends on location, footfall, and clinician utilization.

Let's Build the Next PRAN Clinic — Together

We're selective about our franchise partners because our patients deserve consistency. If you share our standard for care, we'd love to talk.



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