

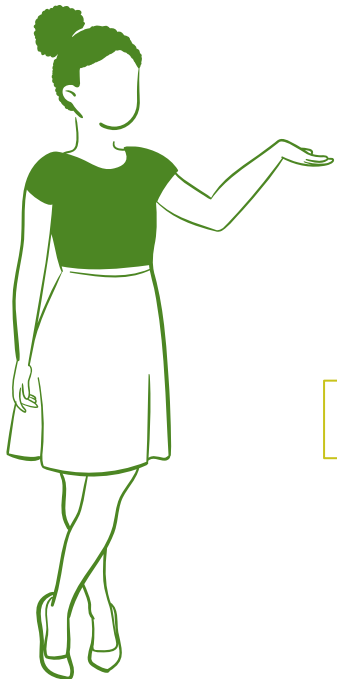
New Product Launch (Wellness)

Launch & Briefing: 13 Feb'26



Do you know what Cognitive Health is ?

- Cognitive health refers to the Mind's ability to think, learn, remember, & make decisions
- It Involves core functions like Memory, Attention, Problem-solving & Reasoning
- In simple words, it's the ability to:



➤ Pay Attention

➤ Memorize

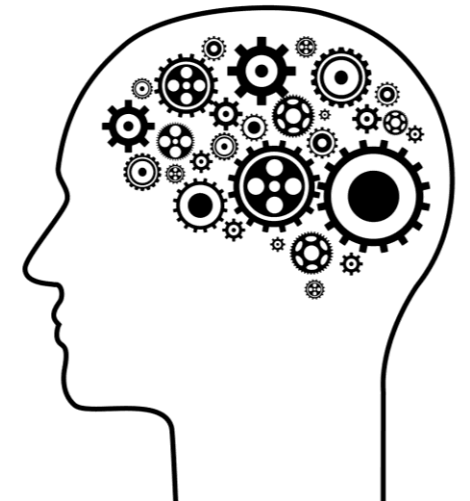
➤ Focus on tasks

➤ Multi Tasking

➤ Decision making

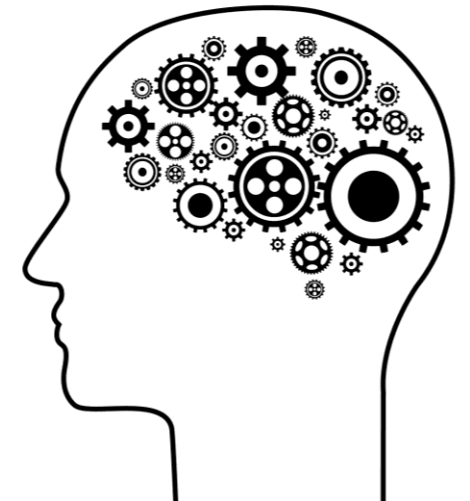
➤ Processing Speed

Good cognitive health = Better productivity + Better quality of life



○ Why a comprehensive Mind + Body Health Matters Today..

- Standard blood tests evaluates most organs, but they often ignore another important one: the brain.
- Rising stress, burnout, poor sleep, and metabolic imbalances like high blood sugar are directly impacting cognitive function.
- Concerns around memory, focus, and productivity are steadily increasing.
- Despite this, routine health tests do not measure cognitive performance.
- *True health* is a feedback loop. If the body is inflamed, the brain suffers. If the brain is under-functioning, physical health often follows.



The Solution...

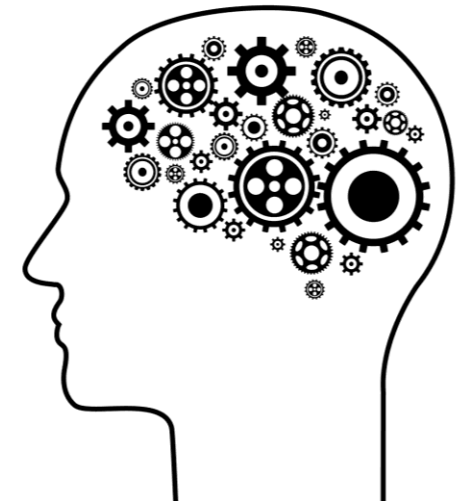
India's 1st Cognitive & Diagnostic Preventive Checkup



TruHealth Mind & Body

In Collaboration With

ivory



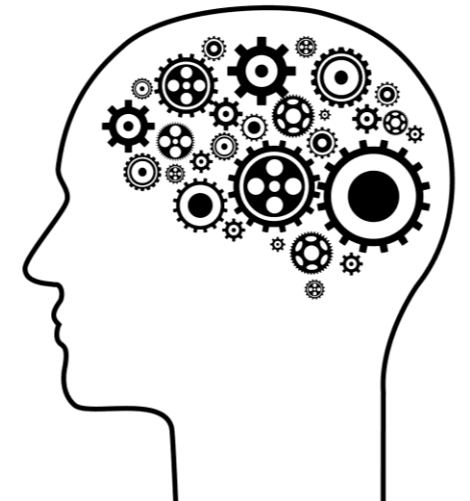
TruHealth Mind & Body

- This is the first integrated cognitive and physiological checkup, bridging clinical pathology with digital cognitive assessment.
- A holistic 360° digital assessment that measures how physical health and Mind functions interact.
- Combines Metropolis's diagnostic expertise with Ivory's cognitive screening to deliver a unified health profile.
- Enables early risk identification and supports proactive steps toward long-term cognitive longevity.



Introducing IVORY

- According to various studies, humans reach their cognitive peak around age 35, after which age-related decline is inevitable.
- Ivory's cognitive tests helps detect early decline through neuroscience-based assessments and games
- This helps a person maintain an active cognitive profile through their 30s, 40s, and 50s while identifying early neurodegenerative risks.
- Their FDA-registered assessments evaluate 17 cognitive skills across five key domains: Attention, Memory, Reasoning, Perception, and Coordination.
- By identifying areas of strength and improvement, they help users track and enhance their Cognitive Health



AS SEEN ON
**SHARK
TANK
INDIA**

Ivory's Cognitive Assessment



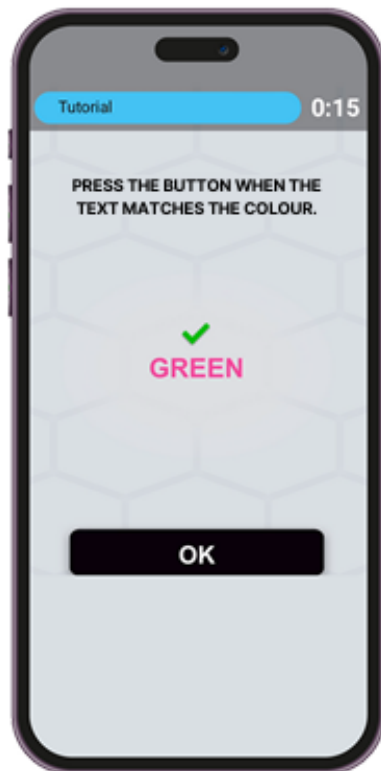
17 Neuroscience
based tasks



FDA Registered



35-40
minutes



Benchmarking
across **1.2M+** users



Useful for **Cognitive**
Screenings



Mobile and
Laptop friendly

Our work has been recognized on some of the biggest Indian and global forums



January

Best Emerging Startups at **IIM Ahmedabad**



March

Shark Tank India Season 4
Secured a deal



March

Presented first Cognitive Health Data at RISE Longevity Conference (**IISc, Bangalore**)



August

Selected among **top 25 list** of Innovative Startups organized by **BIRAC**



October

Top 3 (India)
Meet the Drapers

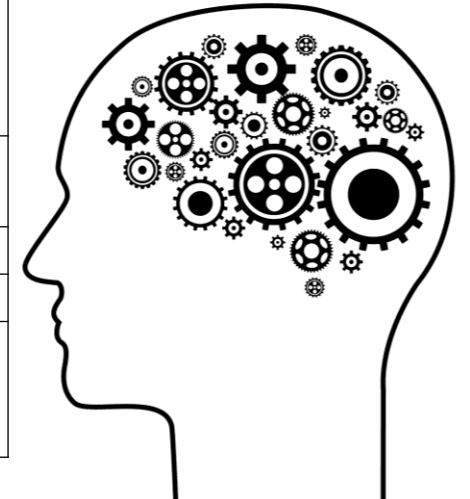


November

Winner: DHN Innovation HealthTech Challenge among 124 startups at IIT-I

The Product: TruHealth Mind & Body

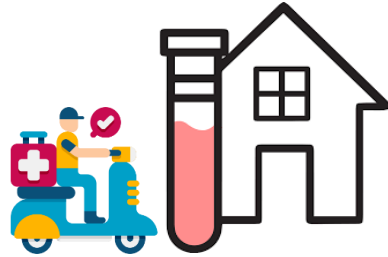
T Codes	T8918	T8919
Parameter Count	58	72
Offer Price	5,500	6,500
Category	TruHealth Mind & Body - Basic	TruHealth Mind & Body - Total
Anaemia and Thalassaemia	Haemogram , blood, Vitamin B12	Haemogram , blood, Vitamin B12, Folic Acid, serum
Diabetes	Glucose, fasting, HbA1c (glycated Hemoglobin), blood, Glucose, post prandial	Glucose, fasting, HbA1c (glycated Hemoglobin), blood, Glucose, post prandial
Liver	SGPT, Serum, SGOT, serum, Bilirubin-total, Direct and Indirect, Serum	SGPT, Serum, SGOT, serum, Bilirubin-total, Direct and Indirect, Serum, Proteins-total (Albumin +Globulin), Serum
Infection tests	CRP	CRP
Kidney	Creatinine, serum, BUN-Blood Urea Nitrogen, serum, Uric Acid, Serum, Sodium, serum, Potassium, serum, Chlorides, serum	Creatinine, serum, BUN-Blood Urea Nitrogen, serum, Uric Acid, Serum, Sodium, serum, Potassium, serum, Chlorides, serum
Heart	Lipid Profile Mini, Apolipoproteins (A1/B), serum, HS-CRP, serum	Lipid Profile Mini, Apolipoproteins (A1/B), serum, HS-CRP, serum
Thyroid & obesity	TSH, Serum, Free T4, Free T3	TSH, Serum, Free T4, Free T3
Bone & Joints	25 OH Vitamin D, serum	25 OH Vitamin D, serum
Service	Dr Consult (General Consult) MHL, Cognitive assessment with Report	VITALS, Dr Consult (General Consult) MHL, Cognitive assessment with Report



Consumer Journey: MHL



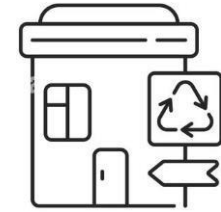
OB Team books TruHealth Mind & Body & aligns collection through HVT post confirmation from Patient



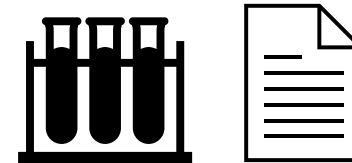
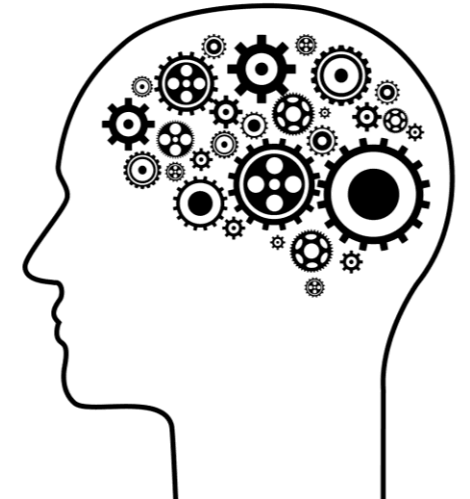
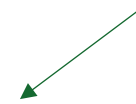
Home Service
MHL home collection
Phlebo visit patient home



Phlebo will:
1. Register VID
2. Conduct collection as per SOP
3. Inform TAT of the test
4. Give info leaflet to patient
5. Give receipt to patient



Sample is transported to MHL for testing



Sample is tested & report is generated with TAT



OB team calls patient to schedule Post Test Counselling



MHL Counselor conduct VC session of 15 mins

Consumer Journey: IVORY



OB Team books TruHealth Mind & Body & aligns collection through HVT post confirmation from Patient



Cognitive Assessment
Post payment – consumer receives link for cognitive assessment via WhatsApp



Cognitive Assessment
Consumer finishes their test (about 30-40 mins)



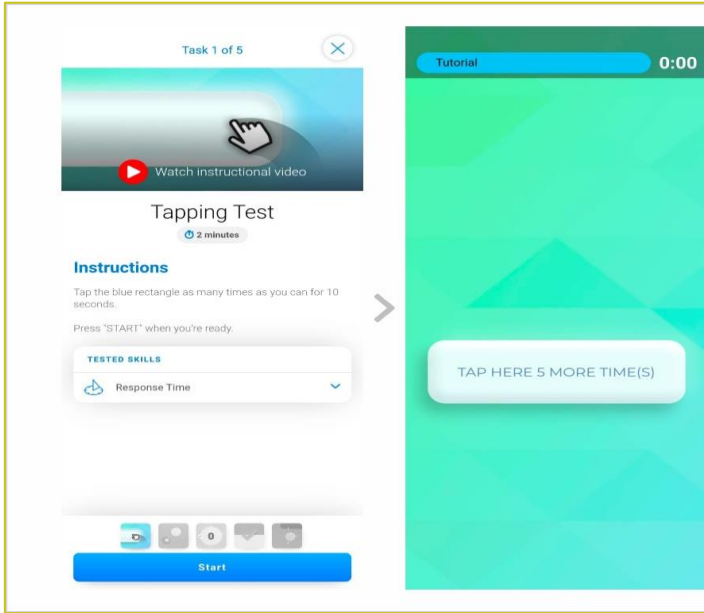
Consumer receives his **Cognitive Assessment** report via WhatsApp



Once consumer submits his test, report is generated within 30 mins

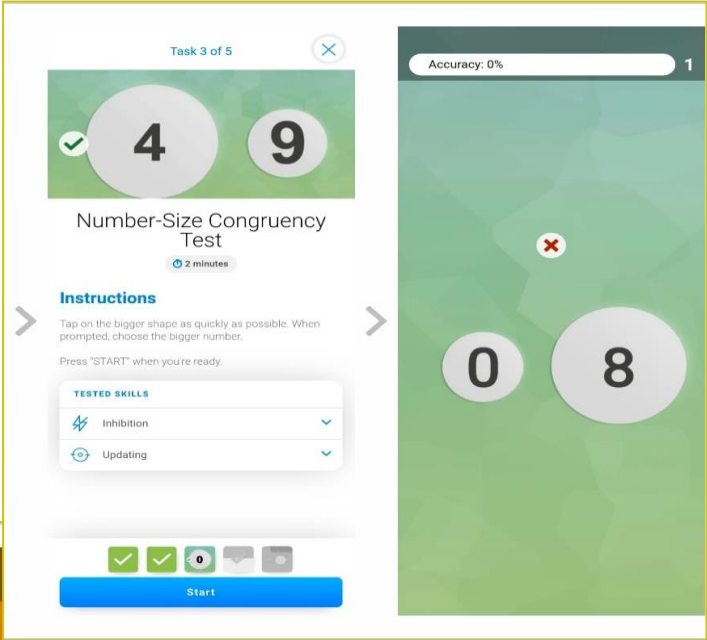
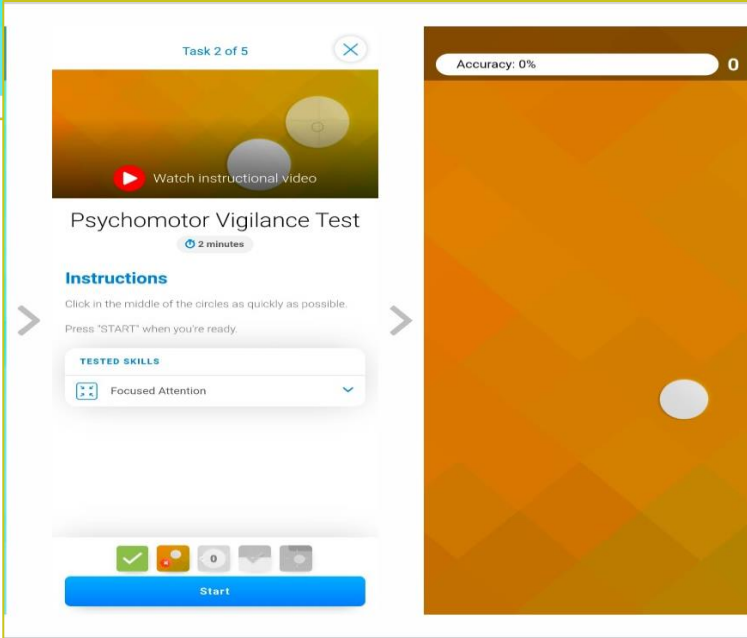


Cognitive Assessment by IVORY



Test 1: Tapping Test

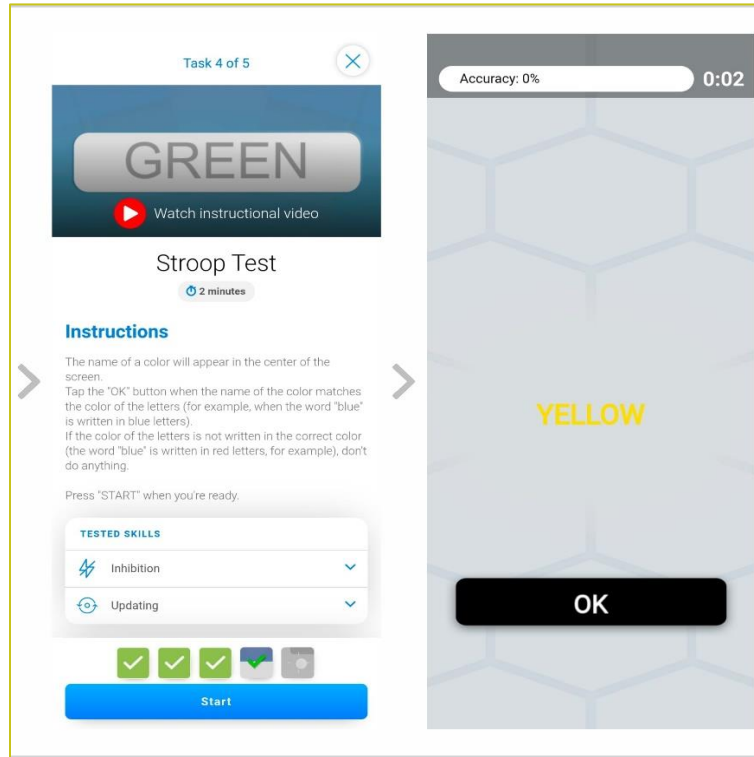
Test 2: Vigilance Test



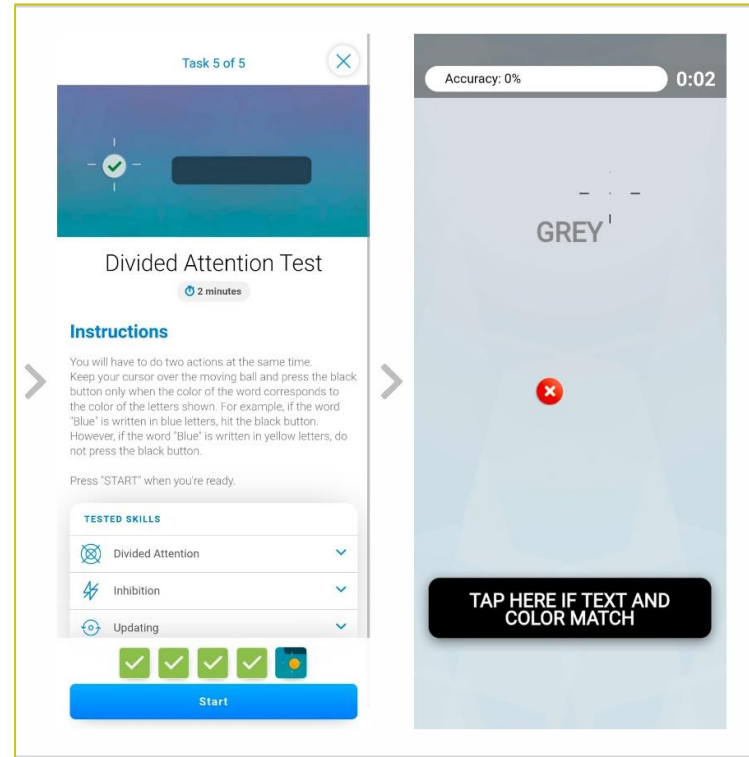
Test 3: Number Size Test



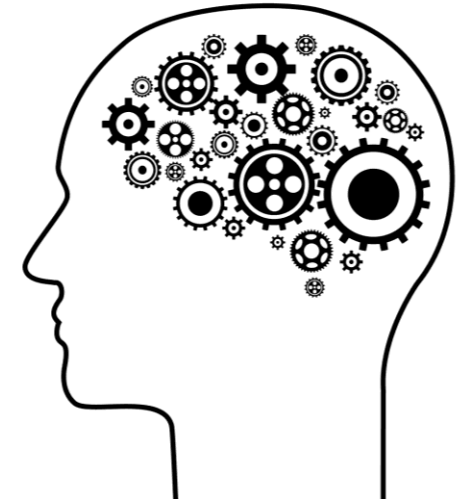
Cognitive Assessment by IVORY




Test 4: Stroop Test



Test 5: Divided Attention Test




Report Snapshot

 **Current Cognitive profile**

You have displayed **ABOVE AVERAGE COGNITIVE PERFORMANCE** on Ivory's Cognitive Health Checkup.

Total cognitive score: 472/800

54 Real Age **52** Cognitive Age



Overall performance

Your overall Cognitive performance was assessed in 5 key categories i.e. **Attention, Memory, Reasoning, Perception and Co-ordination**

460/800 Reasoning **559/800** Memory **396/800** Attention

411/800 Coordination **460/800** Perception

Well Done!
Your cognitive performance across all domains do not indicate any significant deficits. You may wish to follow our recommendations to maintain good cognitive health.

Main Functional Domains

Attention 460/800

Focused Attention: 450

Divided Attention: 220

Inhibition: 670

Updating: 670

Memory 690/800

Short term memory: 230

Visual Short term memory: 56

Phonological Short Term Memory: 66

Contextual Memory: 450

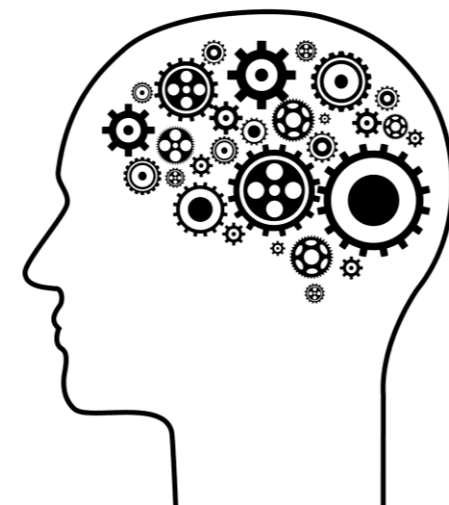
Non-Verbal Memory: 550

Naming: 440

Working Memory: 580

Legend: Below Average (0-200), Average (200-400), Above Average (400-600), Exceptional (600-800)

Key Skills Breakdown



All the best!

