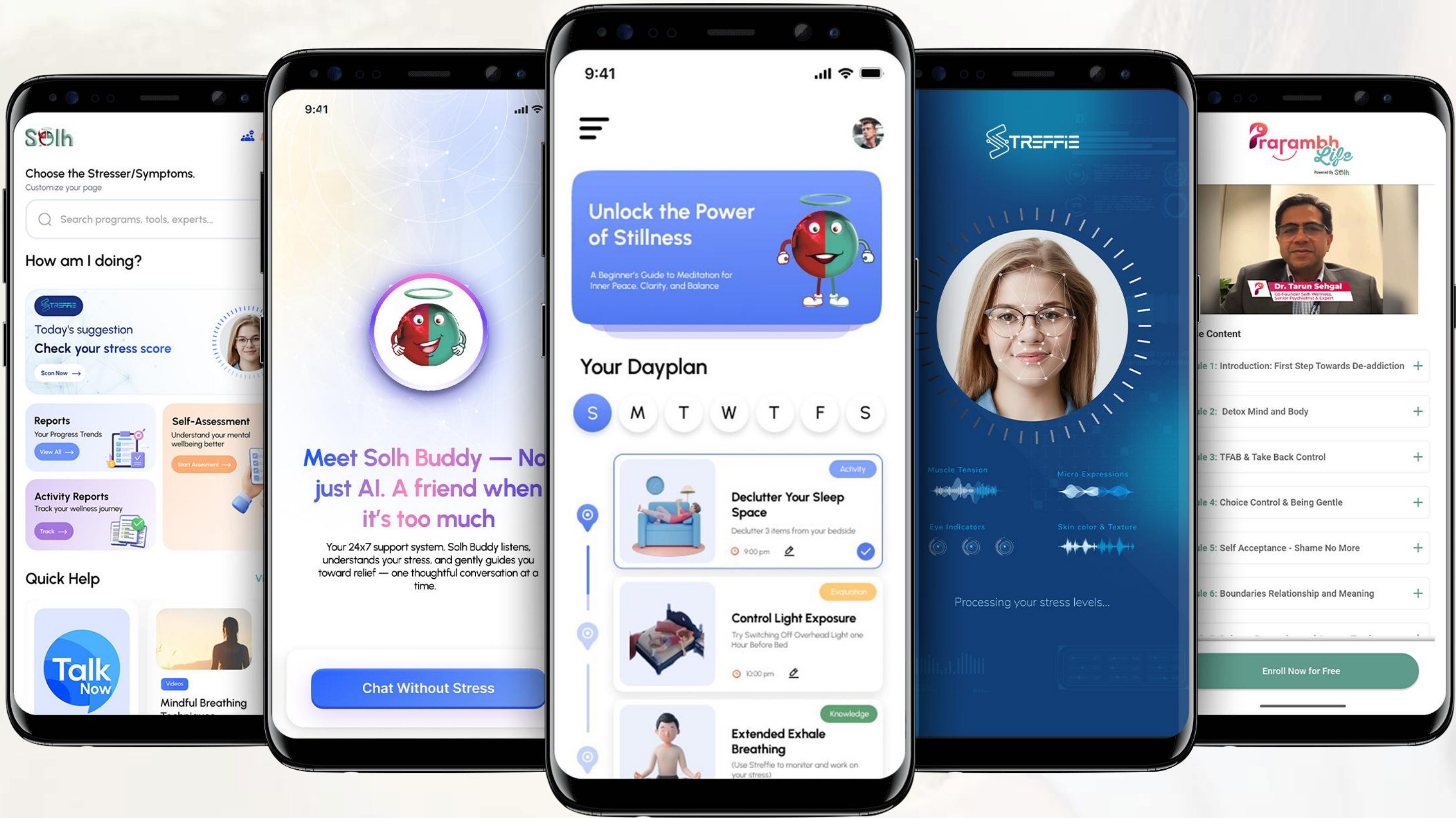




# Building Resilience in EACH



Mental Wellness App  
of the Year 2024

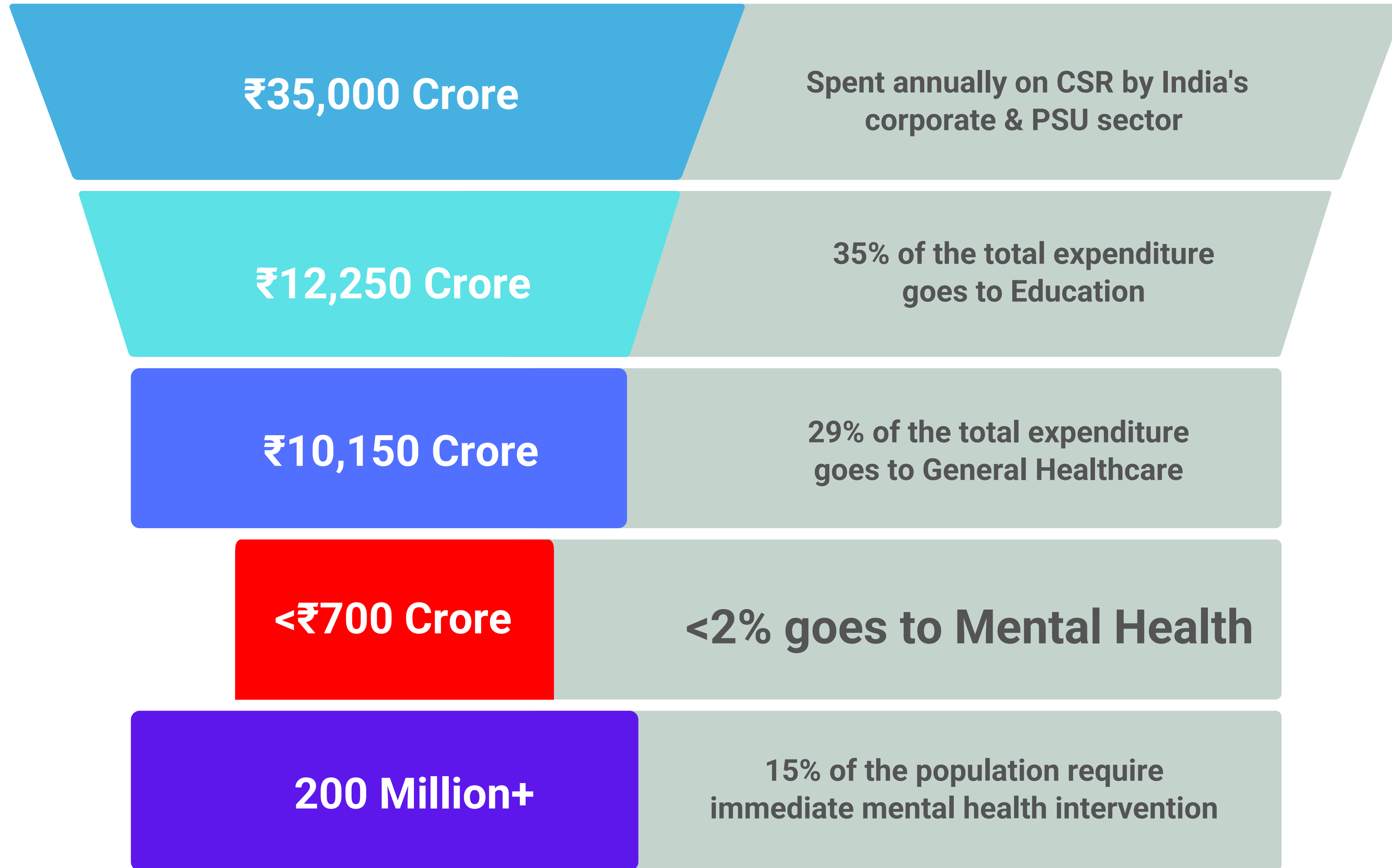


Jury Recognition  
Healthcare



Health & Community  
Wellness Advocate

# The CSR Mental Health Gap



# India's Silent Epidemic – Mental Health

15% OF ADULT  
POPULATION



**200 Million Indians** need mental health intervention

Source: National Mental Health Studies

92% CARE GAP



**140-184 Million** receive NO proper care

Stigma - Professional shortage - Lack of awareness

Source: National Mental Health Survey

ONLY 2% CSR  
ALLOCATION



Out of **₹35,000 Crore** total, only 2% CSR spending goes to mental health

Source: BW Wellbeing World

₹85 LAKH  
CRORE LOSS



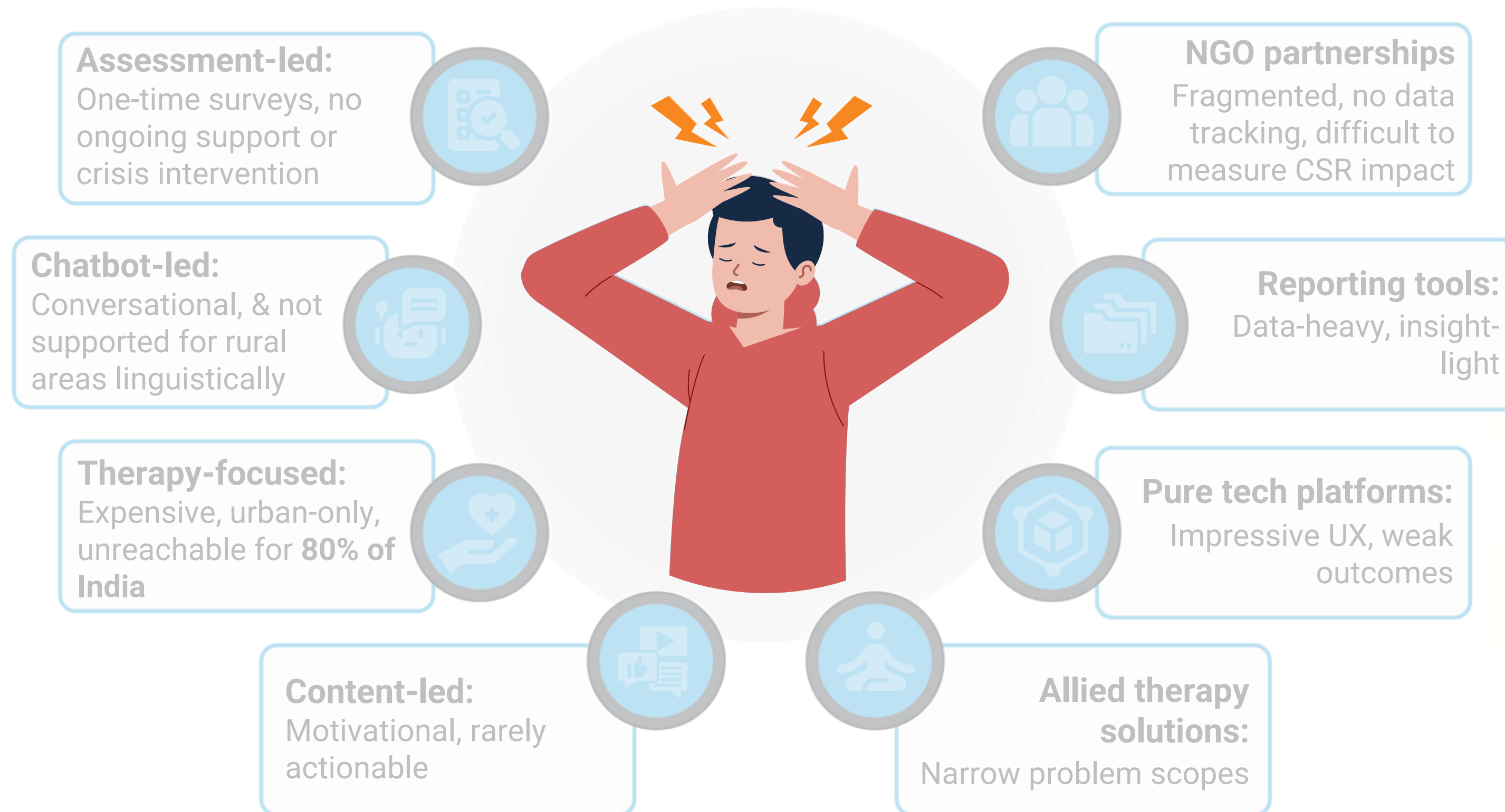
**USD 1.03 Trillion** loss by 2030 if untreated

Source: WHO India Estimates

***Expand Digital Mental Health Services: Strengthen AI-based mental health solutions. – Ministry of Health & Family Welfare***

# Why Traditional CSR Mental Health Fails

**The market is crowded.  
The answers are fragmented**

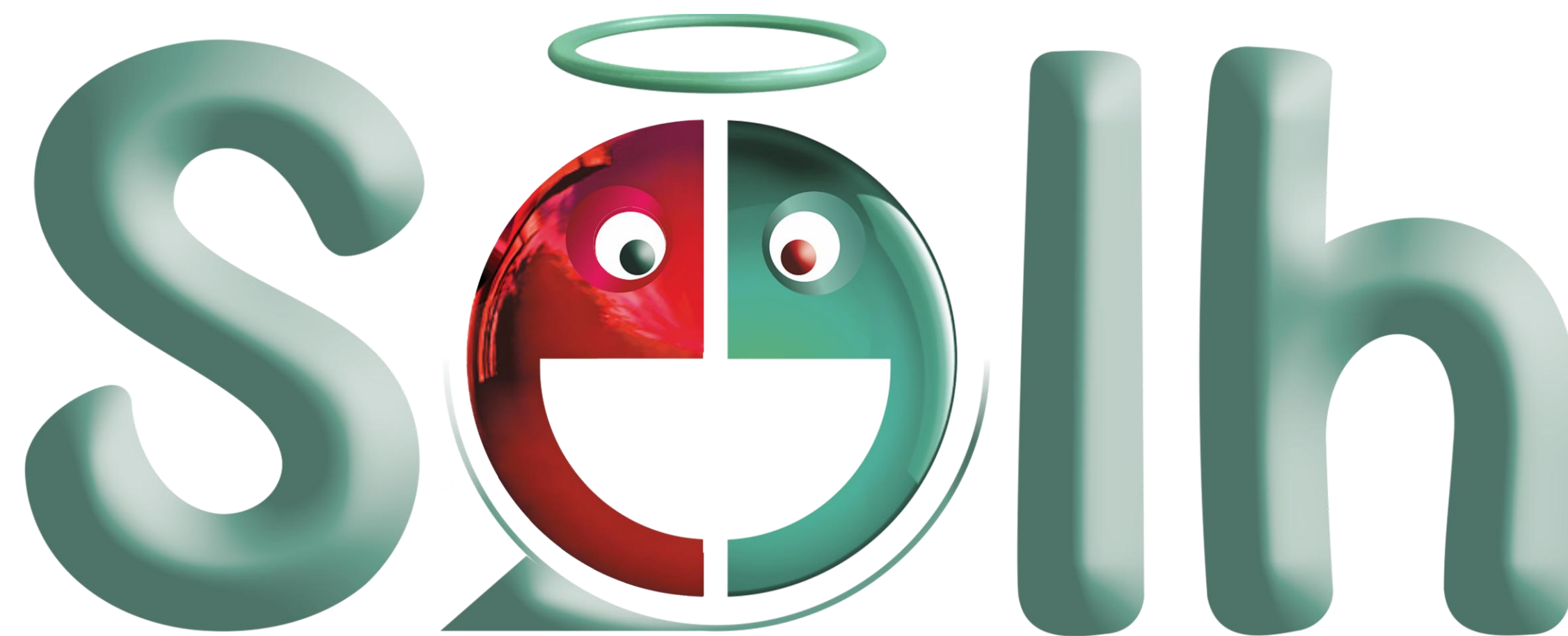


**Communities need: ACCESSIBLE + MEASURABLE + SCALABLE**  
**CSR funders need: TRANSPARENT REPORTING + CLEAR ROI + COMPLIANCE**

**Each solves ONE slice  
The customer wants ONE answer**



INTRODUCING



# Wellness

YOUR CSR IMPLEMENTATION PARTNER

A comprehensive, multi-dimensional stress management & mental health ecosystem, building resilience in every individual through our proprietary AI Framework called **REACH**.

Creating Healthier,  
Happier Communities



Enhancing  
Productivity



Reducing Stress, Depression  
and Suicide Risk

Tech Enabled



Scalable



Accessible

REACH in action 

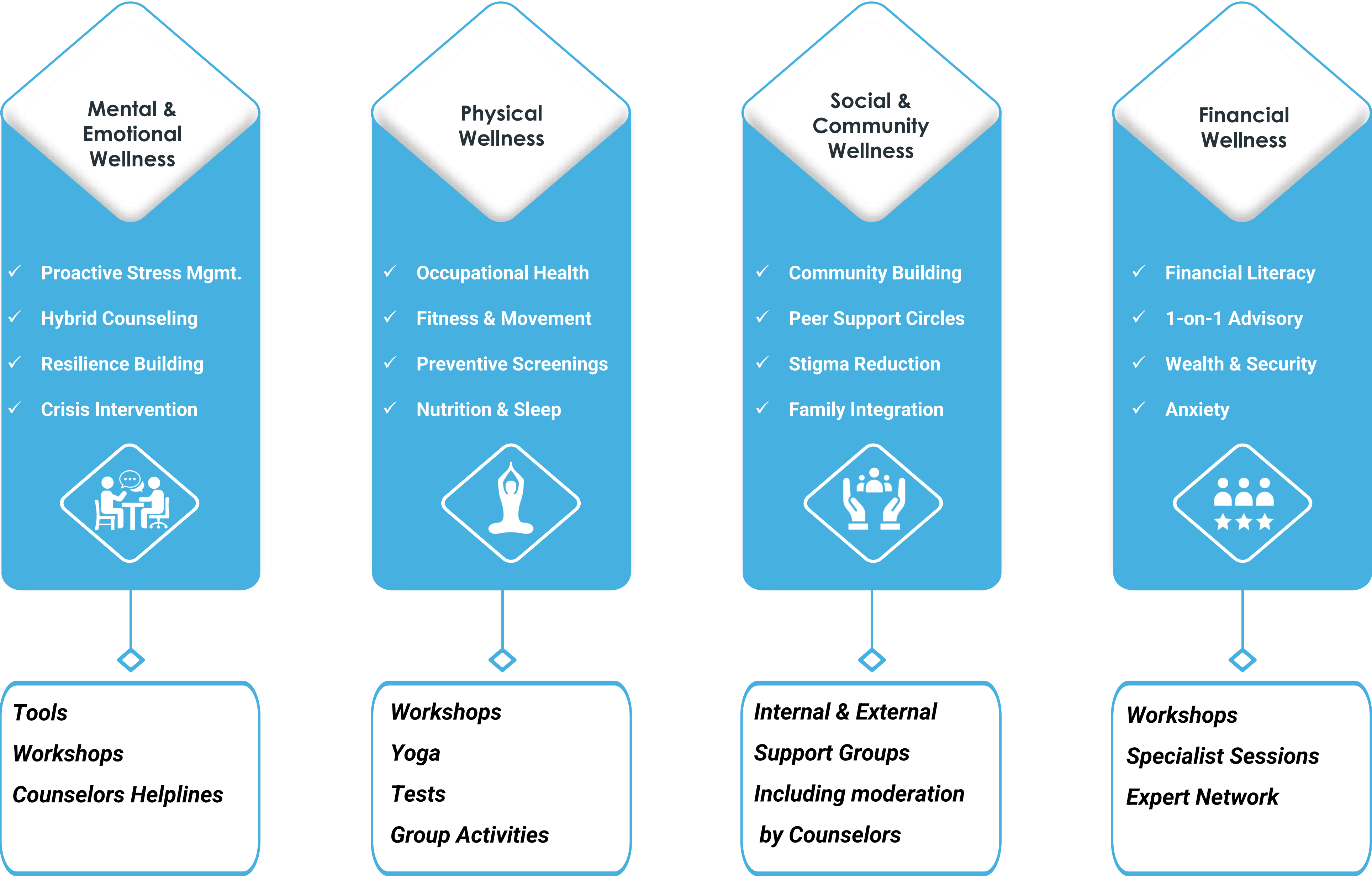
# Solh Wellness Key SDG Focus

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**Aligning with 7 out of 17 SDGs by delivering accessible, measurable, tech-enabled mental health care across India's schools, workplaces and underserved communities**

# Holistic Wellness Framework





# Our Core Offerings

## 1. Complete Solh Ecosystem

AI + HUMAN + TECHNOLOGY



# REACH

## Building RESILIENCE FOR EACH



User Platform

24/7 access to personalized tools and 1000+ resources via **mobile & web**



SMART AI Dashboard

Real-time, data-driven organizational analytics to monitor & manage employees



Streffie

AI-powered kiosks and app enable instant stress check via device cameras



Prarambh Life

3-6 month structured program for substance & modern dependencies



Solh Buddy

24/7 companion guides users from stress to relief with expert monitoring



## Govt. Education Institutions

**Target:** Students across Tier 2/3 cities

### Interventions:

- Streffie kiosks in campuses
  - Solh app licenses
- Expert-led workshops
  - 24\*7 Support

Reduce student suicide risk, improve academic performance, bridge treatment gap in education



## Underserved Communities

**Target:** Rural + urban slum populations

### Interventions:

- Community Streffie kiosks
  - Peer support groups,
- De-addiction (Prarambh Life)
  - Awareness Campaigns

Bridge 92% treatment gap, prevent substance abuse, empower women-led wellness initiatives



## Women's Mental Health

**Target:** Women in underserved areas + urban areas

### Interventions:

- Women-only support groups,
  - Peer champion training,
- Family integration programs
  - 24\*7 Support

Reduce student suicide risk, improve academic performance, bridge treatment gap in education



## Addiction Recovery

**Target:** Vulnerable population to substance & behavioral addictions

### Interventions:

- Prarambh Life licenses
  - Streffie kiosks in campuses
- Solh app subscription
  - 24\*7 Support

80% reduced relapse rate, prevent progression to severe addiction

# How We Deliver

*The solution to stress management is never just **AI** or **human support**; it's the right combination of **both**. Solh's technology provides a foundation of insight generation, while the human support ensures true, empathetic care*

## MECHANISM



**User:**  
AI-enabled web and mobile app for accessible well-being



**Communities:**  
AI-driven stress management system for guiding corporate well-being initiatives

## CAPABILITIES

### Technology(AI)



**Comprehensive Monitoring:**  
Streffie and other tools track real-time stress and well-being data.



**Predictive Insights:**  
Data is analyzed for actionable insights to proactively address stressors.



**Personalized Guidance:**  
The AI curates personalized plans, recommendations & resources

### Human Support



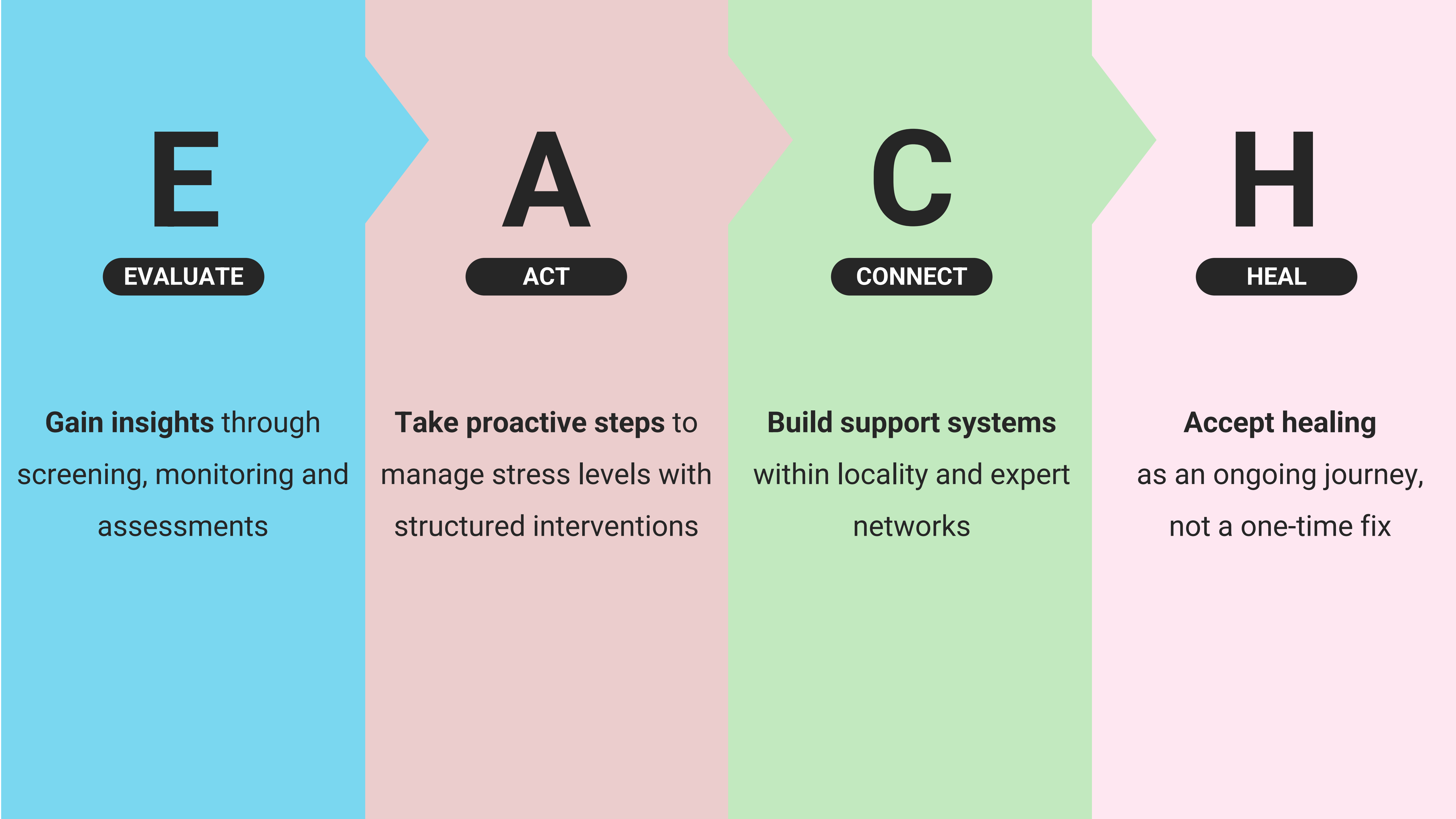
**Direct Support:**  
Access to immediate, confidential human support via Solh buddy, Problem Discovery & one-on-one sessions.



**Holistic Care:**  
Expert-led sessions and workshops provide a deeper level of support for complex issues.



**Professional Expertise:**  
A network of experts delivering seamless, personalized, and private care.



# E

**EVALUATE**

**Gain insights** through screening, monitoring and assessments

# A

**ACT**

**Take proactive steps** to manage stress levels with structured interventions

# C

**CONNECT**

**Build support systems** within locality and expert networks

# H

**HEAL**

**Accept healing** as an ongoing journey, not a one-time fix

# E

EVALUATE

Gain insights  
through screening,  
monitoring and  
assessments

## INDIVIDUAL LEVEL



### **Streffie:**

AI-powered stress monitoring  
with personalized insights



### **Standardized Assessments:**

50+ assessments to develop  
awareness through self-reflection



### **Individual Dashboard:**

Personal tracking to stay on the  
mark

## COMMUNITY LEVEL



### **SMART AI Dashboard:**

Actionable, real-time insights on  
individuals & communities



### **Streffie Kiosks:**

Stress check stations at multiple  
points for quick monitoring

Hindi & English interface for accessibility

## HOW IT HELPS?



*Early detection reaches underserved communities while providing CSR funders with transparent, real-time data proving how their investment prevents crises, saves lives, and bridges India's 80-85% treatment gap*



## Streffie - AI Stress Monitoring

Revolutionary stress biomarker technology that provides real-time Stress level trends across demographics

### Technology:

- Analyzes 68 facial micro-expressions with 90% accuracy
- No wearables required - works with any smartphone camera
- Instant stress score (1-10 scale) with actionable insights
- Complete anonymity - no facial data stored

### Deployment Options:

- **Physical Kiosks:** Stress check stations at strategic locations (schools, hospitals, panchayats, etc.)
- **Mobile/Web App:** Accessible anytime, anywhere for continuous monitoring
- **SMART Dashboard:** Real-time aggregated analytics

### Why This Matters for CSR:

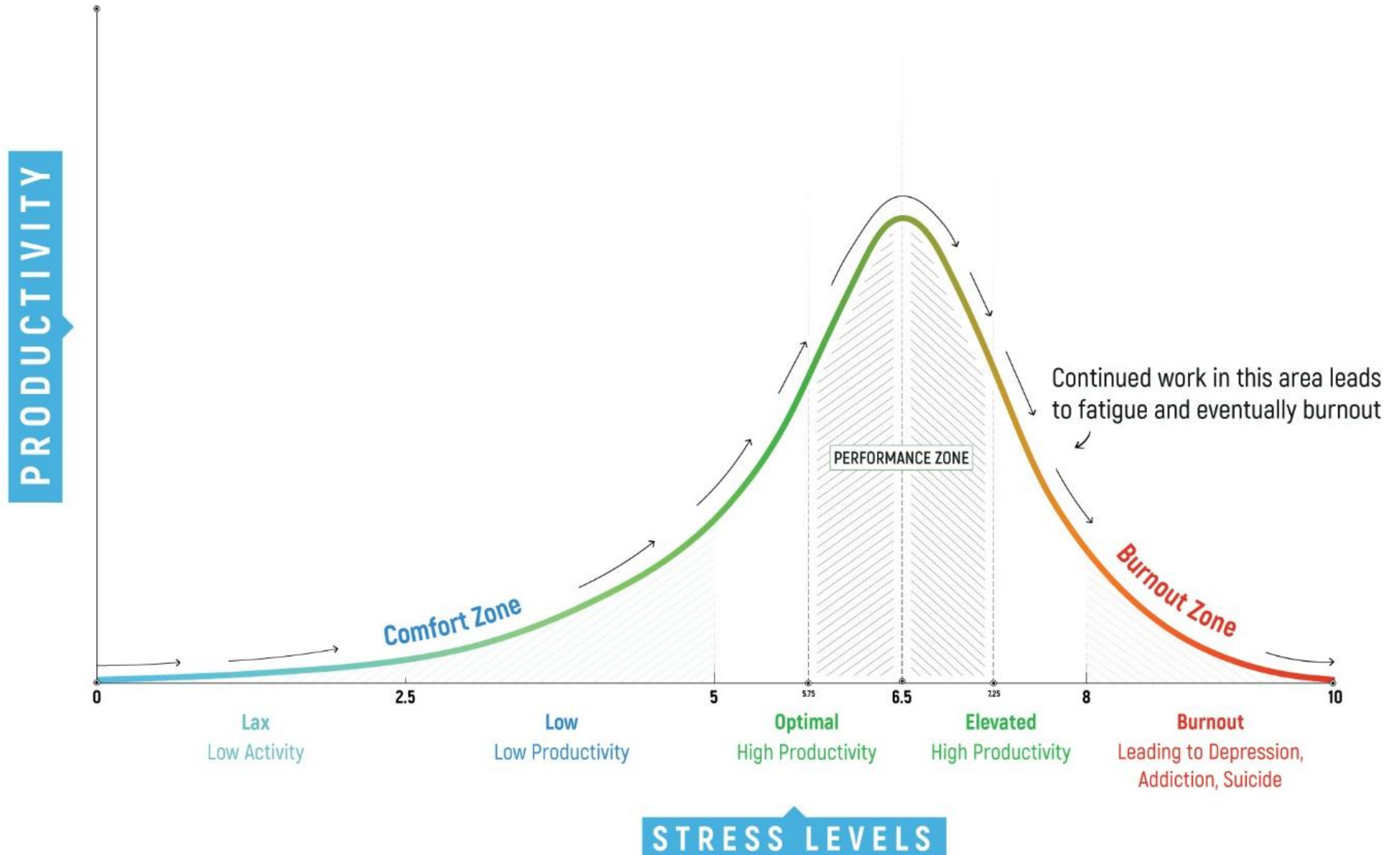
- **Accessible:** Schools, community centers, rural health posts
- **Affordable:** One-time deployment, low maintenance
- **Scalable:** Each kiosk serves 500+ people monthly
- **Measurable:** Every scan tracked for CSR reporting

# Is All Stress Bad? NO!

When managed well,  
stress becomes a  
powerful **motivator**.

However, **prolonged high stress** can  
overwhelm your  
system, leading to  
**burnout, anxiety**, and  
eventual **breakdown**.

## Co-relating Stress and Productivity



# SMART AI Dashboard

## CSR impact transparency platform

See stress patterns across locations  
100% anonymized. Actionable in real-time

- Dynamic "Word Clouds" automatically surface top emerging risks in communities
- Stress Charts highlights emerging pressure & detailed beneficiary metrics with charts
- Geographic distribution heat maps flags high-stress days so you can schedule de-stress campaigns strategically



# A

## ACT

Proactive steps  
to manage stress  
with structured  
interventions

### INDIVIDUAL LEVEL



#### **Solh Buddy:**

24/7 instant support for  
overwhelming situations



#### **Guided Plans:**

Structured Paths for daily stress  
alleviation



#### **Problem Discovery:**

Psychologist-led issue  
identification



#### **Access to Experts:**

Highly experienced clinical and  
non-clinical professionals

### COMMUNITY LEVEL



#### **Community Campaigns:**

Expert-led sessions on stress  
management



#### **Engagement Tools:**

Resources for awareness  
purpose like posters, cards, etc



#### **PsyCap Reward Programs:**

Recognize, reinforce & reward  
resilience building efforts



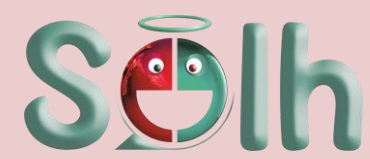
#### **Compliance:**

Adherence to best practices  
(POSH, Sensitivity training, etc.)

### HOW IT HELPS?



*Delivers immediate crisis intervention and expert care to underserved populations while providing CSR funders with proven outcomes—lives stabilized, stress reduced, and transparent impact reporting*



## SOLH BUDDY

### YOUR STRESS MANAGEMENT COMPANION

Tap Solh Buddy anytime for practical, personalized support

- **24/7 Availability** - Instant emotional support anytime, anywhere
- **Privacy Protected** - Completely confidential conversations with no judgment
- **Immediate Support**: Provides instant guidance to the right feature & support
- **Curated by Experts**: Enriched with Solh insights to understand your symptoms and moods
- **Takeover Mechanism**: An In-house expert discreetly monitors chats to ensure a safe, risk-free experience

## USE CASE

- "I'm scared I'll fail my boards" → Breathing techniques + study breaks
- "पापा मुझे कभी नहीं समझते" → Family communication strategies
- "Fees nahi de sakta, quit kar loon?" → Financial stress coping + expert counselor

\*Not a substitute of emergency helpline



1000+ EXPERT CURATED CONTENT

Across 15 Stressor Categories & 12 Symptom Areas



400+ Activity Resources

- Reset Rituals - Meditation (60+ guided sessions)
- Reset in Your Body - Somatic Exercises (35+ videos)
- Mood Meals (35+ postcards)
- Wellness Classes (20+ videos)
- Exercise Classes (Multiple videos)
- Toolkits (10+ comprehensive PDFs)



350+ Knowledge Resources

- Know Your Stressor Guides (45+ PDFs)
- Myth vs Fact Cards (135+ postcards)
- E-Books (30+ comprehensive guides)
- Food X Stress Nutrition Guides (60+ postcards)
- Wellness Programs (10+ programs)



250+ Insight Resources

- Nervous System Diaries (35+ videos)
- Know Your System (35+ PDFs)
- Stress, Mapped (35+ postcards)
- Behind the Symptoms (35+ PDFs)
- Stress, Unmasked (40+ videos)

Accessible in Hindi & English

Every stressor and symptom has resources across all three levels:

Level 1:  
Beginner-friendly foundational content

Level 2:  
Intermediate techniques and deeper insights

Level 3:  
Advanced strategies and comprehensive support

# C

CONNECT

Build support  
systems within  
communities and  
expert networks

## INDIVIDUAL LEVEL



### Support Groups:

35+ moderated peer groups  
for diverse needs



### Journaling:

Space for self-reflection and  
emotional tracking



### Expert Network:

Seamless access to qualified  
professionals

## COMMUNITY LEVEL



### Community Support Group:

Build internal groups and  
mentorship for mutual aid



### Community Events & Initiatives:

Activities and events for a  
connected locality



### Curated Experts:

Availability of internal and external  
professional support

## Anonymity & Data Security

Safe, private space for support without judgment

## HOW IT HELPS?



*Creates self-sustaining support networks where communities heal together, reducing isolation while maximizing CSR impact through peer-led care and subsidized expert access*



# Solh Marketplace & Expert Network

## How the Marketplace Works

### For Employees:

- Browse 400+ verified experts
- Filter by specialization, language, availability, experience
- Read verified reviews and ratings
- Book sessions directly through the app
- Completely confidential and secure

### Expert Categories Available:

- **Mental & Emotional Wellness:** Clinical Psychologists, Psychiatrists, Therapists, etc.
- **Physical Wellness:** Nutritionists, Dieticians, Yoga & Fitness Trainers, Physicians, etc.
- **Social & Community Wellness:** Counselors, Parenting Coaches, Meditators etc.
- **Financial Wellness:** Financial Planners, Tax Consultants, Investment Advisors etc.



# H

HEAL

Accept healing  
as an ongoing  
journey, not a  
one-time fix

## INDIVIDUAL LEVEL



### Stress Management Plan:

Individualized step-by-step plans for specific stressors



### Prarambh Life (AI De-Addiction):

Structured online plan for overcoming unhealthy habits (3/6-month plans, 24/7 access)

## COMMUNITY LEVEL



### Resilience Training Programs:

Workshops to build coping skills across all levels



### Well-Being Policy Integration:

Community mental health center blueprints

## HOW IT HELPS?



*Ensures lasting transformation through addiction recovery programs and peer champion training, creating self-sustaining communities that maintain mental health independently—delivering perpetual CSR impact beyond funding*



## Prarambh Life - AI-Powered De-Addiction Program

India's first comprehensive addiction recovery platform designed for modern & substance dependencies

### Program Options:

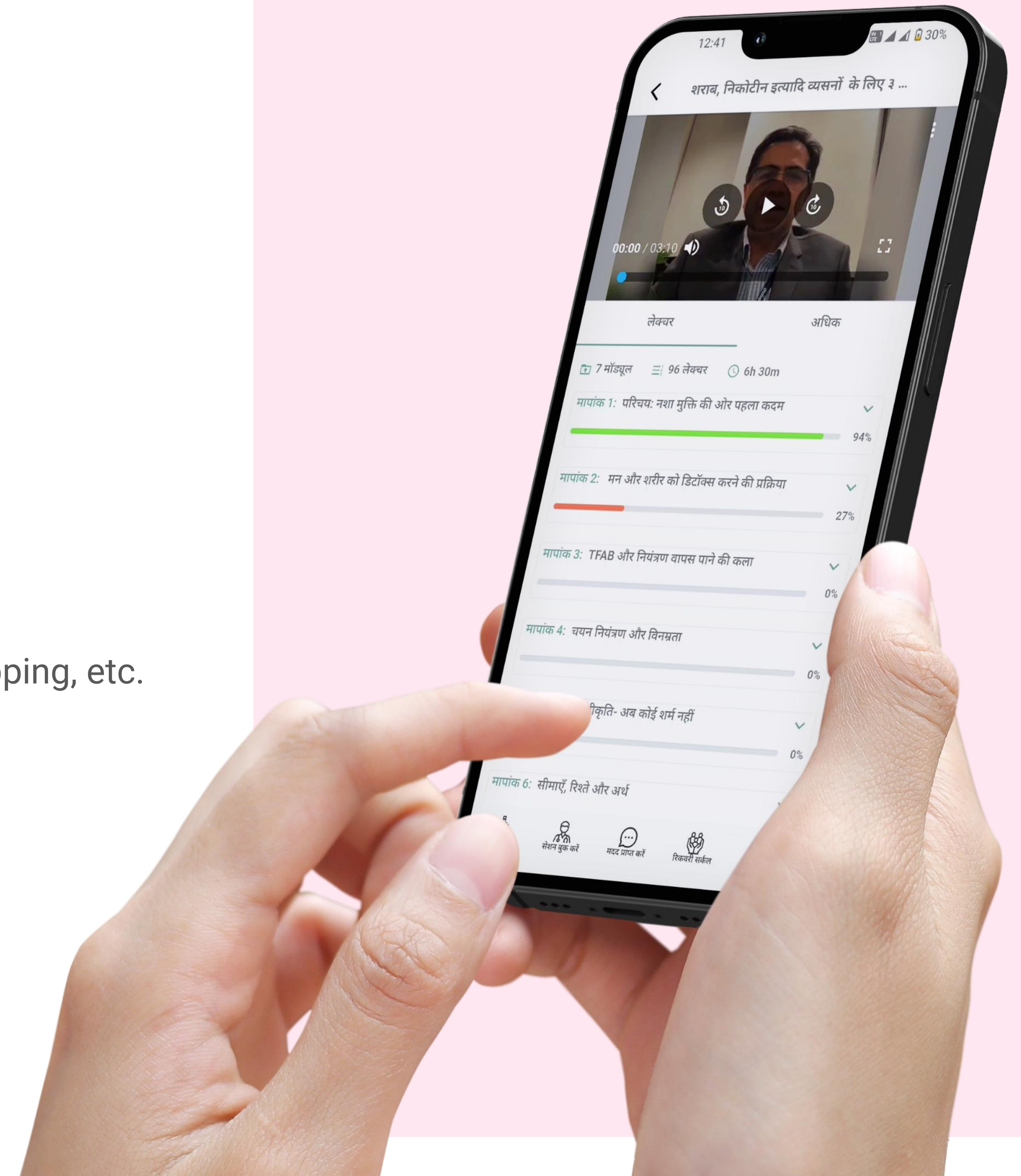
- **3-Month Preventive Program:** For early-stage dependencies
- **6-Month Curative Program:** For established addictions

### Addictions Covered:

- **Substance Dependencies:** Alcohol, smoking, tobacco, drugs, etc.
- **Behavioral Addictions:** Social media, gaming, internet, gambling, shopping, etc.

### What's Included:

- Daily check-ins and craving management
- AI-powered relapse prevention
- Clinically validated intervention strategies
- 24/7 support during critical moments
- Available in **Hindi & English**
- 80% reduced relapse rate (12,000+ success stories)



# Our Team



**Kapil Gupta**  
**CEO & Co-Founder**

B.Tech (DTU), M.S. (NCSU);  
Driving vision, strategy, and  
growth



**Dr Tarun Sehgal**  
**Co-Founder**

MBBS, MSc Neuroscience  
FRANZCP; Heads clinical  
vision and expertise



**Muskan Gupta**  
**Co-Founder**

B.A. Psychology (DU);  
Drives Youth mental health  
initiatives



**Chandan Agarwal**  
**Chief Business Officer**

IIT Delhi, IIM-Ahmedabad;  
Strategy & Operations



**Paul Radkowski**  
**Program Creator**

B.Psych, MTS. Therapist;  
Designs de-addiction programs  
& care pathways



**Jyoti Midha**  
**Strategy Head**

B.E. Electronics (TIET);  
Leads partnerships and  
strategic initiatives



**Navita Berry**  
**Business Head**

Political Science & Mass Comm.  
(DCAC); Leads marketing  
initiatives & outreach



**Sumit Srivastava**  
**Product Head**

BCA, MCA, MBA;  
Heads product innovation  
and technology

# Journey So Far

## Corporates



## Colleges



## Schools



## NGOs and Community Groups



**150K+**  
App Downloads

**1.5M+**  
Psyncap Points generated

**50K+**  
Talk Now Conversations

**150+**  
Workshops Conducted

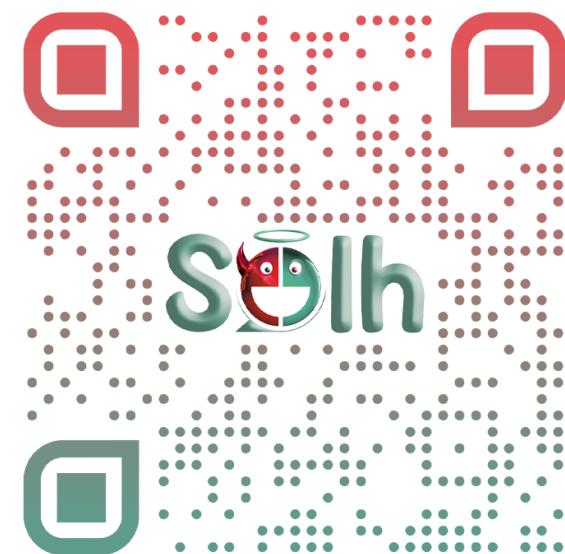


# Media Recognition to Solh





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