

About **Mother Sparsh:**

Mother Sparsh is an **Indian Originated Premium Baby & Mother Care Brand** with **Indian Values**. We believe in providing holistic experiences and solutions for a joyous Motherhood journey.

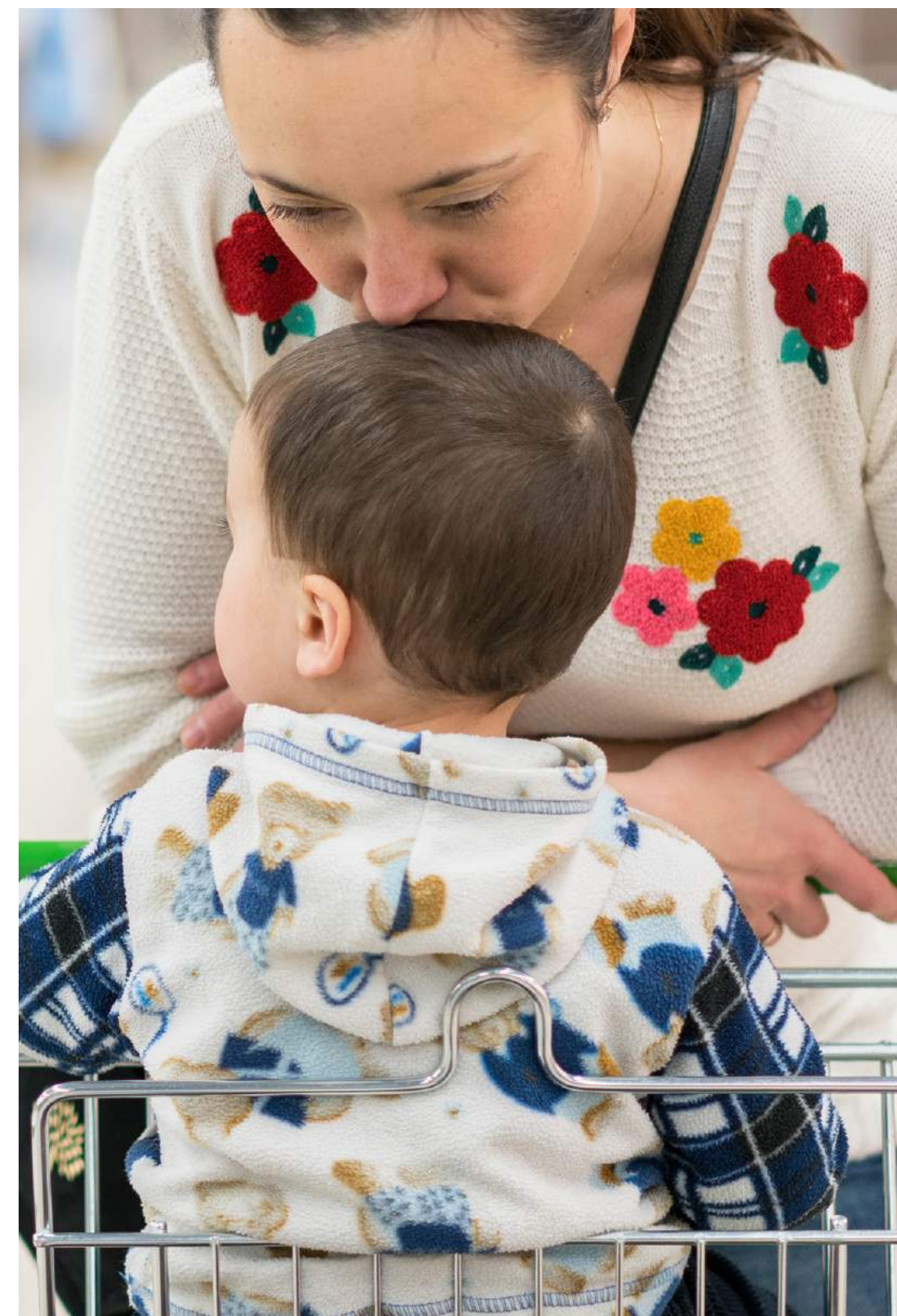
What are the **Evolving Needs of Parents?**

- ***Essential Ingredients:***

Parents today are leaning towards baby products that mirror their commitment to a healthier lifestyle. A shared journey of a Parent & Brand towards providing the little ones with pure, chemical-free care that aligns with the wholesome Safe & Right Choices.

- ***Inclusivity:***

Products that are inclusive & diverse, considering different family structures and cultural backgrounds, are becoming more important to parents.





Mother Sparsh
Baby Care

Our **Objective:**

Mother Sparsh's enduring commitment to consistently delivering the safest and most innovative baby skincare products. We aim to traverse the timeline of our journey, showcasing how we have evolved alongside the dynamic shifts in the baby care industry.

This presentation is an opportunity to not just highlight our products but to illustrate our dedication to keeping pace with the evolving needs of Industry & Parents.

Ensuring that Mother Sparsh remains a trusted Brand in the ever-changing landscape of baby care Industry.



Our Values

- Inspired by Moms
- Proven by Science
- Powered by Plants

"Elevating Motherhood: Committed to excellence, providing valued products for an extraordinary journey"

A Mother's Concern, Our Innovations!

"Our innovations are thoughtfully aligned with the journey of motherhood, resulting in providing Products with Functional Benefits."

Categories

Mother Sparsh available in:





Mother Sparsh
Baby Care

Diapering

Wipes

- *99% Pure Water Unscented Baby Wipes*
- *Plant Powered Natural Care Baby Wipes*

Diapers

- **Disposable Diaper:** *Cloud-Soft*
- **Cloth Diaper:** *Plant Powered Premium Cloth Diaper*

Diaper Rash Relief

- *Plant Powered Diaper Rash Cream*





Mother Sparsh
Baby Care

Skin & Bath Essentials

Plant Powered Skincare

Redefining Natural Products

- Lotion | Wash | Shampoo | Face Cream | Sunscreen | Dusting Powder | Soap

Milky Soft Skincare

Timeless Milky Bath Rituals

- Lotion | Wash | Shampoo | Face Cream | Baby Bathing Bar





Mother Sparsh
Baby Care

Health and Safety

Detergent & Cleanser

- *Plant Powered Laundry Detergent for Babies*
- *Plant Powered Baby Liquid Cleanser*

Mosquito After Bite Care

- *After-Bite Turmeric Balm*
- *Anti Insect Fabric Roll-On*
- *Natural Insect Repellent*

Colic Relief

- *Colic Relief - Tummy Roll-On*

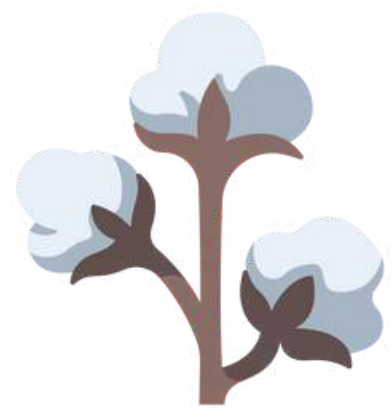


01.

DIAPERING

- 1) Wipes*
- 2) Cloth Diaper*
- 3) Disposable Diaper*

99% Pure Water Unscented Baby Wipes



Cotton

Natural Fabric

+



Water

Purest Ingredient

=



Product Positioning:

Baby Wipes as Good as **Cotton & Water**

*Multiple Size & Pack Variants**



WATER & COTTON,
Soft & Pure for most Delicate Skin

99% PURE WATER WIPES
are completely chemical free, are the safest choice for your newborns.





Simply, **WIPES AS GOOD AS COTTON & WATER**




Ordinary Baby wipes




Still using Flimsy Synthetic wipes



What if we give you

3X thicker water wipes



As Good As Cotton & Water

Our Scientific Approach:

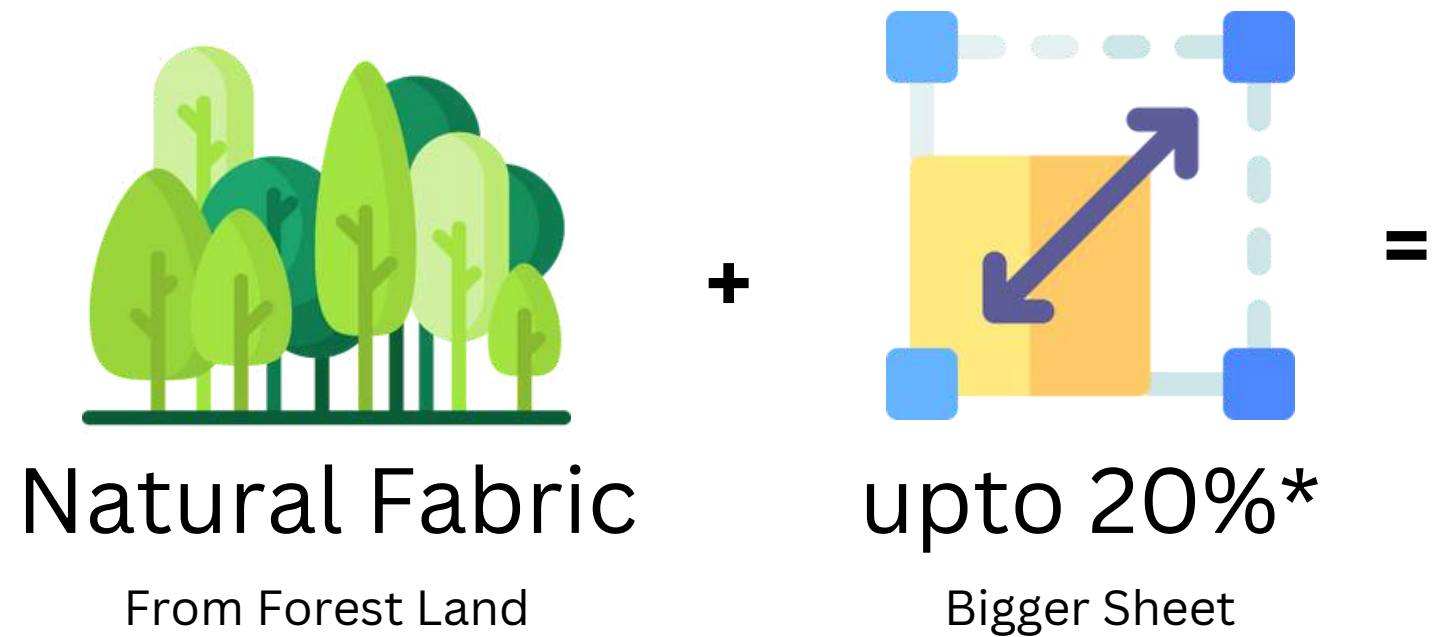
*Clinical Study (CTRI No. CTRI/2023/07/055838)
Conducted by Health Care Professionals*

Study Outcome:

- 1) Mother Sparsh 99% Pure Water Unscented Baby Wipes are Clinically Proven to Prevent **IDD (Irritant Diaper Dermatitis)**.
- 2) Clinical Study indicates that **Mother Sparsh Baby Wipes & Cotton Balls Moistened with Clear Water** have satisfactory results on **infants skin** and no adverse events were reported.



Plant Powered Natural Care Baby Wipes



Product Positioning:

India's Largest Natural Care Baby Wipes
that glides away 2X More Mess with just 1 Wipes!

Two Variant: *Fresh Cucumber & Grapefruit Extract*



India's Largest
Natural Care Baby Wipes

#PlantPowered



From **NATURE**

to your **DOORSTEP**

MOTHER SPARSH **Plant Powered** Natural Baby Wipes CLOTH LIKE Plant Based Fabric

Why Plant Powered
Natural Care Baby Wipes?



Gentle on Delicate Skin

100% Plant Based Fabric

No Nasty Chemicals

MOTHER SPARSH **Plant Powered** Natural Baby Wipes CLOTH LIKE Plant Based Fabric

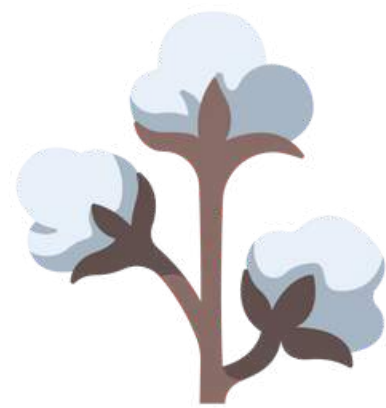
Free from Parabens, Phthalates, Alcohol, Petrochemicals and Sulphates



Gentle Cleansing with **Cucumber**

Upto **20% Bigger** Cloth-like Sheets

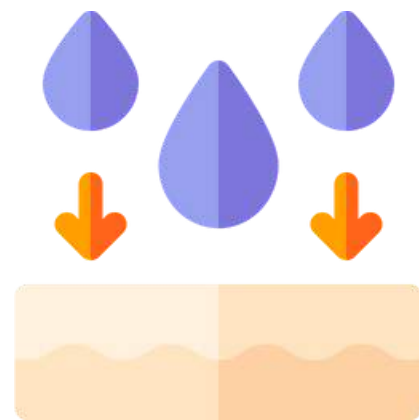
Plant Powered Premium Cloth Diaper for Baby



100%

Organic Cotton

+



2X

Higher Absorption

=



Product Positioning:

India's First Built-In Booster Pad
for 2x Ultra Absorption

*Multiple Design Variants**

Plant Powered
SUPER-ZORB™
Nappy Pad



Design Patent applied by Mother Sparsh



Multiple Design Variants in Plant Powered Premium Cloth Diaper for Babies



Cloud-Soft Diaper for Babies (*Disposable Diapers*)



+



=

upto 2x Slimmer
than Ordinary Diaper

Cloud Like Comfort

Product Positioning:

Light as Cloud, Soft as Cotton



*Multiple Size & Pack Variants**

Introducing
Cloud-Soft Diapers



by No.1 Premium Baby Wipes Brand | Trusted by 2.5 Million Moms

Cloud-Soft Diapers

Light as Cloud, Soft as Cotton



- Dermatologically Tested
- Made with Natural Material

2x Slimmer* than Ordinary Diapers

Ordinary Diapers



Cloud-Soft Diapers



10 Pieces

Available in sizes

| | | | | |
|-------|-------|--------|--------|---------|
| NB | S | M | L | XL |
| 2-5Kg | 4-8Kg | 7-12Kg | 9-14Kg | 12-18Kg |

Engineered to be Non-Bulky even after **6hrs of Usage***



Ordinary Baby Diaper

Cloud-Soft Baby Diaper

Advanced in Everyway!



Weaved Fabric for Comfort & Softness

Quilted Soft-Core for 4X Faster Absorption

4X Faster Absorbency*

Keeps baby skin dry for longer!

Superior Rash Prevention



10 Million Ventilating Micropores

#AllowSkintoBreathe

02.

BATH & SKIN ESSENTIALS

- 1) Plant Powered Skincare Range*
- 2) Milky Soft Skincare Range*

Concept:

What is **Plant Powered Skin Care**?

*A Botanical Blend of Herbs,
Plant Extracts & Essential Oils*

To break the clutter of Organic, Natural & Herbal Market Segment.



Our Inspiration

We are not just **Natural**,
We are **Advanced Natural!**

Products with Purpose

- Advanced Natural Formula
- Safe for Sensitive & Delicate Skin
- Hypoallergenic



India's First

Plant Powered Baby Care Range

Redefining Natural Products



Redefining Natural Products



Old



New

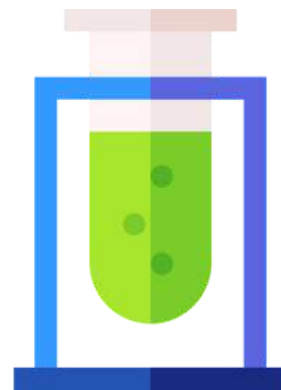
Revamped Packaging Model

Plant Powered Skin Care Range for Babies



Botanical Blends

+



Advanced Natural Formulas

=



*Baby skincare is one of the toughest Market Segment to Crack, we entered the Market with the communication “**Redefining Natural Products**” and “**we are not just Natural, we are Advanced Natural**”. Plant Powered Baby Care Range meets Parent’s Purpose of championing better & effective care.*

Future Scope - Multiple Variants of Plant Powered products will strategically penetrate Baby Skin Care Market.

Product Range:

Lotion | Wash | Shampoo | Face Cream
| Sunscreen | Dusting Powder | Soap

WELCOME TO THE WORLD OF
**Plant Powered
Products**

WE ARE NOT JUST NATURAL,
**We are Advanced
Natural!**



**Plant Powered
Initiative**

to be better than Ordinary

Formulated from
Wonders of Nature to
assure Baby Skin-Safety!

We are not
just Natural,
**We are Advanced
Natural!**

Natural
& Safe

Concept:

What is **Milky Soft Skin Care**?

Baby Skincare Range made with Ingredients like **Milk & Coconut Oil** inspired **Cultural Rituals**.



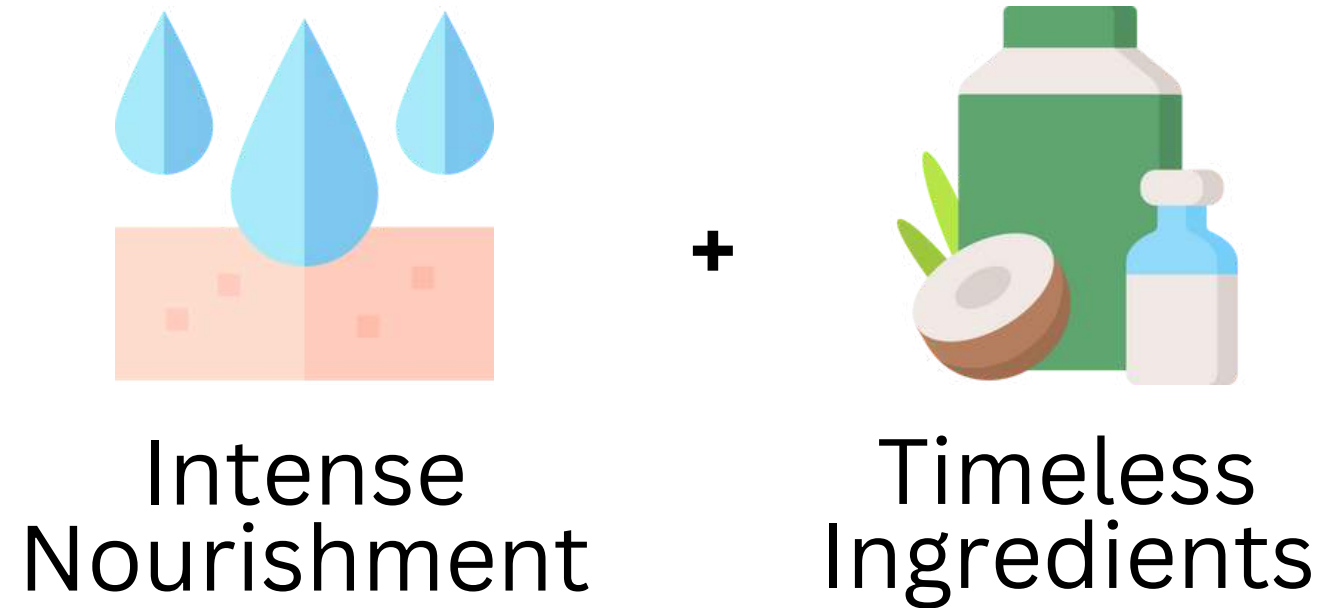
Our Inspiration

Timeless Milky Skincare
Rituals for Babies

Products with Purpose

- Timeless Nourishing Ingredients
- Hypoallergenic | Mildly Scented
- Safe for Delicate Skin

Milky Soft Skincare Range for Babies



The Milky Soft Range encapsulates cherished **“Milky Bath Rituals”**, a heritage of comfort passed through generations. These moments carry profound significance, where care and affection converge.

Creating a **“Nostalgic Solution”** which keeps the baby skin in a irresistibly soft, velvety & moisturized. This range symbolizes a timeless connection.



Product Range:

Lotion | Wash | Shampoo | Face Cream
| Baby Bathing Bar

03.

HEALTH & SAFETY

- 1) Detergent*
- 2) Cleanser*
- 3) After Bite Turmeric Balm*
- 4) Colic Relief - Tummy Roll-On*

Plant Powered Laundry Detergent for Babies



Botanical Formulation

+



Bio Enzymes

=



Baby's skin is 3-Times Sensitive than Adults, Ordinary Detergents have Chemicals which can trigger Allergies & Skin Irritations. We have created a NON-TOXIC Choice for baby's delicate skin.

Product Positioning:

Non Irritant Choice for Baby -
No Dyes & No Optical Brighteners

*Multiple Size Variants**

Hey Moms,
Let's talk about



**LAUNDRY
DETERGENT
RASHES**

Ordinary Baby Detergent can

TRIGGER



Rashes



Itchiness

**Safer Choice
for your Baby!**

#PlantPoweredFormula



**PLANT
POWERED**
Laundry Detergent

Ensuring Baby Skin-Safety

Hey Moms,
**Tired Of
Cleaning
Pee Stains?**



Clean them
wisely with
Bio Enzymes!



USE
**PLANT
POWERED**
BABY DETERGENT

#healthybaby



Choose सफेदी se pehle
Safety

for your baby's delicate skin!



Plant Powered Liquid Cleanser for Babies



Botanical
Formulation

+



Superior
Cleansing Agents

=

Product Positioning:

*Remove Upto 50% More Milk Film or
Odour than Ordinary Liquid Cleanser*



*Multiple Size Variants**

Dear Moms,

Tired of cleaning your baby bottle...



Let's keep it simple!!



still find **milky odour & oily layer** in bottle?



Mother Sparsh Natural Baby Liquid Cleanser

50% more cleaning than ordinary liquid cleanser




#HappyMotherhood

Trusted by **1 Million Moms**

Hey Moms, Let's talk about



LAUNDRY DETERGENT RASHES



Oral Infection can lead to :

- Red Gums
- Irritated Mouth
- Abnormal Teeth Growth

Separate **"All"** parts of Baby Bottle



for Effective Cleaning!

Clean It **All** Clean It **Well**



After Bite Turmeric Balm for Babies



Traditional Trust of
Turmeric as **Antiseptic**

100% Ayurvedic & Innovative Formula to cater the needs of consumers.

Product Positioning:

Provides relief from **Swelling, Redness & Irritation** from **Mosquito & Insect Bites**



Colic Relief - **Tummy Roll-On** for Babies



Traditional Trust of
Hing & Saunf Oil as for
Colic Relief

100% Ayurvedic & Innovative Formula to cater the needs of consumers.

Product Positioning:

Gives Relief From Tummy troubles like **Colic, Indigestion & Constipation.**



Thank You.
