



MATRUCHHAYA

An initiative for baby feeding room



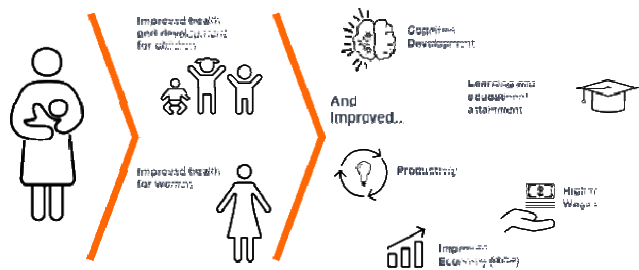
Global trends in Breastfeeding :

Globally, only 38 percent of the infants aged 0 to 6 months are exclusively Breastfed.

Recent analyses indicate that suboptimal breastfeeding practices, including non-exclusive breastfeeding, contribute to 11.6 % of mortality in children under 5 years of age*.

Although breastfeeding is natural and may seem instinctive, it is essential to create an enabling environment for to become the norm. There should be comprehensive and integrated strategies to enable a new mother to nurse her child at her liberty.

Improved rates of breastfeeding lead to...



Fortunately, Government of India is making some moves to ease situation for Mothers & Babies in public places. And here We **'MATRUCHHAYA'** plays **Vital role of facilitating with MATRUCHHAYA Pod that helps Mother to Breast Feed, change baby's diaper & express breast milk comfortably**

About MATRUCHHAYA

Breastfeeding is extremely important for the health of a child. **MATRUCHHAYA** stand for **Clean, Safe and Exclusive Areas** in public places where women can breastfeed their children peacefully.

MATRUCHHAYA pods are Designed to provide Nursing Mothers an Appropriate Space to Pump or Breastfeed when at work or otherwise away from home. We have well designed pods that are well equipped with comfortable sitting; has diaper changing station; soothing light fittings.

MATRUCHHAYA pods have Pleasant Interiors and well ventilated yet enclosed pod.



MATRUCHHAYA pods are installed in public area to provide a unique canopy to the mother to nurse her Young ones.

The Feeding Pod:

MATRUCHHAYA Pod is designed taking into consideration the safety and comfort of the baby and the mother. The Pod is well equipped with a lounge sitting, with appropriate light arrangements meaning a pleasant experience for the mother.

The pod also house a diaper changing unit, making is easy for the mother to clean the baby. It also has provision to express breast milk comfortably while on a run. The pod is well ventilated.

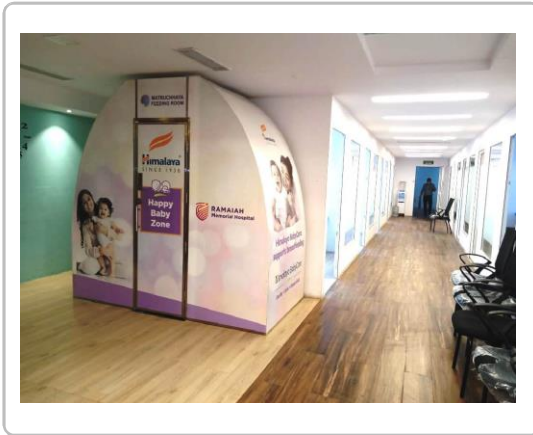




Pod Specification:

Dimension

MATRUCHHAYA Standard Pod has 8 feet by 4 feet bottom surface area, with nearly 8 feet in height oval shape structure makes mothers feel comfortable for lactation & changing. It has ample space to accommodate luggage with Additional Mother and Child.



Interior and Exterior (Material)

MATRUCHHAYA structure is made up on wood plastic composite panels (WPC). This material is unique as it is shock, water, fire and termite proof and also light in weight and high in strength.

Interior Design and Amenities

MATRUCHHAYA Interior have been designed keeping in mind comfort of the mother. A diaper changing station is provided to have a hassle free changing and cleaning. To use automatic breast pump electric charging socket has been provided. A Mirror has also been provided inside the pod.



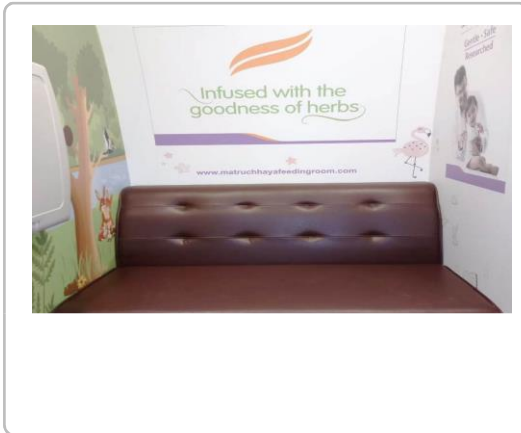
Flooring

MATRUCHHAYA Pod is equipped with Anti-Skid flooring keeping in mind easy access of the prams/ luggage inside. These floorings are moisture resistance and hence easy to maintain and long lasting.



Electrical and lighting

MATRUCHHAYA Pod has motion activated interior lighting installed, which switches off when not in use. Two power points with USB port have been provided outlets for automatic breast pump and charging device so that a mother can charge phones, power the breast pump, or plug in the iPad while comfortably surf the Interwebs.



Seating

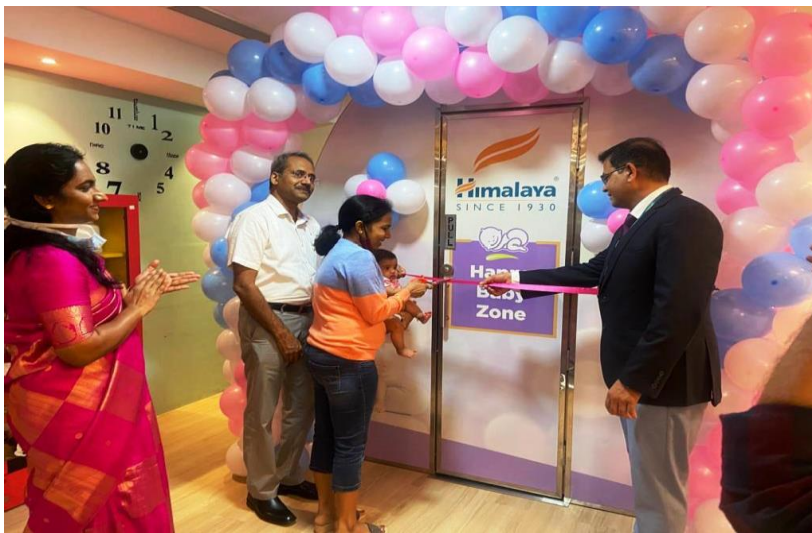
MATRUCHHAYA Pod seating arrangement is roomy with Sofa lounger Offers plenty of space, & help to fit any additional luggage, baby gear, or kids inside.

MATRUCHHAYA pod's Interior is pleasant with appropriate use of lighting and colour that gives a peaceful experience to the mother.

Security

MATRUCHHAYA Pod is equipped with heavy duty mechanical locking system ensuring secure and safe time, so a mother can pump or breastfeed in total privacy. In short, it's the perfect alternative to those cramped & stinky washrooms or having to hid under a nursing blanker in the waiting area.





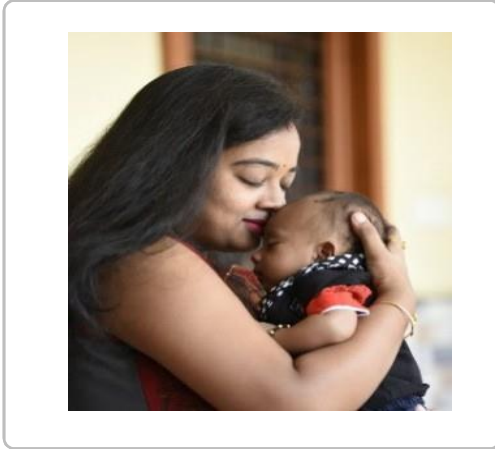
Happy Users

“ I had a long day with my little one, but the Feeding pod helped me to relax and nurse my baby . Pod is very cozy, clean, and spacious, say Snehal A on using the pod at Pune Airport. ”



“ Used pod for nursing my four month old baby and I thank the people behind setting up the pod. The pod was comfortable and safe say Archana S. who used the pod at Chennai Airport. ”





Happy Users

“ This was my first outing with my one and half month baby to visit Dagadushet Ganapati, Pune. I was pleasantly surprised to see the Feeding pod. I had a nice experience using the pod which was well ventilated, safe and clean, said Avanti G. on using the pod at Dagadushet Ganapati temple, Pune. ”



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