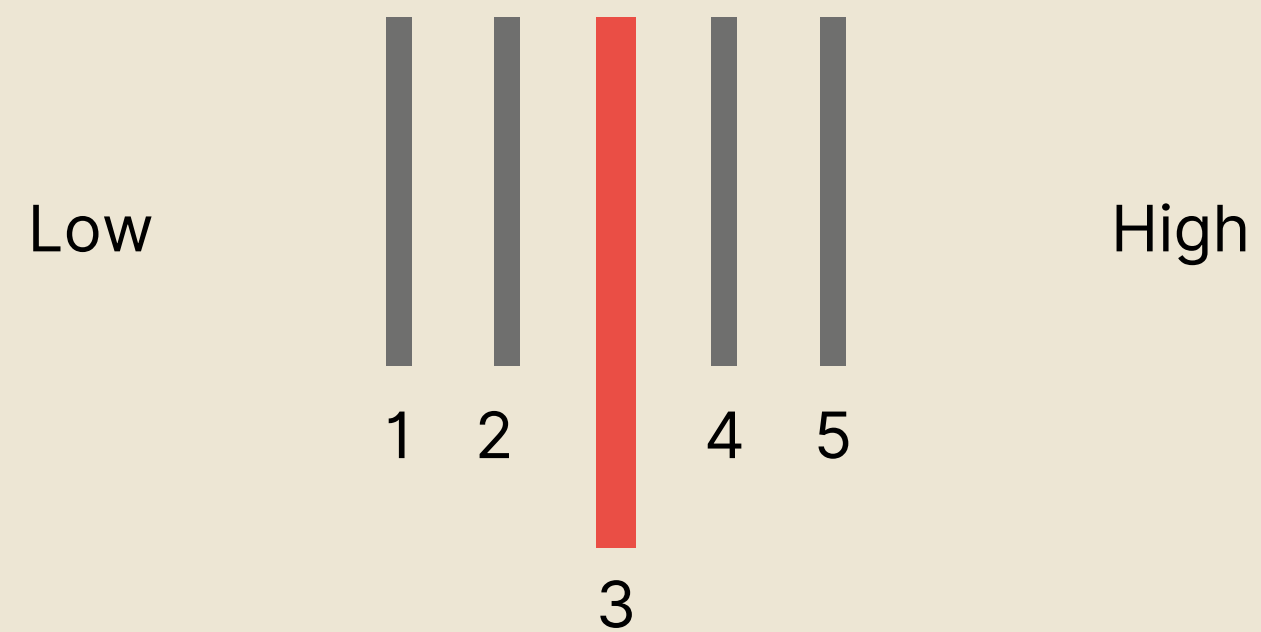


Getting inside your head.


We polled ~100 people online about mental health,
and here's what we found.



How well are we?




38% rate themselves a 3 on mental wellbeing.

A photograph of several call center workers in a row, wearing headsets and looking down, suggesting a busy and potentially stressful work environment. The image is partially obscured by a red overlay on the right side.

Working people
are the most
vulnerable group.

43% of 20-45 year olds feel stressed every day.



Younger folks turn to apps or services.

32% of 20-30 year olds, as opposed to 18% of 30-45 year olds use them.

The leading cause of mental distress?




Overthinking and work emerge as key stressors across ages.



Across ages,
talking helps.

63% of 30-45 year olds, and 94% of 20-30 year olds find this helpful.

A close-up photograph of a computer keyboard. A prominent blue key with rounded corners is labeled "Free" in white text, accompanied by a white shopping cart icon. Other keys visible include "ESC", "!", "1", "@", "2", "Q", and "lock".

Reluctant to pay
but happy to use
free solutions.

67% are comfortable using a service/ app if their employer provides it for free.

Privacy

Older folks are more concerned about privacy.

55% of 45-60 year olds, and 75% of 60+ year olds would not use an employer-provided service.

Anti-depressants are up by 20% YoY.

30-40 Mn new patient prescriptions are written every year.



Psychosis

Breakout search terms



Anxiety

since 2020



Schizophrenia



Signs of depression

Fastest growing category on health platforms, with 10x rise in queries and ~1500 consultations a month.

We've heard from consumers. And spoken to several early-stage startups building a solution to India's mental health pandemic.

What disruption have you seen in this space?

#FiresideIgnite #MentalHealthAwarenessMonth #MentalHealthAwareness