

# 20 ACCELERATOR 25 IMPACT STORY



Toilet Marketplace



India



2025 Cohort



## ABOUT REAL RELIEF INDIA

Real Relief is a reusable cloth sanitary pad. The differentiating factor is its antimicrobial coating properties. Even if it is worn for a longer period of time without being able to change the pad, there will still not be any microbial infections. Therefore, it promotes menstrual hygiene even if the user cannot change the pad on time or does not have perfectly clean water available to wash it.



## IMPACT TO DATE

~85k

No. of Sanitary Pads  
serviced/month



\*Business impact numbers from establishment to date

## REAL RELIEF INDIA: 12 MONTH ACCELERATOR JOURNEY

Supported the SME in understanding its business model and identifying suitable grants in India and abroad.



**Malavika Ravi**  
Toilet Board Coalition

### ACCELERATOR COACH

*"Karthik is committed and hard-working. I am excited to see the further markets Real Relief can tap through its revolutionary products."*



**Karthik Thangavel**  
Real Relief India

### ENTREPRENEUR

*"Real Relief India Pvt. Ltd. is delighted to be part of the Toilet Board Coalition Accelerator 2025 Cohort. The program has provided us with valuable insights and connections within the WASH sector, which we look forward to applying to scale our impact and drive sustainable growth in the coming months." - Karthik Thangavel*

Join us to  
**Accelerate 1,000**  
Sanitation Businesses by 2030

Nov, 2025  
[info@toiletboard.org](mailto:info@toiletboard.org)  
[toiletboard.org](http://toiletboard.org)

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With thanks to our leaders:

