



BFLL

Degenerative and Metabolic Research Health Clinic

A brand of Big Fat Logiic Lifestyle Pvt. Ltd.

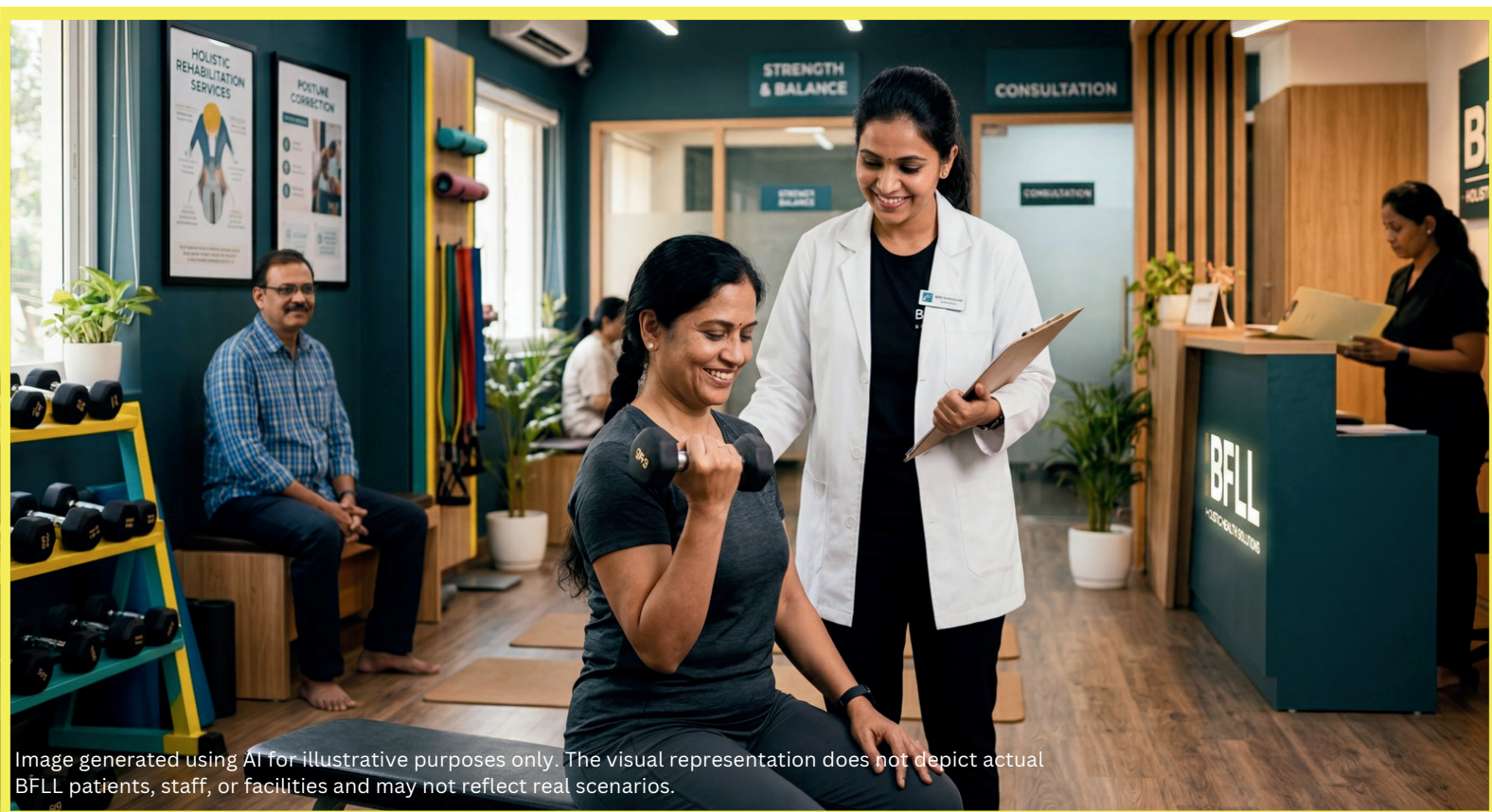


Image generated using AI for illustrative purposes only. The visual representation does not depict actual BFL patients, staff, or facilities and may not reflect real scenarios.

BFLL is a research-driven clinic for degenerative and metabolic conditions — arthritis, diabetes, musculoskeletal degeneration, dyslipidaemia, hormonal dysfunction, and chronic inflammation. Every patient journey adds to an evolving base of cross-sectional and longitudinal data, benchmarked against global research, so Counselling, Pathology, Nutrition, and Exercise Therapy work in a scientifically sequenced, evidence-based model built for measurable, lasting outcomes.

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10:00 a.m. to 07:00 p.m. (IST)

Why BFL Is Built on Research, Not Guesswork

Degenerative and metabolic conditions are classified as Non-Communicable Diseases (NCDs). Unlike infections, these conditions cannot be “cured” with a single intervention. Continuous, evidence-based care is crucial; relying solely on individual treatments is inadequate—these conditions can only be managed, slowed, or potentially reversed with ongoing support. As the prevalence of NCDs increases worldwide, BFL was founded on a fundamental principle: achieving lasting outcomes requires addressing the root causes rather than merely treating symptoms in isolation.

FOCUSING ON THE ROOT CAUSE

Most degenerative and metabolic conditions do not arise from a single cause; instead, they develop over years due to accumulating biochemical and biomechanical stress. While treating the symptoms may provide temporary relief, grasping the underlying cause is essential for true reversal. This principle lies at the heart of every BFL program: to empower each patient to comprehend why their body is deteriorating, rather than merely focusing on solutions. An informed patient is key to achieving sustainable long-term reversal.

THREE BRIDGES, ONE EVIDENCE BASE

Every BFL patient engages the system through three structured channels. Each is also a live data channel — recording how a real patient responds to a therapeutic protocol, a dietary correction, or a behavioural shift, session after session.



Counselling

Behavioural & psychological baseline — the mindset and habits driving the condition.



Nutrition Therapy

Biochemical response tracking — how the body's internal markers shift over time.



Exercise Therapy (TST)

Biomechanical & strength progression — how the body rebuilds function and capacity.

FROM DATA TO DIRECTION

The data gathered across hundreds of patient journeys is studied using two complementary research lenses:

Cross-Sectional Studies

Comparing outcomes across many patients at a given point in time — to identify patterns across age, condition type, and severity.

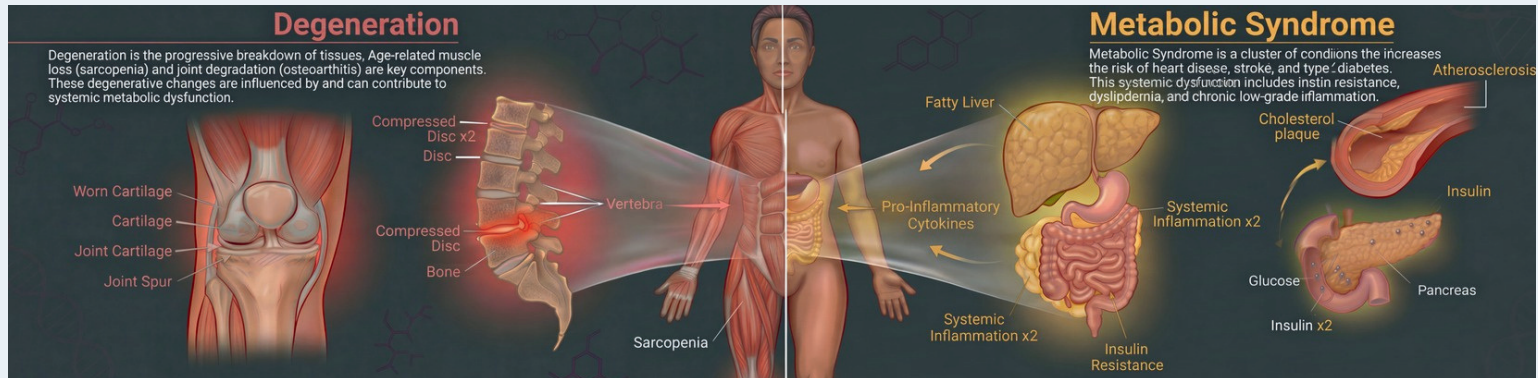
Longitudinal Studies

Tracking individual patients over months and years — to understand how they actually respond, adapt, and reverse over time.

These findings are then **meta-analysed** alongside global peer-reviewed research, so that BFL's clinical decisions are shaped not only by our own patient data, but benchmarked against the wider scientific literature — before being applied back into patient care.

This is not a one-time treatment model — it is a continuously learning system. Every patient we treat today sharpens how we treat the patient we see tomorrow. This is how BFL has worked since day one, and how we will keep working.

Degeneration is the progressive deterioration of cells, tissues, and organs over time — a process that begins silently, often years before symptoms appear. It manifests as conditions like osteoarthritis, cervical and lumbar spondylosis, disc herniation, frozen shoulder, tendinopathy, osteoporosis, peripheral neuropathy, and gradual loss of muscle mass and joint function. These are not simply consequences of ageing — they are consequences of unchecked decline that the body could not repair faster than it was breaking down.



What accelerates this breakdown is metabolic dysfunction — the failure of the body's internal biochemistry to regulate itself. Insulin resistance, chronic hyperglycaemia, dyslipidaemia, thyroid imbalance, micronutrient depletion, elevated homocysteine, systemic inflammation, and hormonal disruption do not exist in isolation. They create an internal environment where degeneration thrives. A diabetic patient is not just managing blood sugar — their nerves are degenerating, their joints are losing cartilage faster, their muscles are wasting, and their cardiovascular system is calcifying. A patient with untreated dyslipidaemia is not just carrying bad cholesterol numbers — their arterial walls are hardening, their liver is accumulating fat, and their cellular repair mechanisms are compromised.

Degeneration and metabolic dysfunction are not two separate problems. They are two faces of the same underlying failure — and reversing one without addressing the other is incomplete healthcare. This is precisely why BFL operates on an integrated four-pillar model, because no single intervention — not physiotherapy alone, not nutrition alone, not medication alone — can address a problem that exists across multiple systems simultaneously.

He is today BFL's Holistic Health Consultant – the clinical mind behind every patient journey, every plan, every outcome. But what makes him different is not a degree on a wall. It is over a decade of relentless study, real-world experience, and an absolute refusal to give anyone an incomplete answer about their own health.



Since 2013, **Soumick Mondal Raj** has worked with hundreds of individuals – people who came in frustrated, misdiagnosed, or simply lost between one specialist and the next. People who had been told to exercise but nobody showed them how. People who had been given diet charts that never worked. People whose blood reports were flagged but never truly explained. He listened to all of them. And more importantly – he acted.

Every patient who walks into BFL for a consultation sits across from someone who has spent years understanding not just what the body does, but why it breaks down – and exactly what it takes to rebuild it. His approach is not based on assumptions. It is built on pathology, behavioural science, clinical nutrition, and corrective movement – working together in a sequence that treats the whole person, not just the symptom.

Physicians trust him. They refer their own patients to him – because they have seen what happens when someone is guided by someone who genuinely understands the intersection of metabolic dysfunction and physical degeneration. That trust, built quietly over years, is the most honest measure of what he brings to every consultation.

What drives him is not ambition. It is an obsession with depth. He follows science the way others follow instinct – going deeper into every case, every marker, every physiological signal until the full picture emerges. Human biology, in his view, is not a subject to be studied and filed away. It is a living system to be continuously interrogated. And that relentless pursuit of deeper understanding is precisely what every patient at BFL benefits from – whether they realise it or not.

At BFL, he is supported by a leadership team that shares that standard – with **Esha Dey** driving operations as COO and **Sourav Sikdar** anchoring the organisation as CFO – alongside a clinical and therapeutic team built to deliver on the same promise every single day.

400+ lives served. Two branches across Kolkata. ISO 9001:2015 certified. A diagnostic partnership with Healthians. And a commitment to evolving – because the science of human health never stops, and neither does he.

When you walk into BFL for a consultation, you are not filling a slot in a calendar. You are stepping into a process that has been built, tested, and refined over more than a decade – where every decision is evidence-based, every plan is personalised, and every outcome is tracked. This is not a clinic that treats you and moves on. It is a system that stays with you until the work is done

Cognitive & Behavioural Counselling

Identifying and correcting the behavioural patterns, psychological barriers, and lifestyle habits that accelerate degenerative and metabolic dysfunction – building the mental framework for sustained reversal.

Diagnostic Pathology (Powered by Healthians)

Comprehensive diagnostic panels targeting metabolic and degenerative markers – insulin resistance, lipid dysfunction, micronutrient depletion, inflammatory signals, hormonal imbalances, and early-stage organ degeneration.

Clinical Nutrition

Pathology-driven nutrition systems engineered to reverse degenerative and metabolic disorders and slow degenerative progression – addressing diabetes, dyslipidaemia, fatty liver, thyroid dysfunction, and chronic inflammation at the cellular level.

Therapeutic Strength Exercise & Physiotherapy (TST)

Therapeutic Strength Training designed to counter musculoskeletal degeneration, restore joint biomechanics, and build Lean Essential Muscle Mass – the body's primary defence against metabolic and degenerative deterioration. Available in TST Standard and TSTCC (Therapeutic Strength Training Critical Care).

**1**

Holistic Health Consultation

Understanding the patient's complete health history, pathological background, and personal goals.

**2**

Analysis of Pathology

Diagnostic reports are reviewed to identify early signs or existing degenerative and metabolic disorders.

**3**

Selection of the Right Plan

The choice of plan—whether it's Exercise Therapy, Nutrition Therapy, or a Combined approach—depends entirely on the initial consultation and the results of the pathological analysis.

**4**

Enhancement begins

Health is optimized through three key dimensions:

- Nutrition for supporting internal biochemistry
- Psychology for shaping behavioral patterns
- Physiology for aiding biomechanical restoration and developing lean essential muscle mass.

Patients may choose OPD or Community to begin the journey.

**5**

Re-Assessment

Progress is measured, results are reviewed, and the plan is refined for continued and trackable outcomes.

Patients have the option to enroll in Counseling, Nutrition, or Physiotherapy with Exercises, based on their individual needs. These services can be pursued separately or in combination. Each journey is designed to be personal and unique.

Price Highlights — At a Glance

Category	Average Price (approx.)
Consultation is the entry gate — mandatory for all new services	Rs. 1,100
Physiotherapy — OPD per session	Rs. 971
Exercise Therapy — TST per session, Community	Rs. 535
Nutrition Therapy — Community per month, 3-month plan	Rs. 1,783
Nutrition Therapy — OPD per month, 3-month plan	Rs. 3,210
Diagnostic Blood Test 12 parameters — via Healthians	Rs. 3,000

SMART SAVINGS

Community Nutrition members enjoy an average discount of around 45% compared to OPD Nutrition pricing. The longer your commitment, the greater your savings will be.

TERMS & CONDITIONS

- 1 The consultation fee of Rs. 1,000 is a mandatory entry gate — no service begins (including the Rs. 500 OPD session) until it is paid, regardless of the plan price.
- 2 Nutrition monthly price = discounted 3-month total ÷ 3, shown for reference only. The full 3-month amount must be paid upfront to avail the plan; monthly instalments are not offered.
- 3 All Community prices (Nutrition & TST) are the lowest Community-only rates and require a one-time Community Registration fee of Rs. 500.
- 4 The diagnostic blood test (12 parameters) is facilitated through our certified diagnostic partner, Healthians, and is subject to their sample collection and reporting terms.
- 5 All figures shown are average, indicative prices. Final pricing for any plan is confirmed only by the Holistic Health Consultant after clinical assessment. T&C apply.

Final pricing is confirmed only by the Holistic Health Consultant after clinical assessment. Figures above are indicative and subject to change.

BFL Disclaimer

Please read carefully before availing any BFL service. By enrolling, you acknowledge and accept the terms outlined below.

1. Payments & Non-Refundability

Strength Training (TST Standard, TSTCC), Physiotherapy, Exercise Therapy, Doctor Consultations, Holistic Health Consultations, Counselling, Blood Tests, and any bundled or complimentary services, are strictly non-refundable, non-transferable, non-shareable, non-freezable, and non-extendable unless explicitly stated in writing by BFL. All payments made towards any BFL service are final, and BFL shall bear no liability for non-usage, missed sessions, personal constraints, medical reasons, or unforeseen circumstances.

2. Individual Use & Validity

All services are provided exclusively to the registered individual and cannot be shared with or transferred to any other person. Nutrition Therapy Plans and training programmes are time-bound and must be utilised strictly within their defined validity period, failing which they shall automatically expire without compensation or extension.

3. Session Cycle

The BFL session cycle runs on a fixed 30-day schedule, featuring around 26 operational days. Any sessions not utilized during the active cycle will not be carried over, and there will be no refunds, extensions, or adjustments available for unused sessions.

4. Diagnostics & Third-Party Labs

Blood tests facilitated or arranged by BFL are carried out exclusively through certified third-party laboratories, currently including Healthians. BFL will not be liable for any missed tests, inaccurate results, delayed reports, misaligned values, clerical errors, or discrepancies in interpretation that may arise from these reports. Clients are entirely responsible for consistently providing complete, truthful, and accurate medical history, disclosures, and health information.

5. Community Membership

To enjoy and maintain the advantages of BFL Community Membership, members must be actively enrolled in at least one BFL Community Plan at all times. To qualify as a community member, one must register in one of the TST plans within the Community. Community benefits, including subsidized pricing, complimentary services, and exclusive privileges, are available only during the active plan period. Members who were previously enrolled but are no longer active in any BFL Community Plan will be classified as OPD clients, eligible solely for OPD services and pricing.

6. Nature of Clinical Outcomes

BFL's services target degenerative and metabolic health conditions through a comprehensive four-pillar model: Cognitive & Behavioral Counseling, Diagnostic Pathology, Clinical Nutrition, and Therapeutic Exercise & Physiotherapy. While these services are designed to be therapeutic and rehabilitative, they do not guarantee a cure, reversal, or specific clinical outcomes. Individual results may differ based on factors such as compliance, medical history, pre-existing conditions, and biological response.

7. Assumption of Risk

By utilizing any BFL service, the client or the patient acknowledges and agrees that engaging in consultations, physiotherapy, exercise therapy, strength training, nutrition programming, blood tests, and related services carries inherent health risks. BFL, along with its founders, doctors, therapists, trainers, staff, associates, and affiliates, cannot be held liable for any injury, illness, adverse reaction, complication, loss, or health hazard that may occur before, during, or after the provision of services, provided these services are accessed voluntarily and in line with professional guidance.

This disclaimer forms part of the BFL service agreement and applies to all patients, members, and attendants across all BFL branches.



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400+ Lives served. One Mission Ahead.

Visit Us

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