



Degenerative and Metabolic Research Health Clinic

A brand of Big Fat Logiic Lifestyle Pvt. Ltd.

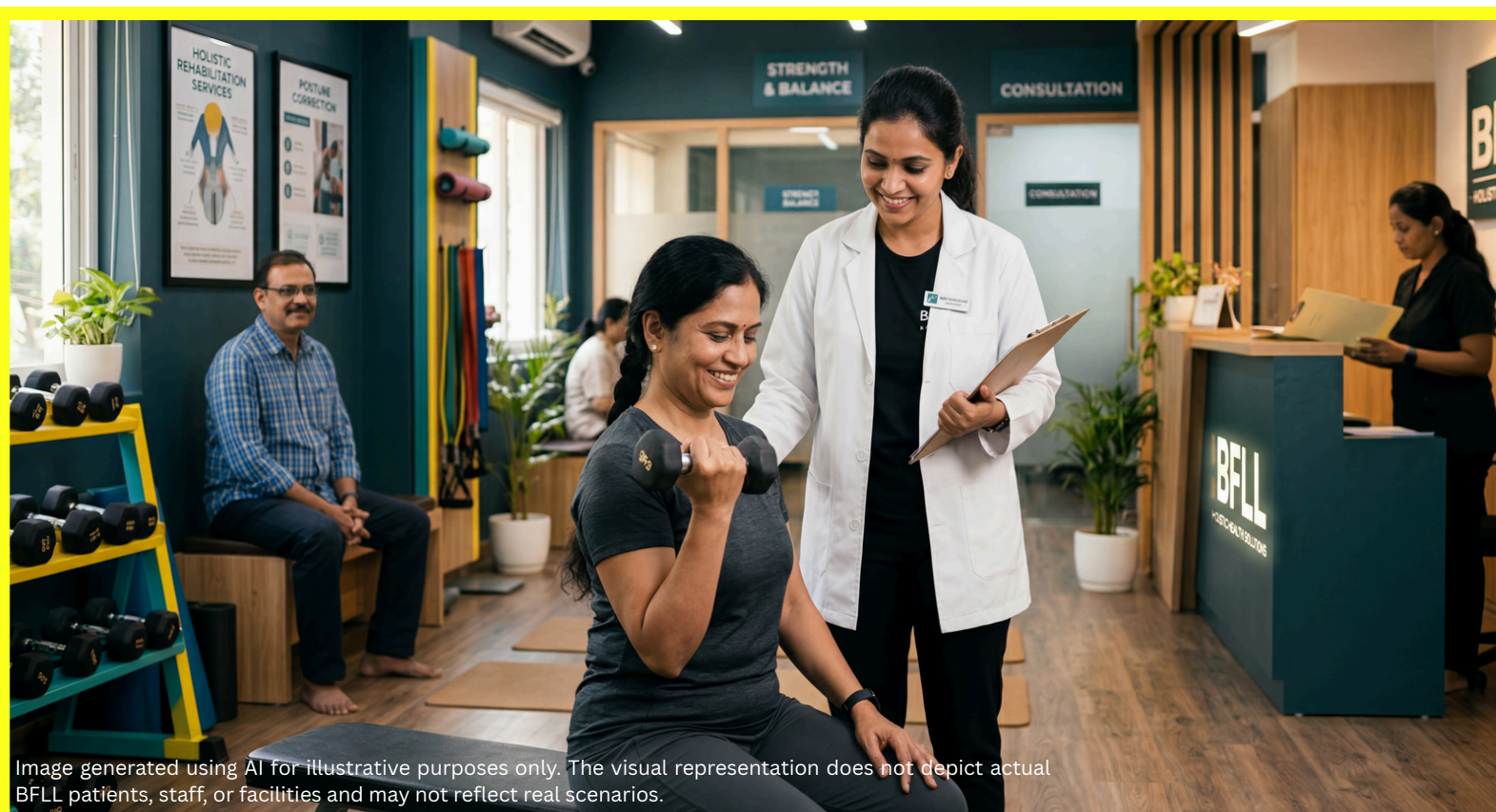


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BFL is a research-driven clinic for degenerative and metabolic conditions — arthritis, diabetes, musculoskeletal degeneration, dyslipidaemia, hormonal dysfunction, and chronic inflammation. Every patient journey adds to an evolving base of cross-sectional 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.

Website: www.bflwellness.com

Customer support: support@bflwellness.com

Phone: +91 9800900450, +91 9330363006, +91 8910912963, 03365982710 (Monday to Saturday)

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

Why BFL Is Built on Research, Not Guesswork

Degenerative and metabolic conditions are Non-Communicable Diseases (NCDs) — and unlike infections, they cannot be “cured” in a single intervention. They are managed, slowed, or reversed through sustained, evidence-based care. As NCDs continue to rise across India, BFL was built on a simple conviction: lasting outcomes come from understanding the root cause, not from treating the symptom in isolation.

FOCUSING ON THE ROOT CAUSE

Most degenerative and metabolic conditions do not have a single trigger — they emerge from years of compounding biochemical and biomechanical stress. Treating the symptom offers short-term relief; understanding the root cause is what makes genuine reversal possible. This is the core objective behind every BFL programme: to help each patient understand why their body is breaking down, not just what to do about it — because an educated patient is what makes long-term reversal sustainable.

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.

We Heal Through Sequence, Not Shortcuts.

Understanding Degeneration & Metabolic Dysfunction

Two processes that look separate behave as one — and it's exactly why BFL is built as a research clinic, not a treatment counter.

Degeneration

Musculoskeletal & structural decline

- Osteoarthritis, cervical & lumbar spondylosis
- Disc herniation, frozen shoulder, tendinopathy
- Osteoporosis, peripheral neuropathy
- Progressive loss of muscle mass and joint function
- Often silent for years before symptoms surface
- Not simply “ageing” — it's unchecked decline outpacing repair

Metabolic Dysfunction

Biochemical & systemic breakdown

- Insulin resistance, chronic hyperglycaemia
- Dyslipidaemia, thyroid imbalance
- Micronutrient depletion, elevated homocysteine
- Systemic inflammation, hormonal disruption
- Rarely shows up as a single abnormal number
- Creates the internal environment where degeneration thrives

These aren't two separate problems — they're two faces of one underlying failure. A diabetic patient isn't only managing blood sugar: nerves degenerate, joints lose cartilage faster, and the cardiovascular system calcifies, all at once.

Which is why no single intervention — physiotherapy alone, nutrition alone, medication alone — can fix a problem playing out across multiple systems at the same time.

WHY THIS IS A RESEARCH CENTRE, NOT A TREATMENT COUNTER

1

Cross-Sectional Analysis

Every new case is compared against hundreds of prior ones to see what actually moves outcomes.

2

Longitudinal Tracking

Each patient is followed visit over visit — never judged on a single snapshot in time.

3

Global Benchmarking

Findings are checked against published research, not assumption or anecdote.

This is what a research centre looks like in practice: your case doesn't just get treated — it gets studied, tracked, and used to sharpen how the next patient is treated too.

We Reverse What Others Only Manage.

A Quick Self-Check — Not a Diagnosis

Degeneration and metabolic dysfunction rarely announce themselves. They show up first as small, easy-to-dismiss signs. See how many of these you recognize.

Degenerative Signs

Musculoskeletal & movement

- ☐ Joint stiffness that's worse in the morning or after resting
- ☐ Recurring pain in the same joint or muscle group
- ☐ Noticeably less flexible or mobile than a few years ago
- ☐ Muscle strength or mass quietly declining
- ☐ Balance or gait feels less steady than before
- ☐ An old injury that "never fully healed"

Metabolic Signs

Biochemical & internal

- ☐ Persistent fatigue, even after a full night's sleep
- ☐ Weight gain that resists diet and exercise
- ☐ Sugar cravings or energy crashes after meals
- ☐ Family history of diabetes, thyroid, or heart disease
- ☐ Elevated blood sugar, cholesterol, or BP on a recent test
- ☐ Slow recovery from minor illness, cuts, or strain

Checked 3 or more boxes in either column? That's usually not a coincidence — it's a pattern. And patterns have root causes.

This is exactly what our **First Assessment** is built to uncover — not a five-minute chat, but a full look at what's actually driving it.

WHAT HAPPENS WHEN YOU REACH OUT

1

A real conversation

We listen to your history and goals before we recommend anything.

2

A full assessment

Vitals, movement, pain mapping, and pathology — not a guess.

3

A plain-language explanation

You leave understanding your own body, not just holding a prescription.

Have a Question Before You Visit?



Chat on
WhatsApp
+91 98009 00450



Explore Our
Website
www.bflwellness.com

Follow us: Instagram @bflwellness • Facebook /bflwellness

Small Signs Today. Real Answers Tomorrow.

Four Disciplines. One Coordinated Journey.

A research-driven ecosystem, walked with you step by step — whether you engage through OPD or as a BFL Community member.



Cognitive & Behavioural Counselling

Correcting the habits and psychological patterns that accelerate decline — the mental framework for reversal.



Diagnostic Pathology (Healthians)

Panels tracking insulin resistance, lipid dysfunction, inflammation, and hormonal imbalance.



Clinical Nutrition

Pathology-driven systems built to reverse — not just manage — diabetes, dyslipidaemia, and fatty liver.



Corrective Exercise & Physiotherapy (TST)

Therapeutic Strength Training that restores joint biomechanics and rebuilds Lean Essential Muscle Mass.

YOUR JOURNEY, STEP BY STEP

- 1 Holistic Health Consultation.** Your complete history, pathology, and goals — understood before anything is prescribed.
- 2 Analysis of Pathology.** Diagnostic reports reviewed to catch early or existing degenerative and metabolic patterns.
- 3 The Right Plan, Chosen for You.** Exercise Therapy, Nutrition Therapy, or combined — decided by your consultation and reports, never self-selected.
- 4 Enhancement Begins.** Nutrition, Psychology, and Physiology working together to rebuild function and Lean Essential Muscle Mass.
- 5 Re-Assessment.** Progress measured, reviewed, and the plan refined — so outcomes stay trackable, not assumed.

OPD OR COMMUNITY — CHOOSE HOW YOU ENGAGE

OPD

For today's need

- Pay-as-you-go consultations and single sessions
- Ideal for focused help with a specific issue
- Full access to all four pillars, per visit

Community

For the next five years

- Ongoing membership built around sustained reversal
- Structured long-term Nutrition & Exercise plans
- The same care team, walking with you visit after visit

OPD asks, "What hurts today?" Community asks, "How do we fix this for good?" Both are guided by the same team, on the same evidence-based model — you simply choose the pace of your reversal.

One assessment. One coordinated team. Whichever path you choose, every pillar of your care draws on the same patient data — so nothing is guessed, and nothing is left to chance.

Ready to see where you fit? Turn the page for how it's priced.

We Work Where Medicine Meets Movement.

The Team Behind Your Therapeutic Process

Every plan at BFL is delivered — and tracked — by a coordinated clinical team, not a single trainer working alone.



Holistic Health Consultant

The clinical mind behind your case — reviews your background, pathology, and progress at every stage, and decides the right plan for you.



Strength & Physiotherapy Team

Strength Coaches Mark & Arpan lead your training; Physiotherapists Nayrin, Pritisha & Shrine handle corrective movement and log every session's vitals, load, and pain.



Clinical Nutrition Team

Builds and adjusts your nutrition therapy against your pathology and how your body actually responds over time.



Diagnostic Partner — Healthians

Certified third-party lab powering every blood panel — read and interpreted by your HHC, not handed to you as raw numbers.

Backed by BFL's leadership — Esha Dey (COO) and Sourav Sikdar (CFO) — and run day to day by Branch Managers Moumita & Keya, this clinical team is built to deliver the same standard, every time, at every branch.

HOW YOUR CARE TEAM COLLECTS & USES DATA

The same structured process behind every patient at BFL — this is the raw material for the research described earlier in this brochure.

1

First Assessment FAR

Full intake: vitals, pain mapping, range of motion, gait & balance, and a complete pathology review.

2

Session-by-Session Records CRSR

Every visit logged: pre- and post-session vitals, load progression, and pain score, tracked visit over visit.

3

Blood Assessment BAR

Your diagnostic panel, interpreted against your specific case — not just compared to a reference range.

4

Status Report CSR

Findings synthesised into a plain-language explanation, written for you to actually understand.

This is the same structured, session-level data that feeds the cross-sectional and longitudinal research behind every BFL programme.

REAL GROWTH, BY THE NUMBERS

Pulled directly from our own client records — not marketing estimates.

600+

LIVES SERVED SINCE INCEPTION

100+

ACTIVE MEMBERS TODAY

2

BRANCHES, KOLKATA

10x+

GROWTH IN ACTIVE MEMBERS,
PAST YEAR

One Team. One Standard. Every Time.

Our Doctors — Medical Oversight You Can Trust

Every BFL plan is led by a Holistic Health Consultant. When a case needs physician-level oversight, a network of specialist doctors is engaged directly — not outsourced, not guessed at.



Dr. Saurabh Digambar Dhumale

Interventional Cardiologist

MBBS · MD (Gen. Medicine) · DrNB (Cardiology)

Director & Lead Physician — Medical Governance, Both Branches

15+ Years Experience



Dr. Anubhav Bhattacharya

Orthopedics

MBBS · MS (Orthopaedics)

12+ Years Experience



Dr. Ushirin Bose

Otolaryngology (ENT)

10+ Years Experience



Dr. Abhishek Bhadra

Gynecology

MBBS · MS · DNB (Obs. & Gynae.)

8+ Years Experience



Dr. Anant Kumar Garg

Orthopaedic Surgeon — Spine & Arthroplasty

MBBS · MS (Orthopaedics) · Fellowship in Spinal Surgery (Univ. of Kansas)

21+ Years Experience

Beyond this panel, several other specialists across Kolkata refer patients to BFL as part of the same coordinated-care model.

HOW DOCTOR REFERRALS WORK AT BFL

Whether you're referred to us or we refer you onward, the process stays coordinated — never siloed.

1

Assessment Comes First

Even with a doctor's referral, every patient begins with an HHC First Assessment — your referral letter, reports, and history are reviewed before anything is planned.

2

We Align, Not Override

Existing prescriptions and medical advice are respected. If any part of your plan intersects with a prescription, the HHC discusses it with you transparently first.

3

Physician Co-Management, When Needed

Cases requiring medical clearance or ongoing oversight are escalated to our Lead Physician — coordinated with your treating doctor, not around them.

This is why physicians refer their patients to BFL — and why, when a case needs specialist care beyond our four-pillar model, we refer right back. Holistic care means the relationship runs both ways.

Doctors Who Trust Us. Doctors We Trust.

Price Highlights — At a Glance

A simplified overview of our average pricing across core services.

Category	Average Price (approx.)
Consultation 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 pay about 45% less on average than OPD Nutrition pricing — the longer you commit, the more you save.

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.



Ready to Start? Scan to Book Your First Consultation.

WhatsApp +91 98009 00450 — same care team, same evidence-based process.

Honest Numbers. Zero Guesswork.

Know the Founder

The Restless Mind That Built a Movement



Soumick Mondal Raj

is BFL's Holistic Health Consultant — the clinical mind behind every patient journey, every plan, every outcome. What sets him apart isn't a degree on a wall. It's over a decade of relentless study, real-world case work, and a refusal to give any patient an incomplete answer about their own health.

Physicians refer their own patients to him — a trust built quietly, one correct call at a time.

2013

PRACTICING SINCE

600+

LIVES SERVED

2

BRANCHES, KOLKATA

ISO 9001

2015 CERTIFIED

Since 2013, he has worked with hundreds of people who arrived frustrated, misdiagnosed, or lost between specialists — told to exercise with no guidance, handed diet charts that never worked, or given blood reports that were flagged but never explained. His approach isn't built on assumption. It's built on pathology, behavioural science, clinical nutrition, and corrective movement — sequenced to treat the whole person, not just the symptom.

He's backed by a leadership team that shares that standard: **Esha Dey** driving operations as COO and **Sourav Sikdar** anchoring the organisation as CFO, alongside a clinical and therapeutic team built to deliver the same promise every day.

"What drives him isn't ambition — it's an obsession with depth. Human biology isn't a subject to file away; it's a system worth continuously interrogating."

Walking in for a consultation doesn't mean filling a calendar slot. It means stepping into a system that keeps working with you well after enrolment — through regular re-assessment, a care team that stays involved, and a process refined over a decade, built to evolve with the science, and with you.

We Bring Science to Your Lifestyle.

BFL Disclaimer

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

1. Payments & Non-Refundability

All services provided by BFL, including but not limited to OPD Consultations, BFL Community Memberships, Nutrition Therapy Plans, Therapeutic 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

A BFL session cycle operates on a fixed 30-day cycle with approximately 26 operational days. Sessions not utilised within the active cycle will not carry forward, and no refund, extension, or adjustment shall be applicable for unused sessions.

4. Diagnostics & Third-Party Labs

Blood tests, where facilitated or arranged by BFL, are conducted exclusively through certified third-party laboratories (currently Healthians). BFL shall not be held liable for any missed tests, inaccurate results, delayed reports, misaligned values, clerical errors, or interpretation discrepancies arising from such reports. Clients are solely responsible for providing complete, truthful, and accurate medical history, disclosures, and health information at all times.

5. Community Membership

To avail and continue receiving the benefits of BFL Community Membership, a member must be actively enrolled in at least one BFL Community Plan at all times. Community benefits, subsidised pricing, complimentary services, and privileges apply only during the active plan period. Members who were previously enrolled but are no longer active on any BFL Community Plan shall be treated as OPD clients and shall be eligible only for OPD services and OPD pricing.

6. Nature of Clinical Outcomes

BFL's services address degenerative and metabolic health conditions through its four-pillar model – Cognitive & Behavioural Counselling, Diagnostic Pathology, Clinical Nutrition, and Corrective Exercise & Physiotherapy. These services are therapeutic and rehabilitative in nature and do not constitute a guarantee of cure, reversal, or specific clinical outcome. Individual results vary based on compliance, medical history, pre-existing conditions, and biological response.

7. Assumption of Risk

By availing any BFL service, the client acknowledges and accepts that participation in consultations, physiotherapy, exercise therapy, strength training, nutrition programming, blood tests, and related services involves inherent health risks. BFL, its founders, doctors, therapists, trainers, staff, associates, and affiliates shall not be held liable for any injury, illness, adverse reaction, complication, loss, or health hazard arising before, during, or after the provision of services, when such services are availed voluntarily and in accordance with professional guidance.

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

Clear Terms. Honest Care.



Degenerative and Metabolic Research Health Clinic

A brand of Big Fat Logiic Lifestyle Pvt. Ltd.

600+ Lives served. One Mission Ahead.

Visit Us

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