

Pharmarack drives business impact for retailers and distributors



BACKGROUND

Indian Pharma Market is quite unique in its complex supply chain with 800,000+ retailers ordering from 65,000+ distributors.

While larger organizations have always had access to technology to manage and grow their business, SME's so far were alienated from the technological advancements in the space.

Pharmarack brought this technology in hands of every retailer and distributor in order to drive our mission of medicines' access across the country and create a level playing field for every small or large business in the industry.

THE CHALLENGES



LACK OF GROWTH OPPORTUNITIES



MANUAL ORDERING PROCESS USES UP PRECIOUS TIME THAT COULD BE USED FOR GROWTH



NO VISIBILITY INTO THE MARKET, SCHEMES, AVAILABILITY



LACK OF LAST MILE CONNECTIVITY

HOW WE SOLVED IT

Pharmarack is the largest integrated B2B network in the country that automates the pharma supply chains end-to-end.

An ecosystem partner for Pharmaceutical and Consumer Health companies, Distributors, Retailers, Hospitals and Public Health enterprises all alike - our technology helps all pharma businesses flourish and prosper.

We ran a cohort analysis of retailers and distributors on our platform, and the results have been extremely motivating.

PHARMARACK DRIVES IMPACT

AVG ORDER VALUE PER DISTRIBUTOR PER MONTH

106% AVG INCREASE IN FIRST YEAR

40% AVG INCREASE IN SECOND YEAR

AVG ORDER VALUE PER RETAILER PER MONTH

270% AVG INCREASE IN FIRST YEAR

109% AVG INCREASE IN SECOND YEAR