



BUSINESS MODEL & INVESTORS PRESENTATION

FHARMACY BAZAR LTD.

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KOLKATA - 700068





Pharmacy Bazar, Brand Owned By Pharmacy Bazaar Ltd, Professionally Managed Company At The Forefront Of The Retail Omni Channel Pharmacy Chains And E-Pharmacy. Our Operations Include Retail Omni Channel Pharmacy Franchise Opportunities, Digital Health Store Franchise, And Retail Omni Channel Pharmacy Mini-Stores Franchises, Catering To Urban & Semi-Urban Areas In our Country Pharmacy Bazar Has Prioritized The Peoples Health And Well-Being , Entrusted By The Doctors & Entire Medical Fraternity Since 1992.

Pharmacy Bazar's Enterprise Valuation Stands Nearly At Rs. 500 Cr & Above , A Testament To Our Market Position And Growth Trajectory & Valuation Has Been Meticulously Assessed, Vatted And Validated By Resurgent India Ltd, SEBI Registered CAT-1- Merchant Banker Adhering To International Valuation Standards(IVS).

We Are Proud To Be Recognized As One Of India's Most Esteemed Health Care Services Organization, Committed To Deliver Quality Healthcare Solutions To All Corners Of Our Nation.



CUSTOMER SATISFACTION IS OUR TOP PRIORITY.



Pharmacy Bazar to triple bets on innovation and Digitization, there are many things we need to do as part of the triple shot reinvention strategy which is focused on elevating the Pharmacy Bazar Brand, strengthening the Digital Capabilities.

Becoming a truly National Brand with customized with two pumps unlocking efficiency and reinvigorating businesses alliance Partnership culture, that what we are going to focus on and go do and localized offerings in response to shifting consumer needs and preferences and we meet our customers where they are through differentiated experience to cater to these evolving preferences.

we recognized the unique culture dynamics of the Indian Market where medicine supply to home is not just a Healthcare Business but a dynamic social experience that involves Human connection and with our customers.

Pharmacy Bazar continued to showcase exemplary growth while maintaining a superior Brand asset quality increased Omni Channel pharmacy Retail Chain and our mobile Application (Android and iOS) has gained significant traction thereby helping us to build up robust Medical Ecosystems, we are now a step ahead to offer delightful customer Centric experience with innovative and personalized journeys, Pharmacy Bazar Digital -First Tech- Led and scalable Business Model.



YOUR 24 / 7 PHARMACY.



SR. NO	TOPIC	PAGE NO
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FREE DELIVERY





**PHARMACY
BAZAR**

SECTION:1



Healthcare & Pharma Sector Landscape

GET THE MEDS YOU NEED, WHEN YOU NEED THEM.



**PHARMACY
BAZAR**

Indian Market Potential:

Retail Pharmacy

25 Billion USD

Expected Growth

25% CAGR

Market Share Of Organized Player

Diagnostic LAB

11 Billion USD

Expected Growth

27% CAGR

Market Share Of Organized Player

FMCG

65 Billion USD

Expected Growth

14% CAGR

Market Share Of Organized Player

International Retail Pharmacy Store

\$240-300/ Month/Sq.Ft

Indian Retail Pharmacy Store

\$ 80-150/ Month/Sq.Ft



**OPPORTUNITY
– COUNTRY &
SECTOR (1/2)**



PHARMACY BAZAR

Why Walgreens & CVS not present in India?

Small Size Store

Store size of Walgreens is about 25,000 Sq.ft. in comparison to that India pharmacy store has around 500 Sq.ft. with largely prescribed medicine.

Low Cost Offering Basket

Due to small size stores offering are very less. Even not able to fill the entire prescriptions.

High Cost of Operation

The unorganized supply chain leads to high cost.

Near absence of Private Labels & Consumer Engagement

The unorganized supply chain leads to high cost.

MILLIONALS OF HAPPY CUSTOMERS.

Walgreens Boots Alliance

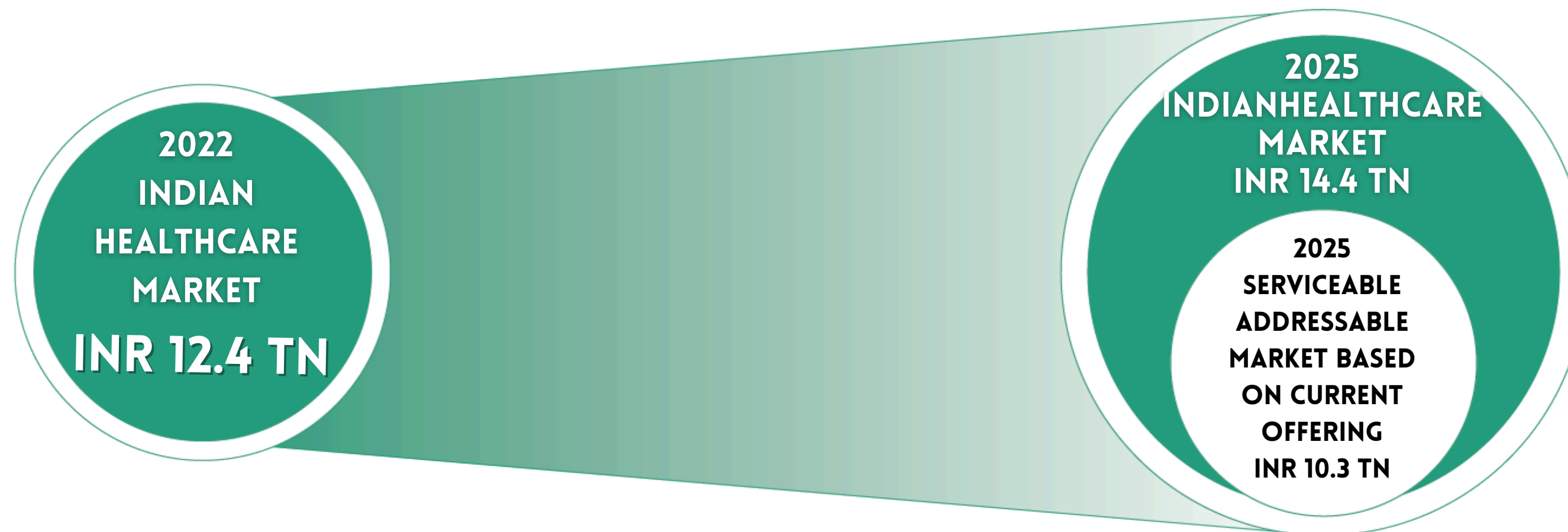
MARKET CAP – 68 BILLION USD



CVS Pharmacy

MARKET CAP – 71 BILLION USD

Indian Market Potential:



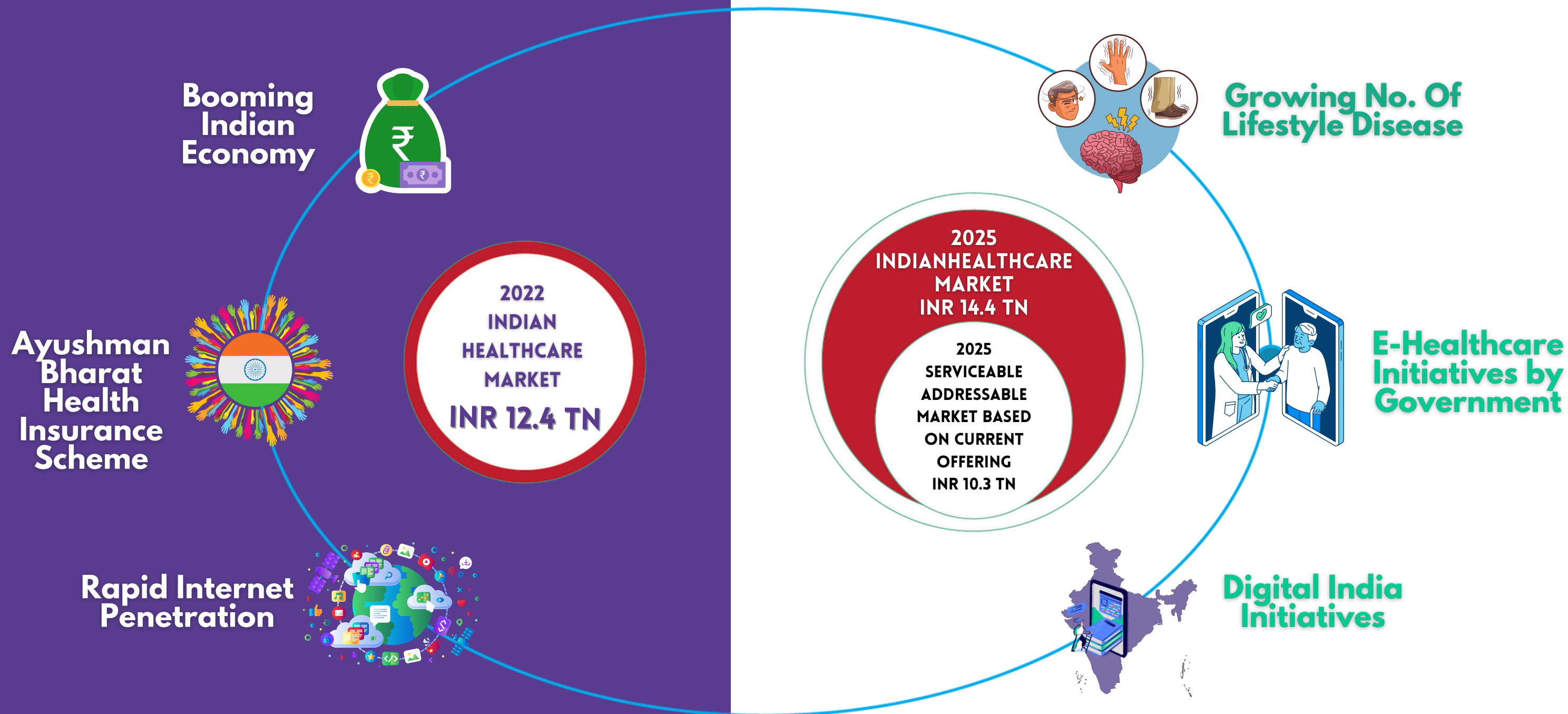
A RAPIDLY GROWING & BOOMING SECTOR

HEALTH IS WEALTH...ALWAYS.





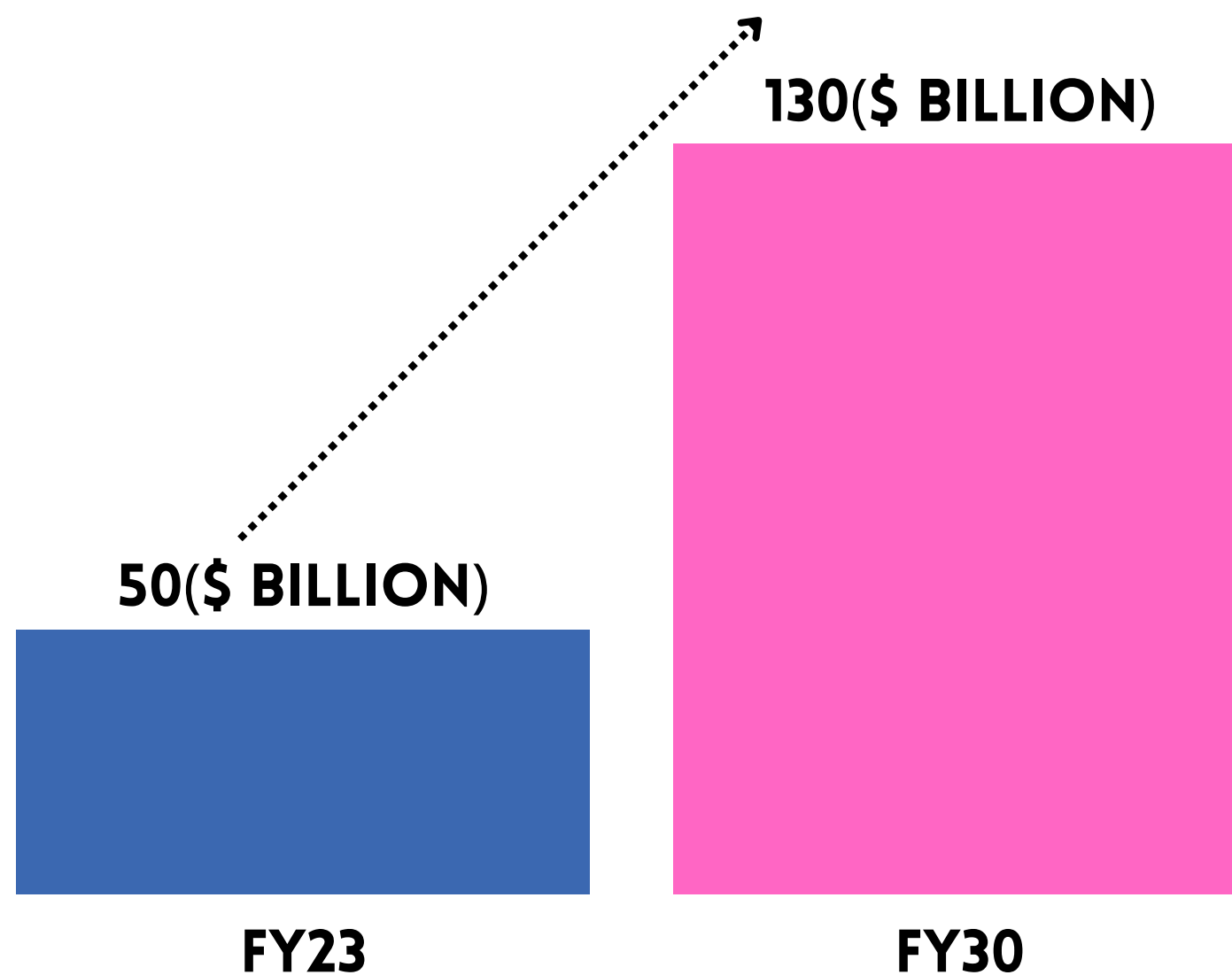
PHARMACY BAZAR



INDIAN HEALTHCARE

DO NOT COMPROMISE ON YOUR HEALTH.

Indian Pharmacy sector is set to grow at 12.3% to reach \$130 bn by 2030

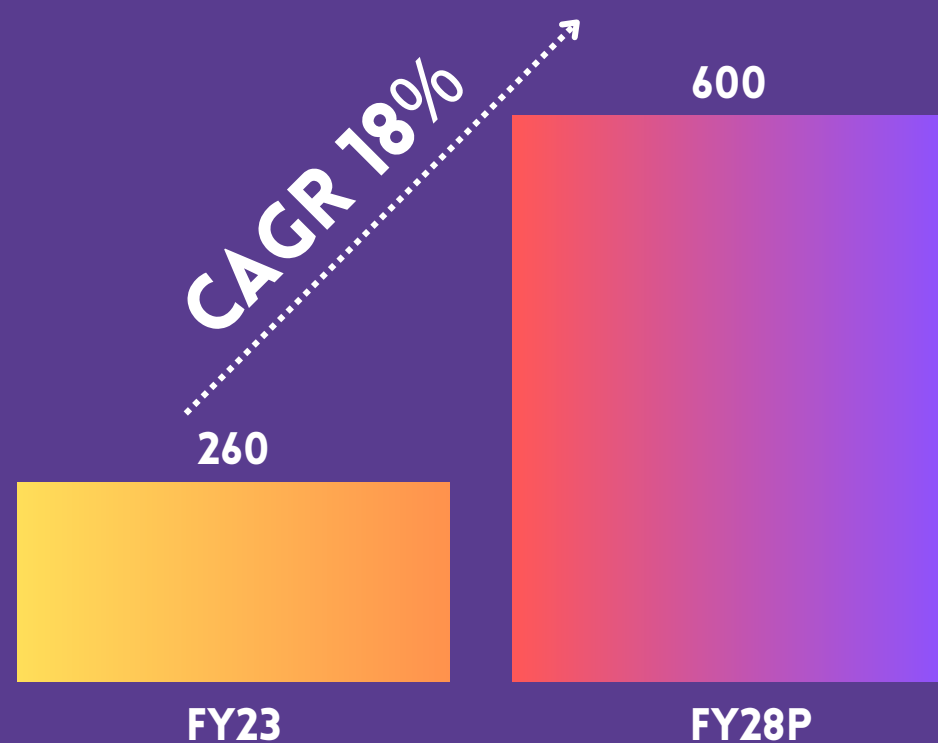


AUTHENTIC MEDICINES AT EFFORTABLE PRICE.



**Indian Pharma
is making
Incredible
Progress-
Growing at a
Double Digit
Pace.**

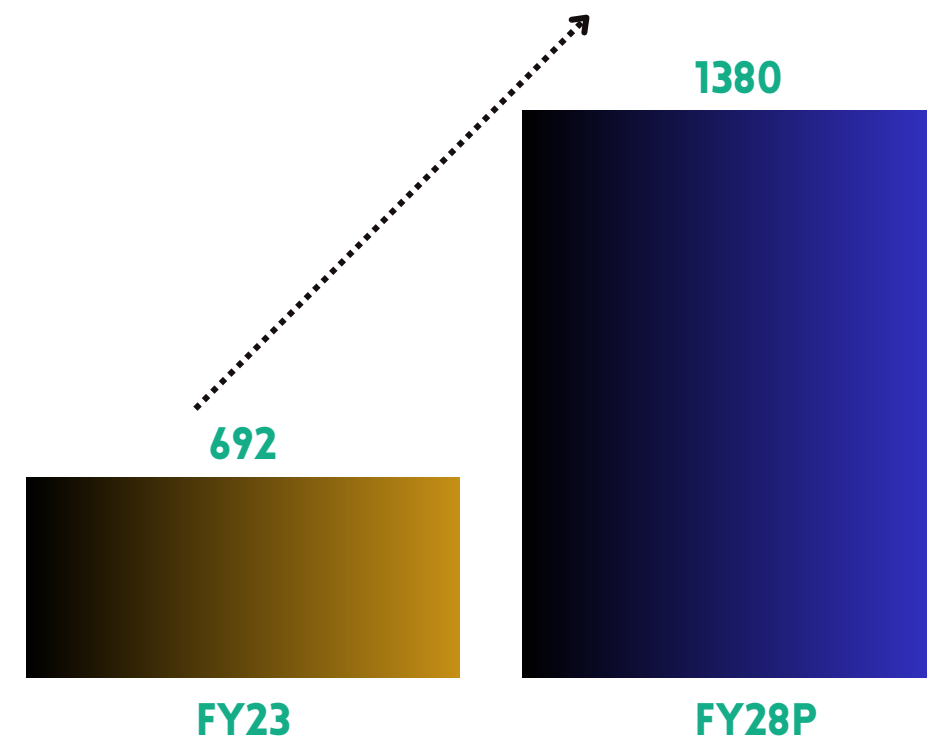
OTC Market Spend Projection (INR Bn, 2023, 2028P)



- Indian OTC segment comprises of generic drugs that are sold without prescription like paracetamol and other health products like supplements.
- In the last 5 years, OTC market more than doubled to reach c.INR 260 bn spend in 2023.
- The demand was fostered by high demand for OTC products used in Covid treatment & prevention.
- Owing to the growing demand of OTC products focused on wellness, immunity fitness and hygiene, the segment is expected to grow at c.18% CAGR to reach 600 Bn by 2028.

STAY HOME! GO DIGITAL!

Doctor Consultation Market Spend Projections (INR Bn, 2020, 2025P)



- Doctor consultation is one of the fastest growing categories within healthcare.
- The market was sized at ~INR 293 bn c.US\$4 bn in 2015 and reached c.INR 602 bn (~US\$8 bn) in 2019.
- Despite the COVID lockdown in 2020, the market grew at ~15% to reach ~INR 692 billion, as doctors were consulted even in case of mild concerns like throat pain, fever etc.
- In this pandemic period, consulting doctors remotely (including online) became a highly preferred option, which was appreciated by both doctors and patients to ensure safety of both sides.



**OTC Market
Spend & Doctor
Consultation
Driving the
Growth for
Pharma
Industry.**



PHARMACY BAZAR



Low Industry Margins

Retail pharmacy is a highly fragmented and competitive industry with ~8,00,000 registered retail outlets across the country. Drugs are bought in smaller quantities by these retail stores from drug distributors at high prices which in turn reduces their profit margins.



Drug Abuse

Allegations of medicine sales without prescriptions are levied at retail pharmacies. This has led to significant number of cases of drug abuse.



Counterfeit Medicines

Retail pharmacies in India are alleged to sell sub-standard and fake medicines, thereby increasing the risk of adverse effects.



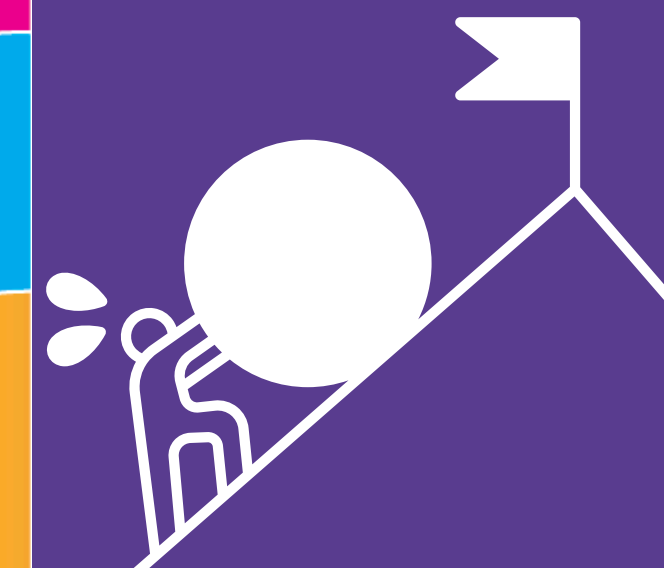
Documentation/Tracking

Retail pharmacies in India are alleged to sell sub-standard and fake medicines, thereby increasing the risk of adverse effects.



Poor Inventory Management

In India, it is generally not feasible for a single pharmacy to store a wide range of products, which forces consumers to visit multiple pharmacies for procuring all their medicines.



Challenges Faced by Retail Pharmacy Market in India.

YOUR TRUSTED DESTINATION FOR HEALTHCARE NEEDS.

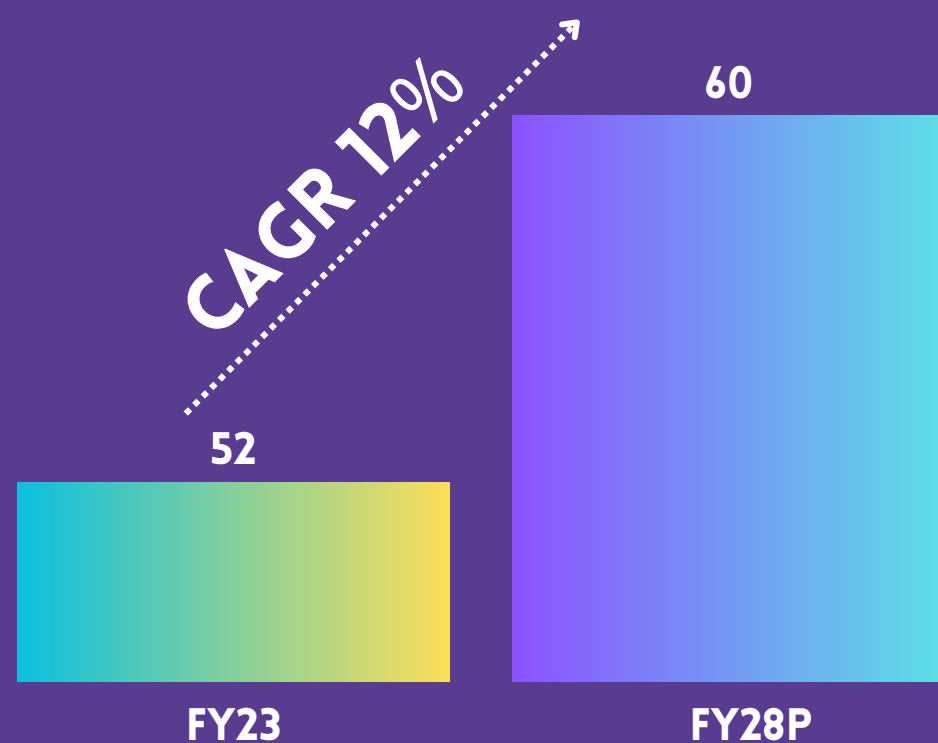


**PHARMACY
BAZAR AS AN
E-PHARMACY
HAS TAKEN
CENTRE STAGE
IN ADDRESSING
THE NEED GAP.**



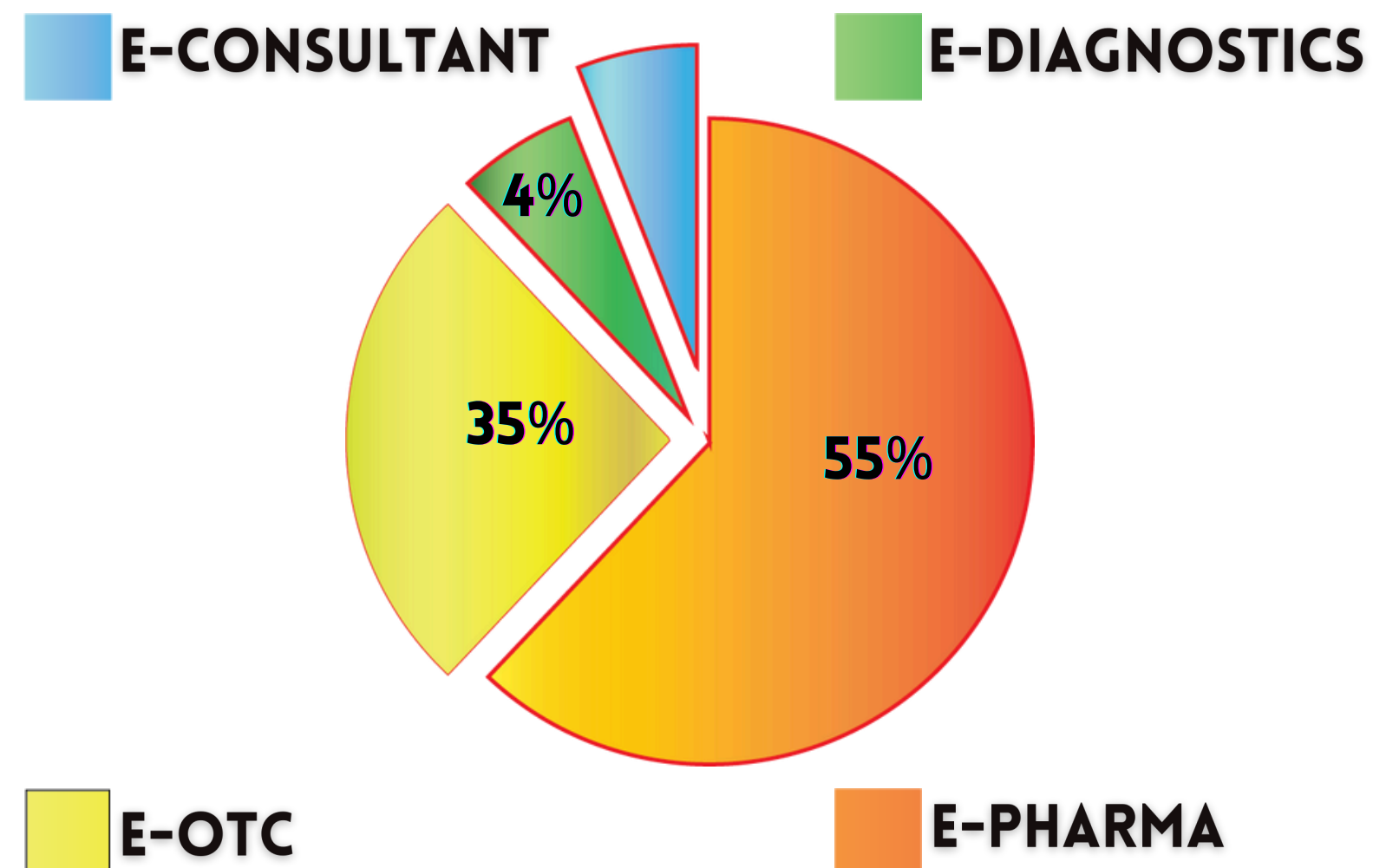
DISCOVER CONVENIENCE OF E-PHARMACY.

India E-Health Market GMV (INR Bn, 2023, 2028)



- The E-Health market majorly comprises of at-home delivery of medicines and OTC products, online diagnostics test booking and home sample collection, and online consultation with doctors.
- The market was sized at INR 52 billion (US\$1 billion) GMV in 2023, post doubling in size in a year's time.
- Witnessed relatively slow growth of 12% in 2028 to grow to INR 60 billion GMV.
- However, E-Health received regulatory support, as the government declared online pharmacy an essential service and released guidelines.
- for the regulated use of E-Consultation.
- E-OTC is the second largest segment, constituting doorstep delivery of generic medicines and health products.

India E-Health Market GMV Split by Segment (INR Bn, 2028)



**India's E-Health
Market
Growing at an
Exponential
Rate with
Online
Pharmacy
Accounting for
a Major
Proportion.**

AUTHENTIC MEDICINES, AT UNBEATABLE PRICE.



PHARMACY BAZAR

Increased Convenience

- Conveniently ordering from mobile phones and computers with free home delivery
- Suitable for nuclear families, working couples and elderly citizens.

Authenticity

- All medicines purchased are stored digitally so tracking the supply chain becomes easier.
- Lower risk of counterfeit medicines, drug abuse and self-medication.

Patient Education

- Provides medicine reminders, side effects, and category wise segregation of medicines.

Improved Accessibility

- Customers can access hard-to-find medicines all from one place using our website.
- Online consultation from doctors to all the users while sitting at home.

Cost Advantage

- Reduced working capital & overhead costs provide cost advantages to customers.

BENEFITS



Benefits of E-Pharmacy to the Customers.

STAY HEALTHY WITH WIDER RANGE OF MEDICATIONS.

- USP** Pharmacy Bazar has 2 fulfilment centres- Kolkata and Siliguri and plans to open up to 500 stores in the next 5 years.
- USP** While Kolkata is the central marketplace for distribution in West Bengal, Siliguri center is a hub for North-East.
- USP** North-East is a very under-penetrated market and only Pharmacy Bazar has been able to successfully penetrate the market.
- USP** Kolkata also being the trade hub since historical years acts as a central marketplace for all the distributors from UP, Bihar and Jharkhand.
- USP** The manpower required for carrying out the business is also abundant in Kolkata due to labours migrating from Bihar, UP and Jharkhand to the city.
- USP** In summary, Pharmacy Bazar has the right physical reach combined with technological support to create a niche for itself.

AFFORDABILITY MEETS RELIABILITY.





PHARMACY BAZAR

Pharmacy

- Omni Channel
- E-Pharmacy
- Mini Store
- Franchisee
- Digital Franchisee
- B2C

Data

Distribution



Brand

Scale

Other Services

- Diagnostics
- Tele Consultations
- Tele Medicine
- Health Awareness

OUR VISION



EXPERIENCE HASSLE-FREE HEALTHCARE SHOPPING.



PHARMACY BAZAR

OUR GENERIC BRANDS

Produced by a well-known **cGMP certified** third-party manufacturer and managed by our **skilled team** with ample **manufacturing expertise**. Our finished products are stored in our Kolkata warehouse, and we boast a **professional marketing team** dedicated to promoting our brands and **ensuring customer satisfaction**.

THROW TAB



RUTACLAV 625



KRIXIME 200 DT



ANTIBIOTIC

NEED MEDS? THINK PHARMACY BAZAR FIRST.



**PHARMACY
BAZAR**

OUR GENERIC BRANDS



KRIPOD 200DT



**ANTIBIOTIC
COMING
SOON**

**ANTIBIOTIC
COMING
SOON**

ANTIBIOTIC

WE MAKING HEALTHCARE ACCESSIBLE TO ALL.



**PHARMACY
BAZAR**

OUR GENERIC BRANDS



PACE TAB



FENBRIX-P



FENBRIX-SP



ANTIINFLAMMATORY

FROM PRESCRIPTIONS TO OTC MEDICINES



**PHARMACY
BAZAR**

OUR GENERIC BRANDS



PEPTORIS D



PRONES DSR



QPEZOL DSR



PROTON PUMP INHIBITOR

YOUR ONE-STOP SOLUTION FOR PHARMACY NEEDS



**PHARMACY
BAZAR**

OUR GENERIC BRANDS



RUTALUK LC



RUTAKOF P



RUTAKOF D



ANTIALLERGIC

EXPERIENCE SEAMLESS SHOPPING



PHARMACY BAZAR

OUR GENERIC BRANDS



CONFIDENT PLUS



POWER X



PRODUCT
COMING
SOON



AYURVEDIC

EVERY TIME, GENUINE MEDICATIONS.



Flipkart Health+ Acquired **Sasta Sundar**



TATA Acquired **1mg**



PharmEasy Acquired **MEDLIFE**



Reliance Acquired **Netmeds**

GET MEDS YOU NEED, WHENEVER WHEREEVER

**The Sector is
Very Active
with Large
Players
Acquiring
Smaller
Players**



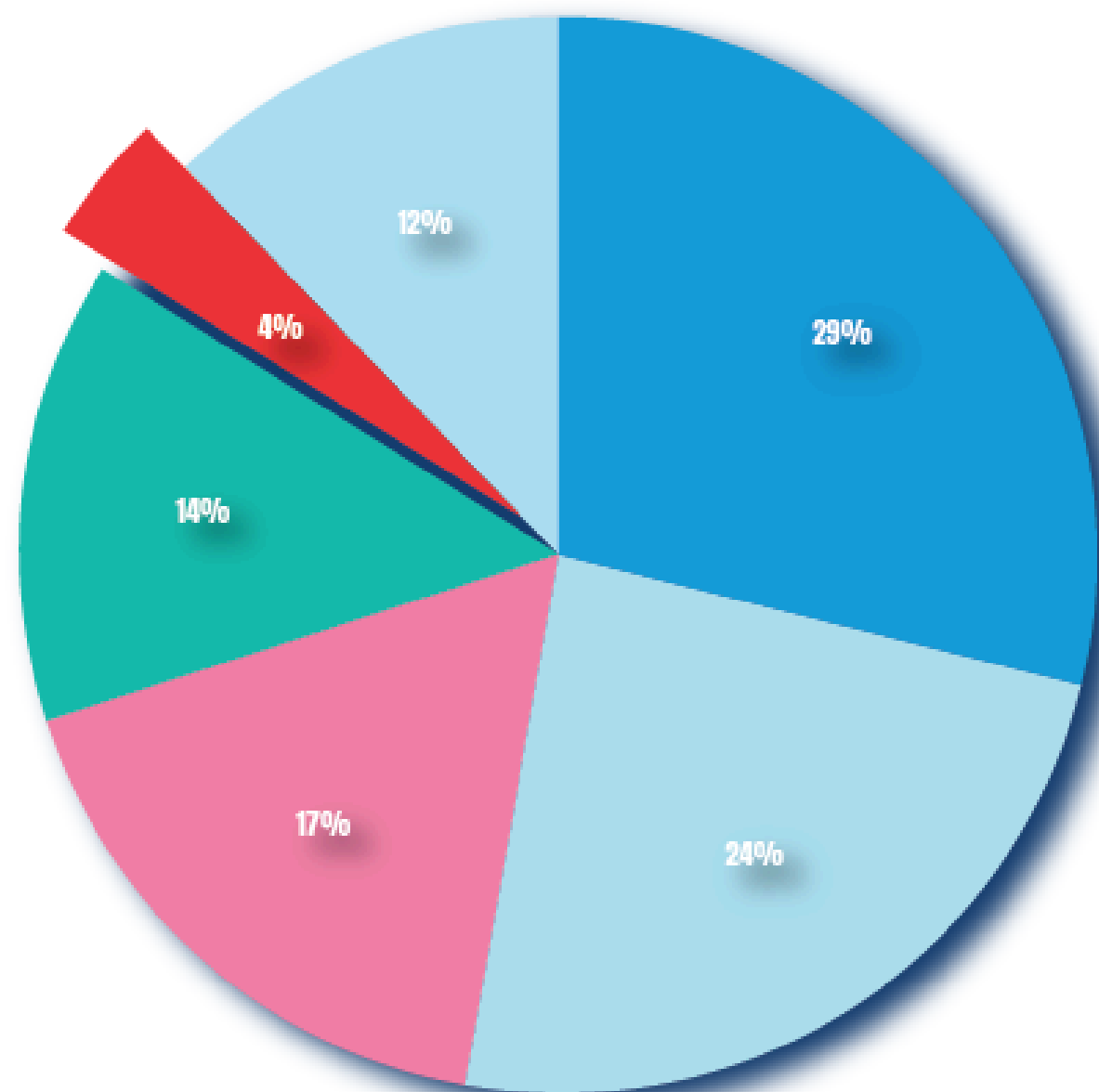
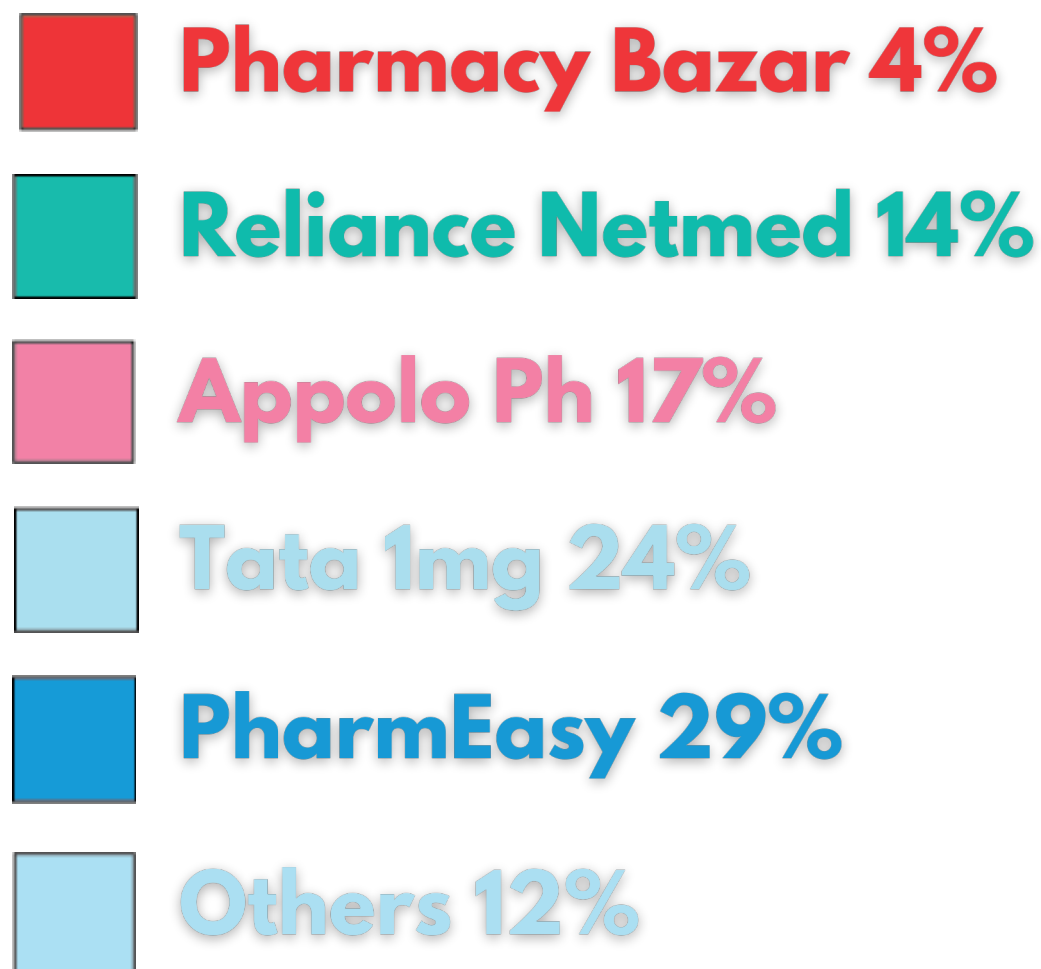
PHARMACY BAZAR'S COMPARISON V/S ITS PEERS



AFFORDABILITY MEETS RELIABILITY



PHARMACY BAZAR



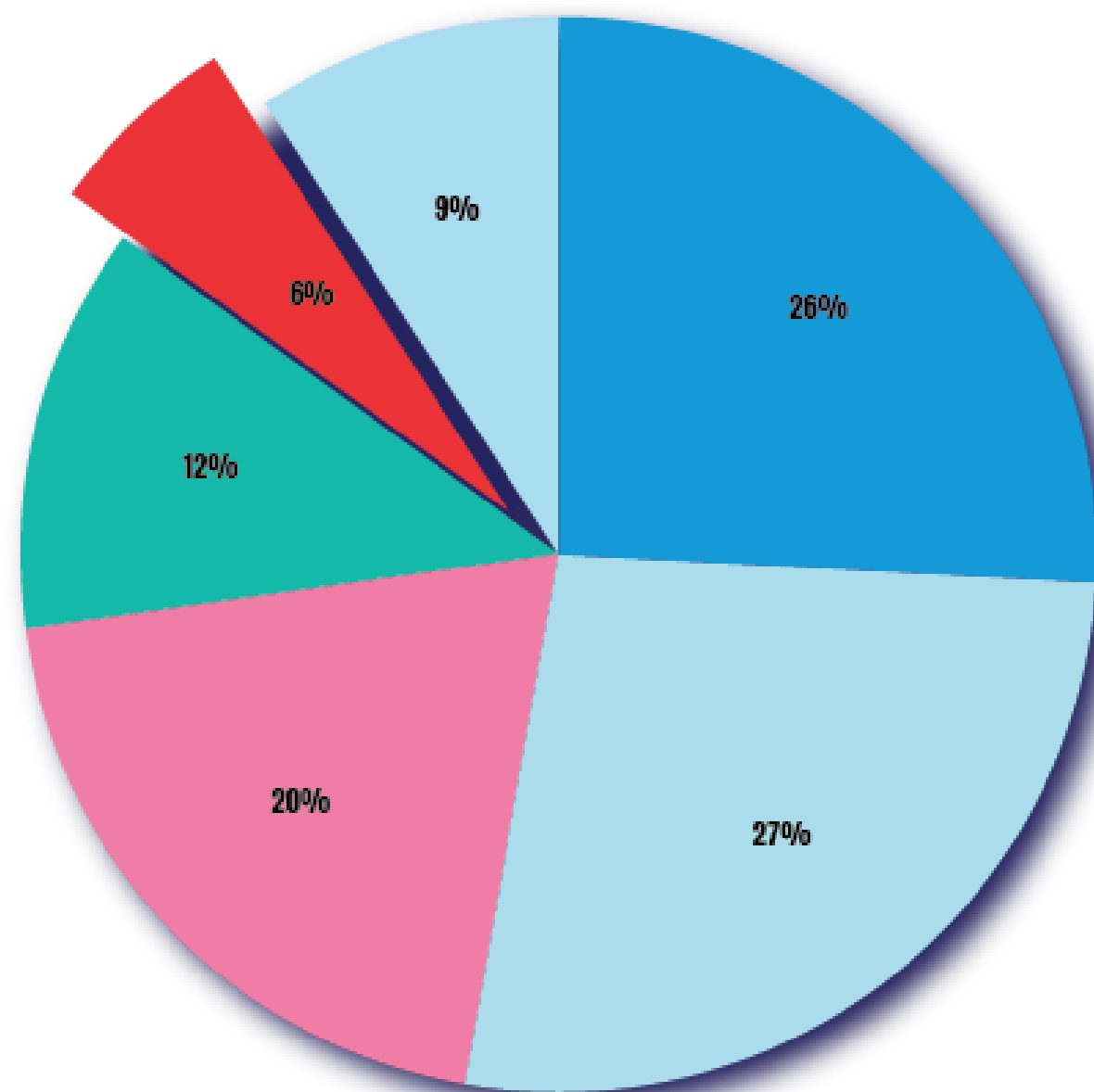
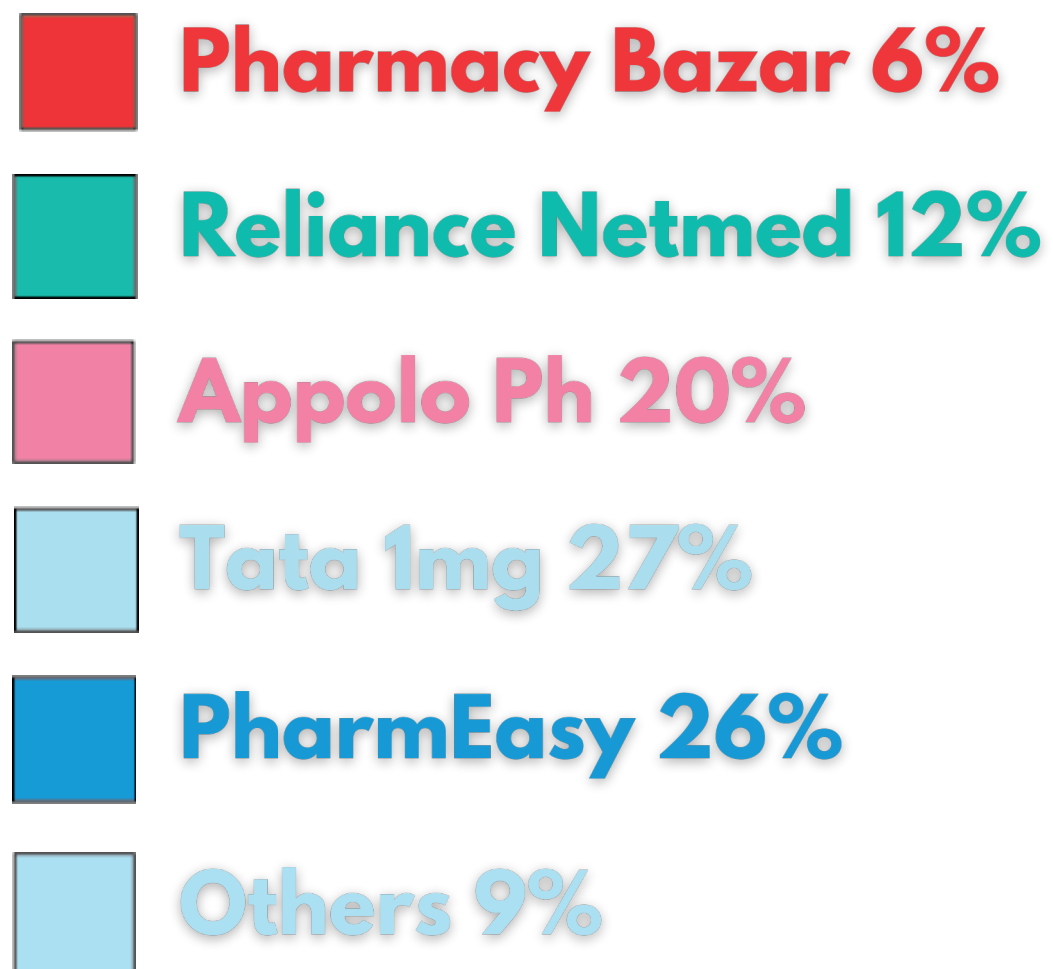
2022

**Market Share
of Leading E-
Pharmacy
Players in India
(%) 2022**

NEED MEDICINESS? THINK OF US, FIRST



PHARMACY BAZAR



2023

**Market Share
of Leading E-
Pharmacy
Players in India
(%) 2023**

YOUR HEALTH, OUR PRIORITY



PHARMACY BAZAR

CareOnGo

Headquartered in Delhi Supplies drugs in Delhi – NCR, Bengaluru, Hyderabad and Kolkata.

PharmEasy

Headquartered in Mumbai. Supplies drugs all over India – 22,000+ pincodes

Myra

Supplies drugs in Bengaluru & Mumbai

1MG

Headquartered in Gurugram Supplies drugs in Delhi – NCR, Indore, Bhopal, Ahmedabad and major cities in 6 states

Netmeds

Headquartered in Chennai. Supplies drugs all over India – 19,000+ pincodes 13 warehouses.

**Pharmacy
Bazar - Market
Leader in
Eastern India
and UP**

**No competition
in the
Eastern part of
India for
Pharmacy
Bazar, market
leader in West
Bengal/UP/
Orissa/
Bihar/Jharkhand
& North- east.**

STAY HEALTHY WITH WIDE RANGE OF MEDICATIONS.



Section:3

COMPANY PROFILE: PHARMACY BAZAR





PHARMACY BAZAR

01

Innovative & Technological Based Web Portal And App Focused On Providing Wellness And Healthcare Services To The Nation.

02

Owned By Pharmacy Bazaar Ltd Which Is A Bangalore Based Reputed WHO GMP Certified Healthcare Pharma Company Since 1992.

03

Products Include Wide Range Of Tablets, Capsules, Injections, Syrups, Sachets, Soft Gels, Multi Vitamins & Minerals, Pre-Biotics And Pro Biotics.



**About
Us**

PRESCRIPTION MEDICINES TO OTC MEDICINES



PHARMACY BAZAR



Pharmacy Bazar Offline Store And Pharmacy Bazar Web Portal & Online Healthcare App Are Two Brands Designed Under Krishma Exports Ltd.



Headquartered In Kolkata, It Owns & Operates 25 Omni-channel Retail Pharmacy Stores In West Bengal.

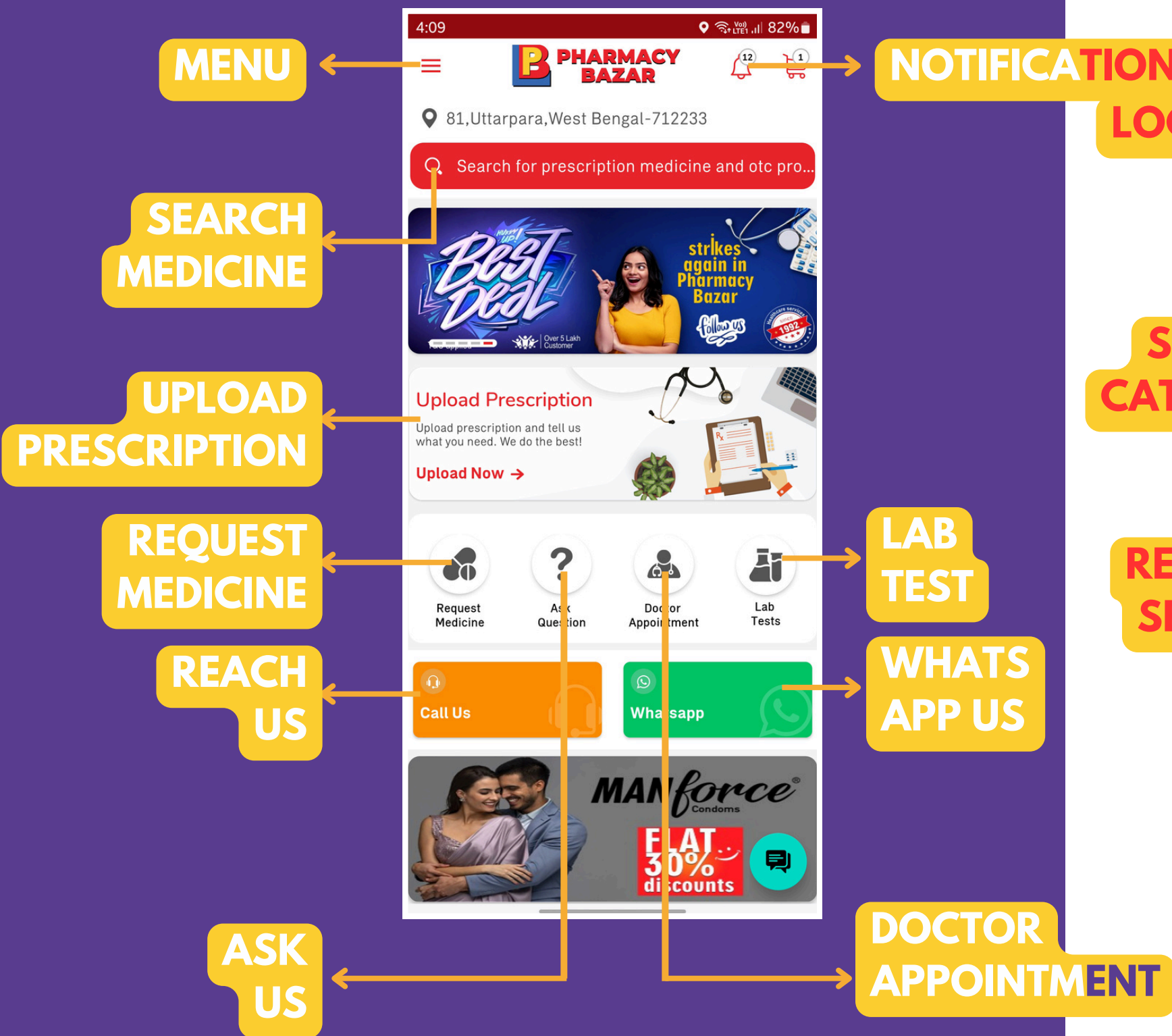


Salient Features Of Pharmacy Bazar Are Home Delivery Of Medicines, Doctor's Consultation & Health Diagnostic Services And Offers Superior Customer Service And Value For Money.

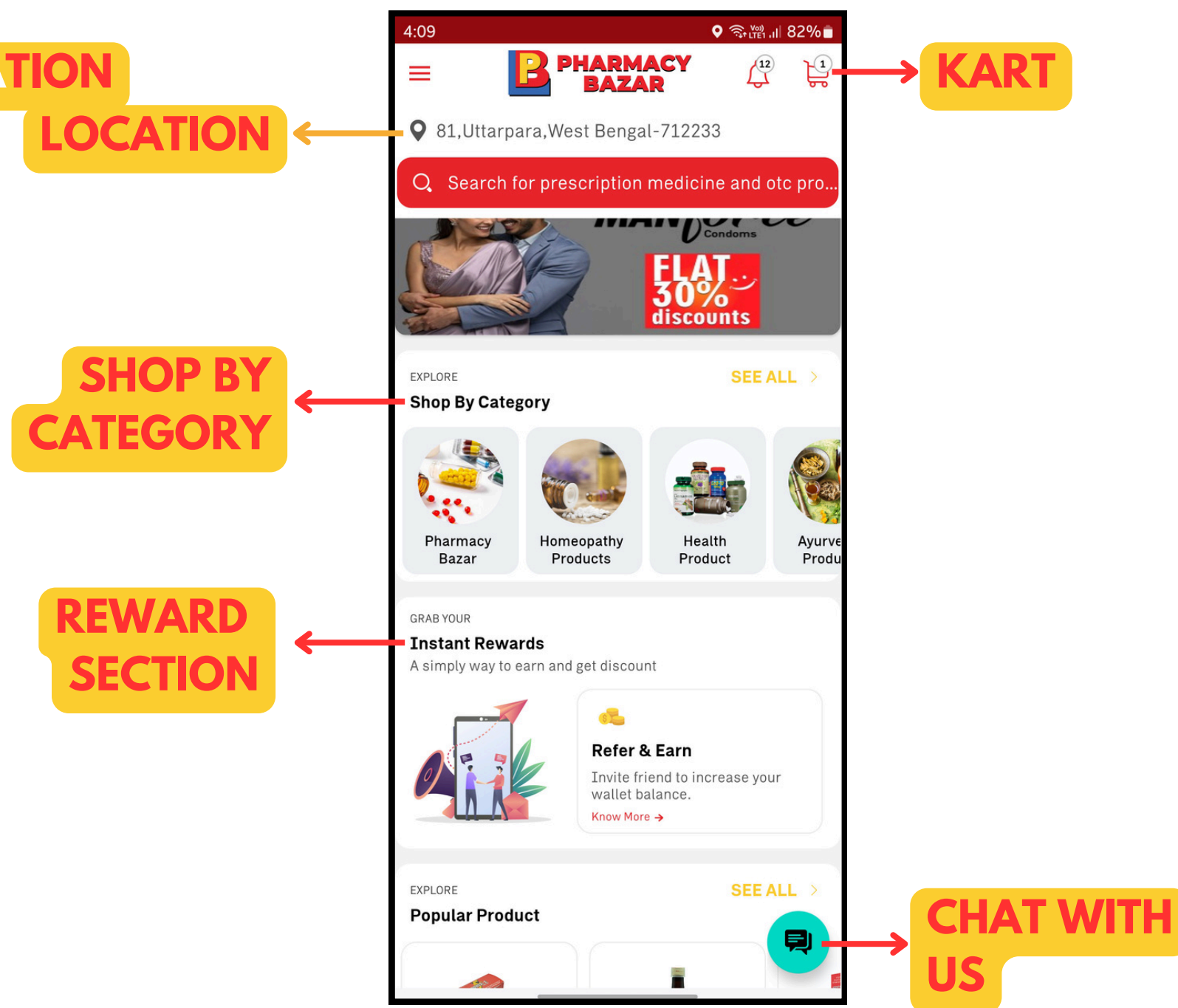
ONE-STOP SOLUTION FOR PHARMACY NEEDS.



**About
Us**



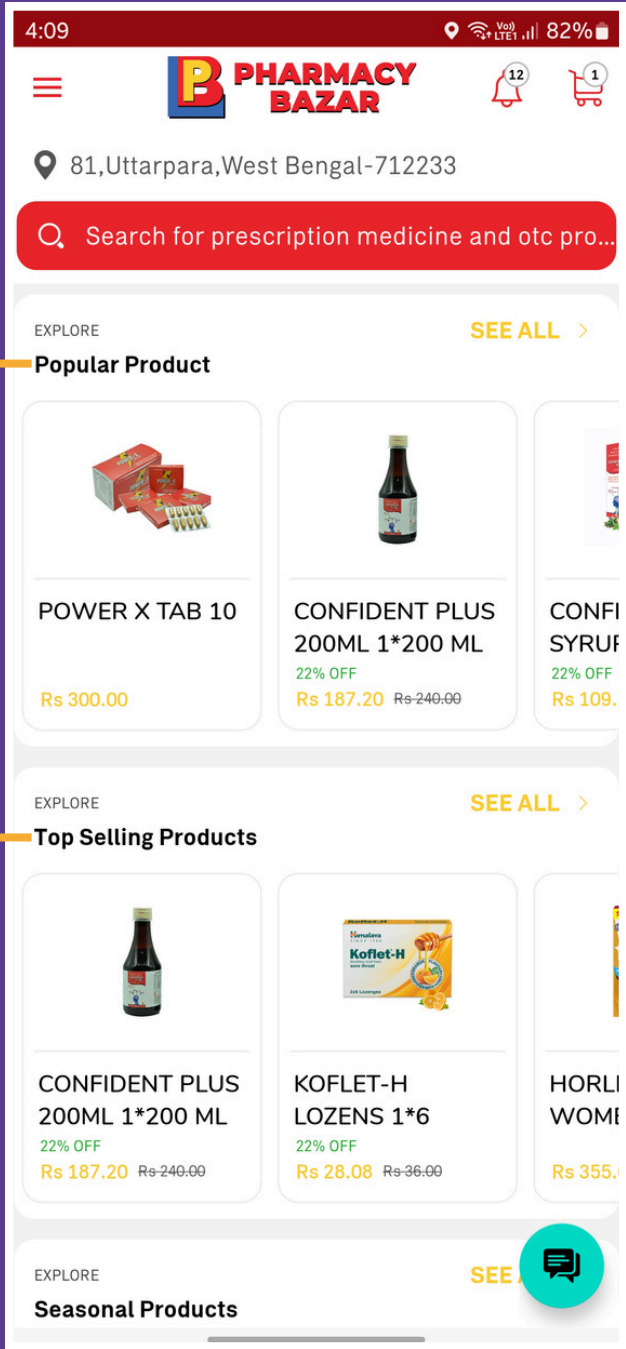
EXPERIENCE SEAMLESS SHOPPING



Get To Know
Our
Application!

POPULAR CATEGORY

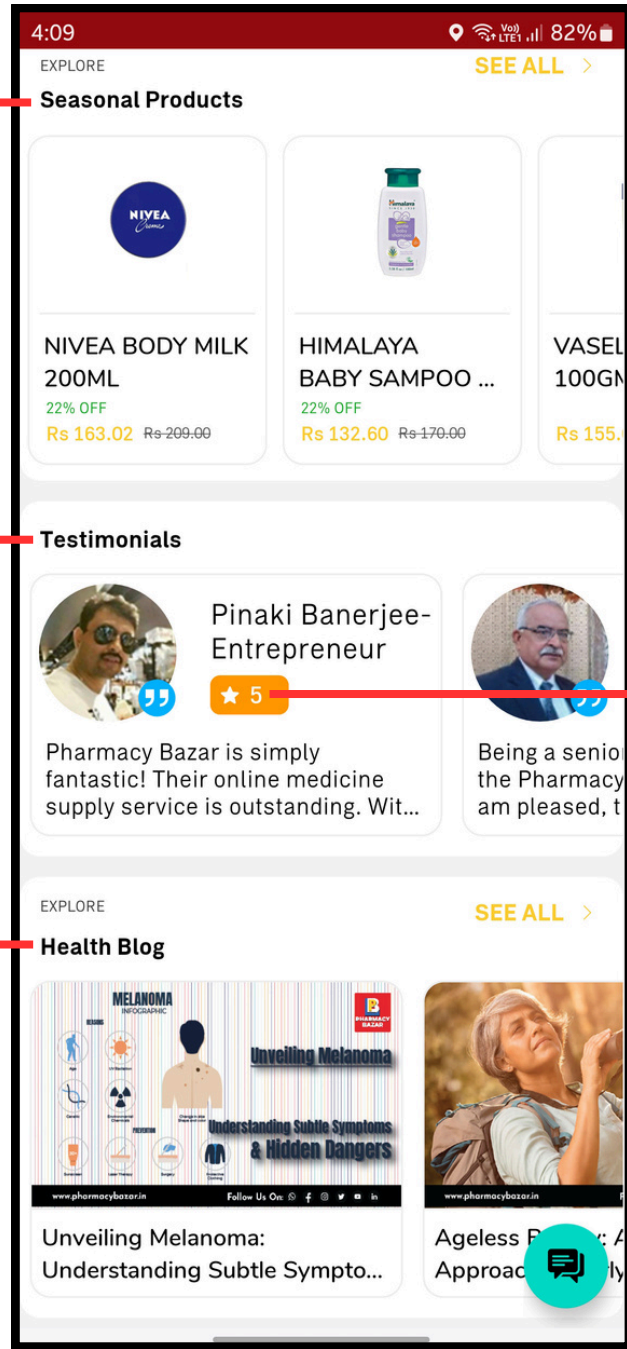
TOP SELLING CATEGORY



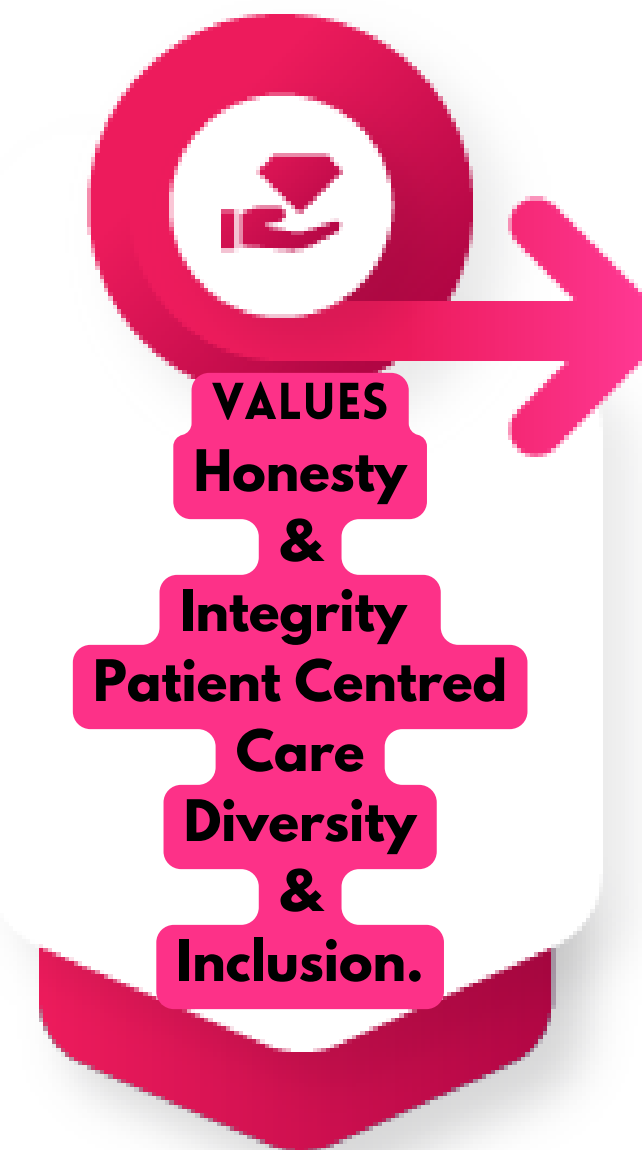
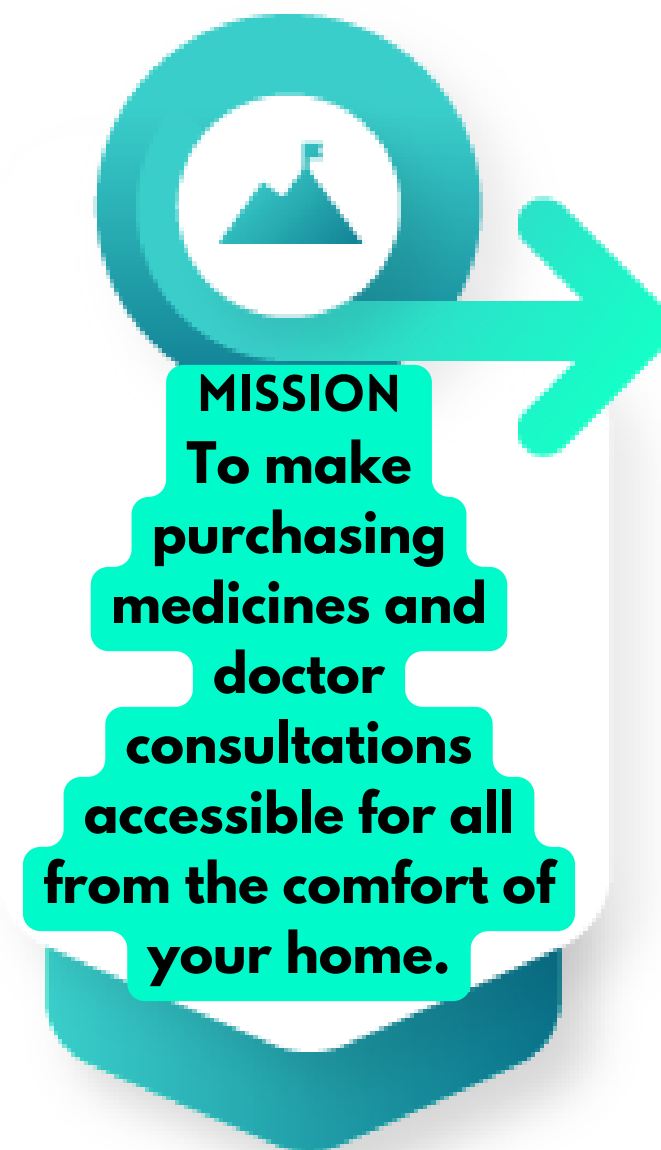
SEASONAL PRODUCTS

CUSTOMER FEEDBACK

HEALTH BLOG



RATINGS



**Our
Core
Values**

HERE SAVINGS AND WELLNESS GO HAND IN HAND.



PHARMACY BAZAR

- Pharmacy Bazar has 2 fulfilment centers- Kolkata and Bangalore & plans to open up c.500 stores in the next 5 years.
- While Kolkata is the central marketplace for distribution in West Bengal, Bangalore center is a hub for Rest of India.
- North-East is a very under-penetrated market and only Kolkata Pharmacy has been able to successfully penetrate the market.



Kolkata- A strategically located hub for wider accessibility

TRUST US FOR GENUINE MEDICATIONS EVERY TIME.



PHARMACY BAZAR

- Kolkata also being the trade hub since historical years acts as a central marketplace for all the distributors from UP, Bihar and Jharkhand.
- The manpower required for carrying out the business is also abundant in Kolkata due to labors migrating from Bihar, UP and Jharkhand to the city.
- In summary, Pharmacy Bazar has the right physical reach combined with technological support to create a niche for itself.



Kolkata- A strategically located hub for wider accessibility

EXPERIENCE HASSLE-FREE HEALTHCARE SHOPPING, EVERYTIME.



PHARMACY BAZAR



MEET OUR TEAM HEAD

BRINGING HEALTHCARE TO YOUR DOORSTEP.



Mr. Tapas Kumar Biswas
**Director & Head – Business
Development (Retail).**

30years of Experience in Banking &
Pharma
Industry



Mr. Sujit Kumar Singh
**Head –Online Business &
Development.**

Having More than 15 years of
experience in Business
Management.



PHARMACY BAZAR



MEET OUR TEAM HEAD

SHOP WITH CONFIDENCE WITH US.



Mr. Subrata Basu

Head-Banking & Finance

More than 30 years of Experience in Finance in different Companies & administration.



Mrs. Agnishikha Dutta

Head-System Integration

Exceptional quality to understand the software frame work and development for the Organization.



PHARMACY BAZAR



MEET OUR **TEAM HEAD**

YOUR HEALTH JOURNEY STARTS HERE.



Mr. Rajib Moitra
Head Accounts & Compliance
25 years of experience in
Accounting



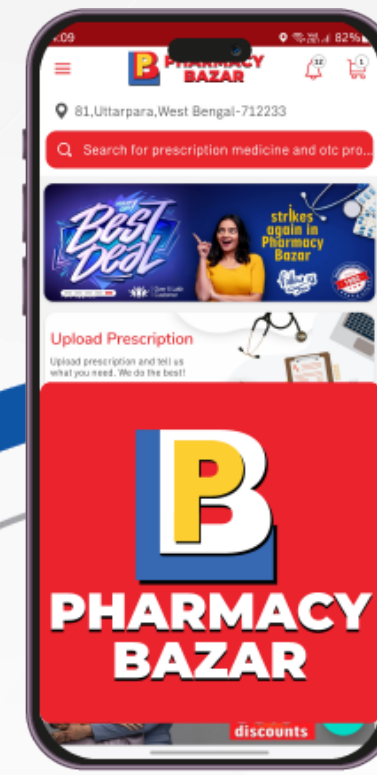
Mr. Rajarshi Roy
**Head – Software Development &
Digital Marketing.**
Having more than 25 years of
expertise in Pharmaceutical business
operation & Office administration,
soft skill development.



MANUFACTURING



A healthcare pharmaceutical company certified under WHO-GMP standards offers a comprehensive array of pharmaceutical products, including a diverse selection of tablets, capsules, injections, syrups, sachets, as well as multi-vitamins and minerals.



MOBILE APP

Website and app called "Pharmacy Bazar" which is an online healthcare app that provides home delivery of medicines, doctor's consultation & health diagnostic services operating in West Bengal

FRANCHISE



WEB PORTAL



Omni Channel Business Approach

EMPOWERING YOU TO TAKE CHARGE OF YOUR HEALTH.



PHARMACY BAZAR

- **Fulfilment Centers – Kolkata and Siliguri.**
- **Procurement of Authentic medicines directly from Distributors/Manufacturers**
- **Fully Fulfilled Orders – 92%**
- **Orders received in a day packed till Midnight and prepared for Dispatch – 80%**

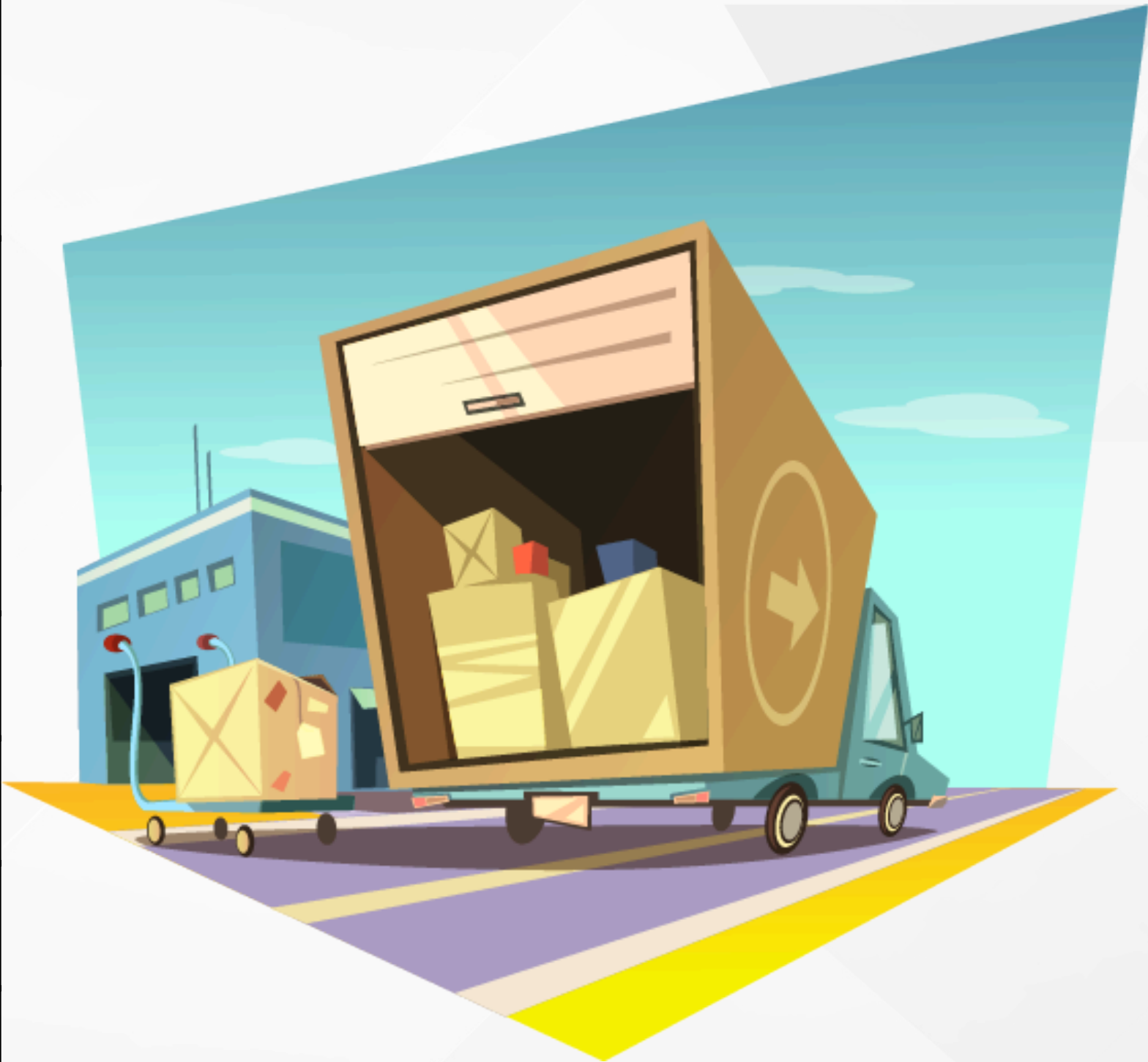


**Efficient Order
Fulfilment
Centres**

COUNT US FOR PROMPT DELIVERY AND TOP-NOTCH SERVICE.

STATES	TOTAL ACTIVE FRANCHISEE	Serviceable Pin Codes
WEST BENGAL	267	711
ODISHA	57	109
BIHAR	76	105
JHARKHAND	50	87
UP	819	1639
NORTH EAST	462	924
TOTAL	1731	3575

YOUR SATISFACTION, OUR GUARANTEE



Pharmacy Bazar Aims to Establish Over 1700 Franchises Across Six States.



PHARMACY BAZAR

LOYALTY

PROGRAM

Pharmacy Bazar Loyalty Program - Salient Features

GET MORE FOR LESS WITH US

FREE SHIPPING

NO SHIPPING CHARGES

Unlimited Free Shipping on
Nominal orders* of INR
750 For all Over India.

FREE LAB TEST

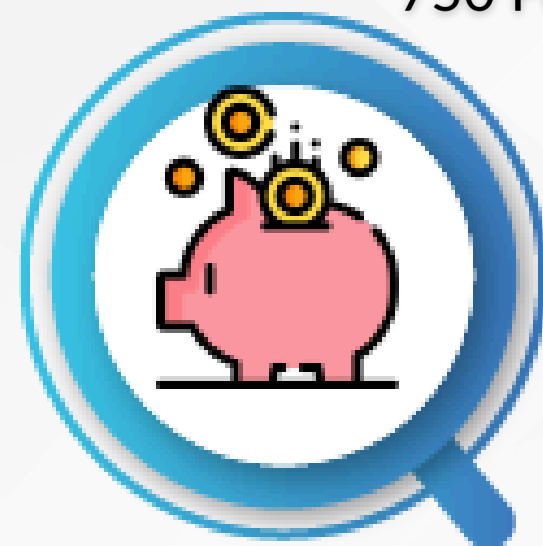
COMPLEMENTARY LAB TEST

Get a free **LAB Test** or
upgrade to any one of our
premium tests.

OFFER

SAVE EXTRA 2%

Save extra from our
partners



2



4



6

1



3



5



SAVE EXTRA

SAVE EXTRA 5%

Guaranteed savings over &
above promotional offers. Extra 2%
off on all prescription medicines.
Earn additional 3% on all orders.

RAPID DELIVERY

FREE & FAST SHIPPING

Get all your products **Delivered**
to you quicker than before.
Same day delivery in selected
cities and expanding soon to all
cities.

E-CONSULTAION FREE

FREE E-CONSULTATION

Get **Free E-consultation** from
experts around 26 different
specialties including dieticians
and nutritionist.



PHARMACY BAZAR



STAY AHEAD ON YOUR WELLNESS JOURNEY.



Additional
Benefits





PHARMACY BAZAR

PLAN

Future Plans-
To expand
Through
Franchise
Partners



- Plan to expand business in West Bengal, Odisha, Bihar, North-East, Jharkhand, Chhattisgarh, Uttar Pradesh, Madhya Pradesh, Telangana & part of Karnataka.
- Establishment cost of each retail shop will be Rs. 20.00 –25.00 Lkh.

WHERE AFFORDABILITY NEVER COMPROMISES QUALITY.

SECTION: 4 RETAIL FRANCHISE MODEL

& OFFERING

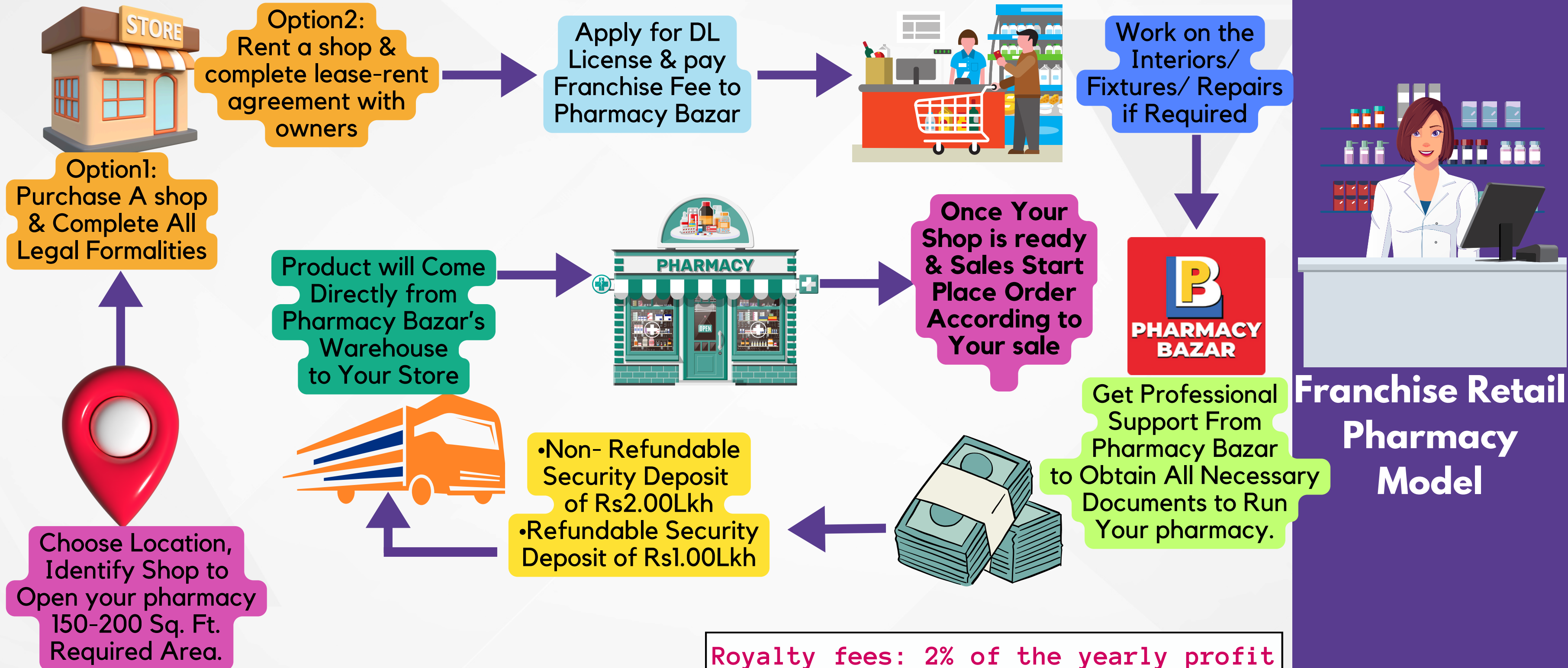


YOUR HEALTH, OUR COMMITMENT.



PHARMACY BAZAR

Professional fees towards services/ assistance rendered by PB in obtaining various requisite licenses/ registrations, software support, audit support, start-up support and support in compliance with other due diligence norms and requirements as per Drugs & Cosmetics Act, 1940: Rs 20K-25K.



EXTENSIVE RANGE OF MEDICATIONS IS AVAILABLE.

Royalty fees: 2% of the yearly profit – calculated at the end of each FY .



PHARMACY BAZAR

BENEFITS

Benefits to our
Franchise
Partners

MAKING HEALTHCARE ACCESSIBLE, IN JUST ONE CLICK





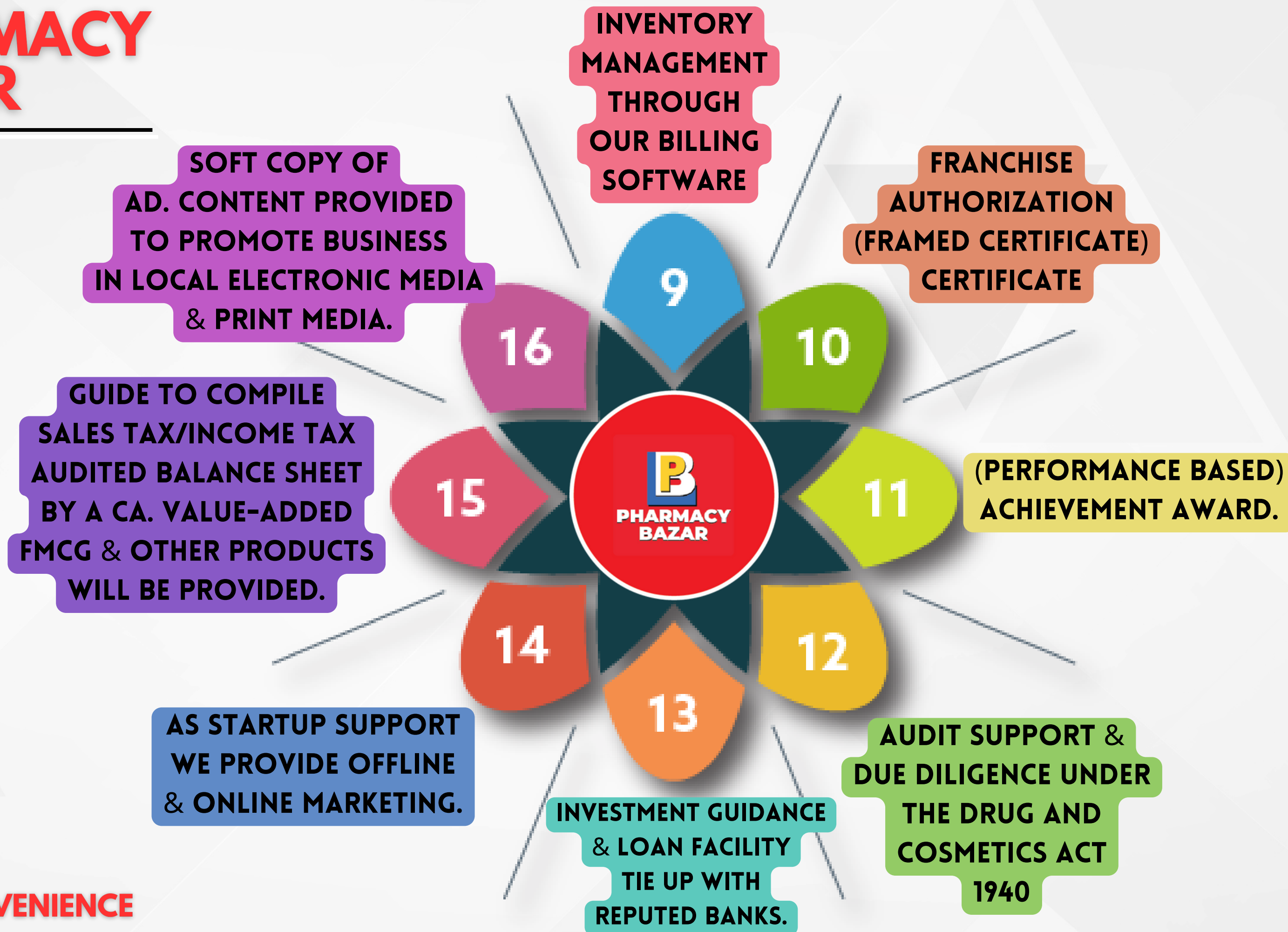
PHARMACY BAZAR

BENEFITS



**Benefits to our
Franchise
Partners**

DISCOVER THE **CONVENIENCE**



SR. NO	INVESTMENT HEAD	AMOUNT
1.	FOR USING PHARMACY BAZAR BRAND VINTAGE.	RS. 2.00 LAC (NON-REFUNDABLE)
2.	SECURITY DEPOSIT FOR MEDICAL STOCK.	RS. 2.00 LAC (REFUNDABLE)
3.	ASSISTANCE CHARGES FOR OBTAINING DRUG LICENSE & REQUISITE.	RS. 50 K
4.	ANNUAL LOYALTY CHARGE	2% OF TOTAL ANNUAL PROFIT
5.	ROYALTY	2% OF TOTAL MONTHLY PROFIT

Additional 15 Lakhs required for phase-by-phase medicine (out of which party needs to arrange 5 lakhs and the remaining amount will be provided for with financial assistance from bank to the tune of INR 10 Lakhs.

EXTENSIVE RANGE OF MEDICATIONS IS AVAILABLE.



**Investments
Required by
Franchise
Partners**



PHARMACY BAZAR



Investments Required by Franchise Partners

Assuming

Per Day: 75 Prescription

Per Prescription Value: **Rs.500.00**

Total Business per day: **Rs.500.00 x 75**

Total Business per day: **Rs.37500.00**

Total Business per Month: **Rs.37500.00 x 30**

Total Business per Month: **Rs.1125000.00**

Minimum Profit Margin: **8%**

Minimum Profit: Rs. **1125000.00 x 8%**

Minimum Profit: Rs. **90000.00**

Less Monthly Expenditure: **(90K - 49.5k)**

Your Monthly Income: Rs. **40500.00**

**YOUR EFFORT AND SERVICE ARE CRUCIAL FOR
YOUR BUSINESS'S GROWTH. INCREASING YOUR
SERVICE & QUANTITY CAN LEAD TO A
SIGNIFICANT INCOME BOOST.**

EXPENSES	AMOUNT
SHOP RENT	RS. 8000.00
PHARMACIST SALARY	RS. 20000.00
SALES PERSON'S SALARY	RS. 10000.00
BILL	RS. 5000.00
MISCELLANEOUS	RS. 2000.00
LOYALTY	RS. 4500
TOTAL	RS. 49500.00

YOUR SAFETY MATTERS – TRUST US FOR AUTHENTIC MED.



PHARMACY BAZAR



Investments Required by Franchise Partners



YOUR RELIABLE PARTNER IN HEALTH AND WELLNESS



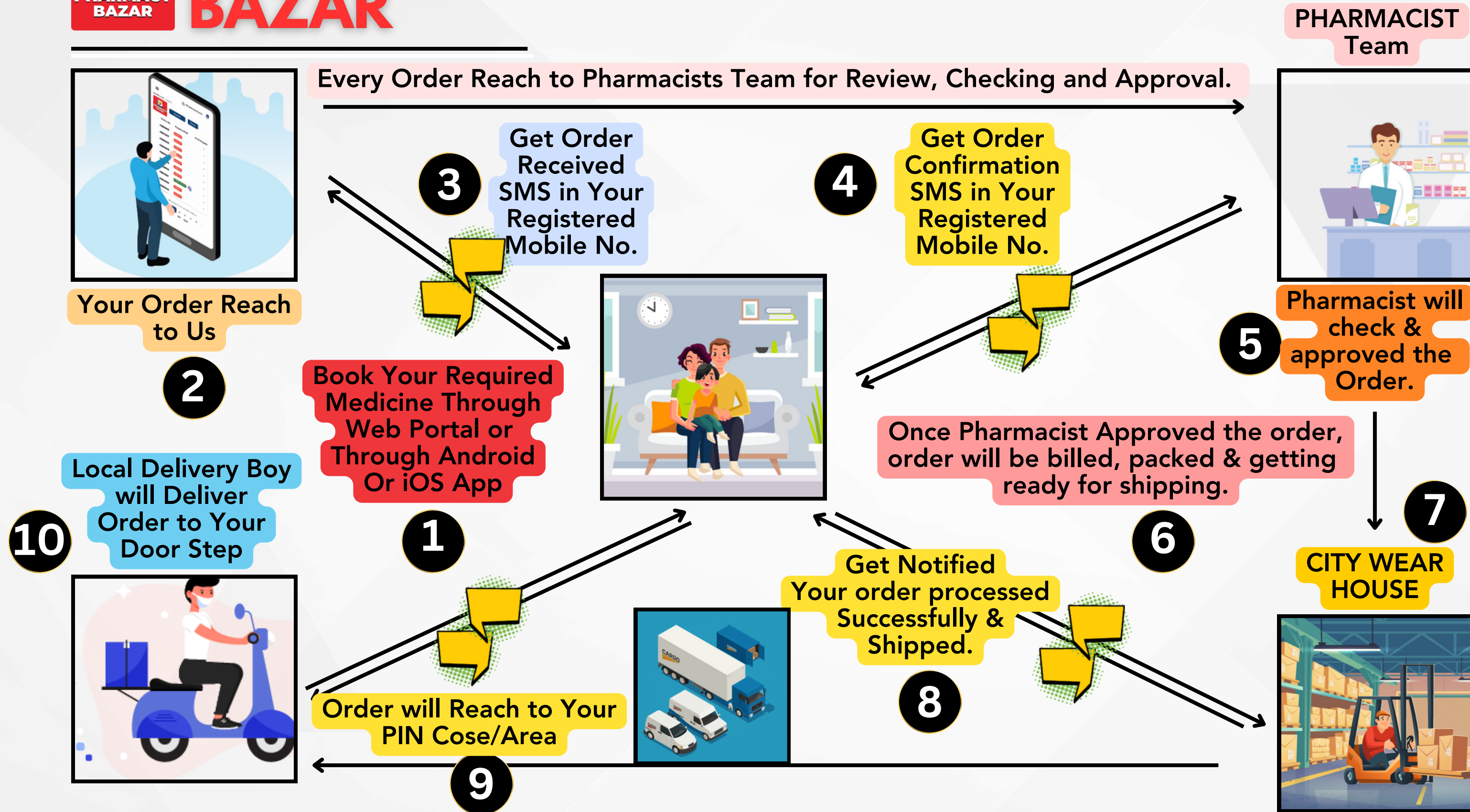
PHARMACY BAZAR

SECTION: 4 E-PHARMACY OPERATIONAL MODEL & BENEFITS



LIMIT OF AFFORDABILITY IN MEDICINES





E-Pharmacy Operational Model

GOODBYE TO LONG QUE IN PHARMACY



PHARMACY BAZAR



E-Pharmacy - Benefits

BENEFITS OF E-PHARMACY

CONVENIENCE	Patients can order medicines from the comfort of their homes, saving time and no effort required for traveling to a traditional pharmacy.
IMPROVED MEDICATION ADHERENCE	Digital platforms often provide reminders for medication refills and dosage schedules, helping patients adhere to their prescribed regimens more effectively.
ENHANCED PRIVACY	Patients may feel more comfortable discussing sensitive health issues or medication needs through digital platforms, maintaining their privacy.
COMPREHENSIVE INFORMATION	Digital pharmacies offer detailed information about medications, including dosage instructions, potential side effects, and interactions, empowering patients to make informed decisions.
ACCESS TO PHARMACIST CONSULTATIONS	Patients can often consult with pharmacists via chat or video call for advice on medication usage, potential side effects, or drug interactions.

BECAUSE YOU **DESERVES QUALITY HEALTHCARE**



PHARMACY BAZAR



E-Pharmacy - Benefits

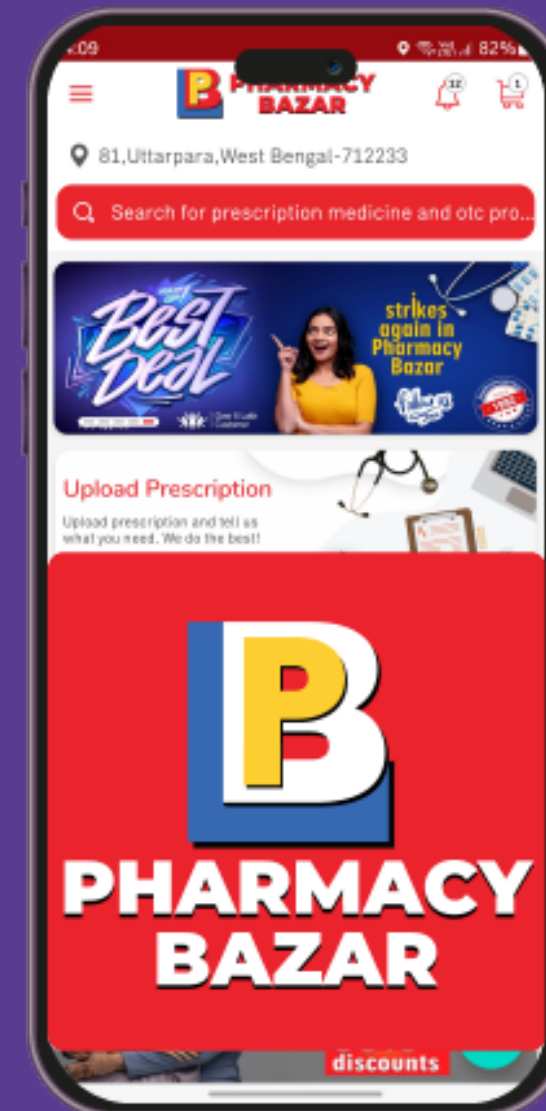
BENEFITS OF E-PHARMACY

INTEGRATION WITH HEALTHCARE ECOSYSTEM:	Digital pharmacies can seamlessly integrate with electronic health records (EHRs) and other healthcare systems, enabling better coordination of care between healthcare providers and pharmacists.
QUICK DELIVERY:	Digital pharmacies typically offer fast and reliable delivery services, ensuring timely access to medications for patients.
INCREASED ACCESSIBILITY	Digital pharmacies expand access to medications, particularly in remote or underserved areas where physical pharmacies may be scarce.
COST SAVINGS	Online pharmacies frequently offer competitive pricing and discounts, reducing the overall cost of medications for patients.
PATIENT EDUCATION	Digital pharmacies provide educational resources about various health conditions, treatment options, and preventive care measures, empowering patients to take control of their health and well-being.

TURN TO US FOR ALL YOUR HEALTHCARE NEEDS.

KEY BENEFITS OF PHARMACY BAZAR E-PHARMACY

USER-FRIENDLY INTERFACE	Intuitive web and app design for seamless medication ordering and management.
EXTENSIVE PRODUCT RANGE	Over 60,000 SKUs available, ensuring a comprehensive selection of medications and healthcare products.
EXPRESS CITY DELIVERY	Guaranteed 24-hour delivery within the city, ensuring timely access to medications.
BEST ONLINE DISCOUNTS	Offering the highest available discounts on the web platform, promoting affordability for customers.
BANKING PARTNER BENEFITS	Additional discounts provided through banking partners, enhancing savings opportunities for users.



Key Benefits of
Pharmacy
Bazar E-
Pharmacy

GOODBYE TO LONG QUE IN PHARMACY

SECTION: 4

DIGITAL FRANCHISE MODEL

&

BENEFITS



GET EVERYTHING YOU NEED FOR A HEALTHIER LIFE





PHARMACY BAZAR



**Digital
Franchise**

WHAT IS DIGITAL FRANCHISE?

A **Digital Franchisee** In Pharmaceuticals In India Refers To A Business Model Where An Individual Or Entity **Partners With An Online Pharmacy Company** & Operate A Digital Platform For **Acquiring Prescription & Selling Medicines** And Related Healthcare Products. Unlike Traditional Brick-And-Mortar Pharmacies, Digital Franchises Operate Primarily Through Online Platforms Such As Websites And Mobile Applications.

Overall, A **Digital Franchisee** In Pharmaceuticals, Offers A **Modern And Convenient Way** For **Customers To Access Medications And Healthcare Products** While Providing Business Opportunities For Entrepreneurs In The Rapidly Growing E-Commerce And Healthcare Sectors.

YOUR HEALTH, OUR MISSION

HOW A

DIGITAL FRANCHISEE IN PHARMACEUTICALS OPERATES

IN INDIA

PARTNERSHIP WITH A E-PHARMACY	The franchisee enters into a partnership agreement with a E-Pharmacy company that owns the digital platform. This partnership allows the franchisee to use the company's brand name, products, and technology infrastructure to operate the online pharmacy.
DIGITAL PLATFORM SETUP	The E-Pharmacy company provides the franchisee with access to a digital platform, which includes a website and/or mobile application. This platform is equipped with features for online medication ordering, prescription upload, payment processing, and customer support.
INVENTORY MANAGEMENT	The franchisee manages the inventory of medications and healthcare products available on the digital platform. They may receive supplies directly from the pharmaceutical company or through distribution channels established by the company.



Digital Franchise



PHARMACY BAZAR



Digital Franchise

HOW A **DIGITAL FRANCHISEE** IN PHARMACEUTICALS OPERATES IN INDIA

CUSTOMER ACQUISITION AND SALES	The franchisee is responsible for attracting customers to the digital platform and driving sales. This may involve online marketing strategies such as search engine optimization (SEO), social media marketing, email campaigns, and partnerships with healthcare providers for referral programs.
ORDER FULFILLMENT AND DELIVERY	Upon receiving orders through the digital platform, the franchisee processes them for fulfillment. They may have their own logistics infrastructure for order dispatch and delivery, or they may outsource these services to third-party logistics providers.
REGULATORY COMPLIANCE	The franchisee ensures compliance with regulations governing the sale and distribution of pharmaceutical products in India. This includes obtaining necessary licenses and permits, adhering to prescription regulations, and maintaining proper records of sales and inventory.

HOW A DIGITAL FRANCHISEE IN PHARMACEUTICALS OPERATES IN INDIA

CUSTOMER SUPPORT	The franchisee provides customer support services to address inquiries, concerns, and feedback from customers. This may include online chat support, email support, and a helpline for assistance with medication-related queries.
TRAINING AND SUPPORT FROM THE FRANCHISOR	The E-Pharmacy company provides training and ongoing support to the franchisee to ensure smooth operations of the digital pharmacy. This may include training on using the digital platform, marketing strategies, inventory management, and regulatory compliance.
REVENUE SHARING	The franchisee typically pays a franchise fee or a percentage of sales revenue to the pharmaceutical company as part of the partnership agreement. The revenue-sharing model may vary depending on the terms negotiated between the parties.



Digital Franchise

EXPERIENCE THE DIFFERENCE IN PERSONALIZED SERVICE.



PHARMACY BAZAR



Digital Franchise

HOW A **DIGITAL FRANCHISEE** IN PHARMACEUTICALS OPERATES IN INDIA

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TRUST US FOR **GENUINE ADVICE AND MEDICATION.**



PHARMACY BAZAR



Digital Franchise

CHOOSE FOR TOP-QUALITY MEDS

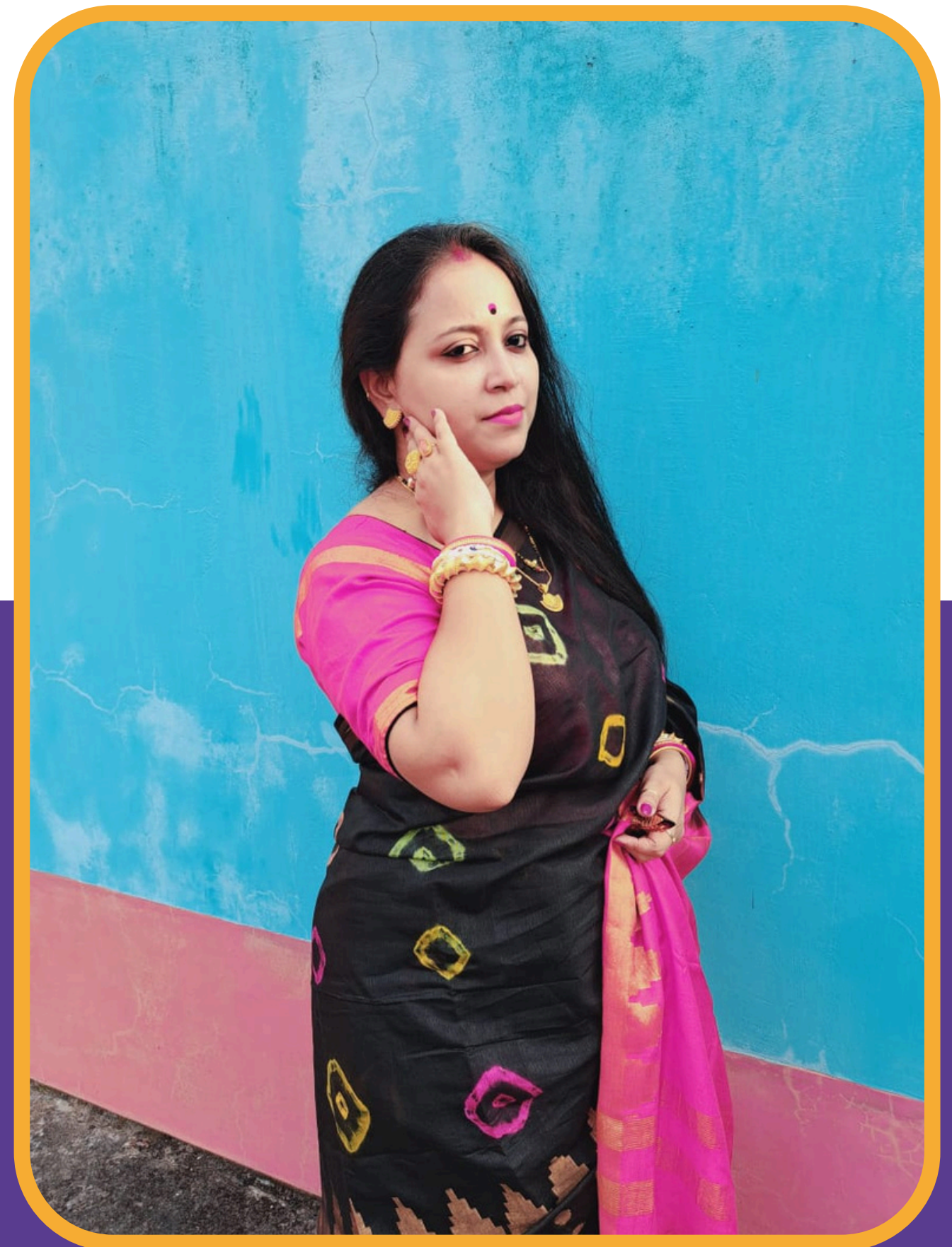
SECTION: 4

RETAIL MINI STORE FRANCHISE

& BENEFITS



GET THE CARE YOU DESERVE



WHAT IS PHARMACY BAZAR MINI STORE?

MINI PHARMACY STORE	• Definition: A compact retail outlet specializing in pharmaceutical products, over-the-counter medications, health supplements, etc. • Typically smaller in size compared to traditional pharmacies.
PURPOSE AND IMPORTANCE	• Provide essential healthcare products and services to Remote local communities. • Increase accessibility to medications, especially in remote areas with limited access to larger pharmacies.
LOCATION AND SIZE	• Considerations for choosing a suitable location: proximity to residential areas, foot traffic, parking availability, etc. • Size constraints: Typically smaller footprint compared to standard pharmacies.
PRODUCTS OFFERED	• Pharmaceutical products: Prescription medications, over-the-counter drugs, etc. • Health supplements, vitamins, and personal care items. • Some medical equipment and devices.



MINI
Store

GET EXPERT GUIDANCE IN A CLICK.



PHARMACY BAZAR



MINI Store

WHAT IS PHARMACY BAZAR MINI STORE?

OPERATIONAL PROCEDURES

- Inventory management: Regular assessment, restocking, and expiration date monitoring.
- Ordering and procurement: Establishing relationships with wholesalers and suppliers.
- Customer service: Providing assistance, recommendations, and guidance on medication usage.
- Sales transactions: Processing payments, compliance with regulations.
- Health and safety compliance: Maintaining cleanliness, proper storage, and disposal protocols.

INVESTMENT REQUIRED

- Store space: Rent or lease expenses.
- Store setup: Renovation, shelving, signage, etc.
- Inventory: Initial purchase of pharmaceutical and non-pharmaceutical products.
- Equipment: Refrigeration units, POS systems, etc.
- Licenses, permits, insurance, marketing, staffing, utilities, and contingencies.

TRUST US FOR **GENUINE ADVICE AND MEDICATION.**

WHAT IS PHARMACY BAZAR MINI STORE?	
CHALLENGES AND CONSIDERATIONS	- Definition: A compact retail outlet specializing in pharmaceutical products, over-the-counter medications, health supplements, etc. - Typically smaller in size compared to traditional pharmacies.
PURPOSE AND IMPORTANCE	- Provide essential healthcare products and services to Remote local communities. - Increase accessibility to medications, especially in remote areas with limited access to larger pharmacies.
LOCATION AND SIZE	- Competition from larger pharmacies and online retailers. - Regulatory compliance and licensing requirements. - Managing inventory effectively within limited space. - Attracting and retaining customers in a competitive market.
CONCLUSION	- Emphasis on the importance of mini pharmacy stores in improving access to healthcare products and services. - Acknowledgment of the challenges and considerations involved in establishing and operating a mini pharmacy store.



MINI

Store

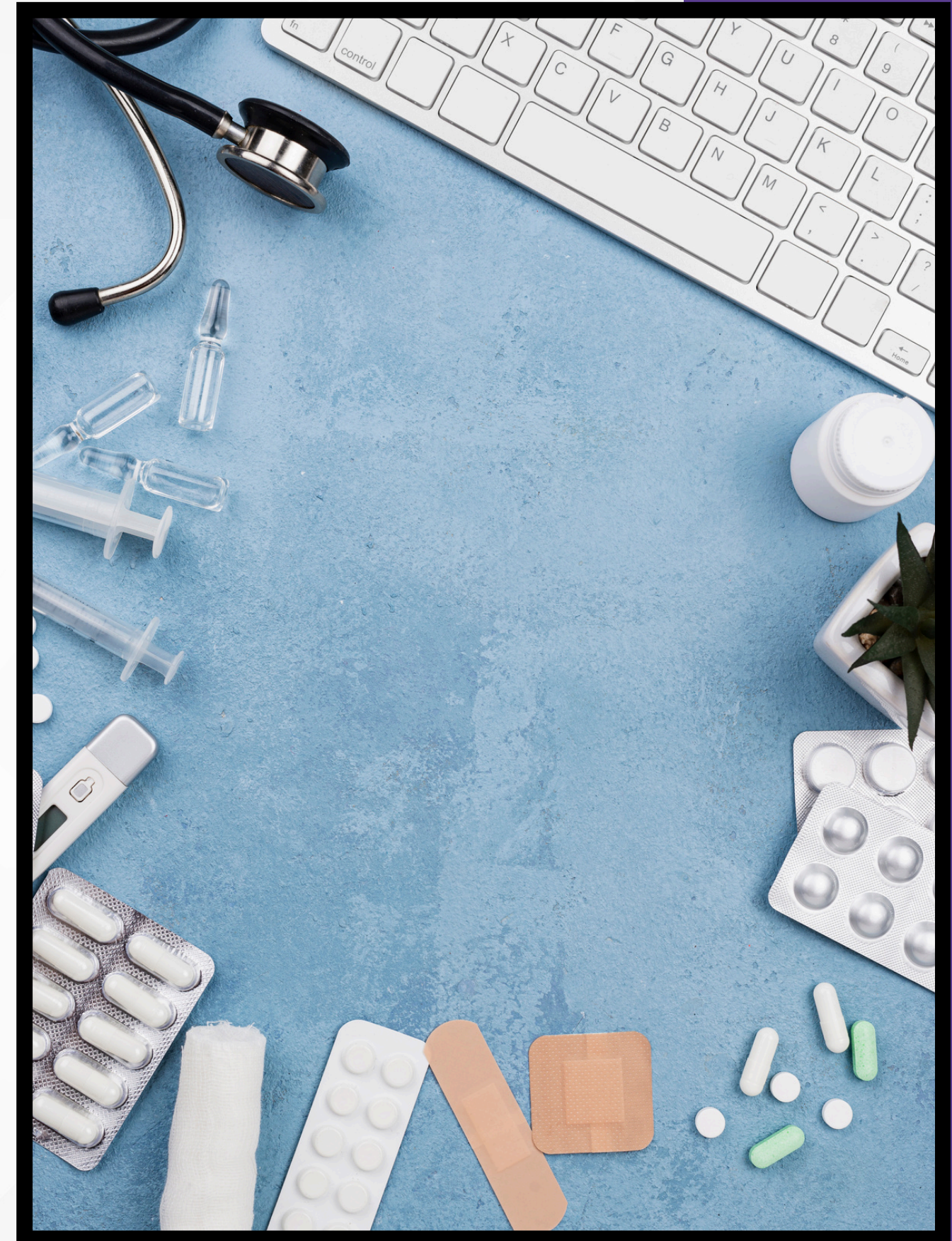


Pharmacy Bazar, a renowned entity within the Kolkata-based business community, specializes in the pharmaceutical and healthcare sectors. Our integrated platform seamlessly combines e-consultancy services with doctor consultations, path labs, pharmacies, and consumer interactions.

Entrepreneurs seeking to acquire a reputable brand with a robust digital footprint will find our offering compelling. Our platform not only provides access to up-to-date medical information but also hosts a meticulously curated blog aimed at promoting medical awareness. As a result, our brand enjoys validation and endorsement from prominent figures within the healthcare community, ensuring credibility and trustworthiness.

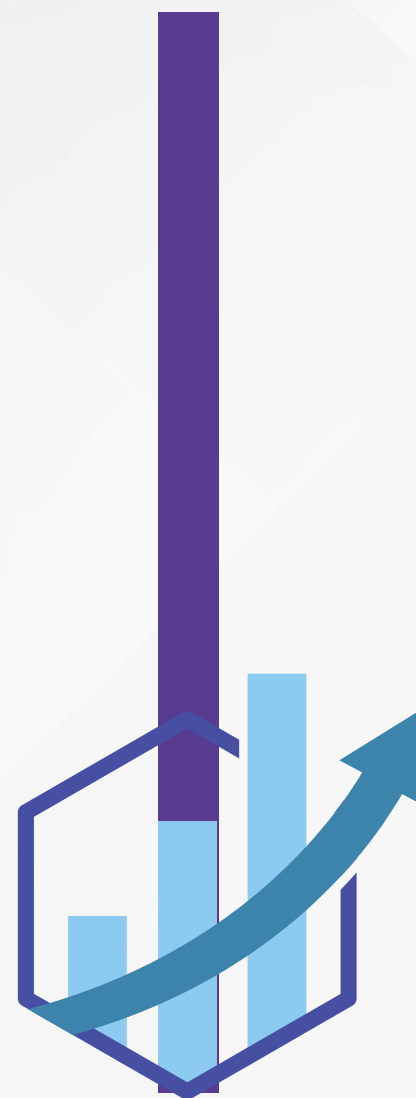
PORTFOLIO OF PHARMACY BAZAR

SAY HELLO TO CONVENIENCE.





Section:5 BRIEF FINANCIAL VETTED BY RESURGENT INDIA





PHARMACY
BAZAR

DISCOUNTED CASH FLOW METHOD

Conclusion:
Based on our
analysis, the
Per Share
Equity Value
of Pharmacy
Bazaar
Limited is INR
526/- as on
March 31,
2024.

Discounted Cash Flow(INR) INR in Lakhs	FY 25 P	FY 26 P	FY 27 P	FY 28 P	FY 29 P	FY 30 P	Terminal value Calculation
PAT	677	1,772	4,480	7,270	11,952	17,153	17,688
Add Depreciation	26	23	21	18	16	15	15
Change in Working capita	(13)	(12)	(42)	(62)	(132)	(164)	(20)
Capital Expenditure	0	0	0	0	0	0	(15)
Free Cash Flow	691	1,783	4,459	7,227	11,837	17,004	17,648
Net Debt	(11)	-	-	-	-	-	-
Free Cash Flow to Equity	681	1,783	4,459	7,227	11,837	17,004	17,648
PV of Free Cash Flow	566	1,234	2,256	3,458	4,712	5,630	
Current Valuation							
(A) PV Cash Flow	18,685						1,02,428
(B) PV Terminal Value	33,911						
SUM (A +B)	52,076						
ADD: Current Cash & CE	475						
Fair Equity value (INR) in Lakhs	52,552						
Total No of Shares:	10,00,000						
Per Share Value	526						

SMART SAVINGS ON EVERY MEDICINE.



Note: Since the projected cash flows reflects COVID-19 impact already taken into account by the Company. Therefore, we have not made any specific adjustment in our valuation exercise.

Calculation of Cost Equity (KE)	
Particulars	
Risk Free Return (Investing.com)	7.1%
Risk Premium	5.2%
Company Specific Risk	8.0%
KE	20.2%

Key Assumptions	
Terminal Growth rate	3.0%

Calculation of Risk Premium	
Particulars	
Expected Market Return	15.9%
Risk Free Return (Investing.com)	7.1%
Beta	0.6%
Risk premium	5.2%

Calculation of Expected Market Return	
Particulars	
01-Feb-99	1000
31-Mar-24	32043
Return on BSE	14.8%
Dividend Yield	1.1%
Total return (Expected Market Return)	15.9%

Source:

- (a) Beta - Aswath Damodaran
- (b) Risk Free Rate - Investing.com
- (c) Market return - BSE 500



PHARMACY BAZAR



Profit & Loss Account	FY24 PROV	FY 25 P	FY 26 P	FY 27 P	FY 28 P	FY 29 P	FY 30 P
(INR) in LAKHS	31-Mar-24	31-Mar-25	31-Mar-26	31-Mar-27	31-Mar-28	31-Mar-29	31-Mar-30
Revenue From Operation	2,695	7,013	13,046	25,013	40,044	58,063	72,579
Other Income	2	2	2	2	3	3	3
Total Revenue	2697	7,015	13,048	25,016	40,046	58,066	72,582
Cost of Materials	2,309	5,891	10,436	18,760	30,033	41,805	49,354
Employee Benefits Expense	17	23	37	31	36	46	58
Other Expense	113	137	155	173	193	174	181
EBITDA	259	965	2,430	6,051	9,784	16,040	22,989
<i>EBITDA Margin %</i>	9.60%	13.80%	18.60%	24.20%	24.40%	27.60%	31.70%
Depreciation & Amortization Expense	30	26	23	21	18	16	15
EBIT	228	938	2,406	6,031	9,766	16,024	22,974
<i>EBIT Margin %</i>	8.50%	13.40%	18.40%	24.10%	24.40%	27.60%	31.70%
Finance Cost	22	31	37	41	48	48	48
Profit/(Loss) Before Tax	206	907	2,370	5,989	9,718	15,975	22,926
<i>PBT Margin %</i>	7.70%	12.90%	18.20%	23.90%	24.30%	27.50%	31.60%
Provision Of Taxation							
Current Tax	69	228	596	1,508	2,446	4,021	5,770
Taxation	69	228	596	1,508	2,446	4,021	5,770
Profit/(Loss)For The Period	138	679	1,773	4,482	7,272	11,954	17,155
<i>PAT Margin %</i>	5.10%	9.70%	13.60%	17.90%	18.20%	20.6%	23.6%

DISCOUNTS THAT HEAL



Financial Statements Profit & Loss



PHARMACY BAZAR



resurgentindia

Balance Sheet	FY24 PROV	FY 25 P	FY 26 P	FY 27 P	FY 28 P	FY 29 P	FY 30 P
(INR) in LAKHS	31-Mar-24	31-Mar-25	31-Mar-26	31-Mar-27	31-Mar-28	31-Mar-29	31-Mar-30
Equity & Liabilities:							
Capital & reserves							
Share Capital	1,000	1,700	2,500	3,200	4,000	4,000	4,000
Reserves and Surplus	297	976	2,749	7,231	14,503	26,457	43,613
Total Equity	1,297	2,676	5,249	10,431	18,503	30,457	47,613
Non Current Liabilities	11						
Long Term Borrowing	11	-	-	-	-	-	-
Current Liabilities							
Trade Payables	26	28	31	34	38	48	54
Short term borrowings	578	467	514	566	622	622	622
Short-term Provisions	68	62	69	76	83	83	83
Other Current Liabilities	55	61	67	73	81	70	69
	727	619	681	749	824	823	829
Total	2035	3295	5930	11180	19327	31281	48422
Asset	30	26	23	21	18	16	15
Non Current Asset							
Fixed Asset							
Tangible Assets (Net)	827	800	777	756	738	721	707
Intangible Assets	196	196	196	196	196	196	196
	1,022	996	973	952	934	917	903
Current Assets							
Inventories	324	356	392	431	474	573	676
Trade Receivables	154	38	71	137	219	239	298
Cash & Bank Balance	475	1,858	4,443	9,603	17,632	29,471	464,777
Short-term Loans & Advances	47	40	44	49	60	70	73
Other Current Assets	12	6	7	8	9	12	15
Total	2035	3295	5,930	11,180	19,327	31,281	48,442

PHARMACY BAZAR – YOUR HEALTH HUB



**Financial
Statements:
Balance Sheet**



PHARMACY BAZAR



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Debt | Equity | Advisory | Training | TEV

SEBI Registered CAT-I Merchant Bank, Regn. No. INM000012144

ISO 9001:2008 Certified

info@resurgentindia.com

www.resurgentindia.com



Vikas Shrivastava
Senior Manager

Tel: +91 124 4754550

Vikas.shrivastava@resurgentindia.com



**Financial
Statements
Prepared By
Resurgent
India**

PHARMACY BAZAR – YOUR HEALTH HUB



PHARMACY BAZAR



**Portfolio
Of
Pharmacy
Bazar**

Company Name	Pharmacy bazaar Ltd
Brand Name	Pharmacy Bazar
RegisteredOfficeAddress	1/175 Gariahat Road, Flat No - 102, First Floor, Kolkata, West Bengal - 700068
CorporateOfficeAddress	1, Crooked Lane, Esplanade, 3rd Floor, Kolkata - 700069
Web Site	www.pharmacybazar.in www.farmacybazaar.com
Email ID	info@pharmacybazar.in
Phone No	1800 345 9135
PAN No	AACCK0523B

CIN No	U51109WB1992PLC055160
Registration No	055160 of ROC Kolkata
Sector	Public
MOA	Yes
AOA	Yes
GST	19AACCK0523B2Z4
Professional Tax	192024428258
TAN No	CALK13847B

YOUR TRUSTED SOURCE FOR REFILLS YOUR MEDICINES.

FSSAI NO	12822999000855(Central License)
APEDA Code	Yes
Certificate of Enlistment	Yes
Certificate of Incorporation	Yes
UDYAM Registration Number	UDYAM-WB-10-0026179
Importer Exporter Code	AACCK0523B
Drug License	DL-12721-SBW, DL-12916-SW
WHO-GMP Certificate No	2021091781



**Portfolio
Of
Pharmacy
Bazar**

EXPERIENCE THE CONVENIENCE OF DOORSTEP DELIVERY.



PHARMACY BAZAR

Connect with Pharmacy Bazar across all major social media platforms! Follow us on YouTube for informative videos, on Facebook for community updates, on Instagram for health tips and inspiration, on LinkedIn for professional networking, and on Twitter for real-time updates and offers! Stay tuned for all things health-related and join our vibrant online community!



<https://www.youtube.com/@pharmacybaazar>



<https://www.facebook.com/pharmacybazar.in>



<https://www.instagram.com/pharmacybazar>



<https://www.linkedin.com/company/pharmacy-bazar>



<https://www.twitter.com/PharmacyBazar>



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**Social Media
Presence
Of
Pharmacy
Bazar**

SHOP HERE, SATISFACTION IS GUARANTEED.



Connect with Pharmacy Bazar across all major social media platforms! Follow us on YouTube for informative videos, on Facebook for community updates, on Instagram for health tips and inspiration, on LinkedIn for professional networking, and on Twitter for real-time updates and offers! Stay tuned for all things health-related and join our vibrant online community!



Business Standard Link:

https://www.business-standard.com/content/press-releases-ani/pharmacy-bazar-has-entered-into-a-busiance-alliance-partnership-with-icici-bank-au-small-finance-bank-124021700444_1.html



Outlook Link

<https://www.outlookindia.com/business-spotlight/pharmacy-bazar-indias-popular-brand-digital-backed-e-pharmacy-and-omni-channel-retail-pharmacy-chain-health-care-business-collaborate-with-torus-health-to-provide-revolutionize-comprehensive-integrated-healthcare-wellness-solutions>



**Publication
Links Of
Pharmacy
Bazar**

YOUR VIRTUAL PHARMACY, OPEN 24/7.



PHARMACY BAZAR



**Pharmacy
Bazar**

**Has Partnered
With
ICICI Bank
AU Small Bank
IDFC Bank**

We're thrilled to announce our partnership with leading banks across the nation like ICICI Bank, AU Small Finance Bank, IDFC, and more! This collaboration enables us to offer enhanced benefits and exclusive discounts to our valued customers. Stay tuned for exciting offers and seamless transactions with Pharmacy Bazar!



SMALL FINANCE BANK

<https://offers.aubank.in/offers/offer-details/c256c69c-7841-4d74-b1c6-3c9b37ebe361/generic/pharmacy-bazar-?merchantId=c256c69c-7841-4d74-b1c6-3c9b37ebe361&categoryType=generic>



**IDFC FIRST
Bank**

<https://www.idfcfirstbank.com/terms-and-conditions/pharmacy-bazaar-offer-t-n-c>



ICICI Bank

https://www.icicibank.com/offers/nearby-offers?ITM=nli cms_shop_offers_near_you_header_nav

DISCOVER YOUR DESIRED PREMIUM QUALITY PRODUCTS.



Welcome to Pharmacy Bazar's FAQ section! Here you'll find answers to all your questions about our services, delivery, discounts, and more. If you can't find what you're looking for, feel free to reach out to our friendly customer support team for assistance. Your health and satisfaction are our top priorities!

Did you know?

Omnichannel shoppers have a 30% higher lifetime value than those who shop using only one channel. Companies with a robust omnichannel customer engagement see a 9.5% increase in annual revenue, compared to 3.4% for weak omnichannel companies.

Let's Take a Closer Look at the Terms:

Single-channel retail: You only have one distribution platform for your goods. A physical store, a shopping site, an online platform like Amazon, or even Instagram is used as a sales channel nowadays.

..... To Be Continued to Next Page.

HEALTHCARE IS JUST A CLICK AWAY.



**Frequently
Asked
Questions**



PHARMACY BAZAR



Frequently Asked Questions

Multichannel retail: Multichannel commerce is when you offer your products through various platforms. While this can relate to various internet channels, it most commonly applies to both offline and online channels. Your clients know where to locate you offline because you have a solid internet presence. You communicate with your consumers through social media and email. Multichannel is a terrific place to start when it comes to increasing consumer engagement with your company.

Omnichannel Retail: Like multichannel retail, omnichannel retail occurs across several channels. Without multichannel, there could be no omnichannel. The main distinction is that an omnichannel retail approach combines all channels for a completely integrated customer experience and a smooth transition between platforms. Customer data and insights from your many channels are combined to create a single customer profile. You give the customers consistently what they want, when they want it, on any device, wherever in the physical and digital worlds.

Multichannel emerged as a new retailing strategy that might start taking advantage of the digital era to please clients through whatever platforms they preferred. This marketing strategy immediately became dominant in the retail industry and has continued to grow.

FROM COMMON REMEDIES TO SPECIALIZED MEDICATIONS.

What are the benefits of having an omnichannel strategy?

- Obtain a competitive edge: Customers today utilize multiple channels and devices during their purchasing journey. Being available on all preferred channels ensures you don't miss out on transactions.
- Greater consumer retention for superior experience: Customers expect seamless and convenient experiences across all channels. Providing excellent customer service across platforms is crucial for retaining customers, as every 5% increase in client retention equals a fivefold increase in profit.
- Increased revenue and engagement: While developing a multichannel approach may require initial effort, it pays off in the long run. Customers who use multiple channels spend more both online and offline. Adding more channels to your strategy can significantly boost earnings.

How does an omnichannel strategy enhance consumer experience?

- Tailored experiences: Customers expect businesses to remember their previous decisions regardless of the communication channel. By removing barriers across different platforms, customers can define their own excellent experience.

EXPERIENCE FRIENDLY AND EFFICIENT CUSTOMER SUPPORT... To Be Continued to Next Page.



**Frequently
Asked
Questions**



PHARMACY BAZAR



Frequently Asked Questions

- Convenience and consistency: Customers want convenient and consistent experiences across all media. Providing seamless experiences across channels leads to greater satisfaction and retention.

What impact does an omnichannel strategy have on revenue?

- Increased spending: Customers who use multiple channels spend more both online and offline. According to research, omnichannel customers spend 4% more on every offline purchase and 10% more on online purchases compared to single-channel buyers.
- Boosted engagement: Omnichannel marketing efforts result in significantly higher engagement compared to single or two-platform initiatives. Introducing one more channel to your strategy can lead to a substantial increase in revenue.

How does switching to an omnichannel retail approach optimize costs?

- Lower expenses: Integrating with consumers through omnichannel activities reduces marketing costs and enhances performance. Shared data across platforms reduces data gathering and handling expenses significantly.

ENJOY EXCLUSIVE DISCOUNTS AND OFFERS.

- **Efficient operations:** Centralizing multiple channels under a single omnichannel operation center streamlines corporate activities, improving efficiency and reducing operational costs.

What are the benefits of increased customer commitment and lifetime value with omnichannel retail?

- **Higher lifetime value:** Omnichannel clients not only spend more per transaction but also purchase more frequently and exhibit greater loyalty to the brand. Clients with strong emotional connections to a brand spend twice as much as those without.

How does omnichannel retail improve data gathering?

- **Better consumer insights:** Following consumers across multiple platforms enables merchants to gather valuable data promptly. This data informs marketing strategies, customer relationship management, and product offerings, enhancing the overall shopping experience.



Freequently Asked Questions



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Frequently Asked Questions

How can businesses create a successful omnichannel retail strategy?

- Know your customers: Conduct thorough research to understand your target audience's preferences and behaviors across various touchpoints.
- Choose appropriate channels: Determine which platforms your customers prefer and ensure a seamless user experience across all touchpoints.
- Connect all channels: Utilize versatile technology to integrate all platforms for a cohesive shopping experience.
- Prioritize social media: Leverage social media platforms for direct sales and integrate them with your online store.
- Offer 24/7 customer service: Implement a robust customer care program accessible across all channels and devices.
- Regularly update strategies: Continuously adapt your approach based on consumer needs and channel performance to build customer loyalty.

YOUR WELL-BEING IS OUR TOP PRIORITY

What Does It Mean to Be Multichannel in Retail?

Because omnichannel is a jargon bandied around a lot lately, let's begin by clarifying what it is (and isn't). Traditional retail refers to how stores functioned before the internet and smartphone apps

irrevocably transformed how people buy things. A typical retailer may have a physical store, an online store, and online accounts, but they fail to integrate the customer experience. Consumers lack inventory transparency, are unable to study products efficiently, and cannot communicate with the retailer other than in-store, by email, message directly, or telephone.

What are the main customer benefits of omnichannel retail?

Customers will be able to find your item, line of products, or services more quickly and easily if you use omnichannel retail. It gets rid of the guesswork and the necessity to figure out which platform to use to interact with your brand choice.

What does omnichannel mean in the context of retail?

Retailers are concerned about their customers. From their frequent need to transition from your digital site, specialised store, and mobile app, merchants want to provide their customers with a seamless experience.

YOUR HEALTH, OUR PASSION



**Frequently
Asked
Questions**



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**Frequently
Asked
Questions**

What is the significance of omnichannel?

Following the COVID-19 epidemic, customer behavior evolved dramatically, with people increasingly turning to digital buying. Thanks to omni channel's cross-channel versatility, consumers have more alternatives and routes to make a buying decision. With nearly 75% of consumers reporting they browse and compare the prices across numerous platforms, adopting omnichannel is not just the wise choice, but it's also the only viable alternative.

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FOR PROMPT AND RELIABLE SERVICE.



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