



Fast-Emerging Retail Pharmacy Brand From Gujarat!

Care Pharmacy Pvt. Ltd.



Struggles of Unorganized Retail Pharmacies



Limited Data Extraction

Brick & Mortar Pharmacies use **Billing Softwares** to maintain books, but **not to Improve Sales**



Unsustainable Resource Requirements

Current Marketing Tools & e-Catalog Builders require **Constant Involvement of Retailer**, who **lacks the Operational Bandwidth** for the same



Need to Respond to a Trade-Off for the Future

Pandemic Driven **e-Pharmacy Competition** has pushed retailers to Home Deliveries & Call Orders; **Impulse Purchase Revenue through Walk-In Customers is lost**



Outdated Practices

No one-roof solution in Health care with affordable prices to the customers, with limited resources & ignorance to demand with poor management



The Solution

A platform that allows Pharma Retailers to engage with their customers efficiently with their 170+ Stores PAN India



To drive higher value orders

By better targeting and precision marketing



To compete with e-pharmacies

By providing an affordable pricing to the customers



To have a one-stop solution

By giving all kinds of medicines & FMCG products developing a Health Care Mall

What Care Pharmacy is all about

Care Pharmacy is dealing with more than **35K+ SKU's** covering almost all product categories like Branded/Ethical medicines & Other Products



The Team

A combined experience 35+ years



Brijesh Patel

Founder & CEO

Mr. Brijesh Patel is the visionary Founder and Managing Director of Care Pharmacy Private Limited and has 15+ years of experience in the Pharma Industry, He has been instrumental in achievements, such as launching innovative products, driving growth, expanding into new markets, or fostering a thriving team culture. Brijesh Patel, Founder & CEO, Care Pharmacy, adds, "Breathing the tagline – 'Caring health & wealth', Under his guidance and leadership Care Pharmacy Private Limited has excelled in all fields and surpassed all its previous targets and performance.



Dignesh Patel

COO & MD

Mr. Dignesh Patel is COO & MD of Care Pharmacy Private Limited and is also a Graduate in commerce and post-graduated (MBA) in Marketing. He is a dynamic and results-driven director with over More than 10 Years of leadership experience in the Pharma Operation Field. As the visionary director, He is dedicated in his career to developing innovative solutions that transform lives. With over 9+ years of experience navigating the complex landscape of the healthcare industry. He is the pioneer in Care Pharmacy Private Limited Specifically Operation and Generics & Surgical Products.



Sahil Patel

CPO & Director

Mr. Sahil Patel is CPO(Chief Purchase Officer) & Director of Care Pharmacy Private Limited And dedicated to advancing healthcare through innovation and excellence in the Purchase & Inventory Field. Passionate about improving lives and driving industry standards. He is a graduate in Commerce and has 7+ Years of Experience in Pharma Industry. His strategic leadership and commitment to excellence helped the company into a trusted industry powerhouse, earning recognition as one of the fastest-rising stars in the Pharma field.

Care Pharmacy is India's 1st company that offers all types of medicines (Prescribed/Generic), healthcare products, Vitamins/Supplements, Health Food, Baby Care products, Surgical, FMCG, OTC, Specialty/ Imported Medicines, with the best economy prices compared to other company.

The Opportunity



6 Bn+

Transactions booked at pharmacies in Urban India every year

1 Bn+

Transactions booked at the unorganized pharmacies in these top 100 cities every year



Opportunity to tap into **200 Mn+** of these transactions (non-walk-ins) every year

Size of the Indian Pharma Retail Market

14 Billion*

10 Billion

1 Billion

- #Purchases across Pharmacies**
Total Addressable Market
- #Purchases in Unorganized Pharmacies**
Serviceable Available Market
- #Purchases on Care Pharmacy**
Share of Market
10% of the available market

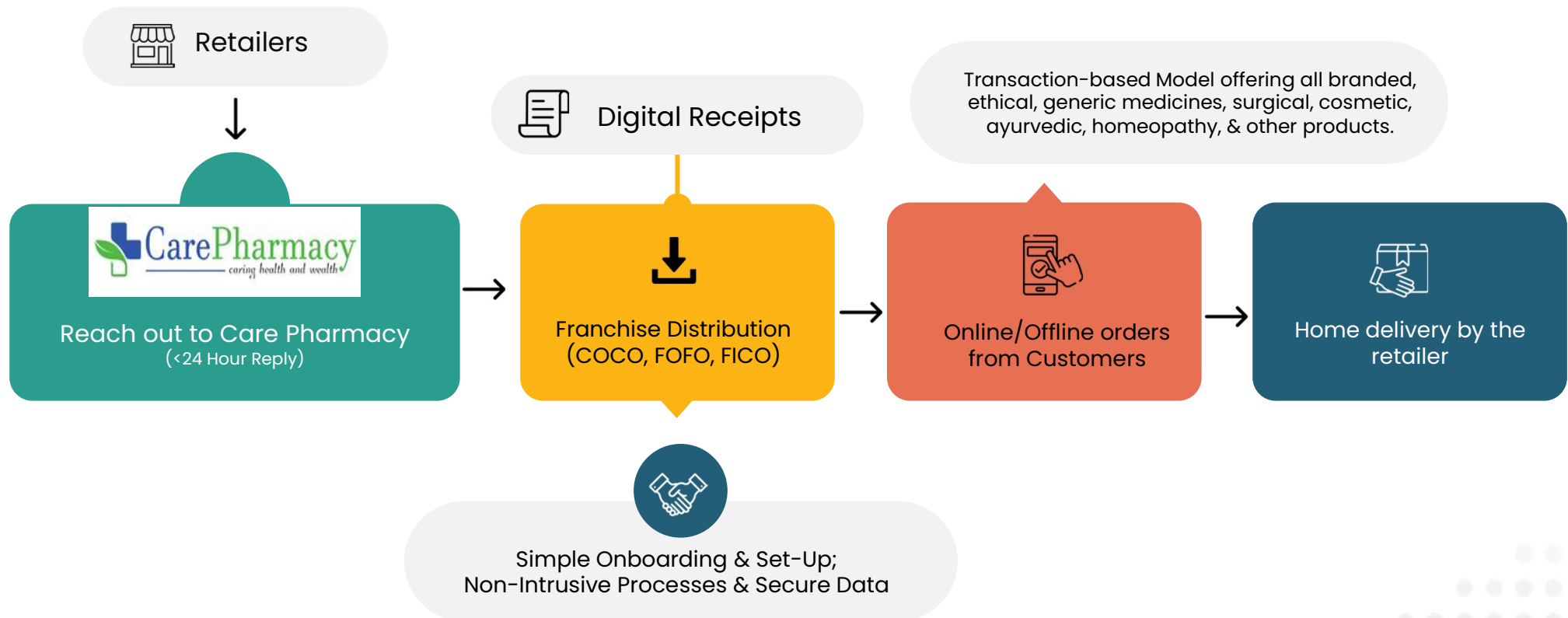


Digitization of physical receipts has a use-case of

~\$1.6 Tn
(Size of global pharma retail)

How Does Care Pharmacy Work?

The platform is B2B2C, also have a strong franchise model in place



The User Journey



Business Model

We have four different verticals to expand our business effortlessly & efficiently

COCO

- The company has more than 20 stores in Gujarat having an average billing sale of 1000+ INR

FOFO Franchise owned Franchise operated

- The company has over 120+ stores in this model, charging a 2% royalty on each order with an area req of 250 sq ft. Having a franchise fee of 2.5 L & gross margins of 25-30%

FICO Franchise Invested Company Operated

- The company has over 10+ stores in this model, charging a franchise fee of 35 L with a minimum area of 350 sq ft. and a minimum guarantee of 12% annual returns

Go To Market Strategy



One Stop Medical Solutions

Creating a Channel Partner-led model for distribution



Feet on Street

Reaching out to pharmacies directly via field agents



Digital Marketing

Targeting pharmacies through Social media
(YouTube, Short-form Videos, WhatsApp, etc.)

Current Traction

The Journey



The Results

35K+ SKUs

Created

10 Lakhs+

Customers reached

56 Lakhs+

Bill receipts generated

~₹24.88 Crores

Revenue in 24 till date

~25 Crore

FY 23-24

~14K+ SKUs

Live Stock SKU's

170+

Stores PAN India

30-35%

Gross Margins

10-15%








Net Profits

20+ Stores Opened

In Indore, MP in only 1 night

In 2024

Competition Table

Fast Emerging Retail Brand	Direct Competitors	Other Players	Target Audience
 <p>→ → → → →</p> <p>And why we rise above our competition:</p> <ul style="list-style-type: none"> ○ Care Pharmacy works well with Format Retail Brand; not only SME Market Oriented like our competition ○ Supports Plug & Play Model for maximizing the utility of the platform, unlike the competition ○ Care Pharmacy provides Minimum Guaranteed Mode for Pure Investors ○ No Hidden Costs, affordable medicine rates, and a broader Target Market 	     	<p>There are other small unorganized players in the market at every nook and corner opening up small retail shops</p>	<ol style="list-style-type: none"> 1. Patient 2. Healthcare Professionals 3. Healthcare Institutions 4. Retailers / Pharmacies 5. Government/ NGO's 6. Corporate 7. Workplace Health Programs 8. Fitness & Wellness Centres 9. Veterinary Medicines

Competitive Advantages

Simple Onboarding Procedure



Offer multiple franchise options for association & great returns



One-stop solutions for customers with a large variety of SKUs



End-to-End Data Encryption



Auto-Generated Catalog & Instant Bill Receipts



Easy to Understand & User Friendly – Negligible Learning Curve



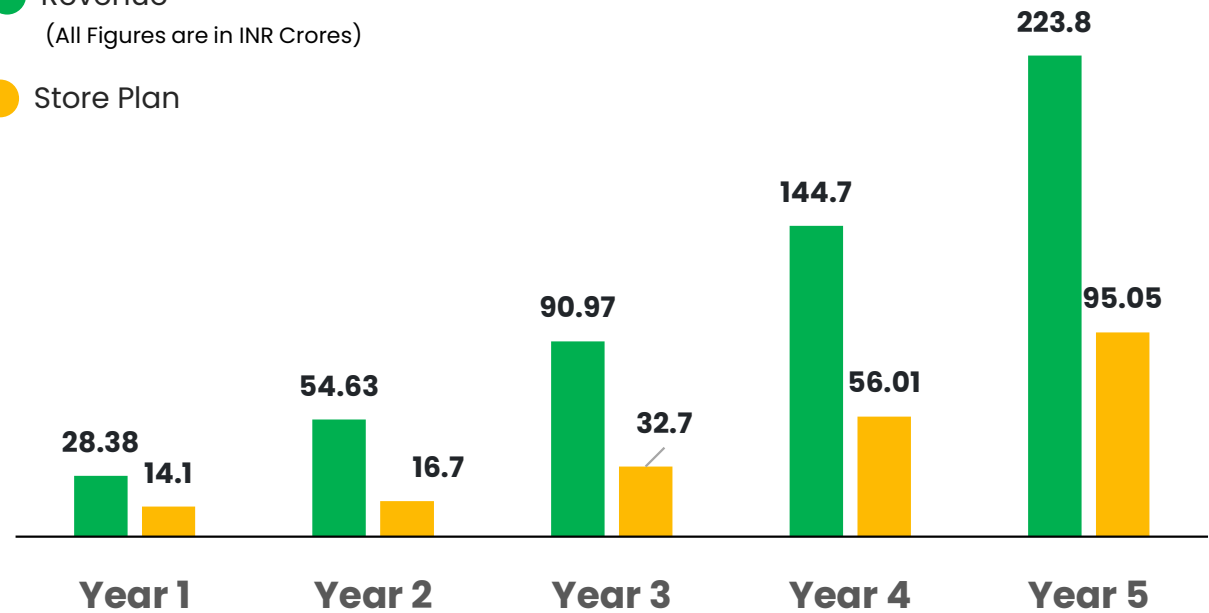
Guaranteed earning to our associated partners





Financial Projections

- Revenue
(All Figures are in INR Crores)
- Store Plan



Future Roadmap

Milestones Set for 2029 →

400+

New Stores

20 Mn +

Bills Generated

250+

Active Stores
(4000+ Bills/Day)

₹ 223 Cr GMV

Captured in the
5th year

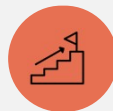
₹ 71 Cr

Net Revenue to be
generated by the
end of 2029

50 Lakhs+

Customers to be
served

Areas of Growth & Expansion



Horizontal Scale

Extend the solution to other retail verticals.



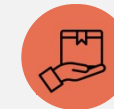
Evolved Retail Segment

We can provide integrated solutions to retailers combined with a one-stop medical solution



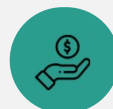
Go Up the Value Chain

Extend the platform to Wholesalers & Distributors



Product Sourcing

Get the retailer's products at better pricing so that they can earn more



Financing

Bill Discounting as we understand the market



Brand Marketing

New Store Launches & Marketing for opened outlets



Now your Bill is your Shop

Thank you!

For Franchisee MR. SANJAY SHAH



+91 - 8200886945



Sanjay.shah@carepharmacy.co



Appendix- Outlet Images

