



# Pharmeasy Case Study

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# COMPANY PROFILE



# COMPANY PROFILE

PharMeasy is an online medicine delivery app

provides consumers with on-demand, home delivered access to a wide range of prescription

Allow you to buy healthcare & OTC products, medical equipment online

Book diagnostic test , lab test, full body checkup & health checkup

# Company Highlights

Founder/Owner : Dharmil Sheth, Dr. Dhaval Shah

Founded : 2014

Net Worth/Valuation : \$5.4 Billion (February 2022)

Total Funding : \$1.60 billion (February 2022)

Parent Organization : API Holdings Private Limited

# Major Shareholders

Name of the shareholder	Number of Equity Shares on a fully diluted basis*	Percentage of the Equity Share capital on a fully diluted basis* (%)
Naspers Ventures BV	813,316,570	12.04
Macritchie Investments Pte. Ltd	732,516,290	10.84
Surbhi Singh jointly with Universal Trustees Private Limited	452,780,680	6.70
TPG Growth V SF Markets Pte. Ltd.	449,492,340	6.65
Evermed Holdings Pte Ltd	396,033,000	5.86
A. Velumani	305,781,960	4.52
CDPQ Private Equity Asia Pte. Ltd.	280,092,780	4.14
Lightstone Fund S A	261,229,320	3.87
TIMF Holdings	211,200,660	3.13
Bessemer India Capital Holdings II Ltd	210,363,670	3.11

# Product/Service Analysis

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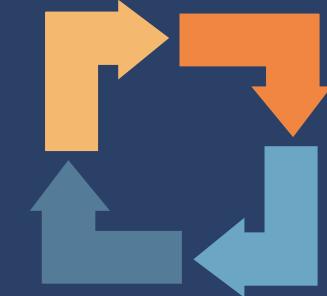
## Medicine

Prescription based  
all kind of  
medicine



## healthcare products

- Personal care
- Healthcare devices
- Home care
- Skin care
- Diabetic care
- Beauty



## supply chain platform

hospital-focused  
supply chain  
platform, enabling  
hospitals to  
optimize the  
consumption of  
medical products

# Customer Analysis

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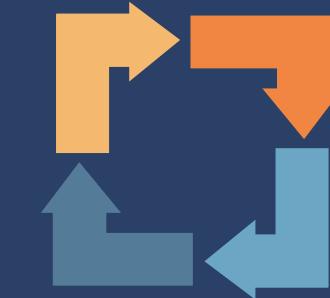
## Medicine

Most of the customers order medicines for chronic diseases



## healthcare products

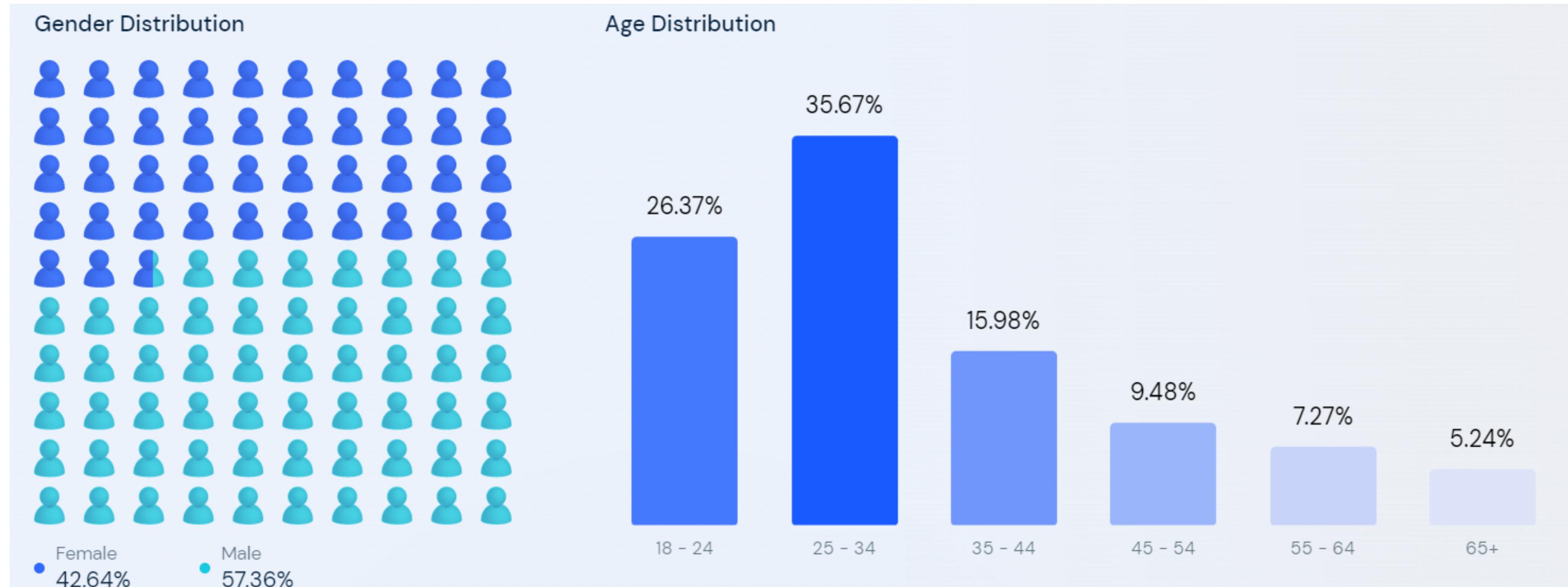
customers who knows the technology how to order online healthcare product



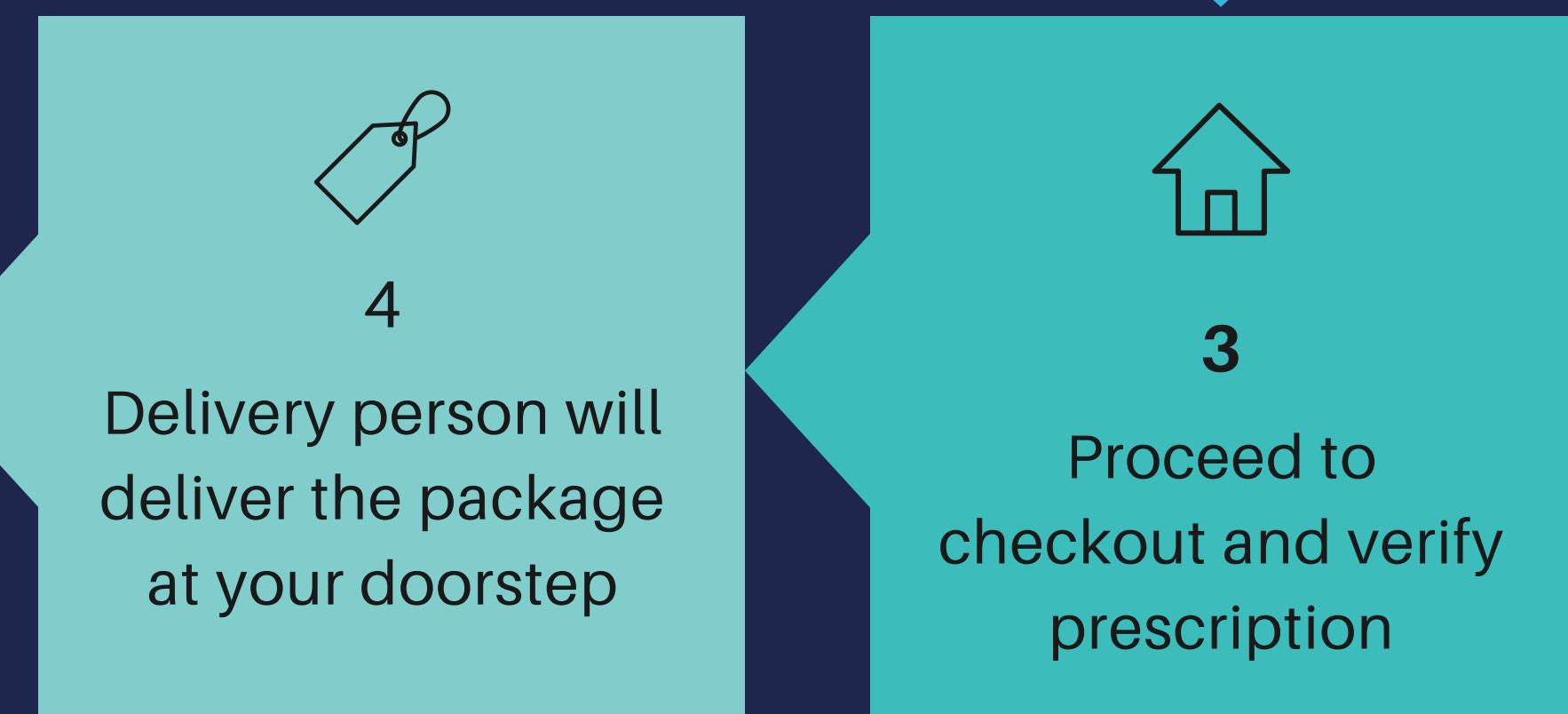
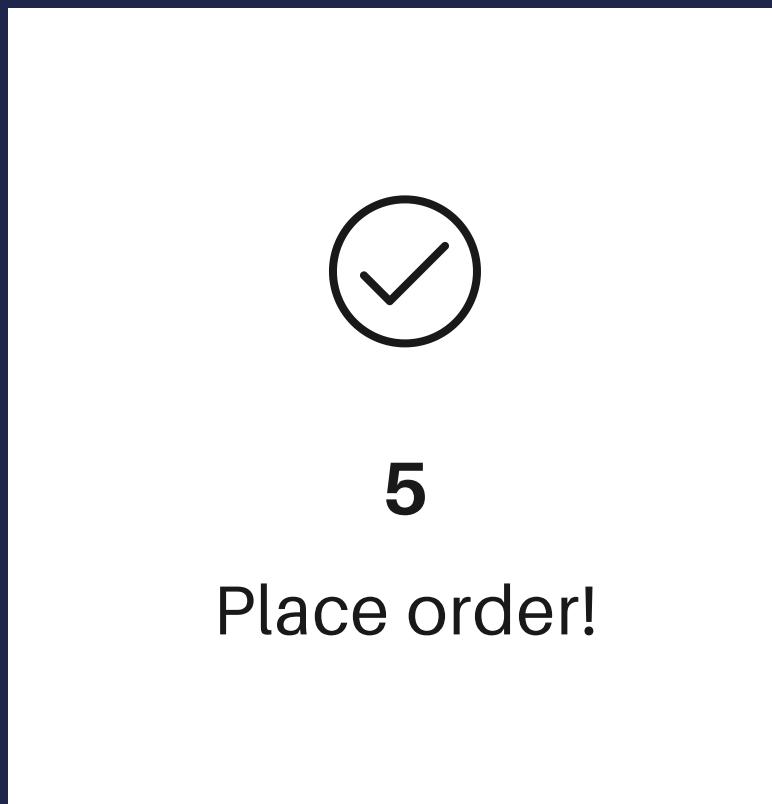
## supply chain platform

Different types of hospital and clinic

# oooo Audience Demographics



## 5-Step Ordering Process



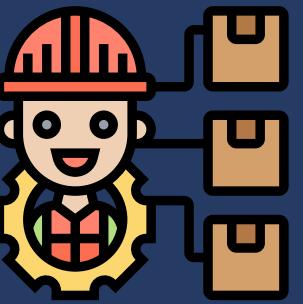
# Business Model

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## Buyers

Buyers can search for their medicines or healthcare accessories and buy them online without any hassles



## Suppliers

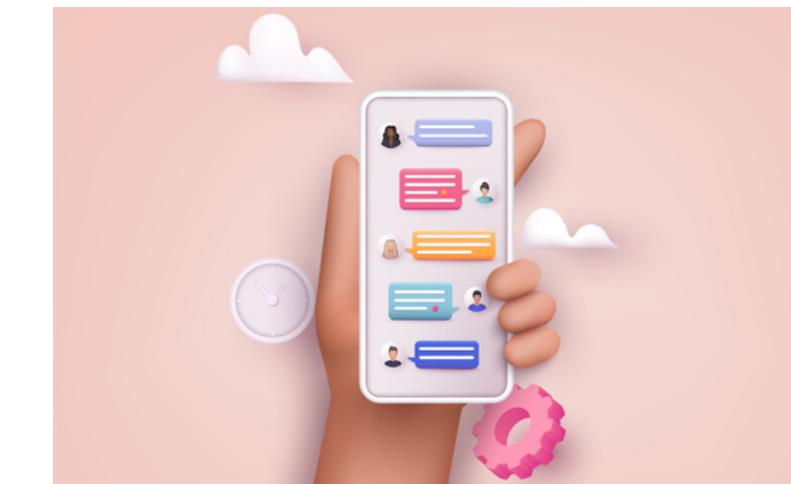
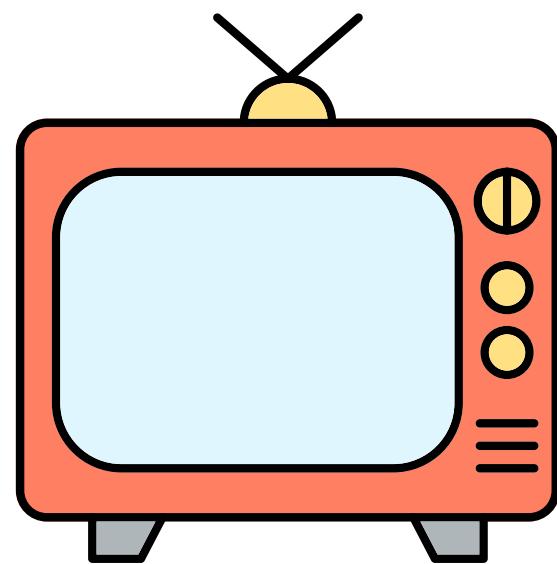
Collaborates with a wide range of local suppliers and medical shops



## Distribution

Operates with a vast distribution spread out all across the nation & deliver its products for a broad range of pin codes

# Marketing strategy



# Revenue Model

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## Advertising

Displaying the sponsored results of various pharmaceutical entities



## Commission

Earns from commission from companies for the healthcare products and medicines that sell via the platform

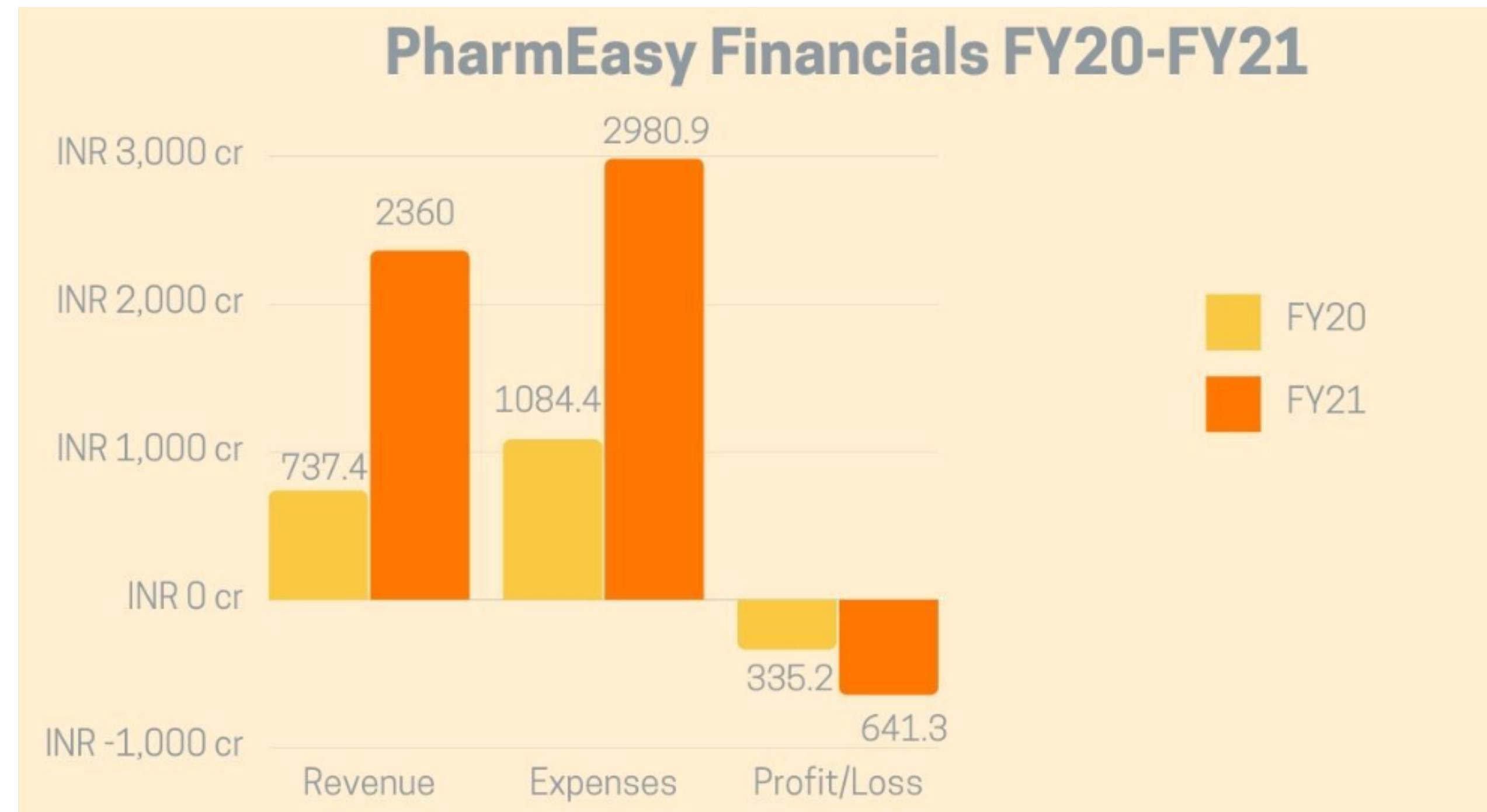


## Delivery Charges

Earns from delivery charges from customers for drug & equipment home delivery



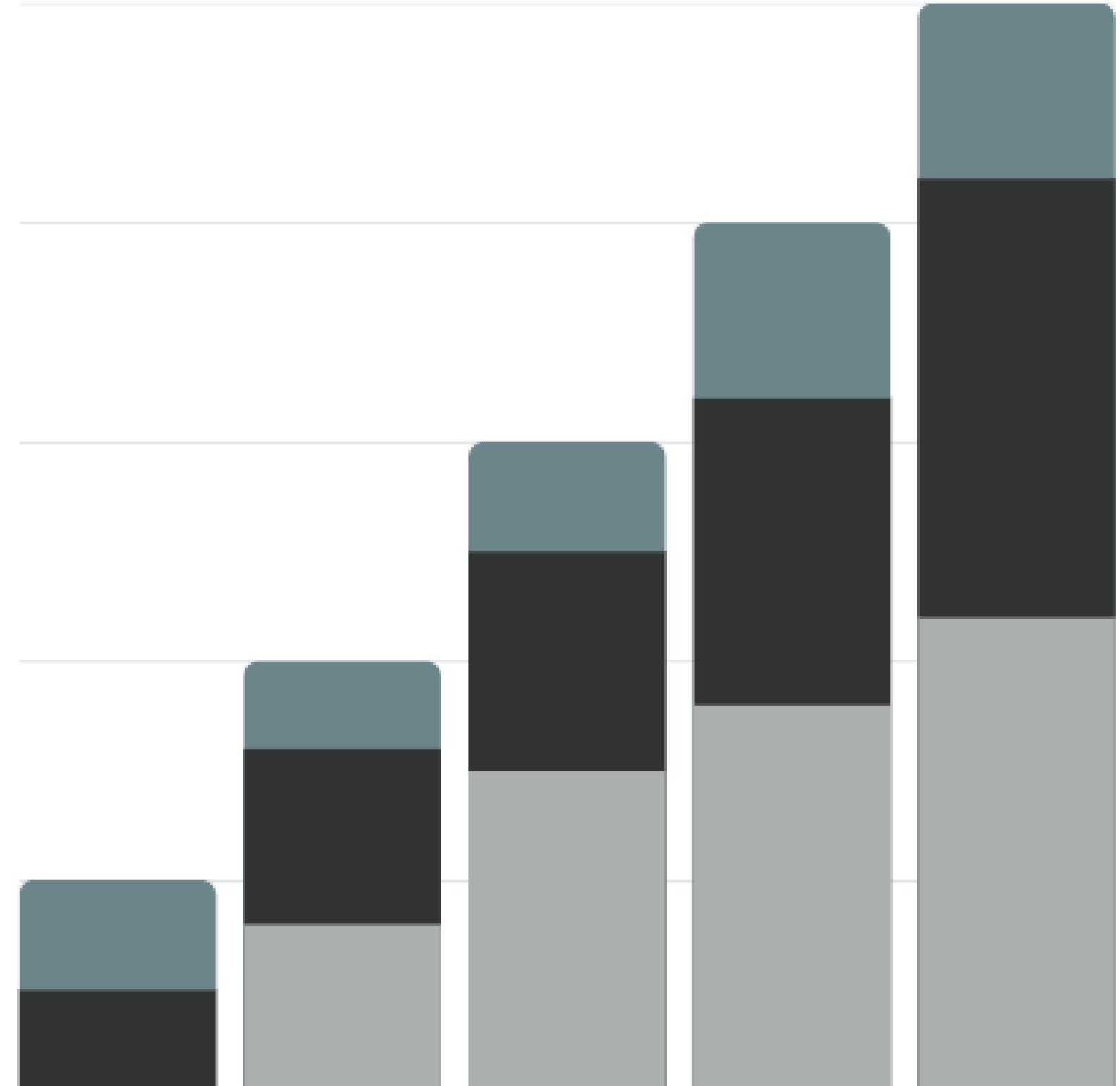
## FINANCIALS





# MARKET ANALYSIS

Market analysis of  
company's competitors



# India Health market size

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2020 Total  
health care  
market

INR 10.4 Tn

CAGR :  
14%

2025 Total  
health  
care  
market

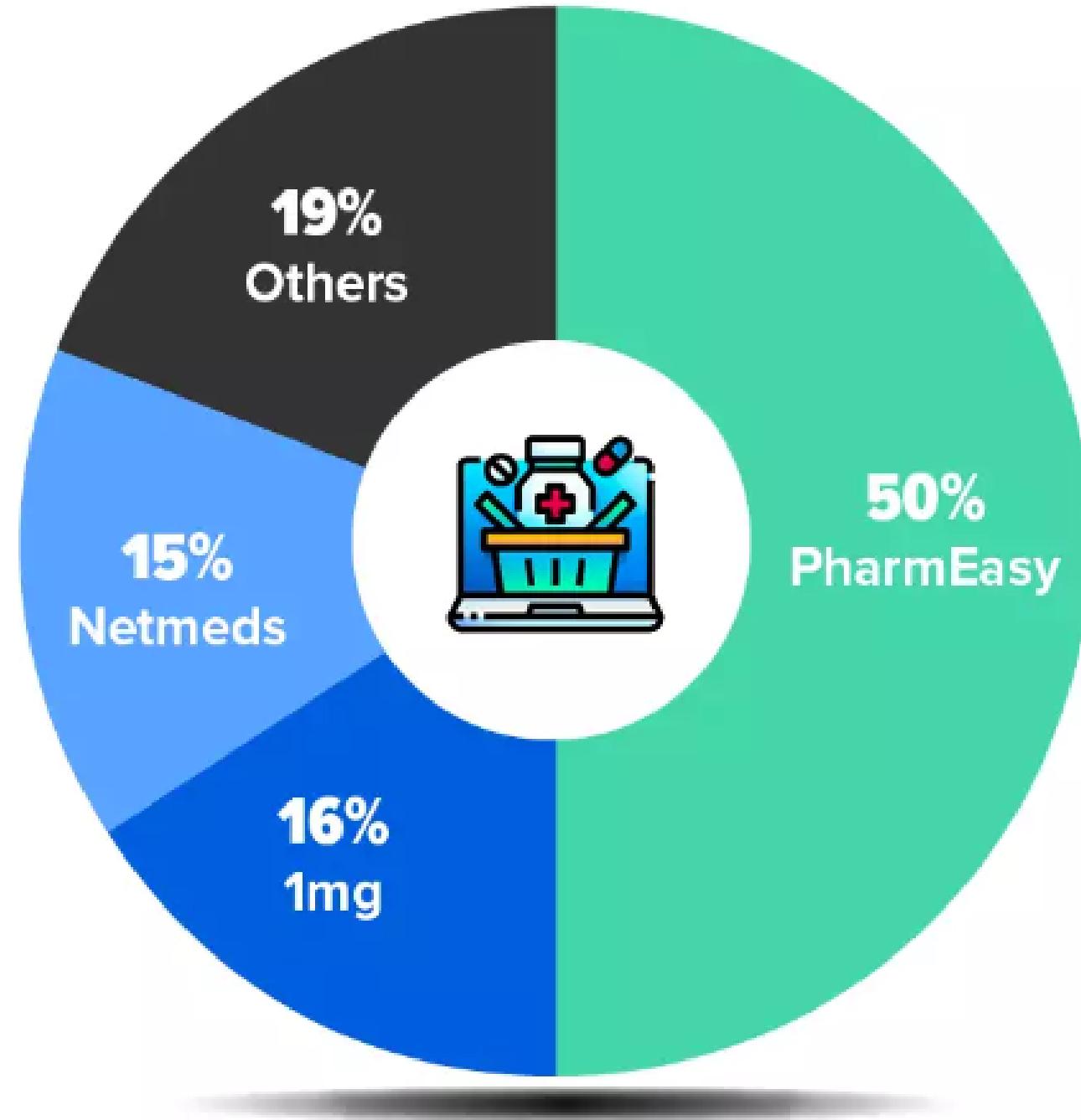
INR 20 Tn

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## Market share & competitors

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### Epharmacy GMV Share

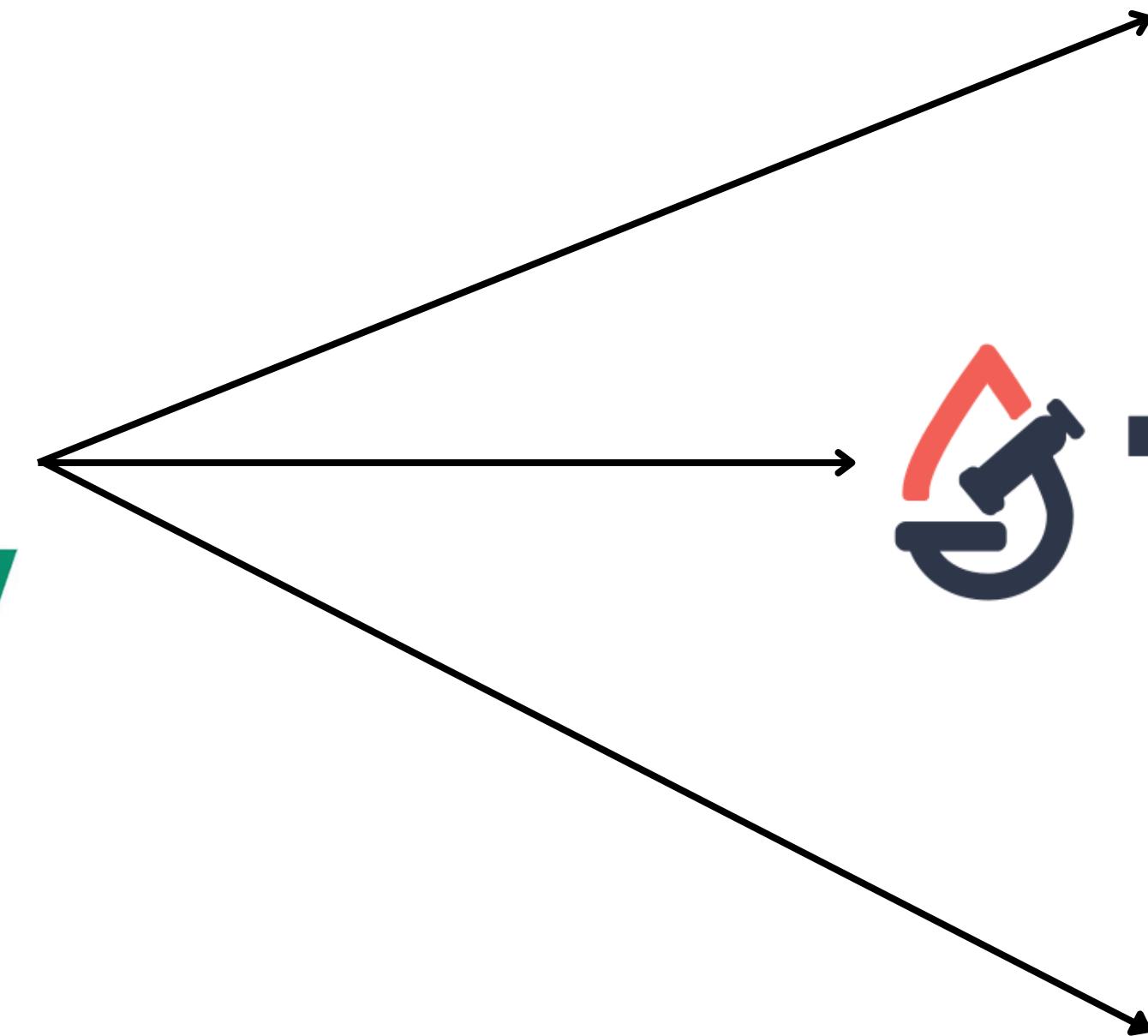


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## PharmEasy - Acquisitions



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**Thyrocare**  
Tests you can trust



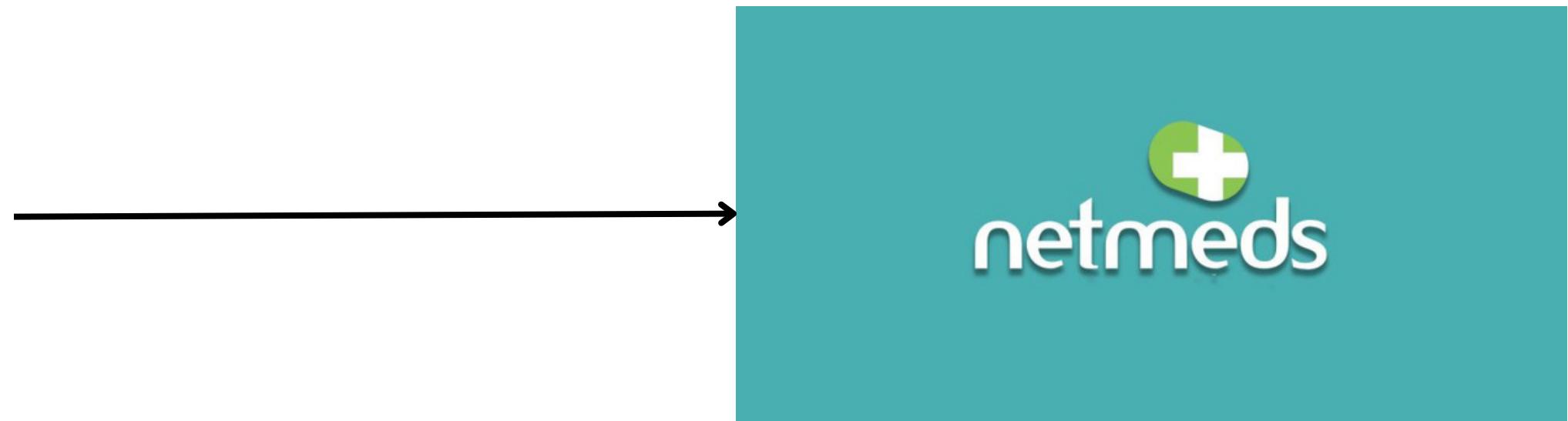


## DEAL SIZE

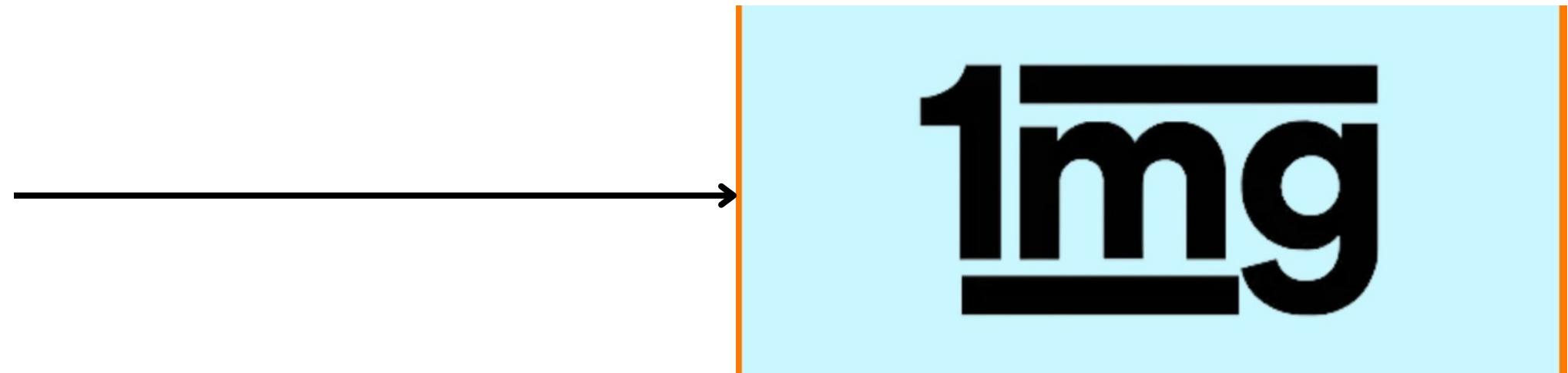
Acquiree Name	Date	Deal Value
Aknamed	September 14, 2021	\$144 mn
Thyrocare Technologies	June 26, 2021	\$605.70 mn
Medlife	May 25, 2021	\$250 mn

○ ○ ○ ○ Competitors - Acquisitions

  
**Reliance**  
Industries Limited



  
**TATA**



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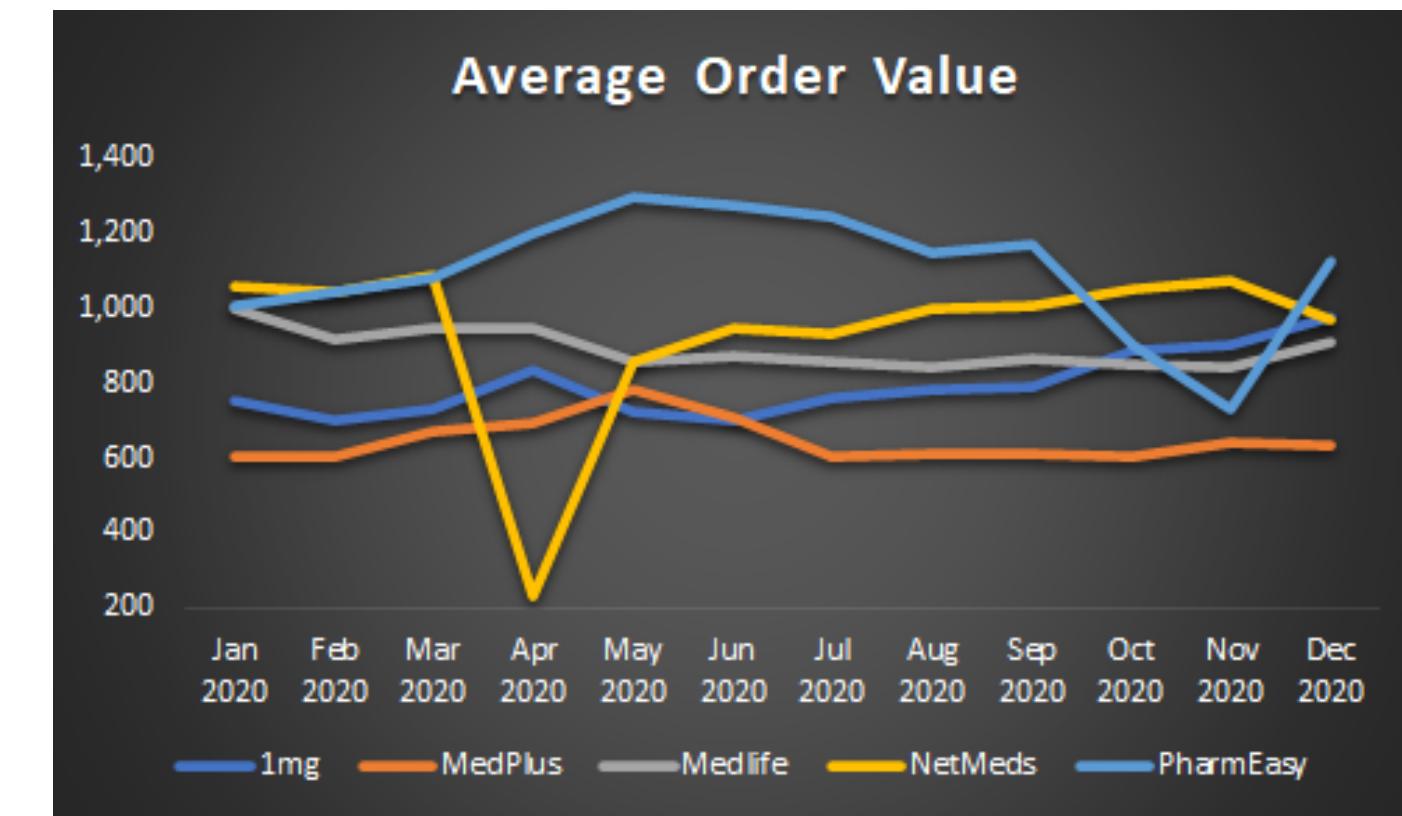
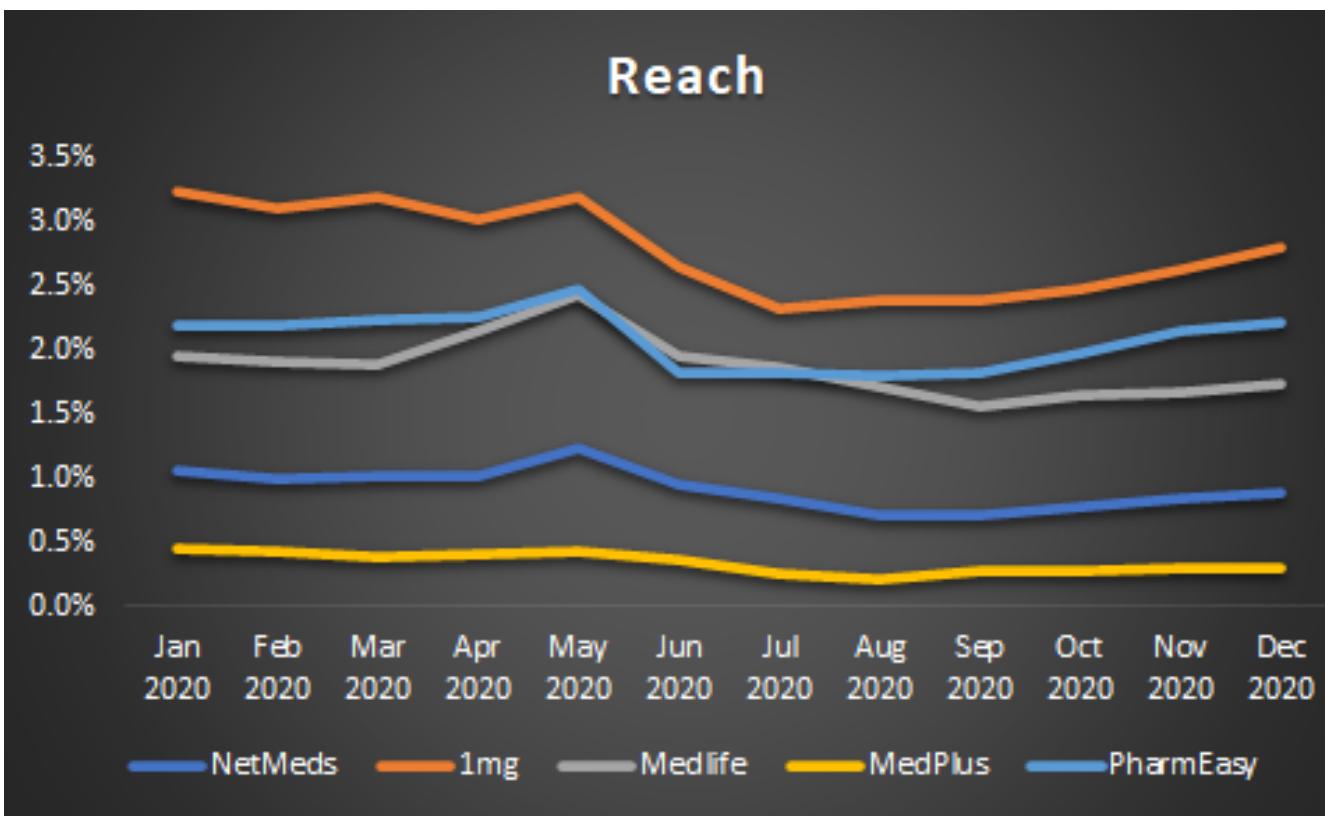
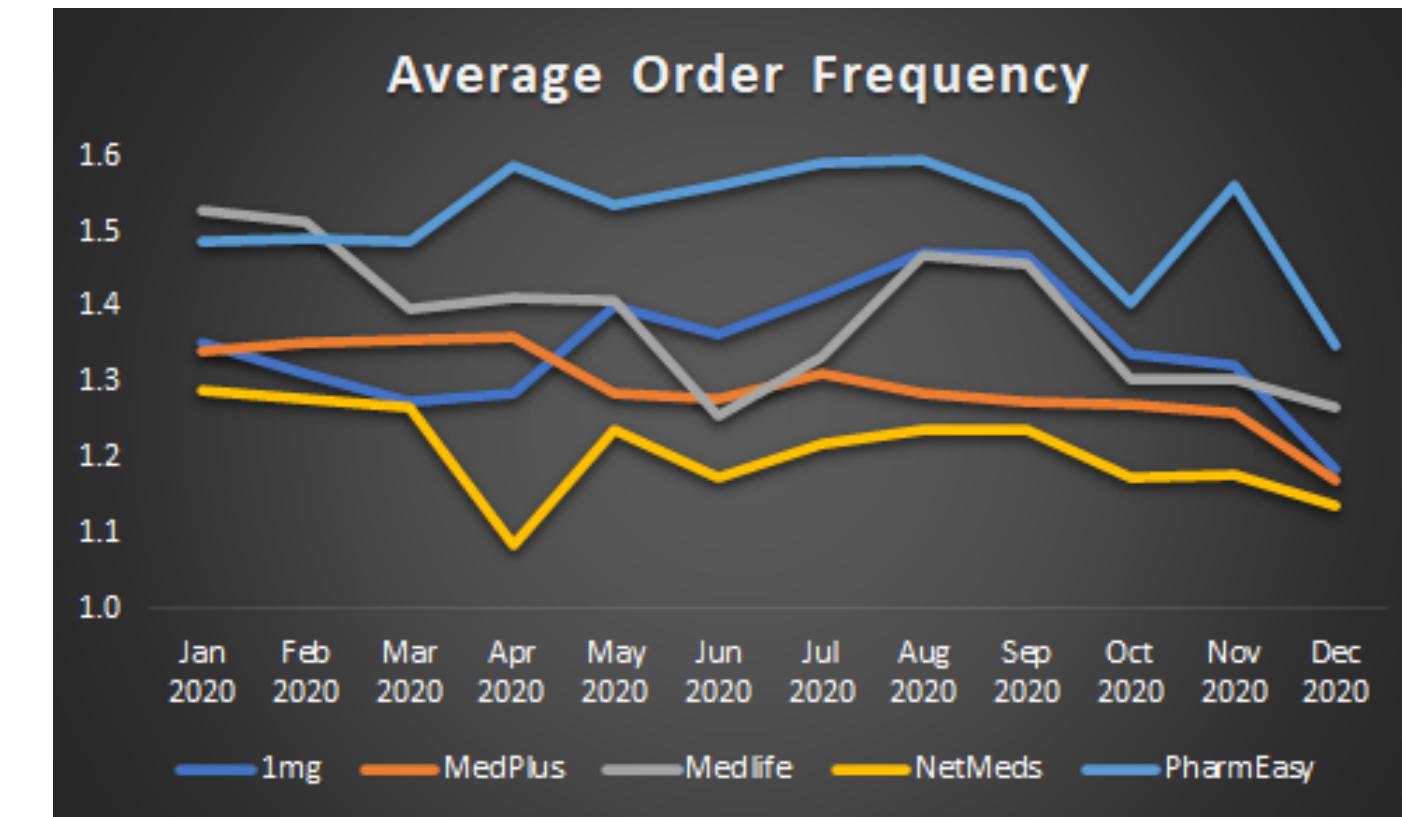
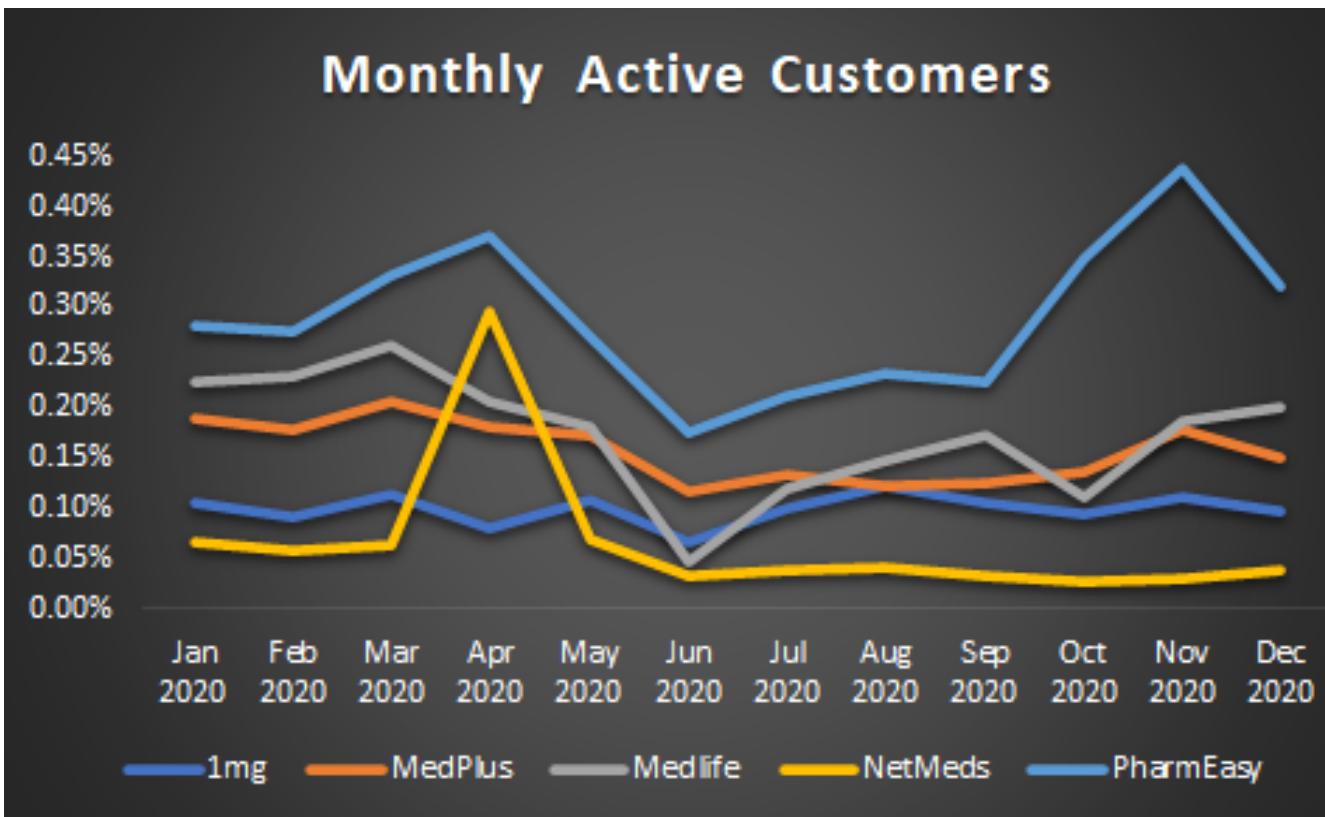
# Profit & Loss Wise Company

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## Position of Pharmeasy in market



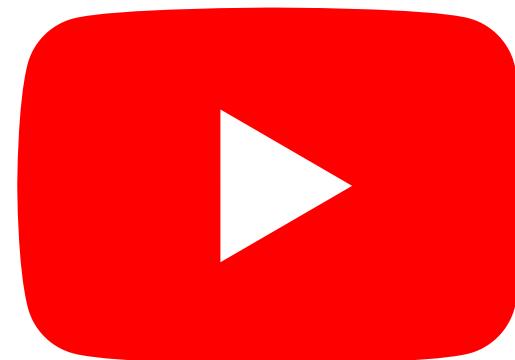
# Socioeconomic factors

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PRICING	AVAILABILITY	QUALITY	ACCESSIBILITY	CONVENIENCE	CUSTOMER SERVICE
Competitive pricing for prescription medications and OTC	Wide variety of medications and other products	Quality assurance seriously and strives to provide customers with medicines of the highest quality	Convenient and easy way to access their medications and other products	Convenience of ordering their medications and other products from the comfort of their home	Helpful customer service team that is available to answer any questions they may have

# PR and Media presence

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# Failure Cause and Effect Analysis

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## Cause

New competitor in  
Market

## Effects

- Increase competition
- Fluctuation in selling price
- Decrease the profit

# Failure Cause and Effect Analysis

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## Cause

PR or Media  
reputation damage

## Effects

- Decrease company reputation
- Loss the trust among the customers
- Decrease the profit

# Failure Cause and Effect Analysis

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## Cause

Socioeconomic causes :

- Pricing
- Quality
- Customer Service

## Effects

- Company can not give the competitive pricing
- Decrease company reputation due to customer service
- Loss the trust among the customers due to quality
- Decrease the profit

# Business Risk



# Business Risk



## Data Breach

Theft of a customer information credit card number and the other sensitive data



## Disruption supply chain

Shortage of necessary medications & ultimately resulting in a loss of customers



## Regulatory compliance issues

Failure to comply with local state and Federal regulations could lead to costly fines and penalties as well as damage to the company reputation

# Business Risk



## Poor customer service

Negative reviews resulting in a loss of customers as well as a loss of trust in the company



## Cybersecurity vulnerability

If failure to protect customer data from cyber threats & loss of trust, potential legal and financial repercussions

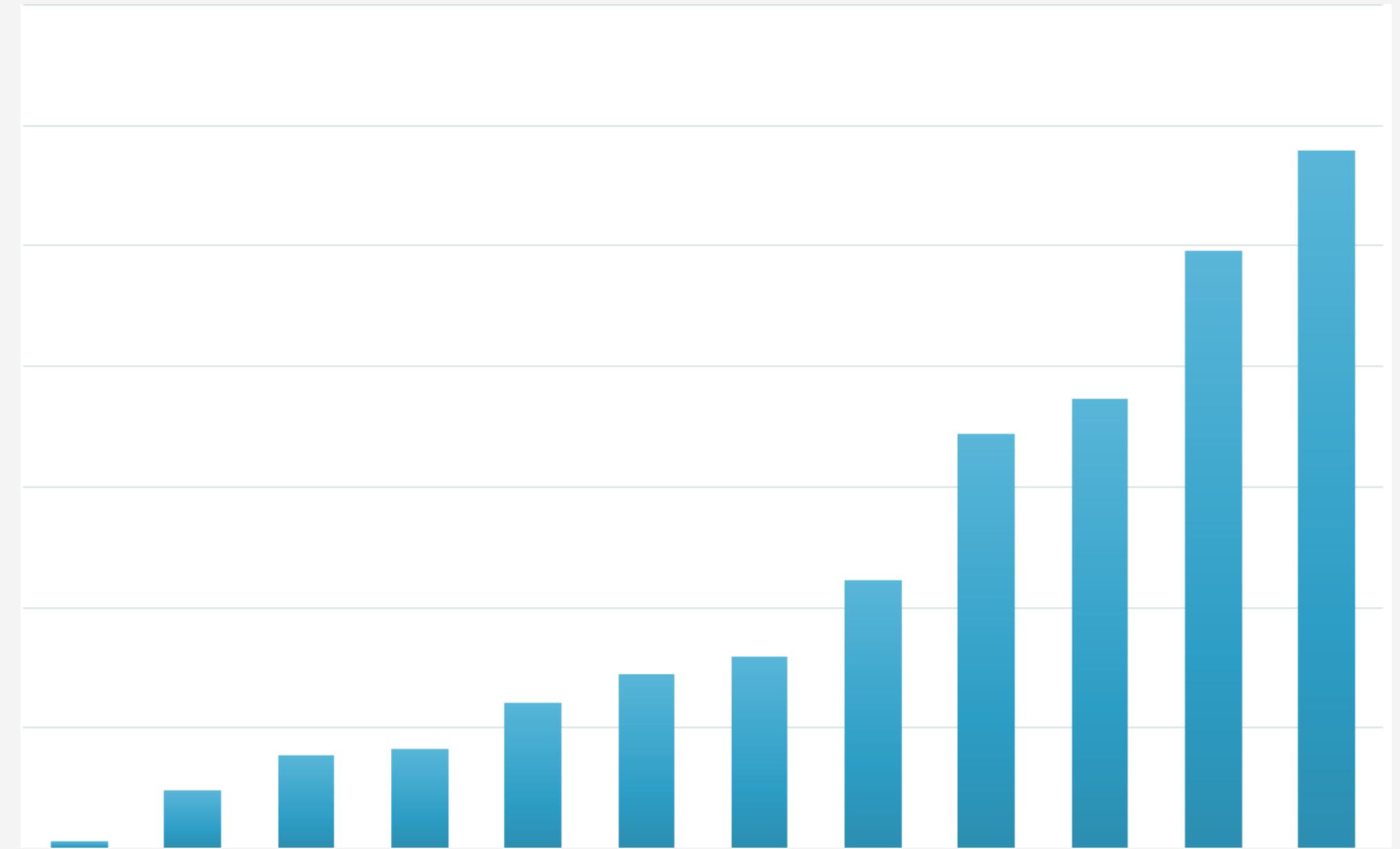


## Poor inventory management

It lead to out-of-stock items or incorrect orders resulting in customer dissatisfaction and a potential loss of revenue



## GROWTH OPPORTUNITIES





## CUSTOMER ACQUISITION

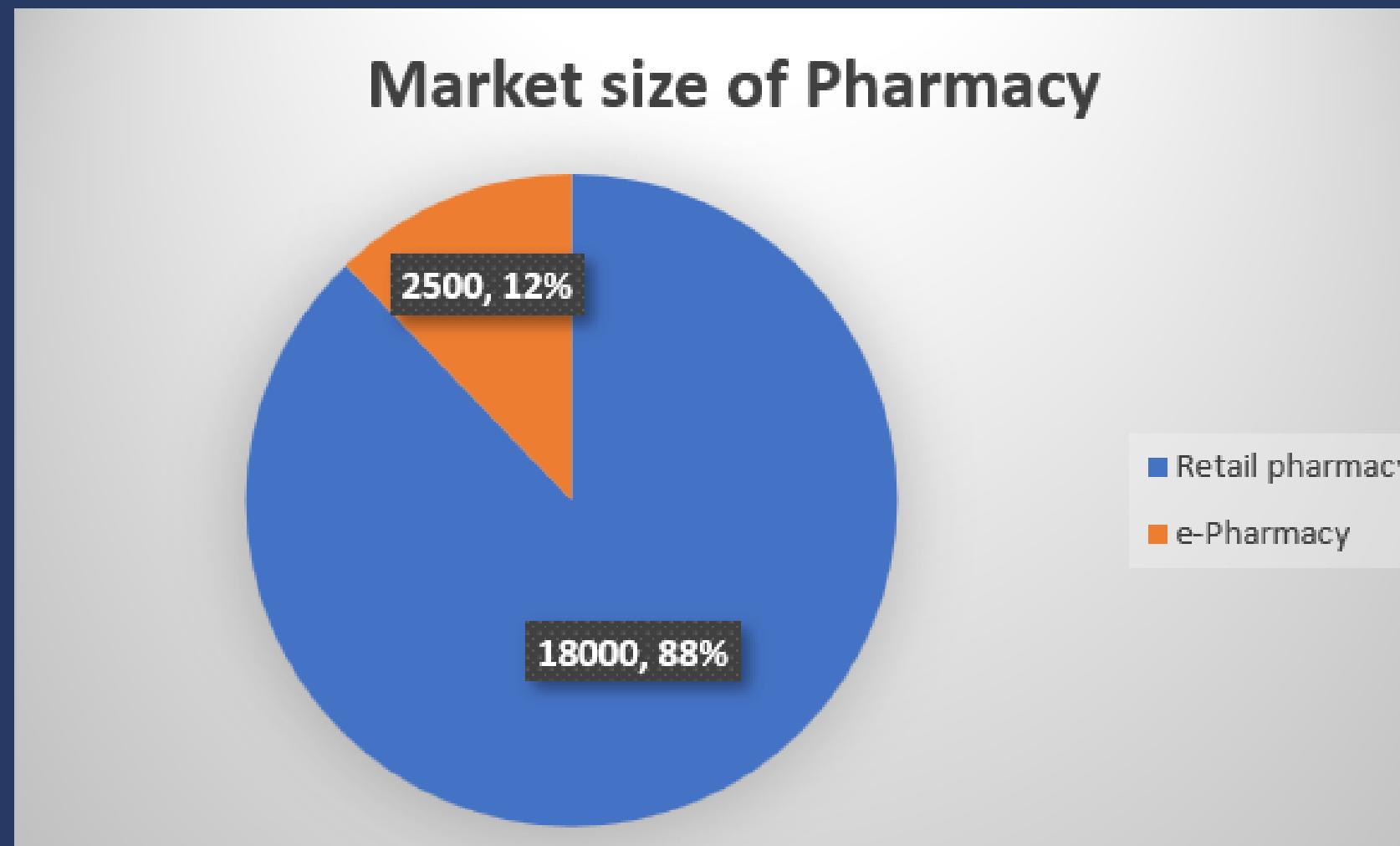
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- It depends upon trust and faith. It's a symbiotic relationship between how much the company is giving to its customers and how those users are benefitting in return.
- Acquiring new users has not been problematic for PharmEasy & solid user-retention rate in the industry

# Entry to new market

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- Retail market size : 18000 CR
- E-pharmacy market size : 2500 CR
- As you can see in this pie chart the retail market size is bigger than the E-pharmacy so, company should must entering into the retail market for further growth

# New product Opportunities

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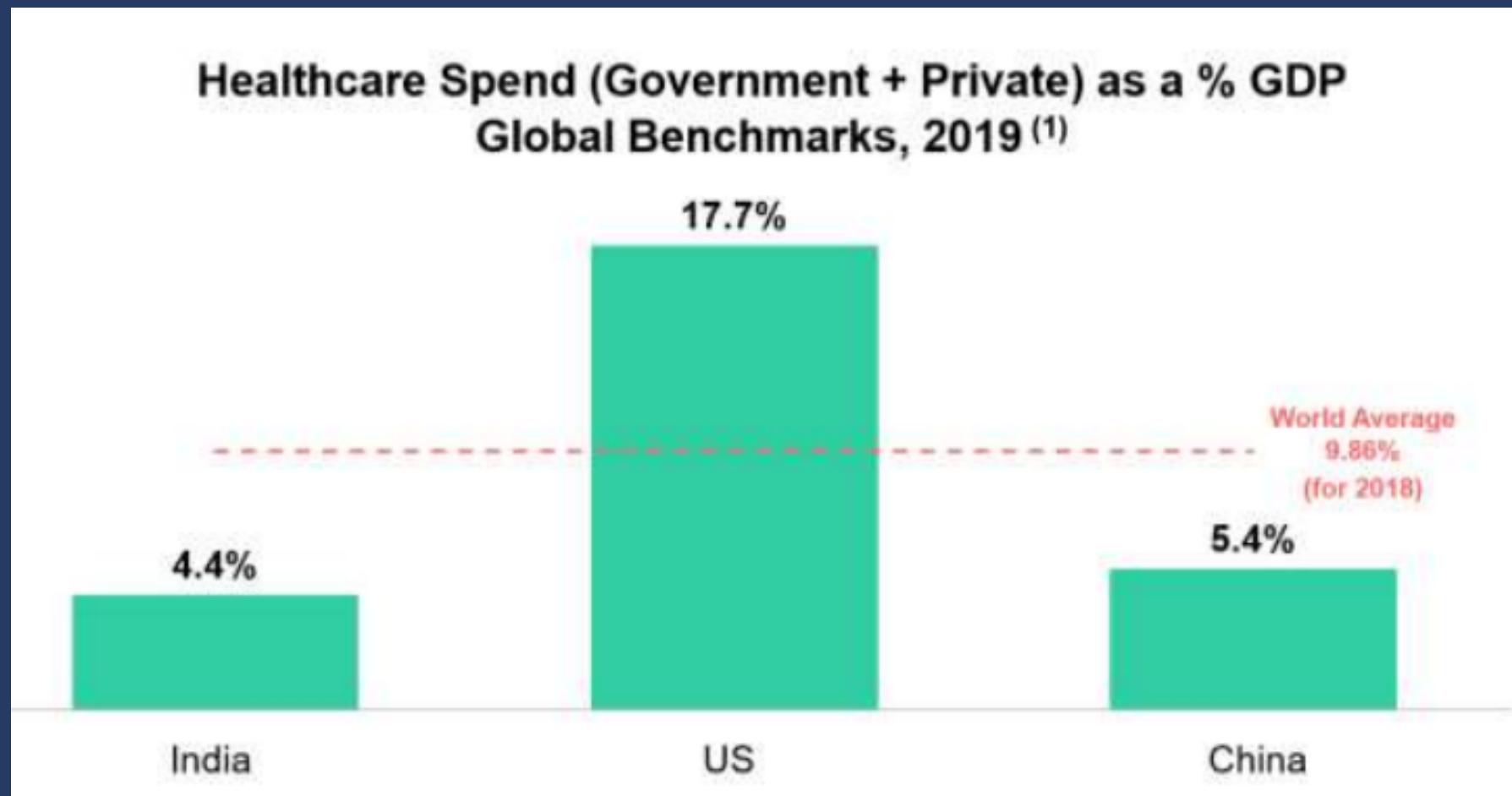
## Highest selling category

- Personal care
- Healthcare devices
- Skin care

## Recommendation

- Compare to all categories these category is highest selling so, company can start the own house manufacturing and increase the profit of the company

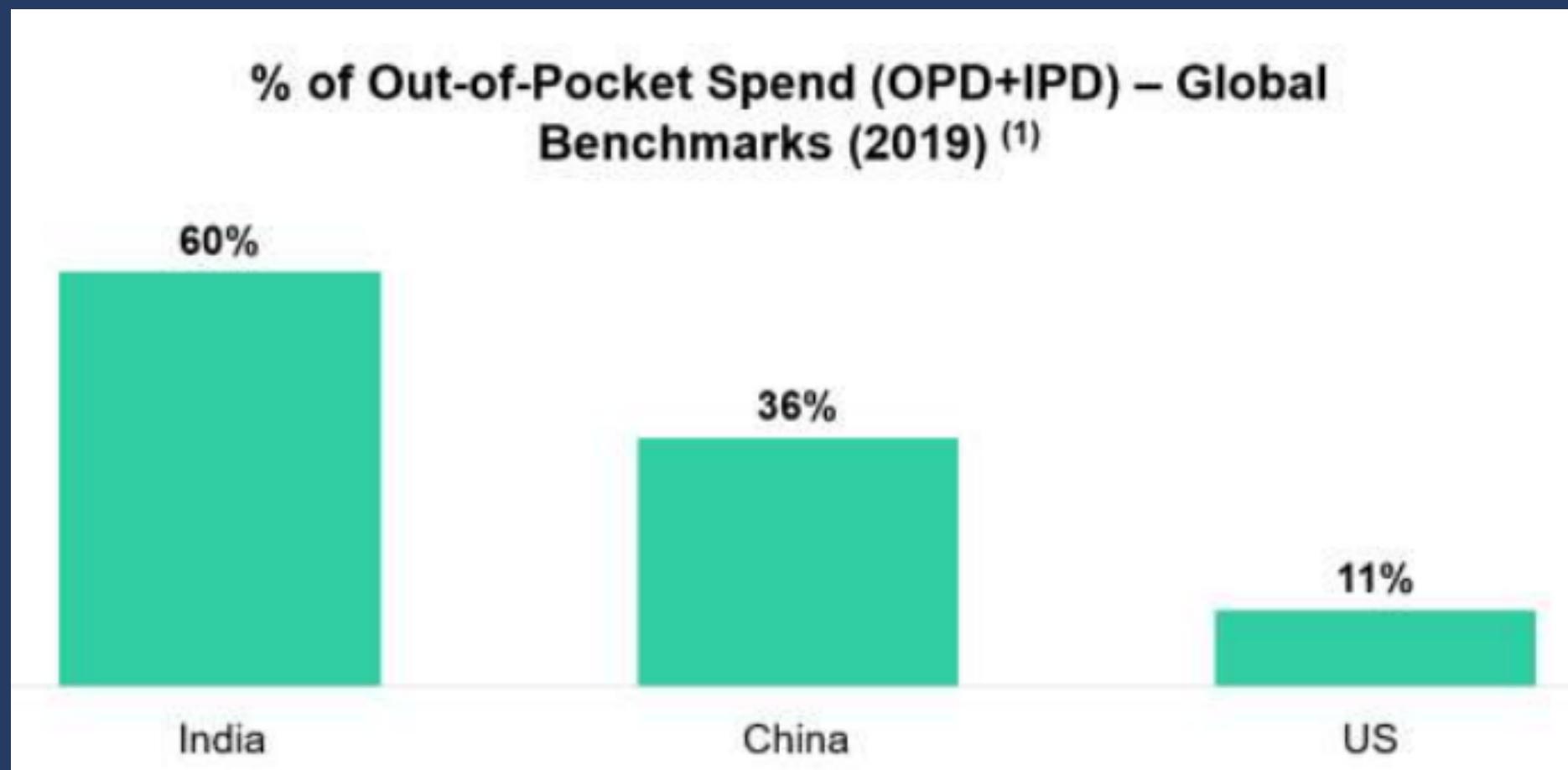
# Indian Healthcare System



## Lack of access

Limited access is one of the most serious concerns in Indian healthcare. For every 10,000 people, India has only ~9 doctors, compared to 26 and 20 doctors per 10,000 people in the US and China respectively.

# Indian Healthcare System



- Affordability Issues
- Low Availability of Medicines and Poor Fill Rates
- Quality Concerns
- Limited healthcare awareness

# Sustainability of Pharmeasy

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Tests you can trust

Thyrocare is growth engine of the company & monopoly in the lab testing market



aknamed

company is more focus on this business and it is future growth engine for company



It provides the solution to the Indian healthcare system problem so, it is also future growth engine for company



**THANK  
YOU**

