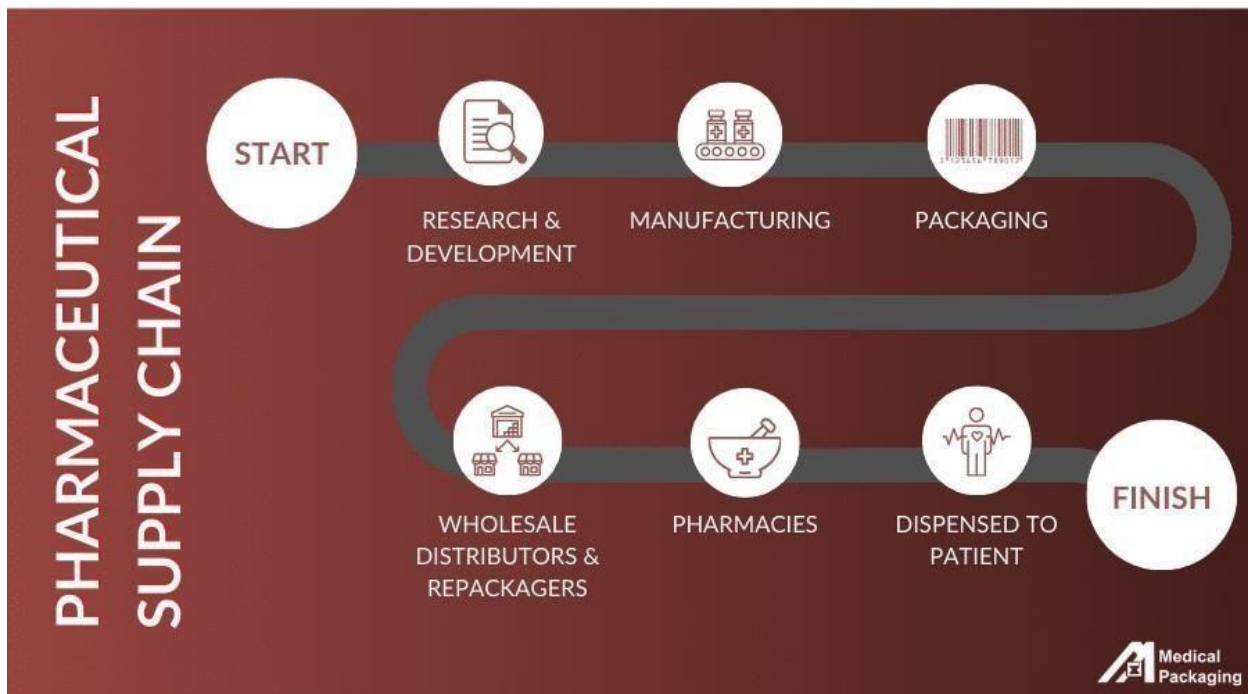


Pharmaceutical Supply Chain:



The pharmaceutical supply chain is the process of how medicines move from the **manufacturer** → **wholesaler/distributor** → **stockiest** → **pharmacy/hospital** → **patient**. It ensures safe, timely, and cost-effective delivery of medicines.

1. Key Players

- **Manufacturers (Pharma Companies):** Make the medicines (e.g., Cipla, Sun Pharma, Dr. Reddy's, Pfizer).
- **Wholesalers:** Buy medicines in bulk from manufacturers and supply to stockiest, pharmacies, and hospitals.
- **Stockiest's:** Regional/local suppliers who hold inventory and cater to pharmacies, clinics, and small hospitals.

2. Which Pharma Companies Use Wholesalers?

Almost **all pharma companies** (Indian & multinational) rely on wholesalers to reach pharmacies and hospitals because:

- They cannot sell directly everywhere.
 - Wholesalers cover wide networks across cities/villages.
- Examples: Cipla, Sun Pharma, Lupin, Dr. Reddy's, Torrent, Pfizer, GSK, etc.

3. Big Wholesalers in India

Some major pharmaceutical wholesalers/distributors:

- **Medley Pharmaceuticals Distributors**
- **Alliance Healthcare India**
- **Swasthya Suraksha Distributors**
- **Akums Drugs distribution wing**
- **Medley Med** (digital B2B pharmacy wholesaler)

- Local/regional giants like **Chowdhry Medicos, Apollo Distribution, Frank Ross** also play a big role.

4. Why Wholesalers are Important?

Reduce supply chain cost for pharma companies

Ensure medicines reach every corner of India

Manage storage & cold-chain requirements (for vaccines, insulin, etc.)

Help maintain **stock availability** across lakhs of pharmacies

5. Why Companies Don't Sell Directly (B2B)?

- **Scale issue:** Pharma companies cannot directly manage lakhs of pharmacies & hospitals.
- **Distribution cost:** Wholesalers already have warehouses & networks.
- **Focus:** Pharma companies focus on R&D, manufacturing, and marketing, not small-scale distribution.

6. Which Method is Most Used?

- In **India**, the **Wholesaler/Distributor model** is most used.
- Some modern companies (e.g., Apollo, Pharm Easy, Tata 1mg) are experimenting with **direct B2B epharma platforms**, but wholesalers still dominate.

Wholesalers are **backbone** of Indian pharma distribution; direct B2B is limited but growing.

The Pharmaceutical Supply Chain: Wholesaler/Distributor:

