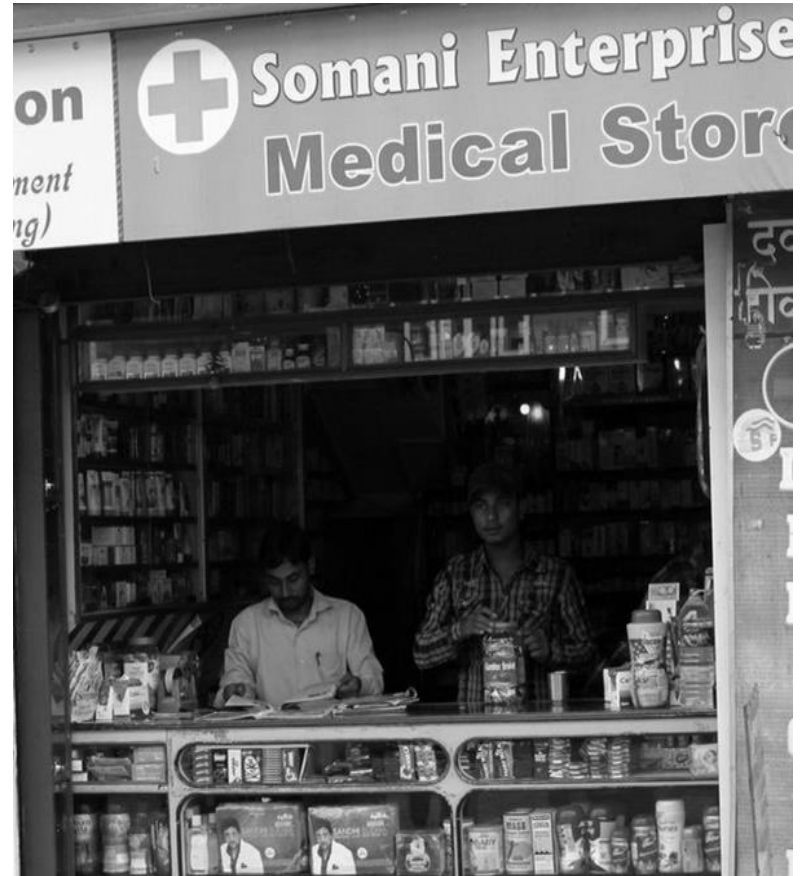# Good Pharma

Right Medicine. Right Price.

Problem

Indians don't have easy access to **good quality affordable** medicines.

There are 2 sides to the problem

Consumers

Lack of awareness

Lack of trust
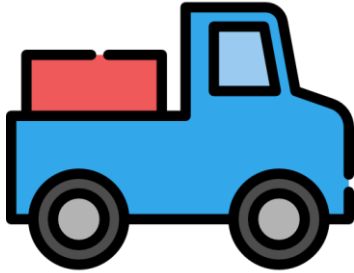
Retailers

Fragmented market

Inefficient system

OYO for Pharmas*

*Minus the controversies

Our solution

Direct connect with WHO-GMP approved generic manufacturers

Revamped retail infrastructure

Online price discoverability

Value Proposition

1 Technology upgrade

2 Better margins

3 Online presence

Value Proposition

1 **Affordable safe medicines**

2 **Better service**

3 **Discounted price**

Market

$ 55 bn

pharma industry

85% medicine

sold in unorganized retail

80% prescribed

drugs are branded

Opportunity

8.5 lac

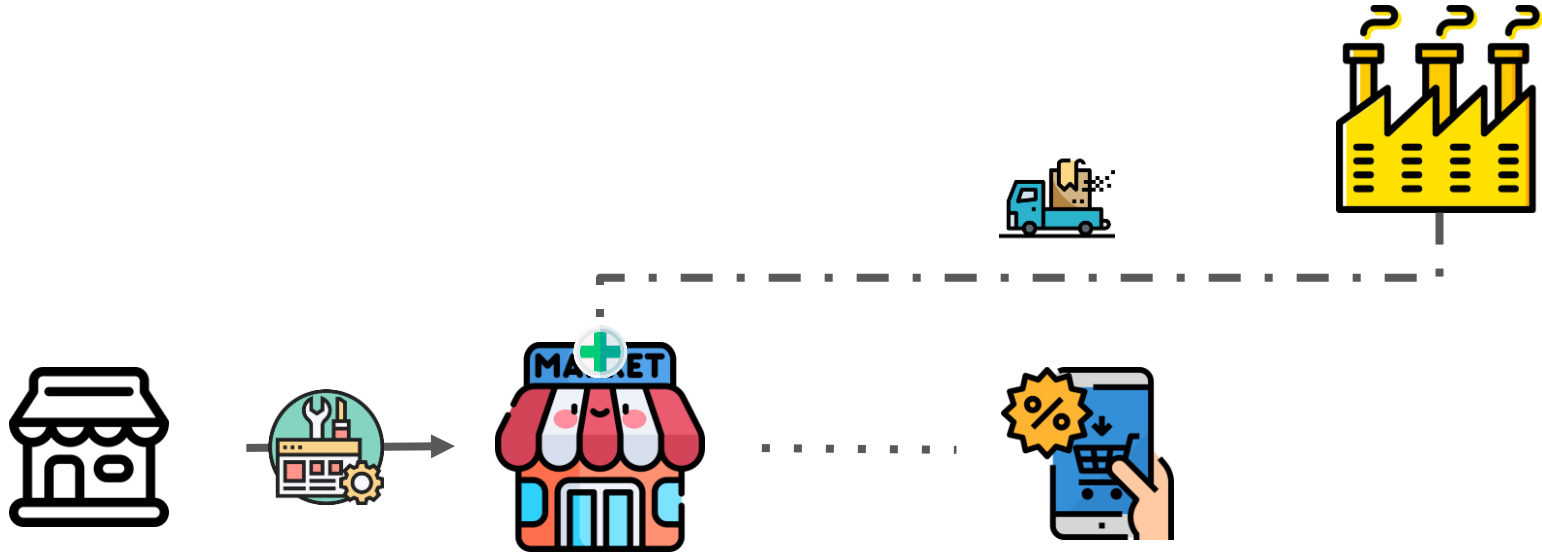local chemists aka potential partners

20-80%

cheaper generics

124% increase

in generic drugs sales in Jan Aushadhi
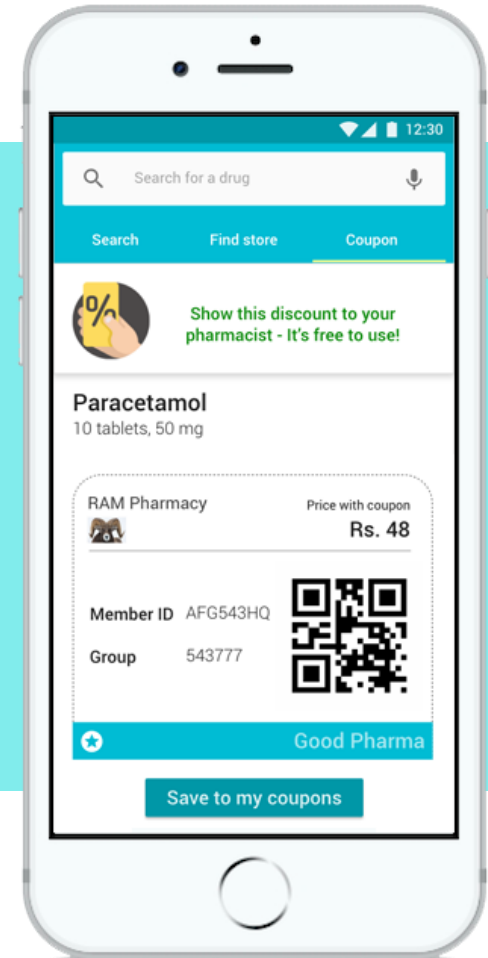
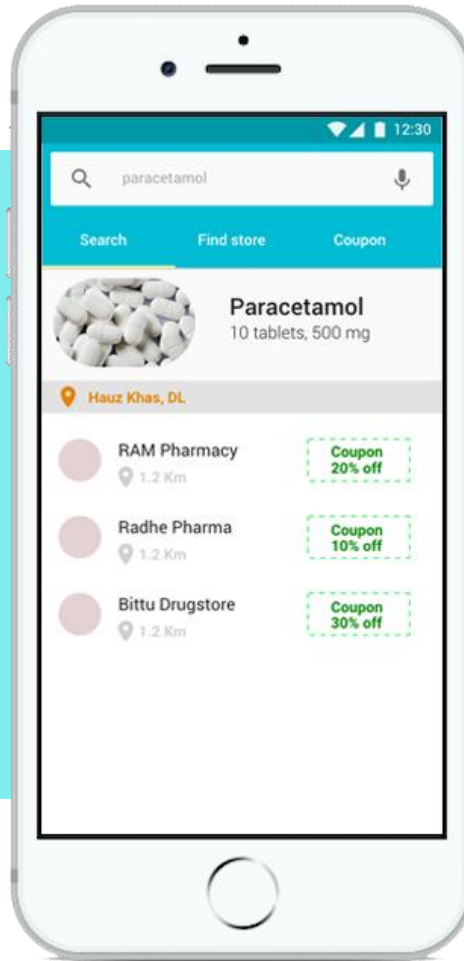# How does it work?

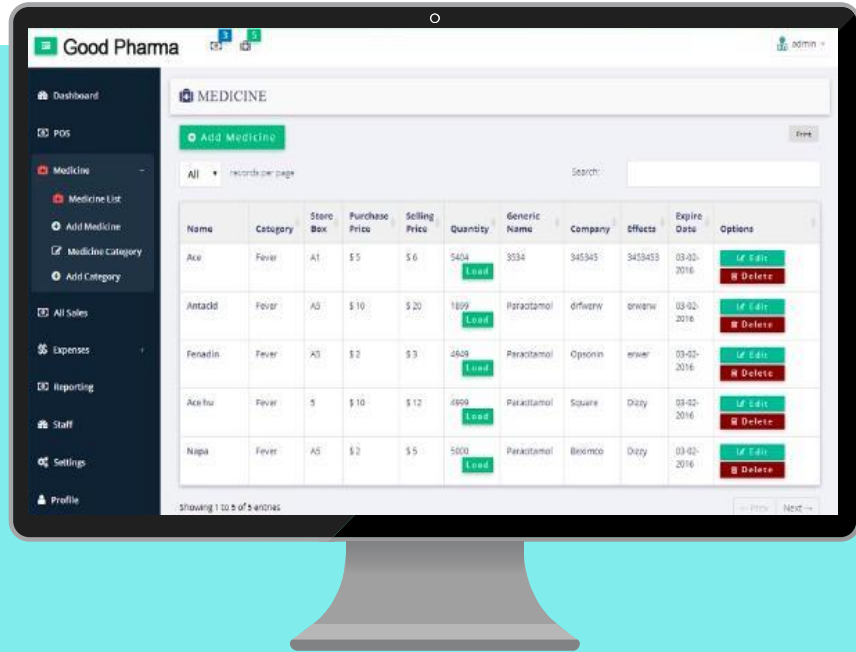# Revenue Model

10% of total sales

Profit sharing model with partner retail shops

Prototype- App

- Search medicines from nearby Good Pharma stores
- Discount coupons from competing stores

Prototype- Store Dashboard

- Inventory Management
- Understand consumer shopping behavior
- Competitor Performances
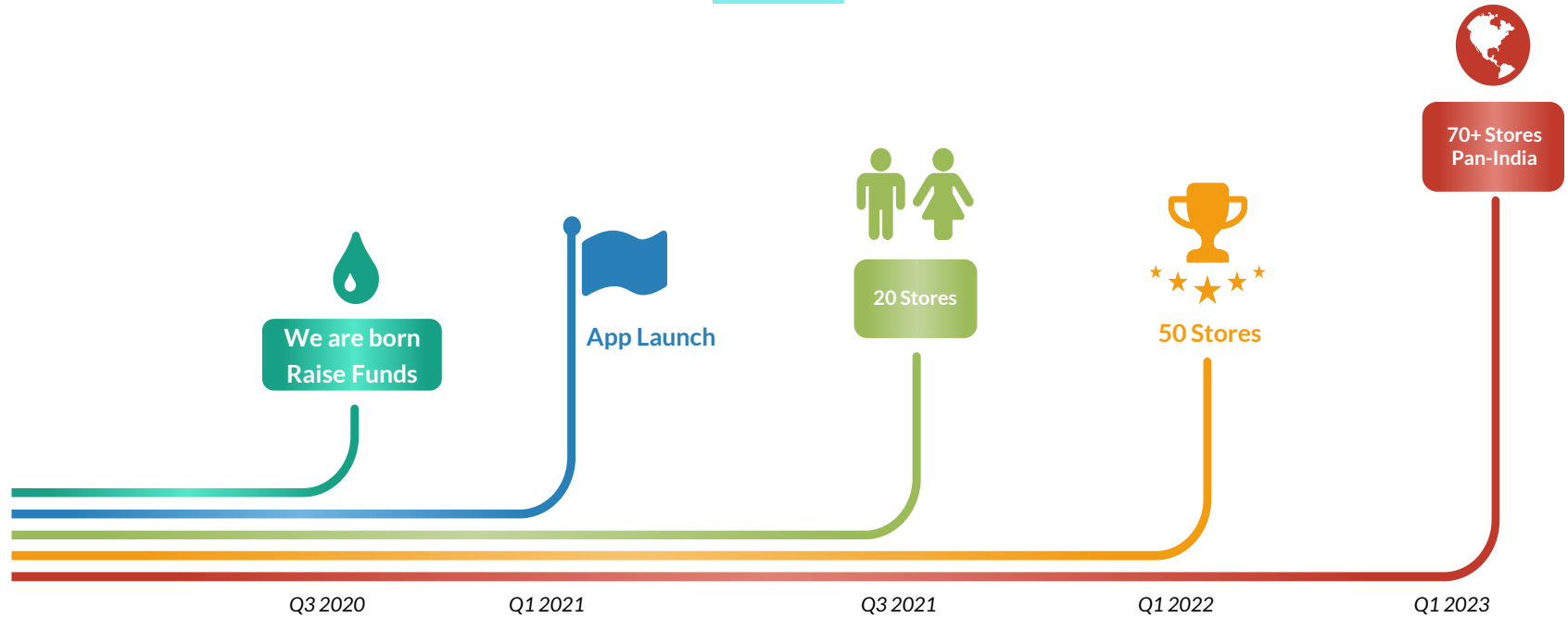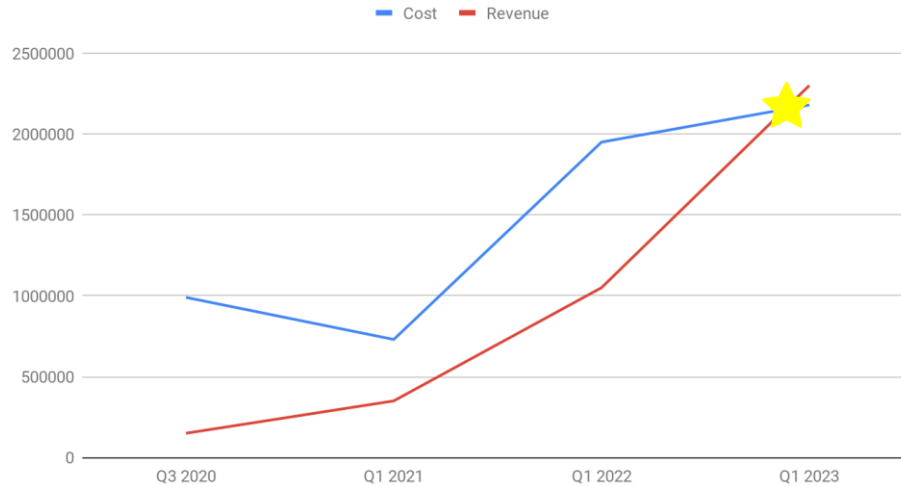- Product Demand Forecasting

Competitors

Direct

Indirect

Timeline

We are born
Raise Funds

App Launch

20 Stores

50 Stores

70+ Stores
Pan-India

Q3 2020   Q1 2021   Q3 2021   Q1 2022   Q1 2023

Financial projections

Cost and Revenue

Legend: ▬ Cost ▬ Revenue

| | Q3 2020 | Q1 2021 | Q1 2022 | Q1 2023 |

* Amount in Rs

Breakeven in end of 2022

15

$ 250,000

Our Ask

TEAM

Anisha

Business |
Ex-founder MedTech

Balbir

Developer |
Amity University

Ojas

Sales |
Ashoka University

Saif

Product |
IIT Kharagpur

Shubham S

Finance |
TCS Research

" I wish generic drugs are marketed more aggressively so that people are aware of their rights and can make informed choices

"

— Pradeep Suresh (east Delhi), a teacher by profession

Thanks!

Does anyone have any questions?

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