



PhyDigi

Website Copy **V4**

Tone: Serious. Professional. Inspiring. Creative. American English.

[Home Page]

India Is Going Digital

Join the movement to transform India into a digitally empowered society and knowledge economy. The change starts with you – today.

We at *PhyDigi* are invested in transforming local pharmacy businesses into digitally-armed contenders in the modern pharmacy market.

We instantly connect nearby pharmacies with potential buyers, boosting their revenues while providing customers with a fast and reliable way to engage with their trusted pharmacies.

[SUB-SECTION **1**: PHARMACY]

With the latest in digital technology, pharmacies and customers can now find each other with one click! *PhyDigi* has designed a state-of-the-art platform that enables all offline pharmacies to launch a new 24/7 digital store in a matter of a few minutes. Local pharmacies can now meet the growing expectations of the customer while offering the same level of human contact, trust, and reliability built over many generations.

All you have to do is [download](#) the *PhyDigi Order Ahead* app on **your** Android or Apple **phone**, fill in your details in moments, **and start accepting orders right away.**



Here's How It Works for Pharmacies

1. **DOWNLOAD** – Download the *PhyDigi Order Ahead* app from the Google Store or Apple Store.
2. **SIGN UP** – Register in less than 2 minutes and start accepting orders immediately.
3. **SHARE WITH YOUR CUSTOMERS** – Promote your "Order Ahead" link or QR code with your customers via any digital or physical channels.
4. **PHARMACY DIRECTORY LISTING FOR FREE** – You are automatically listed on our directory service as soon as you sign-up. Your customers can now easily find you through our customer-facing platform (www.itsmypharma.com) and place orders with you.

[SUB-SECTION 2: CONSUMER]

Connecting 1.3 Billion People To 1 Million Pharmacies in India!

The charm and attraction of your neighborhood pharmacy is that you have a relationship with them built on trust over the years. By going to the same pharmacy your parents and grandparents have always used, you feel connected to a community of people.

What if you could put a digital spin on it?

We digitally connect you to your trusted local pharmacy so that you have the convenience of placing orders online without the hassle of waiting in long queues. You can easily upload your prescriptions, reorder or connect with your pharmacist through our platform. Best of all, you continue supporting your local pharmacy!

If you're a customer looking to purchase medicines from your local pharmacy, you can! All you have to do is go to our customer-facing portal *ItsMyPharma* here:

www.itsmypharma.com



Here's How It Works for Customers:

1. Go to our customer-facing portal: www.itsmypharma.com
2. Search for the local pharmacy of your choice
3. Select the pharmacy you prefer
4. Place your order!

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[About Page]

The Warmth of Local Pharmacies Combined With The Speed Of Digital Services

Get The Latest Digital Platform For Pharmacies!

As a B2B2C company, we are completely focused on building verticalized solutions for retail pharmacy businesses to improve their business and technology landscape.

PhyDigi makes it possible for you to remain personally connected to your customers while still being competitive in a digital market, with digital shopping platforms for pharmacies in India that give your clients the best of digital innovation.

OUR VISION

The future of business lies in developing digital solutions that help people and businesses connect to each other in meaningful ways. We want to be part of this movement to help businesses survive the unexpected twists and turns of the future with a focus on the pharmacy industry.

TECHNOLOGY

We are at the forefront of the latest technology to find solutions that will stand the test of time. We take our time finding and developing technologies that are real game-changers to help pharmacy businesses in tangible and meaningful ways. This includes making use of Cloud infrastructure and data centers that are ISO/IEC 27001:2005 certified. In addition, all of our data is entirely hosted in India.

What Sets Us Apart From Other Platforms?

- Most digital pharmacy platforms in India are part of an e-pharmacy business, whereas we don't own a pharmacy – we are a technology platform provider, connecting local pharmacies to their ideal buyers.
- While many large e-pharmacies have turnaround times of 24 hours, a local pharmacy can deliver in less than 30 minutes.



- Other similar platforms are not specifically focused on the pharmacy industry, but our solution caters specifically to the local pharmacy domain. This means our offerings are more effective and impactful thanks to this focus.
- Our platform is easy to use for both pharmacies and customers, with no inventory uploads or synchronization required.

[Download](#) our app on Google Play or the App Store, [fill out a form](#) or [send an email](#).

If you're a customer, go to www.itsmypharma.com and order from your local pharmacy today!

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[Services Page]

A Digital Platform to Get Your Pharmacy Noticed

Of all the **digital pharmacy services in India**, *PhyDigi* is the quicker, easier answer to get **new** customers who are completely satisfied with your pharmacy's service. At a time when e-pharmacies are dominating the industry with discounted prices and online offerings, local pharmacies have to be more flexible and creative in how they add value to customers.

As a B2B2C provider, *PhyDigi* operates in a niche space by allowing consumers to connect directly with their trusted local brick-and-mortar pharmacies through their preferred digital channels. *PhyDigi* is the means to an expanded customer base that will keep coming back once they've tried your services. That's because, of all the **digital shopping platforms for pharmacies in India**, our platform puts all the benefits of digitized offerings at their fingertips, while retaining the warmth and friendliness that goes with being a local pharmacy.

If You're A Local Pharmacy:

5. **DOWNLOAD** – Download the *PhyDigi Order Ahead* app from the Google or Apple Store.
6. **SIGN UP** – Register in less than 2 minutes and start accepting orders immediately.
7. **SHARE WITH YOUR CUSTOMERS** – Promote your "Order Ahead" link or QR code with your customers via any digital or physical channels.
8. **PHARMACY DIRECTORY LISTING FOR FREE** – You are automatically listed on our directory service as soon as you sign-up. Your customers can now easily find you through our customer-facing platform (itsmypharma.com) and place orders with you.

If You're A Customer:

1. Go to our customer-facing portal: www.itsmypharma.com
2. Search for the local pharmacy of your choice
3. Select your preferred local pharmacy

4. Place your order!

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[Team Page]

Get to Know Our Talented Team

We have only the best and brightest in our corner keeping our one-of-a-kind business platform running optimally, and we're always finding new ways to improve and expand it. Take a look at the background and the accomplishments of our team members.

CEO: Priya Nair

As the Managing Director and Co-founder, Priya leads *PhyDigi* in enabling the transformation of small businesses to be part of a digital world. With over 20 years of global experience across diverse industries such as Pharma, Vaccines, Animal Health, Consulting and Information Technology, Priya also carved out a name for herself in the pharmaceutical industry. She has spent the last 15 years working for companies like GlaxoSmithKline and Zoetis & Pfizer as the Head of Digital Strategy & Marketing, Head of CRM, Customer Engagement Lead and the Manager of Commercial Operations. She earned an engineering degree in Electronics from Mumbai University and an MBA from Stern School of Business, NYU.

Advisory Team

Dr. Suresh Saravdekar

Dr. Saravdekar enables Indian hospital and community pharmacy professionals at public and corporate hospitals to impart patient-centric pharmacy services and procure "Quality Assured" medicines from a market flooded with "Quality Assumed" medicines. He has over four decades of experience across India and functions at an international level for both public and private health care services. He was head of the hospital division of the Indian Pharmaceutical Association, (IPA) Maharashtra Branch for more than 10 years and is currently Vice Chairman of the Hospital Division of IPA for the last four years.



Shree R

Shree has over 20 years of Business and Technology Transformation experience. He works very closely with client businesses to drive their contactless, cashless, and paperless agenda. He is passionate about SMB business and is excited about the digitization opportunity within this sector in India. He has worked extensively with SMB's across the UK and Europe, helping them transform their business and operating landscape. His expertise includes Product Design, Strategic and Management Consulting, Sales, Operations Management, Design and Architecture, M&A and Partnerships and Alliances.

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[Support Page]

Get the Support You Need

If you need any assistance in getting your app up and running, we have a customer care service team ready to jump in and help you.

For any questions or queries, don't hesitate to contact us here:

Pharmacy: [insert contact info]

Customers: [insert contact info]

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[Contact Page]

Join the Future Today

If you need any information or would like a personal consultation to get a better understanding of the *PhyDigi* platform, you are welcome to reach out to us when it suits you.

[Fill out a form](#) or [email us](#) today!

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Digital pharmacy services in India

Digital shopping platforms for pharmacies in India

Digital pharmacy platforms in India

Research:

<https://www.pharmacynet.co.za/>

<https://zibew.com/online-pharmacy-platform/>

<https://www.mckesson.com/Pharmaceutical-Distribution/Drug-Ordering/>

<https://theonlinedrugstore.com/>

<https://www.healthwarehouse.com/>

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7007514/>

<https://www.natlawreview.com/article/digital-health-india-online-pharmacies-and-telemedicine-podcast>

<https://www.livemint.com/companies/news/amazon-india-launches-online-pharmacy-service-11597331465887.html>