

Pharma B2B Ordering and Payment Platform

Overview

The **B2B Pharma Tech Platform** is a comprehensive **SaaS-based solution** that streamlines the medicine distribution and ordering ecosystem between **Retailers (Pharmacies)** and **Distributors (Wholesalers)**. It provides a fully digital end-to-end workflow — from **product discovery and inventory visibility** to **multi-distributor ordering, payment, delivery, and returns management** — ensuring transparency, accuracy, and efficiency across the supply chain.

The platform serves as a single source of truth for all pharmaceutical trade operations, integrating core modules such as the **Retailer App/Web**, **Distributor Portal**, **CRM/CMS**, **Delivery Management**, and **ERP Integrations**, while maintaining compliance with pharmaceutical and financial regulations.

Purpose

The platform aims to become the trusted digital backbone of the pharmaceutical supply chain, enabling all stakeholders to operate with greater speed, accuracy, and profitability.

Key Objectives

- Deliver a **seamless ordering and payment experience** for retailers and distributors via web and mobile interfaces.
- Ensure **real-time inventory visibility, automated order lifecycle tracking**, and **smart reconciliation**.
- Enable **multi-channel payment options**, including wallets, UPI, postpaid credit, and ERP-integrated transactions.
- Offer **AI-based insights** for product recommendations, pricing optimization, and sales forecasting.
- Maintain **regulatory compliance** with drug license validation, expiry tracking, and tax automation.
- Integrate seamlessly with **third-party systems** — ERP, logistics, payment gateways, and analytics tools.
-

Scope

The platform encompasses the following key functional areas:

- **Retailer App/Web:** Retailer onboarding, product catalog browsing, ordering, payments, returns, and claims management.
- **Distributor Portal:** Order and inventory management, payment reconciliation, retailer servicing, and sales team & call center target planning with beat management.

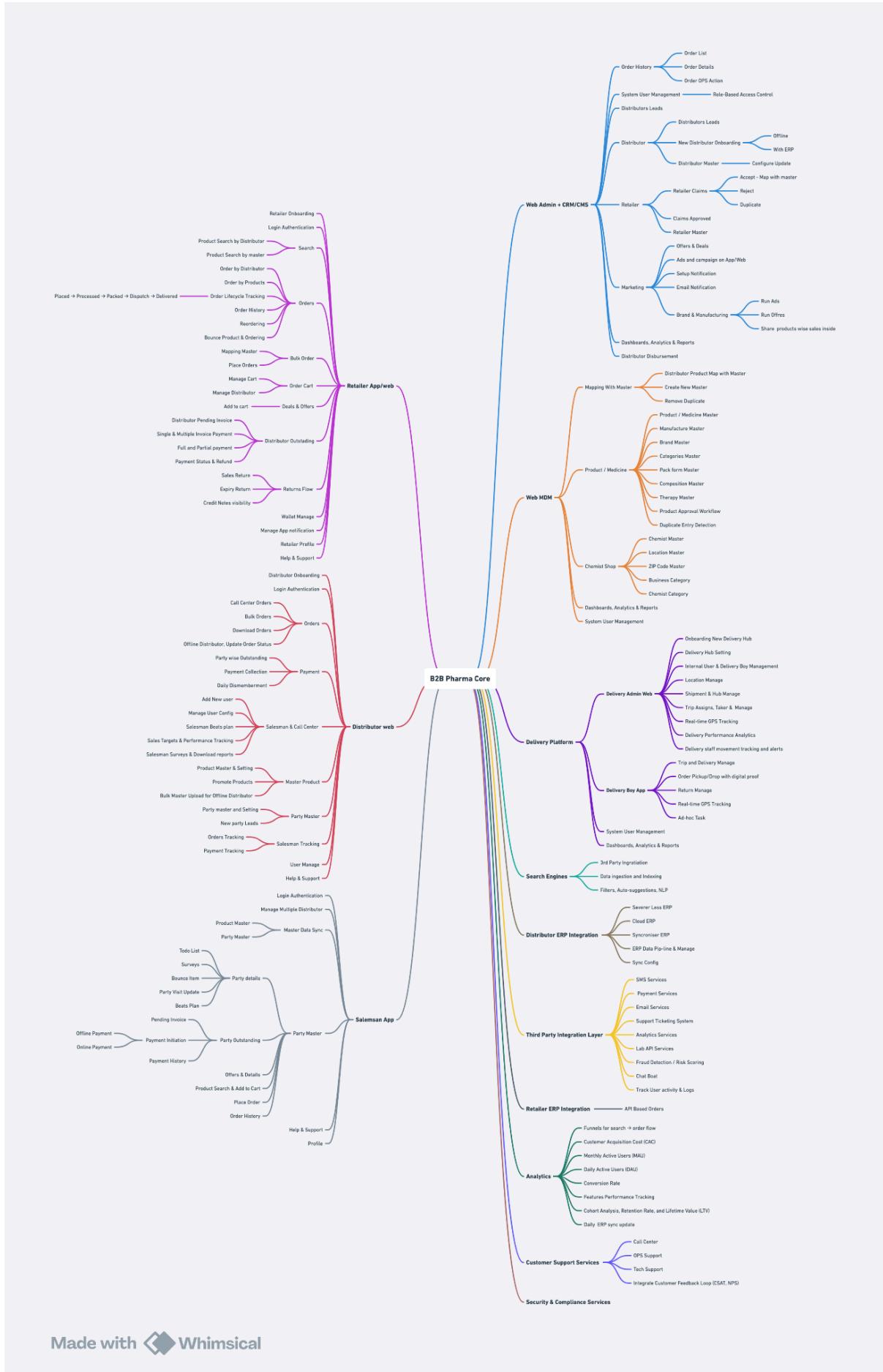
- **Admin/CRM:** User and system administration, product master control, offer management, and marketing automation.
- **Payment & Credit Engine:** Multi-mode payment collection, auto-reconciliation, credit limit management, and overdue alerts.
- **Delivery Platform:** Order dispatch, route optimization, GPS tracking, and proof of delivery.
- **Analytics & Reporting:** Sales insights, credit health tracking, and behavioral analytics.
- **ERP & Third-Party Integrations:** Real-time synchronization with ERP systems, logistics APIs, and payment gateways.
- **Master Data Management (MDM):** Control and governance of master records to ensure data consistency and cross-module integrity.

Business Impact

The B2B Pharma Tech Platform empowers businesses to achieve:

- **Operational efficiency:** Automation reduces order processing time, manual reconciliation, and administrative overhead.
- **Data-driven growth:** Real-time dashboards improve visibility and strategic decision-making.
- **Regulatory compliance:** Built-in checks ensure adherence to drug license, expiry, and invoicing standards.
- **Trust and transparency:** Clear credit and order management strengthen retailer–distributor relationships.
- **Scalability:** Modular architecture supports expansion across new regions and business verticals.
- **Revenue enablement:** Distributor subscription module, Brand promotion, in-app ads, and offer campaigns generate additional monetization opportunities.

Mind Map:



Few UI/UX Examples

Retailer App:

9:35

retailio

Search from over 2 lakh products

Generics Cosmetics & Personal ... Ayurvedic Home Care & Hygiene Medi Devices

Dr.Reddy's NOW START ADDING DR.REDDY'S RANGE IN YOUR CART Buy Dr.Reddy's products at best rates Order Now

Tuesday Turbo Deals

Eastern Agencies - Vile ... COFSILS ORANGE - 10 LOZENGES Eastern Agencies - Vile ... DANFREE 2% BOTTLE OF 100ML... RABES

Order Cancelled
Eastern Agencies - Vile Parle

Home Hot Deals Savings Pay Orders

9:36

Namaskar, ABC Pharma Profile Settings

THAKKAR CHEMIST

Savings Bulk Order NEW Wallet Distributor Payments Distributor Stores Categories DSA Program Returns NEW Substitute Search Change Language English

Facebook YouTube Instagram Twitter LinkedIn Orders

9:36

4 distributors selected Select All

MAPPED **UNMAPPED**

Search distributors

Sort by: A-Z

- A Ator Healthcare Pvt Ltd, Malad
100739 Blocked
- ✓ Crystal Medicines Pvt Ltd, Andheri
32414
- ✓ Dilip Sales, Kandivali (New)
9998
- ✓ Eastern Agencies - Vile Parle
13394 1:00 PM, Tomorrow
- ✓ Evershine Pharmaceuticals Distributor Pvt. Ltd.,
Malad
8569
- K K.N & Sons,Kandivali
4229
- N NIVI ENTERPRISES, Mumbai
NE10561

Reset Confirm

9:37

dolo 650 12 Filter & Sort Book Blood Tests

DOLO 650MG - 15 TAB
1 in 15 unit | MICRO LABS

Eastern Agencies - Vile Parle
1:00 PM, Tomorrow

₹ 32.13 MARGIN 33.3% ₹ 24.48

*This order may take upto 2hrs to get confirmed

Dolo 650 Tablet 10 NO'S
10 tablet(s) in strip | MICRO LABS LIMITED

Real distributors & Surgical ,Chunabhatti
Qty 592 Scheme: 5+1

₹ 31.65 ₹ 24.11

Calpol Complete Range Available on Retailio
ORDER NOW

*This order may take upto 2hrs to get confirmed

Dolo 650 Tablet 15 NO'S
15 tablet(s) in strip | MICRO LABS LIMITED

Mars Pharma, Mumbai
Qty 726 Scheme: 10+1

Search NEW Dist. Stores Shortbook

9:37

DOLO 650MG - 15 TAB

1 in 15 unit

MICRO LABS

Eastern Agencies - Vile Parle	Qty 34630
Delivery by 1:00 PM, Tomorrow	Scheme: 5+1
Exp Apr '29	
GST Dist. Discount	
5.0	4.0%
MRP ₹ 32.13	MARGIN 33.3% PTR ₹ 24.48

Add to cart

Compare 13
Substitute
Variant

By Popularity

Eastern Agencies - Vile Parle	Qty 34630
Delivery by 1:00 PM, Tomorrow	Scheme: 5+1
₹ 32.13	MARGIN 33.3% ₹ 24.48

*This order may take upto 2hrs to get confirmed

Mars Pharma, Mumbai	Qty 726
Scheme: 10+1	
₹ 33.76	MARGIN 27.3% ₹ 24.11

9:38

Cart

All (3) Eastern Agencies - Vile Parle (2) Ishwar Pharr

Eastern Agencies - Vile Parle

Delivery by 1:00 PM, Tomorrow	
₹639.70	
Dolo 650mg - 15 Tab	1 in 15 unit
MRP ₹160.65	PTR ₹122.40
- 5 +	
Nicogum 4mg Freshmint Flavour Sugar Free - 12 Chewing Gum	1 in 12 unit
MRP ₹763.05	PTR ₹517.30
- 5 +	

Ishwar Pharma, Mumbai

ⓘ This order may take upto 2hrs to get confirmed

₹350.00	<input checked="" type="checkbox"/>
Ticaford 90 Tablet 14 No's	14 tablet(s) in strip
MRP ₹2,100.00	PTR ₹350.00
- 5 +	

Includes 2 Deliveries

Place Order

9:39

Payments

History RIO Wallet Offers Rewards

Pay your distributor

Eastern Agencies - Vile Parle

Credit Limit: ₹ 2,95,00,000.00 (100.0%)

OUTSTANDING ₹2,01,709.00

Western Enterprises, Mumbai

OVERDUE ₹30,064.00 OUTSTANDING ₹35,803.00

Evershine Pharmaceuticals Distributor Pvt. Ltd., Malad

OVERDUE ₹6,373.00 OUTSTANDING ₹6,373.00

Dilip Sales, Kandivali (New)

LAST SYNC: 30, SEP

OVERDUE OUTSTANDING 10

Home Hot Deals Savings Pay Orders

9:39

LIVE SYNC

Eastern Agencies - Vile Parle

Credit Limit: ₹2,95,00,000.00 (100% Used)

OVERDUE ₹0.00 OUTSTANDING ₹2,01,709.00

Check Account Details

Open Invoices 63 Invoice History

#E042925-A0519094 ₹2,676.00
22 Sep, 2025 View Details

#E042925-A0519245 ₹5,053.00
22 Sep, 2025 View Details

#E042925-A0520158 ₹2,267.00
22 Sep, 2025 View Details

#E042925-A0520170 ₹448.00
22 Sep, 2025 View Details

Invoice(s) 2 Amount ₹2,800.00 PROCEED

9:40

Transaction History

Transactions 9 Total Amount ₹2,41,919.00

Last 30 days Failed Pending Success

Transaction# DR07225778 ₹24,200.00 Cheque 09 Oct 2025

Transaction# DR07225586 ₹27,501.00 Cheque 09 Oct 2025

Transaction# DR07180601 ₹28,707.00 Cheque 02 Oct 2025

Transaction# DR07180599 ₹28,062.00 Cheque 02 Oct 2025

Transaction# DR07137100 ₹25,614.00 Cheque 25 Sep 2025

Transaction# DR07136984 ₹28,212.00 Cheque 25 Sep 2025

Transaction# DR07095326 ₹24,859.00

9:40

Transaction History

Transactions 9 Total Amount ₹2,41,919.00

Last 30 days Failed Pending Success

Transaction# DR07225778 ₹24,200.00 Cheque

Eastern Agencies - Vile Parle X

Transaction Summary

Transaction ID	Transaction Amount
DR07225586	₹27,501.00
Payment Date	Payment Status
09 Oct 2025, 11:11 AM	SUCCESS
Payment Mode	Source
Cheque	Salesman (RAJENDRA RATHOD)
Bank	Cheque No
UNION BANK OF INDIA	215520
Cheque Date	
01 Nov 2025	

Invoice(s) 10 ▼

Share Receipt Done

Salesman App:

9:56 4G 31 40



Welcome, RK123






Shree Simba Chemist, Bhandup

Overall

Today Week Month

Customers	Orders	Amount
1087	2457	₹50,78,817.43

 My Customers

 Reports

 COMING SOON
rio Sales Club

 Announcement

 Training

 NEW
Support

Bounced 405
Saved Ord.
To-Do
Registrations
Bulk O

Total Sales

Regular Retailers Unbilled CM	Irregular Retailers Unbilled CM
 Home	 Orders
 Customer	 Transactions
 Outstanding	

10:05 4G 31 38

Customers

Beat

X

Filter 
Distributor 

NEW SHRI GANESH CHEMIST AND DRUGGIST >

SHOP NO-C2,,GURUDATTA CHAWL,GOVAND ROAD KASHINATH ...

SS P04293




SHRI GANAPATI MEDICAL >

SHOP NO. A-16/A-17 , FLR GROUND, MATOSHREE, SRA CHS LTD...

SS P17456




SHRI GANARAJ MED GEN STORE16449 >

SHOP NO.462, BLDG NO 15 PMGP COLONY, MANKHURD, MUM...

SS P02195




SHRI GANESH MEDICAL >

SHOP NO A-1-622 GOUSIYA MASJID PK NAGAR 90 FEET ROAD ...

SS P03667




 Home
 Orders
 Customer
 Transactions
 Outstanding

9:57 31 40

View Complaints

A.K.PHARMA BELGAUM 19417255

- Order History
- Transactions
- Bounced
- NEW Bulk Order

- No-Order
- No-Payment
- Rio Returns
- Activity

Today Week Month

Orders	Amount
0	₹0.00

Last Order 183 days ago
14 Apr 2025, 05:49 pm ₹23,671.75 >

Outstanding

Shree Simba Chemist, Bhandup Credit Limit: ₹99,99,999.00

Total Outstanding ₹1,34,795.00 Overdue ₹0.00

ORDER NOW

9:58 31 40

dolo 650

Fast Order Filter Manufacturer Distrib

Dolo 650 Tablet 15 NO'S (059346)	PTR ₹24.11
15 tablet(s) in strip	MRP ₹31.65
MICRO LABS LIMITED	Margin : 36.00%
Exp Jan '29 Scheme: 4+1,2+20%	Qty.49079
<hr/>	
Dolomed 650 Tablet 15 NO'S (J07292)	PTR ₹23.93
15 tablet(s) in strip	MRP ₹31.41
COMED CHEMICALS LIMITED	Margin : 20.00%
Exp Dec '27 No Schemes	Qty.33
<hr/>	
Dolopar 650 Tablet 15 NO'S (269216)	PTR ₹24.11
15 tablet(s) in strip	MRP ₹31.65
MICRO LABS LIMITED	Margin : 27.30%
Exp Aug '28 Scheme: 10+1,5+9.09%	Qty.4
<hr/>	
Dolo 650 Tablet 10 NO'S (059345)	PTR ₹21.96
10 tablet(s) in strip	MRP ₹28.82
MICRO LABS LIMITED	Margin : 20.00%
No Schemes	Qty.0
<hr/>	
Dolopol 650 Tablet 10 NO'S (I12084)	PTR ₹16.00
10 tablet(s) in strip	MRP ₹21.00
DAWSON HEALTHCARE PRIVATE LIMITED	Margin : 20.00%
Exp Apr '26 No Schemes	Qty.0

Search Sell more Offers Bounced Next

9:58 31 40

Dolo 650 Tablet 15 NO'S
15 tablet(s) in strip
MICRO LABS LIMITED

Shree Simba Chemist, Bhandup Qty. 49079
Delivery by Mon, 20 Oct Scheme: 4+1,2+20%
Exp Jan '29

GST 5%
MRP ₹31.65 PTR ₹24.11 MARGIN : 36.00%

Qty Pcs ▾ ADD Total Pcs: 0

Substitute 91

Pass Sign in faster with Samsung Pass

1 2 3 X
4 5 6 Done
7 8 9 .-
0 ,

Microphone, III, ○, ▼

9:58 31 40

Sell More, Earn More

Fast Order

Items to Restock [View All](#)
Items previously bought by customer

Avil 50 Tablet 15 NO'S PTR: ₹ 11.5 MARGIN 20% +

Betnovate C Cream 30 G PTR: ₹ 55.64 MARGIN 20% +

Betnovate Cream 20 G PTR: ₹ 16.93 Scheme: 10+0.5% MARGIN 20% +

Betnovate GM Cream 20 G PTR: ₹ 35.52 MARGIN 20% +

Calpol Paediatric Peppermint Drop 15 ML PTR: ₹ 21.48 MARGIN 20% +

Concor 5 Tablet 10 NO'S PTR: ₹ 100.71 MARGIN 20% +

Search 1 Added Sell more Offers Bounced Next

III ○ <

9:58 M 4G 40

Sell More, Earn More

Fast Order

Items to Restock [View All](#)

Items previously bought by customer

Avil 50 Tablet 15 NO'S	PTR: ₹ 11.5	MARGIN 20% <input type="button" value="+"/>
Betnovate C Cream 30 G	PTR: ₹ 55.64	MARGIN 20% <input type="button" value="+"/>
Betnovate Cream 20 G	PTR: ₹ 16.93	Scheme: 10+0.5% MARGIN 20% <input type="button" value="+"/>
Betnovate GM Cream 20 G	PTR: ₹ 35.52	MARGIN 20% <input type="button" value="+"/>
Calpol Paediatric Peppermint Drop 15 ML	PTR: ₹ 21.48	MARGIN 20% <input type="button" value="+"/>
Concor 5 Tablet 10 NO'S	PTR: ₹ 100.71	MARGIN 20% <input type="button" value="+"/>

Search 1 Added

||| <

9:58 M 4G 39

Cart [SAVE ORDER](#)

All Shree Simba Chemist, Bhandup

Shree Simba Chemist, Bhandup

Delivery by Mon, 20 Oct

₹120.55

Dolo 650 Tablet 15 NO'S
Qty. 49079 Min: 1
Scheme: 4+1, 2+20%
PTR ₹120.55 5

MRP* ₹158.25

PTR ₹120.55

GST ₹6.03

Order Value* ₹126.58

Margin on this order ₹31.67

[View Terms & Conditions](#)

X 1 items 126.58

||| <

9:59 M 39

Order #101245003

Arriving by 1 PM, tomorrow

Processed
READY_FOR_PICKING

[View All Updates](#)



Items in this Order(3)

Telvas 3D Tablet 10 NO'S	x3	PTR ₹88.57
ARISTO PHARMACEUTICALS PRIVATE LIMITED 10 ta...GST ₹12.75		
MRP ₹116.25		
Algiline Sugar Free Mint Chewable Tablet 10 NO'S	x2	PTR ₹64.29
AJANTA PHARMA LIMITED 10 tablet(s) in strip		
GST ₹6.43		
MRP ₹84.37		
Rafron DSR 40 Capsule 15 NO'S	x2	PTR ₹139.29
SAFFRON FORMULATIONS PRIVATE LIMITED 15 cap...GST ₹13.37		
MRP ₹182.81		
MRP*	₹883.11	
PTR	₹672.87	
Distributor Discount	- ₹21.77	
GST	₹32.55	
Order Value	₹683.65	

||| ○ <

9:58 M 39

All Transactions

SS Shree Simba Chemist, Bhandup

Transactions: 12679 Total Amount: ₹21,37,01,286.00

[Filter](#) [Rio Pay](#) [Failed](#)

	SHREE GURUKRUPA MEDICAL AND AYURVEDIC STORES (P16279)	₹4,489.00
Transaction# DR07264067		
14 Oct, 2025		
	SHREE GURUKRUPA MEDICAL AND AYURVEDIC STORES (P16279)	₹4,672.00
Transaction# DR07264063		
14 Oct, 2025		
	SHREE GURUKRUPA MEDICAL AND AYURVEDIC STORES (P16279)	₹3,374.00
Transaction# DR07264058		
14 Oct, 2025		
	SHREE GURUKRUPA MEDICAL AND AYURVEDIC STORES (P16279)	₹11,740.00
Transaction# DR07264048		
14 Oct, 2025		
	SHREE GURUKRUPA MEDICAL AND AYURVEDIC STORES (P16279)	₹3,487.00
Transaction# DR07264037		
14 Oct, 2025		
	SHREE GURUKRUPA MEDICAL AND AYURVEDIC STORES (P16279)	₹5,705.00
Transaction# DR07264006		
14 Oct, 2025		
	SHREE MAHAVIR MEDICAL STORES	₹7,160.00

Home
 Orders
 Customer
 Transactions
 Outstanding

9:59 M 39

No Payment

SS Shree Simba Chemist, Bhandu P06564

Q1. No Payment*

- Owner not available
- Shop closed
- Cheque / funds not available
- Expiry / sales return / settlement pending
- Other

Type your answer here

Q2. Next Payment Date*

Next Payment Date

Q3. Expected Payment Amount*

Amount

Q4. Add Shop Photo*

CONFIRM

||| <

10:00 M 39

No Order

SS Shree Simba Chemist, Bhandu P06564

Q1. No Orders from the store*

Select a reason you wish to give

- Missed visit to the shop
- Purchaser not available
- Retailer not interested
- Placed order already
- Issue with service
- Issue with discount
- Locked due to payment issue
- Outstanding
- Other

Type your answer here

Q2. Next Visit Date

Select the next date to take the order

Q3. Add Shop Photo*

CONFIRM

||| <