

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.

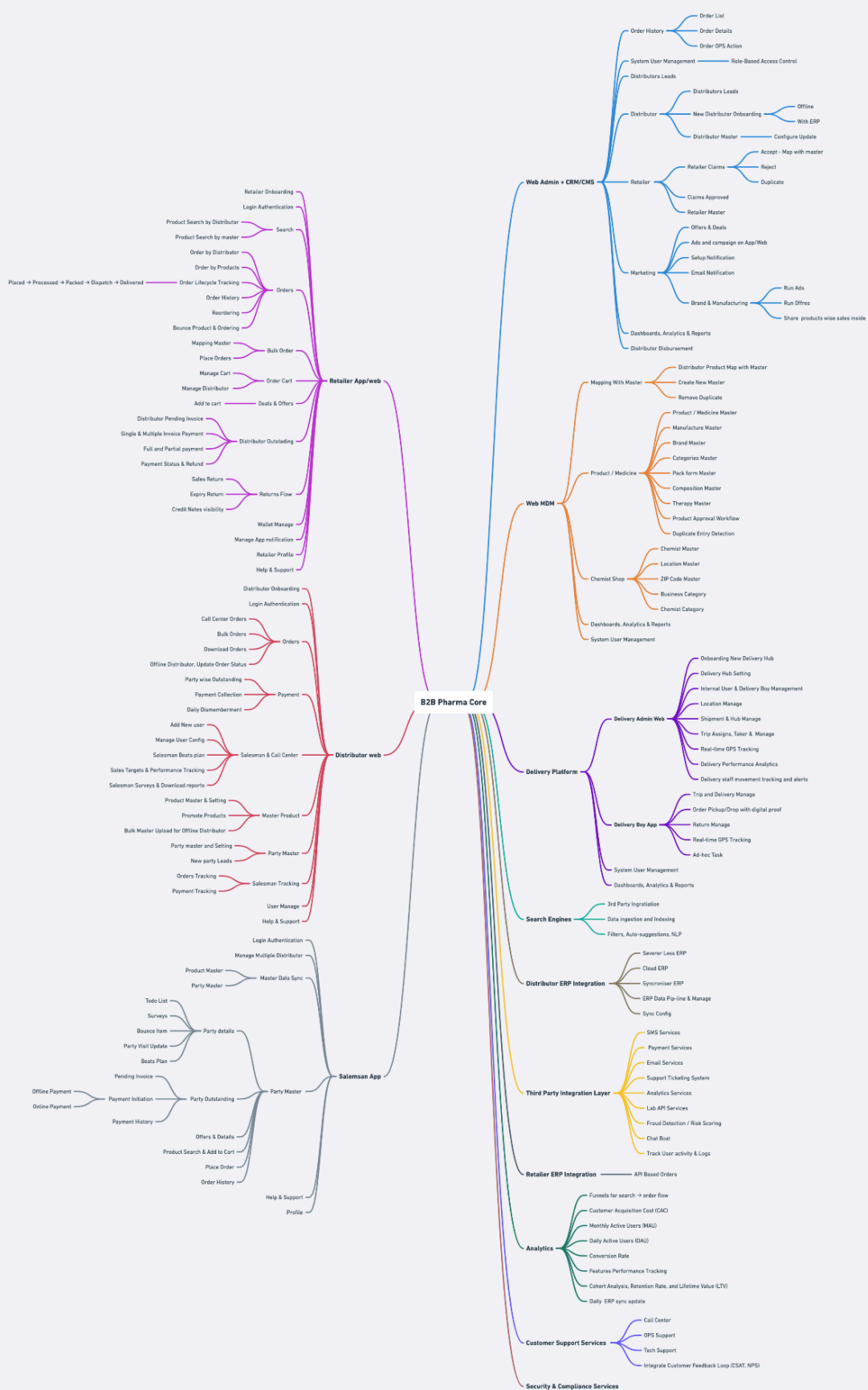
- **Admin/CRM:** User and system administration, product master control, offer management, and marketing automation.
- **Payment & Credit Engine:** Multi-mode payment collection, auto-reconciliation, credit limit management, and overdue alerts.
- **Delivery Platform:** Order dispatch, route optimization, 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:

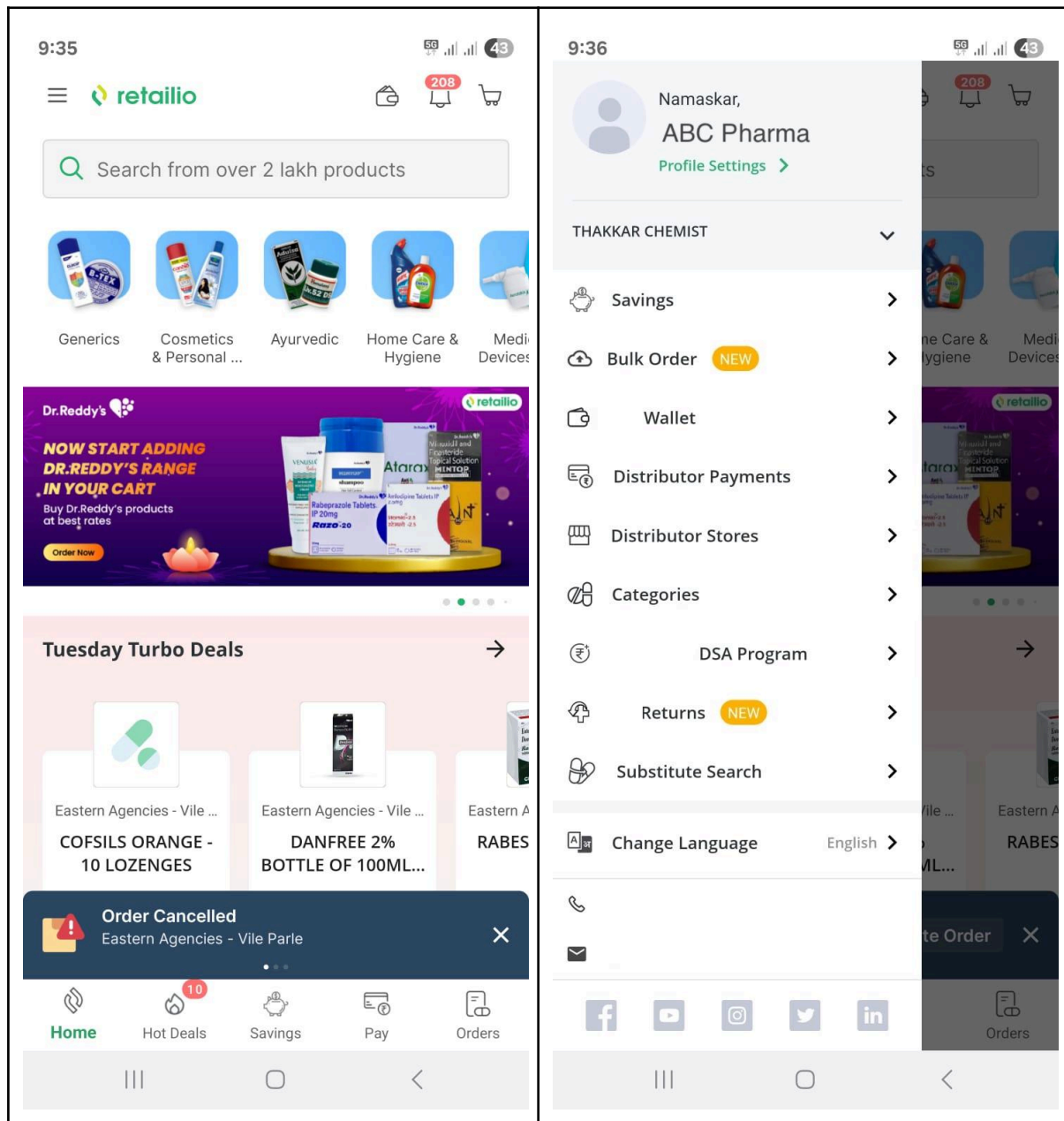
- **Operational efficiency:** Automation reduces order processing time, manual reconciliation, and administrative overhead.
- **Data-driven growth:** Real-time dashboards improve visibility and strategic decision-making.
- **Regulatory compliance:** Built-in checks ensure adherence to drug license, expiry, 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:



9:36

4 distributors selected

Select All

MAPPEDUNMAPPED

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

Distributors12Filter & SortBook Blood Tests

DOLO 650MG - 15 TAB

1 in 15 unit | MICRO LABS

Eastern Agencies - Vile Parle

1:00 PM, Tomorrow

Qty 34630

Scheme: 5+1

₹ 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

Best Deals

Calpol Complete Range Available on Retailio

ORDER NOW

Paracetamol Tablets IP 500 mg

Calpol 500

*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

NEWDist. Stores

Shortbook

9:37

42

Q

DOLO 650MG - 15 TAB

1 in 15 unit

MICRO LABS

Eastern Agencies - Vile Parle

Delivery by 1:00 PM, Tomorrow

Qty 34630

Scheme: 5+1

Exp Apr '29

GST

Dist. Discount

5.0

4.0%

MRP

₹ 32.13

MARGIN 33.3%

PTR

₹ 24.48

Enter quantity

Add to cart

Compare 13

Substitute

Variant

By Popularity

Sort

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

59

42

<

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

Ticaford 90 Tablet 14 No's

14 tablet(s) in strip

MRP

₹2,100.00

PTR

₹350.00

-

5

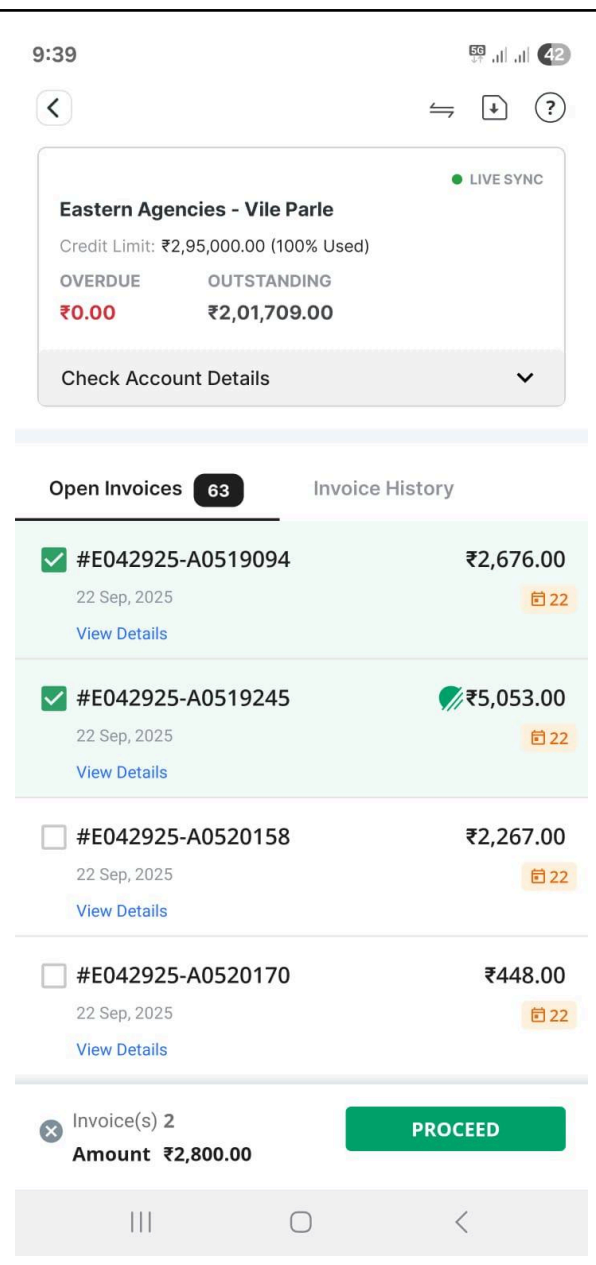
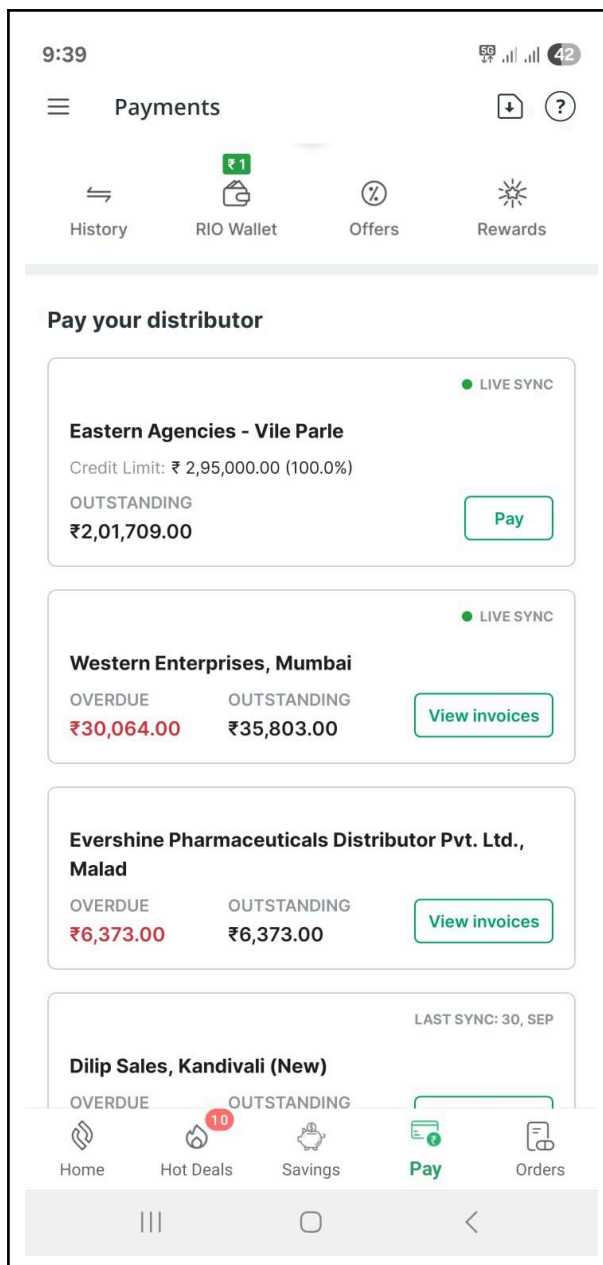
+

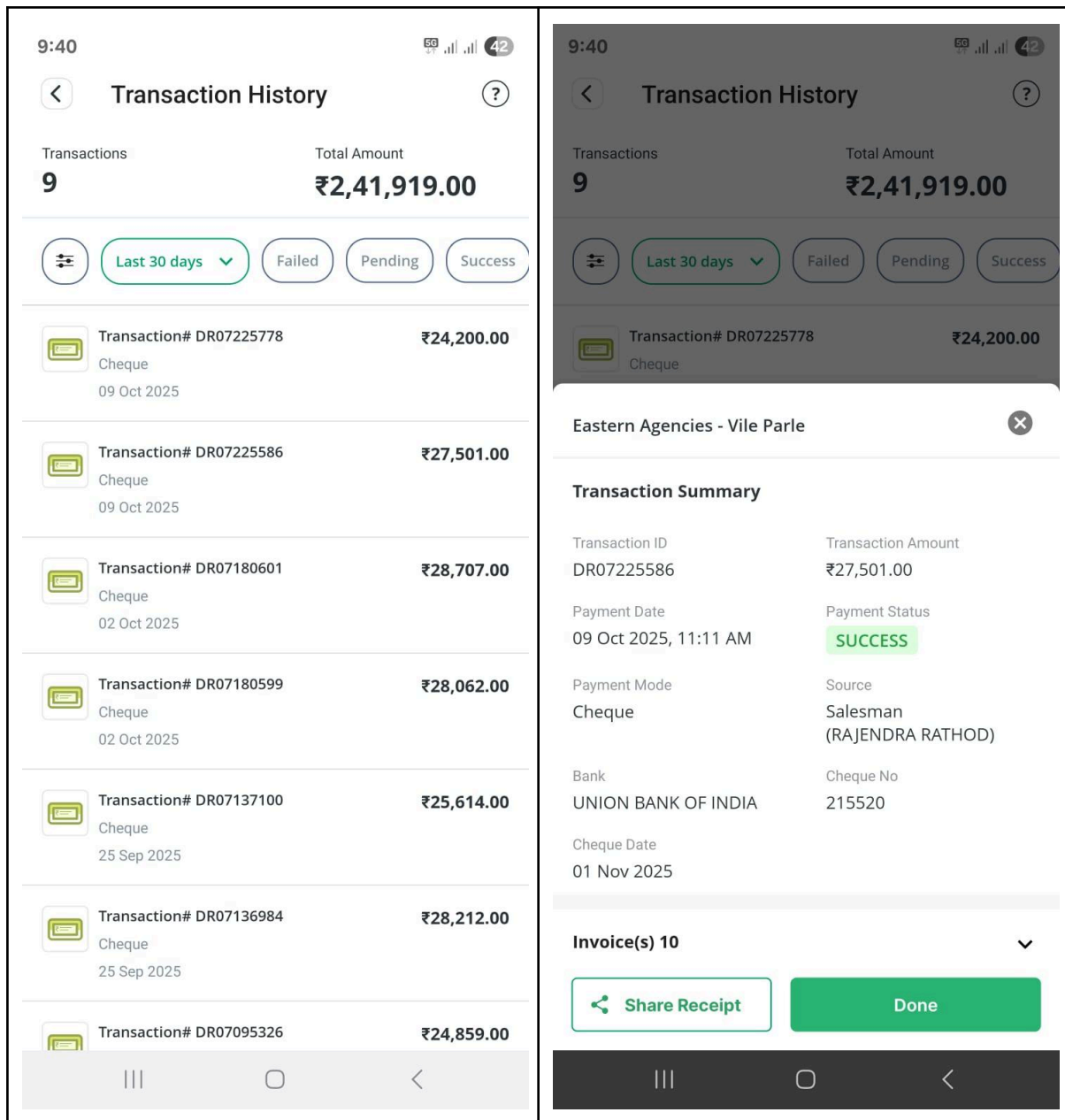
Includes 2 Deliveries

Place Order

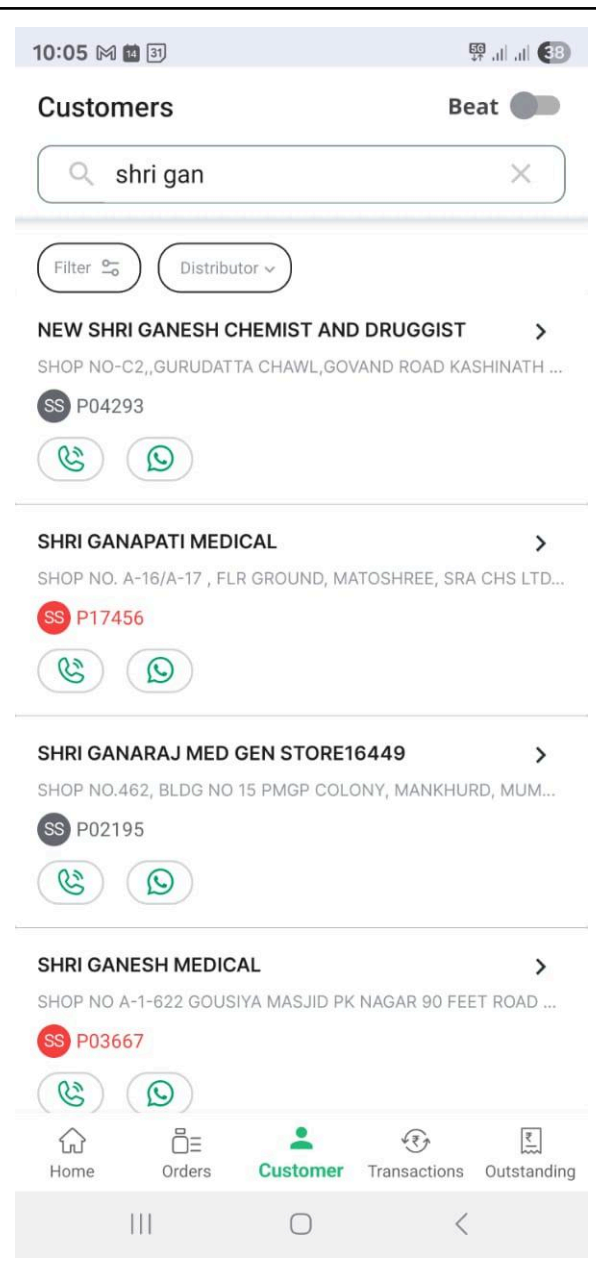
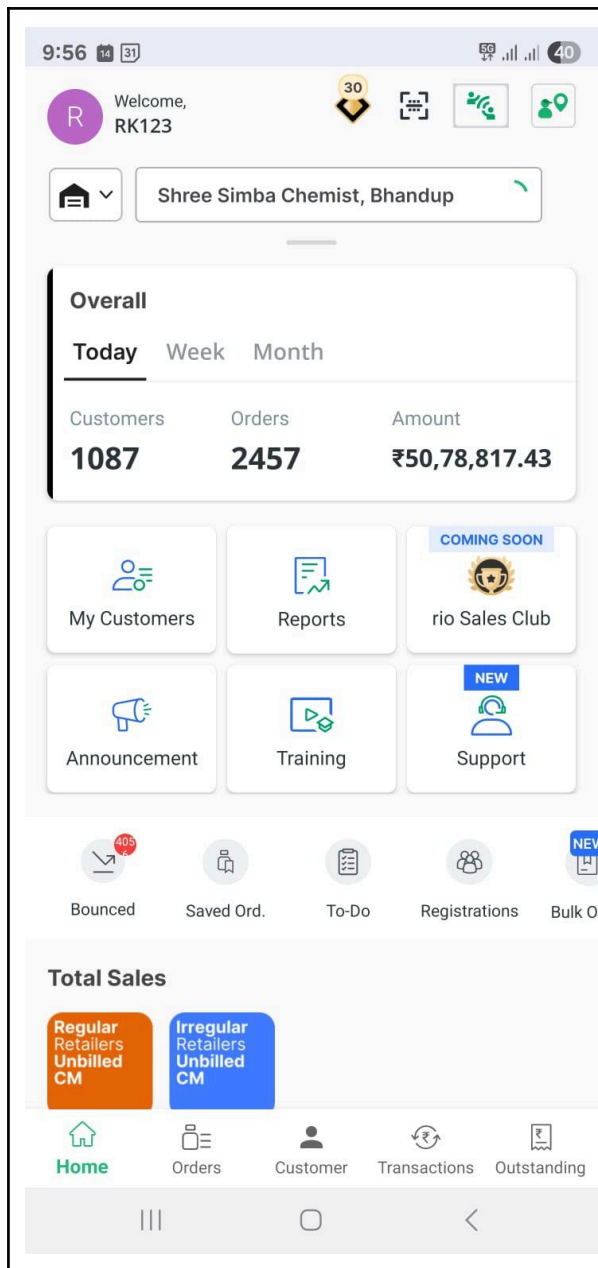
|||

<





Salesman App:



9:57 14 31 5G 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: ₹99,99,99,999.00

Total Outstanding

Overdue

₹1,34,795.00

₹0.00

+

ORDER NOW

|||

○

<

9:58 14 31 5G 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

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

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

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

Dolopolo 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

Delivery by Mon, 20 Oct

Qty.49079

Scheme: 4+1,2+20%

Exp Jan '29

GST

5%

MARGIN : 36.00%

MRP

₹31.65

PTR

₹24.11

Qty

Pcs

ADD

Total Pcs: 0

Substitute

91

Pass Sign in faster with Samsung Pass

1234567890.-,

Done

9:58

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%

+

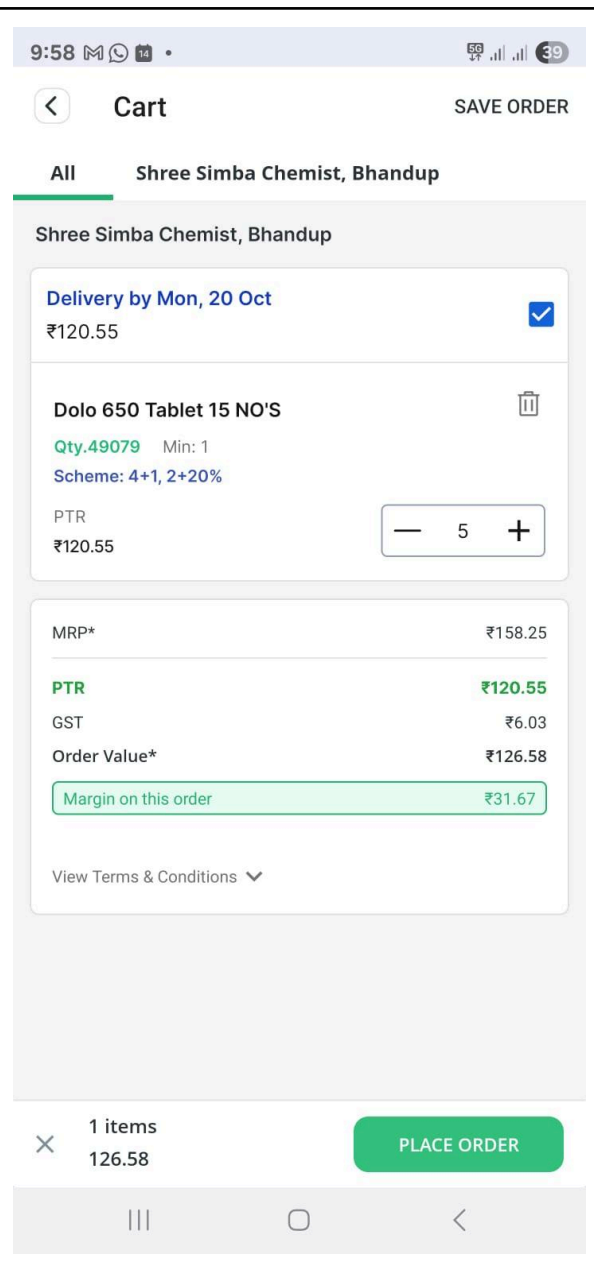
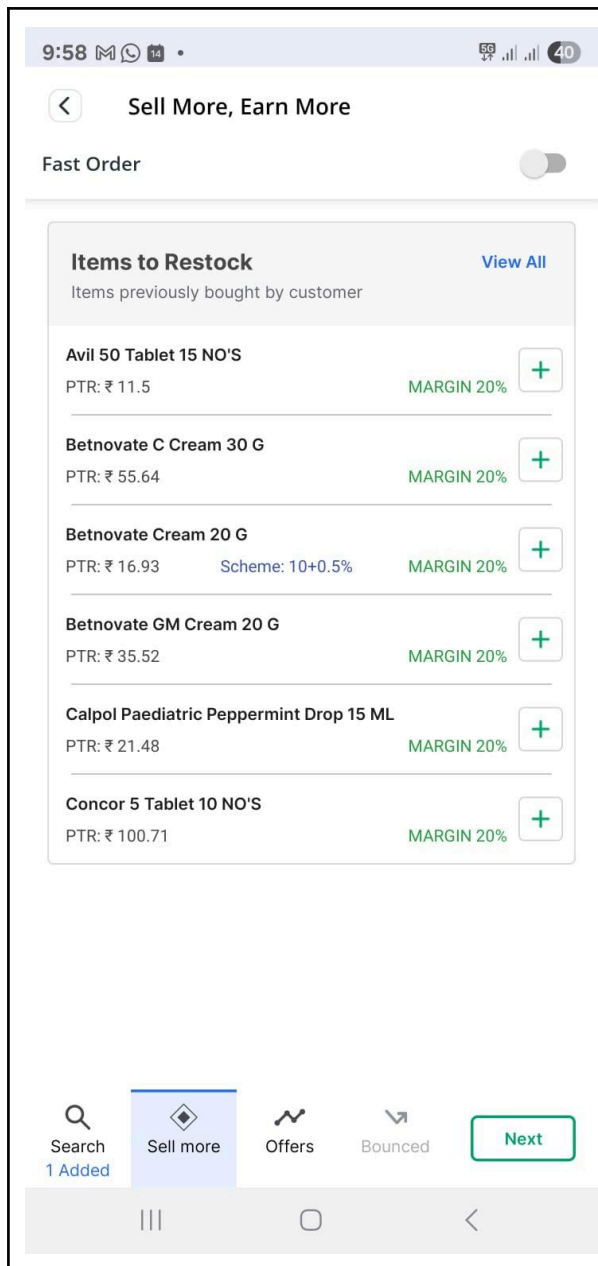
Search

Sell more

Offers

Bounced

Next



9:59

M

📶

🔋

39

Order #101245003

Arriving by 1 PM, tomorrow

Processed

READY_FOR_PICKING

View All Updates

Items in this Order(3)

🔍 Search

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

