

Netmeds Namaste!

## **SALES OF SOME PHARMA PRODUCTS DIFFERS SEASON-TO-SEASON.**

As winter is arriving, hence demand of following therapy will rise-up at Chemists:



Pain & Fever



Cough & Cold



Anti-Infectives



Multi-vitamins



Respiratory



Anti-Allergic

**TO GRAB THIS OPPORTUNITY, LAUNCHING TO YOU...**



**FOR CHEMISTS/MERCHANTS TO MAXIMIZE SALES**

### **OPPORTUNITIES**

INCREASE IN ORDERS' NUMBER OF HIGH-DEMAND PRODUCT DURING WINTERS

- INCREASE TOUCH-POINTS WITH CHEMISTS THROUGH DIGITAL AND PHYSICAL DRIVES
- ENHANCE YOUR CHANCES OF EARNING INCENTIVES

# WINTER CARE SALE

## CAMPAIGN DETAILS

### WHAT IS WINTER-CARE THERAPY?

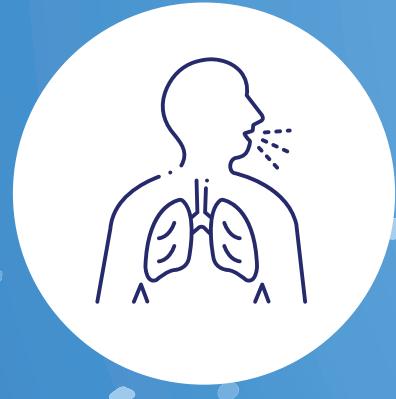
- Winter arrival brings in season-change
- Season change leads following prevalent diseases among people: Infection | Pain & Fever| Cough & Cold | Respiratory |Allergy
- This leads to rise in sale of medicines/brands related to above mentioned disease

### DETAILS OF DISEASES ON-RISE IN WINTERS:-



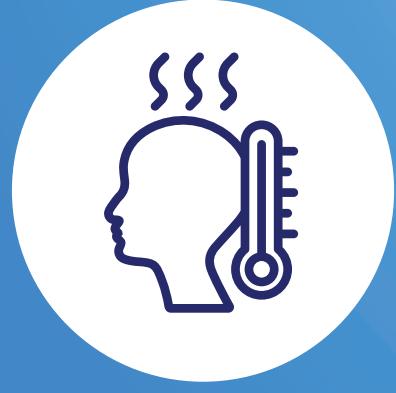
#### Cough & Cold

A cold virus enters body through mouth, eyes or nose which make person sick with cough and sneezes



#### Respiratory Disease:

Asthma leads to difficulty in breathing due to narrowing of air-way to lungs



#### Pain & Fever

This happens when body is fighting an infection



#### Infection

Attack on the body by harmful micro-organisms like bacteria, virus etc

**Focus Therapies for November:**  
Cough & Cold, Pain & Fever & Infections

# WINTER CARE SALE

## FOCUS THERAPIES FOR NOVEMBER

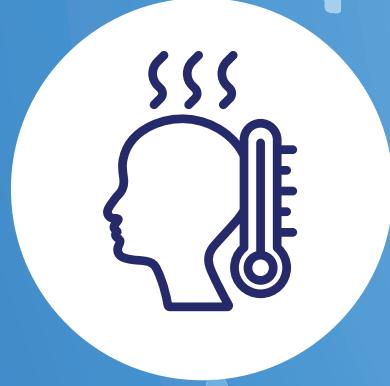
COUGH & COLD, PAIN & FEVER &  
INFECTIONS

## TOP SELLING BRANDS IN MARKET UNDER FOCUS THERAPIES



### Cough & Cold

Grilinctus, Cheston, Honitus, Koflet Syrup, Glycodin



### Pain & Fever

Dolo, Calpol, Zerodol-SP, Zerodol-P, Ibugesic-SP



### Infection

Monocef, Clavam, Azithral, Zifi, Ceftum, Taxim-O, Moxikind-CV

# WINTER CARE SALE

## HOW TO APPROACH YOUR MERCHANTS

### SIMPLE SEVEN STEPS FOR SALES



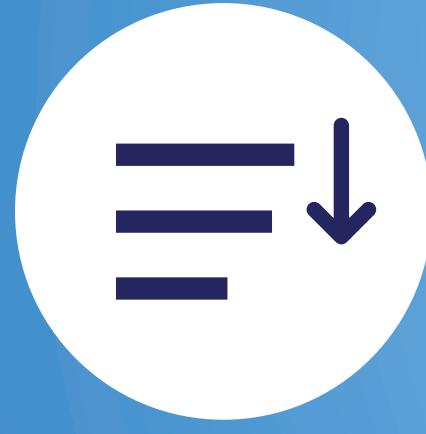
Visit all chemists of your beat every day



Firstly, ask about other top running brands of anti-infectives, pain, fever, cough, cold, respiratory disease, allergy at your chemists



Ask your merchants to click on Winter-Care App Banner and search those brands



Add top running brands in 'Short-book' of his Netmeds Wholesale App

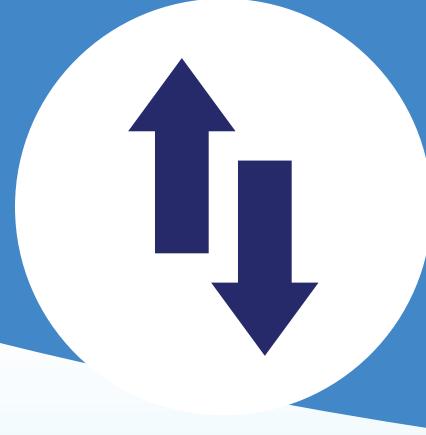


Secondly, talk about order of following top brands of following therapies:

- Anti-Infective: ● Respiratory
- Pain & Fever: ● Allergies
- Cough & Cold: ● Nutraceutical



Add above-mentioned brands also in Merchants App & help merchants to order



Highlight on CD benefit of 1% discount on order-value of Rs. 2500 and above to maximize order-value