

Netmeds Namaste!

SALES OF SOME PHARMA PRODUCTS DIFFER FROM SEASON-TO-SEASON.

As winter is arriving, hence demand for following therapy will rise at At merchant's store:



Pain & Fever



Cough & Cold



Anti-Infectives



Multi-vitamins



Respiratory



Anti-Allergic

TO GRAB THIS OPPORTUNITY, LAUNCHING ...



FOR CHEMISTS/MERCHANTS TO MAXIMIZE SALES

OPPORTUNITIES

- INCREASED ORDER NUMBERS OF WINTER RANGE
- ENHANCED TOUCH-POINTS WITH CHEMISTS THROUGH DIGITAL AND PHYSICAL DRIVES
- ENHANCED CHANCES OF INCENTIVE EARNINGS

WINTER DRIVE

CAMPAIGN DETAILS

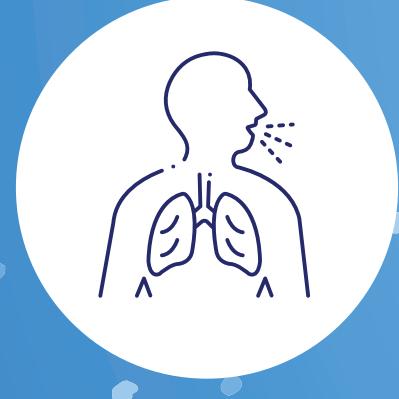
- Winter arrival brings in season-change
- Season change leads to the following prevalent diseases among people:
Infection | Pain & Fever| Cough & Cold | Respiratory |Allergy
- This leads to rise in sale of medicines/brands related to above mentioned disease

DETAILS OF DISEASES ON-RISE IN WINTERS:-



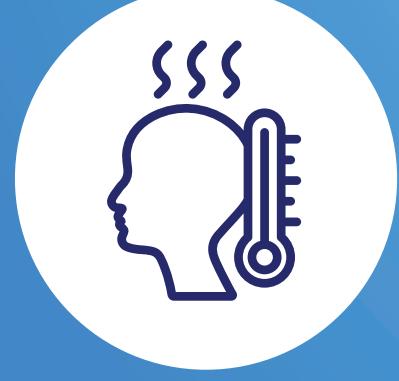
Cough & Cold

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



Respiratory Disease:

Asthma is a major respiratory disease which leads to difficulty in breathing due to narrowing of air-way to lungs



Pain & Fever

This happens when body is fighting an infection



Infection

Condition arises by attack of harmful micro-organisms like bacteria, virus etc

Focus Therapies for December
Cough & Cold, Pain & Fever & Infections

WINTER DRIVE

TOP SELLING BRANDS IN MARKET UNDER FOCUS THERAPIES



Pain & Fever

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



Cough & Cold

Ascoril Plus, Grilinctus, Cheston, Honitus, Koflet, Glycodin



Anti-Infectives

Augmentin, Clavam, Arithral, Zifi, Ceftum, Taxim-0, Moxikind CV



Respiratory Disease:

Foracort, Duolin, Budecort, Asthalin, Seroflo, Deriphyllin, Budamate, Aerocort

WINTER DRIVE

HOW TO APPROACH YOUR MERCHANTS

SIMPLE SIX STEPS FOR SALES



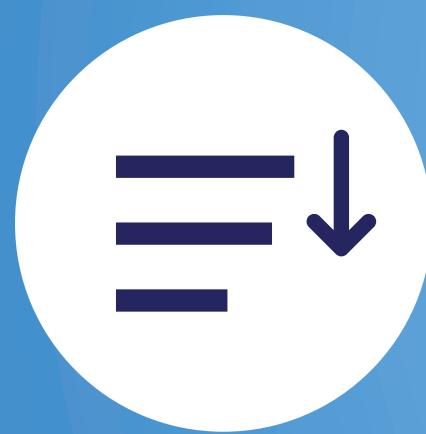
Visit all chemists based on Priorities



Enquire about top selling brands of anti-infective, pain, fever, cough, cold, respiratory disease, allergy at your merchant's store



Guide your chemists to click on Winter-Care App Banner and search top-running brands of Winter

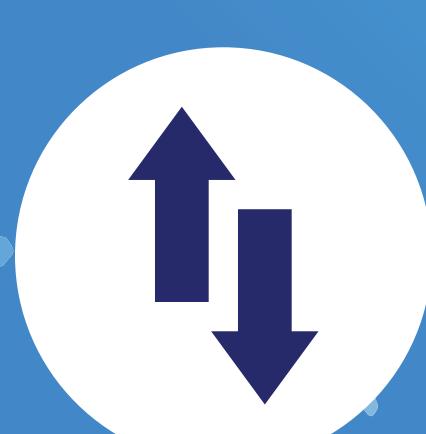


Encourage them to add top running brands in 'Short-book' of his Netmeds Wholesale App



Add the below mentioned therapy based brands in merchant's cart

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



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