

Big Players Are Already Here — In Your Market.

APOLLO PHARMACY — REAL NUMBERS (PUBLICLY REPORTED)

3.3 Cr+

Registered users on their digital platform

8 Lakh

Customers served every single day

7,300+

Pharmacy stores across 1,200+ cities & towns

19 Min

Medicine delivery target — now in 60+ cities

Source: Apollo Hospitals annual reports, Apollo 24|7 platform disclosures, public media — 2024



National Chains Expanding Fast

7,300+ Apollo stores. Deep discounts (15–25% off MRP). Loyalty apps. Their next store could be 1 km from you — already taking your customers.



Quick-Commerce: 10-Minute Delivery

Medicine delivery in 10 minutes — already live in 50+ Indian cities. Your "urgent need" walk-in customer no longer needs to walk anywhere.



Digital Prescriptions Pull Regulars

Online platforms capture chronic-medicine patients with auto-refill reminders. These are your most loyal, most stable customers — and they are leaving quietly.



What Happens If You Wait

Independent grocery stores that ignored digital in 2019–20 lost 25–35% revenue by 2024. Pharmacy retail is on the same path — 3 years later.



Apollo can reach 80% of India's population within 40 minutes.

If they enter your city — and they likely will — they do not need to beat you on quality. They only need to be easier to find on a phone screen. Are you on any screen right now?

The Window Is Still Open — But Not for Long.

97%

Independent pharmacies still offline — most local areas wide open

70%

Medicines still bought locally in non-metro India

1st

Mover in hyperlocal pharmacy still available in most towns



Own your 5 km radius before someone else does

Customers prefer local — when they can find you as easily as they find big brands. Be the first pharmacy in your area that customers can reach online.



Senior citizen home delivery — massively underserved right now

60+ million seniors need regular medicine delivery. No large platform reliably serves them with the personal trust a local pharmacy provides.



Lock in chronic-medicine patients before the big platforms do

Once a patient gets their first repeat prescription delivery from your shop, they stay. A digital presence makes this possible — and permanent.



Digital Prescription → Local Pharmacy → Delivery: the untapped gap

Apollo has this only through their own 7,300 stores. ZepMed can build this same flow through independent local pharmacies — starting in your city, from your shelf.



The Hyperlocal Advantage — What Apollo Cannot Buy

Apollo needs 7,300 owned stores to cover India. ZepMed connects 20–40 local pharmacies per town and delivers the same 30-minute coverage — without a single store. Your neighbourhood knowledge, your stock, your speed. We provide the technology.

ZepMed — Your Digital Arm. Not a Competitor.

✗ NATIONAL CHAIN / BIG PLATFORM

- They own the customer — you are just a warehouse
- 20–35% platform cut from every sale
- Your brand is invisible — theirs is everywhere
- They benefit when your neighbourhood grows
- Delist you anytime — you lose everything overnight

✓ ZEPMED

- Your customers stay yours — repeat orders come back to you
- Your margin stays yours — you set your prices
- Your pharmacy name & ratings are publicly visible
- You grow — your revenue grows with the platform
- Your data and relationships belong to you



Virtual Shop Listing

Visible 24×7 to every customer in your radius



Real-Time Orders

Instant app notification — accept, pack, dispatch



Digital Prescriptions

Customer uploads Rx → you verify → medicines dispatched



Delivery Fleet

Local riders assigned — no need to hire your own



Sales Analytics

See what sells online — stock smarter, waste less



Live in 24 Hours

WhatsApp OTP setup — no tech expertise needed



Early Partners Get Zone Priority — This Window Closes as More Pharmacies Join

The first pharmacy to register in your area gets top listing for your zone. Every month you wait, a competitor could take that spot permanently. Onboarding is free, fast, and fully supported.

1

Register

Store details + drug license —
15 minutes

2

Upload Catalogue

Excel import or our team fills it
for you

3

Go Live

Listed and visible in your zone
within 24 hrs

4

Grow

Orders, prescriptions, repeat
customers — yours