PHARMACY MARKETING

Marketing a medical store without discounting

Compete with e-pharmacies on speed, trust and service, and stay inside Indian drug advertising law.

Swipe →

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THE EDGE

"

A neighbourhood store is two minutes away, the pharmacist knows the regulars, and an urgent strip is in hand before an app has assigned a rider.

The answer to e-pharmacies is rarely discounting harder.

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THE LAW

What a pharmacy cannot advertise

- Schedule H, H1 or X medicines by name, brand, discount or offer
- Anything implying no prescription needed
- Claims that any product cures or prevents a disease, herbal included
- Comparisons that disparage doctors or other pharmacies

Drugs and Cosmetics Rules plus the Drugs and Magic Remedies Act. Check with your State Drugs Controller.

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YOU CAN PROMOTE

Where the freedom is

- Timings, location, delivery area and delivery time
- Pharmacist availability and counselling
- A consent-based refill reminder service
- OTC, baby care, wellness and devices, without disease claims
- Generic availability, stated in general terms

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BEAT THE APPS

Five things platforms struggle with

1. Speed: medicine in 15 minutes at 10 pm, and honour the promise
2. Trust: the same pharmacist, the same face, the same counter
3. Advice: how to take it, what if a dose is missed
4. Availability: the strip Mr Rao needs every month, in stock
5. Flexibility: prescription photo on WhatsApp, order packed on arrival

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WHATSAPP ORDERS

The most useful digital channel

1. Customer sends a clear prescription photo; pharmacist checks before packing
2. Store replies with availability, bill and delivery time
3. Pay by UPI link or on delivery
4. Collect the original prescription where rules require it

Dedicated business number, not a staff phone. Restrict who sees prescription images and delete on schedule.

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REFILL PROGRAMME

The activity most stores never formalise

- Ask at the counter; record consent, channel and opt-out
- Store only name, mobile, regular medicines, quantity, last purchase
- Remind a few days before they run out; no sensitive drug names
- Prompt prescription renewal; never extend one yourself

A Google Sheet reviewed every morning is enough to start. The value is the discipline.

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JAN AUSHADHI

18,000+

Jan Aushadhi Kendras selling generics at 50 to 80% below branded prices, target 25,000 by March 2027

If one is nearby you will not win on price. Lead with speed, availability and advice.

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READ THE FULL GUIDE

Pharmacy and medical store marketing, in full

- Google Business Profile setup for a pharmacy
- Merchandising OTC and wellness by customer need
- Working with nearby doctors ethically
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