BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

HLL Lifecare plans Pan-India expansion

28 April 2025 | News

Company aims to broaden its footprint to bring affordable healthcare closer to millions more



In a strategic move marking its Diamond Jubilee year and commemorating a decade of the AMRIT initiative, Kerala-based HLL Lifecare Limited, a Central Public Sector Undertaking under the Ministry of Health and Family Welfare, Government of

India, has introduced a refreshed visual identity for its flagship affordable pharmacy chain, AMRIT (Affordable Medicines and Reliable Implants for Treatment) Pharmacies.

Since its inception in 2015 as an initiative under the Ministry of Health and Family Welfare, HLL AMRIT Pharmacies have played a pivotal role in providing quality medicines, medical devices, and implants for critical illnesses at highly affordable prices, particularly benefiting economically disadvantaged sections.

With this brand transformation, HLL has outlined ambitious plans to strengthen and scale the AMRIT pharmacy network across the country. With 220+ outlets already operational in premier institutions like AIIMS, JIPMER, and major government hospitals, the company aims to broaden its footprint to bring affordable healthcare closer to millions more.

The new phase of AMRIT will also focus on enhanced customer experience, including home delivery, improved product availability, digital integration, and wider presence, aligning with the Government of India's healthcare accessibility goals.

AMRIT provides life-saving medicines and implants for critical illnesses at up to 50% lower prices; it has benefitted 600 lakh patients with medicines and healthcare commodities worth Rs 13,104 crore; enabled patient savings of approximately Rs 6,500 crore; with 222 stores across 25 states and 4 union territories; created employment for 1,700+ individuals.

AMRIT is operated by HLL's Retail Business Division, which also manages the HLL Pharmacy and HLL Opticals networks nationwide.