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Generic Remedy crosses 700+ franchise outlets across 9 States

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India's emerging True MRP generic pharmacy network expands rapidly since its November 2024 launch, targeting 10,000 outlets by 2031



Gurugram-based startup Generic Remedy, the fast-growing generic medicines brand operated by First Remedy Pharmacies, has crossed 700+ retail franchise outlets across 9 states. The milestone advances its mission to make high-quality, affordable medicines accessible to more Indian households.

Launched in November 2024, the brand now operates in Uttar Pradesh, Bihar, Jharkhand, Odisha, West Bengal, North East, Uttarakhand, Delhi NCR and Punjab. It grows mainly through Retail Pharmacy outlets (Shop-In-Shop).

The portfolio exceeds 1,000 products. It covers chronic care medicines for diabetes, cardiac conditions and other long-term therapies, plus premium OTC products, supplements and cosmetics. All medicines come from WHO-GMP certified plants, so affordability never compromises quality or safety.

The company aims to build an exclusive network across 100 major cities and reach 10,000 outlets by 2031. Franchise partners receive centrally managed stocks, free billing software, low expiry risk, promotional materials, staff training, digital marketing support and an integrated business dashboard.

A FOFO (Franchise Owned Franchise Operated) outlet requires an investment of about ₹18-9 lakh. This covers franchise fees, infrastructure, initial stock, IT equipment, licensing and marketing. Break-even is expected in 6-8 months, with additional company support of Rs 10,000 per month for five years under applicable terms. Going forward, Generic Remedy will deepen its presence in existing states, enter southern and western markets, and expand its product range while maintaining WHO-GMP standards.