

## **NetMeds.com – Dadha Group's e-pharmacy portal goes online**

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The Dadha Group-owned NetMeds.com, the e-marketplace for pharma that offers delivery of pharmaceuticals across the country, announced the commencement of its operations on June 11, 2015.

Billing itself as 'India Ki Pharmacy', the site offers an impressive selection of both prescription drugs and non-prescription products (OTC) drugs, supplying over 25,000 stock keeping units (SKUs) across India from its first warehousing hub in Chennai.

The company intends to offer 24-hour delivery in Chennai and two to four day delivery in other cities of the country. NetMeds plans to expand its presence by setting up warehouses through tie-ups in 16 metro and non-metro cities in next 12-18 months period.

The portal offers prescription medication users an opportunity to select their required medications from more than 260 drug categories for the Chronic Conditions, such as Diabetes, Hypertension and Cholesterol Control.

Apart from branded drugs, portal will offer generic alternatives for every medicine ordered on the website. The Indian pharmacy market is estimated at Rs. 83,000 crore with drug consumed for chronic ailment such as diabetics, blood pressure, hyper tension, etc. accounting for over 40 per cent of the share.

In addition to the prescription drug catalog, Netmeds offers a complement of 8 Categories of over-the-counter (OTC) remedies for pain, category for diabetic support like monitors and test strips, personal care section and others.

In the non-prescription category, there are currently a total of 3,000 SKU's including many of the brands like L'oreal, Fogg and Axe. The current, and ever-expanding catalog of prescription tablets, capsules, ointments and compounds boasts 25,000 SKU's, including both brands and generics. Products will be sourced from more than 185 Indian manufacturers, including a home page menu of the top 25, such as Sun, Ranbaxy, Cipla and Dr. Reddy.