



Option 1 : For Existing Medical stores

As per Govt. of India's new guidelines, it is mandatory for every retailer to provide a separate display of generic medicines in their shop.

Affordable Medicine Store can supply all types of generic medicines to your medical store. Also, merchandise (signage design, display cards, sticker etc), inventory and billing software are provided absolutely free of cost to franchisee stores.

If you purchase generic medicines worth Rs 30,000 in the first two months, you will get an attractive gift (Samsung Tab worth Rs 9500) free!

Option 2: For new retailers/Franchisee

Govt. of India is promoting generic medicines in a major initiative by opening Jan Aushadhi Kendras across the country. But it has been observed that generic medicines in these stores are out of stock frequently. Also, as the scope of work of these Kendras is limited to generic medicines only, financial viability is hard to achieve since it is a very low margin business.

Affordable medicine store offers complete range of branded generic medicines manufactured by leaders of the pharmaceutical industry like Abbott, GlaxoSmithKline, Novartis, Sun Pharma, Cadilla, Cipla and so on at 50%-80% discount.

Other benefits:

- 1). Generic medicines of all type of salts in their popular brand names are available.
- 2). OTC and all other leading brands like Bournvita, Horlicks, Dabur, Hamdard, Mankind, Baidyanath, Procter and Gamble, Gillette, Pantene etc are also available with/without discount offers.
- 3). Ayurvedic products, healthcare products, equipments like blood pressure machine, glucometer, belts, masks, gloves etc are also available.

• **Cost of starting your own Affordable Medicine Store**

Basic requirements : 1) Shop area of approx 110 sq ft

2) Appointment of a Pharmacist (Diploma in Pharma)

3) Retail Drug License from the State Licensing Authority

Our Company provides the following:

1. Free online cloud app for inventory management and billing at the store
2. No procurement expenses, free door delivery of stocks through courier
3. Free advertisement support
4. Margins: 25% on medicines, 40% on OTC, 10% on Top OTC brands

Break up of costs: Establishment cost - Approx Rs 4.00 Lakhs

| | |
|-------------------------|----------------------------------|
| Franchise fee | Rs. 1,00,000 (payable only once) |
| Fabrication cost | Rs. 1,25,000 |
| Cost of medicines | Rs. 1,30,000 |
| Cost of laptop+ Printer | Rs. 35,000 |
| Cost of Display Board | Rs. 10,000 |
| Cost of Refrigerator | Rs. 10,000 |
| License cost | Rs. 25,000 |
| Total | Rs. 4,00,000 |

- 1) **Note: All expenses listed above can be borne by the franchisee itself if needed except payment of franchisee fee and cost of medicines**

Recurring costs to be borne by franchisee:

- 1) Rent of shop, if any
- 2) Pharmacist's salary of approx Rs. 8000-10000 pm
- 3) Business Promotion activities

Affordable Medicine Store is a unique concept with offline as well as online sales channels:

- a). All online orders received from your area will be diverted to your store.
- b). We have a facility that enables local doctors to get appointments and receive fees from patients online. Patients can easily search for doctors online, book and pay for the appointments.
- c). Provision of free online wallet for patients to store their medical reports.
- d). Free consultations with specialists.
- e). Promotion of brand through print and electronic media.

Other information:

Please apply for your franchisee at affordablemedicinestore@gmail.com. You can also reach us at our website - <http://www.affordablemedicinestore.com>

After depositing the requisite fee, please send us a confirmation mail at amsgenerics@gmail.com

Bank Details -

Avenir Life Science Pvt Ltd

Bank Name : Andhra Bank

Account No : 120911100002449

IFSC Code : ANDB0001209

Thanking you for sparing your valuable time.

Regards,

Team AMS