

# HOW VALUEDESIGN CONTRIBUTED TO EXPANSION AND GROWTH OF INDIA'S LARGEST PHARMACY NETWORK

Apollo Pharmacy- Success Story





Apollo Pharmacy is India's most trusted pharmacy and the first and largest branded pharmacy network with more than 5,000+ outlets in key locations across the country. It offers genuine medicines, OTC medications, and FMCG products round the clock.

# ANALYSIS OF INDIA'S PHARMACY RETAIL MARKET

**India ranks 3rd in pharmaceutical production by volume and 14th by value.**

Annual Report 2020-21 of the Department of Pharmaceuticals

**Indian domestic pharmaceutical market is projected to grow 3x times in the next decade.**

Indian Economic Survey 2021

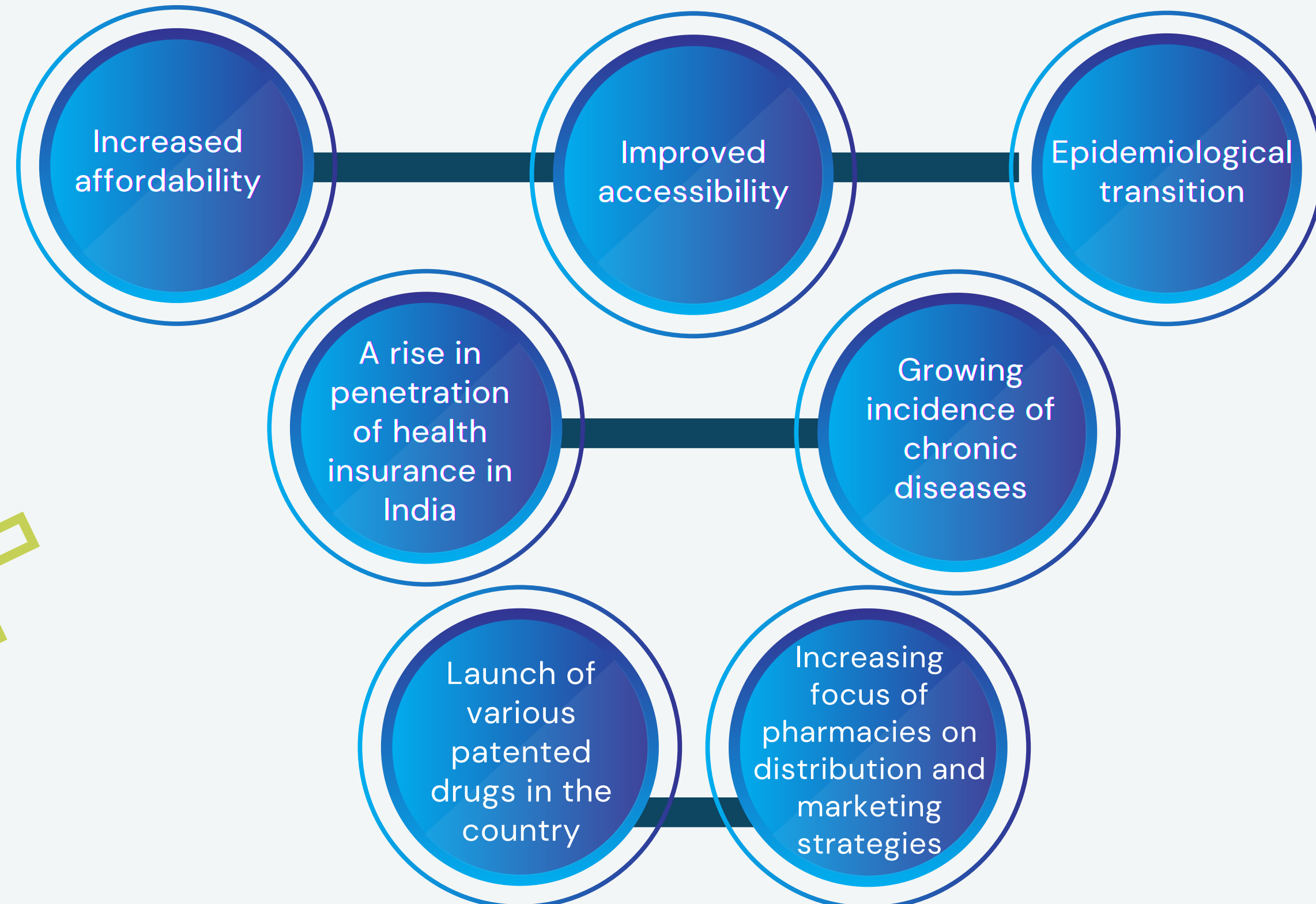
**The pharmacy retail market in India is projected to reach INR 2,330.2 billion by 2024 in terms of revenue.**

Globe Newswire - Pharmacy Retail Market in India 2019

**The e-pharmacy market in India is expected to grow at a compound annual growth rate (CAGR) of 40 to 45 percent.**

KPMG FICCI 2021 Report

# GROWTH DRIVING FACTORS FOR INDIAN PHARMACY RETAIL MARKET



# BUSINESS REQUIREMENTS

Apollo Pharmacy wanted to launch E-Cards with the aim of driving sales by increasing the number of new customers. In addition, they wanted to create an engagement campaign for channel partners and raise the engagement level with the Apollo Pharmacy brand, across India.

Since Apollo Pharmacy has its presence nationwide, the campaigns and strategies needed to be tailored to attract customers across different locations, equally appealing to customers of all types and age groups.

Apollo Pharmacy partnered with ValueDesign in 2013 to address all the above challenges.





# CHALLENGES



The biggest challenge was to come up with something that offers value and **improved experience to each and every customer and to increase sales.**

Occasional discounts could provide instant gratification but they are easy to forget and don't **add personal appeal.**



Another great challenge was to **attract all kinds of customers to Apollo pharmacy,** even if they are located a bit further than other local pharmacies.

It is extremely hard to **upsell to customers** who come to pharmacies.



Creating a campaign that **brings excitement and positivity** among not only those people who want to improve their health and personal hygiene but also to the ones who are struggling with health problems.

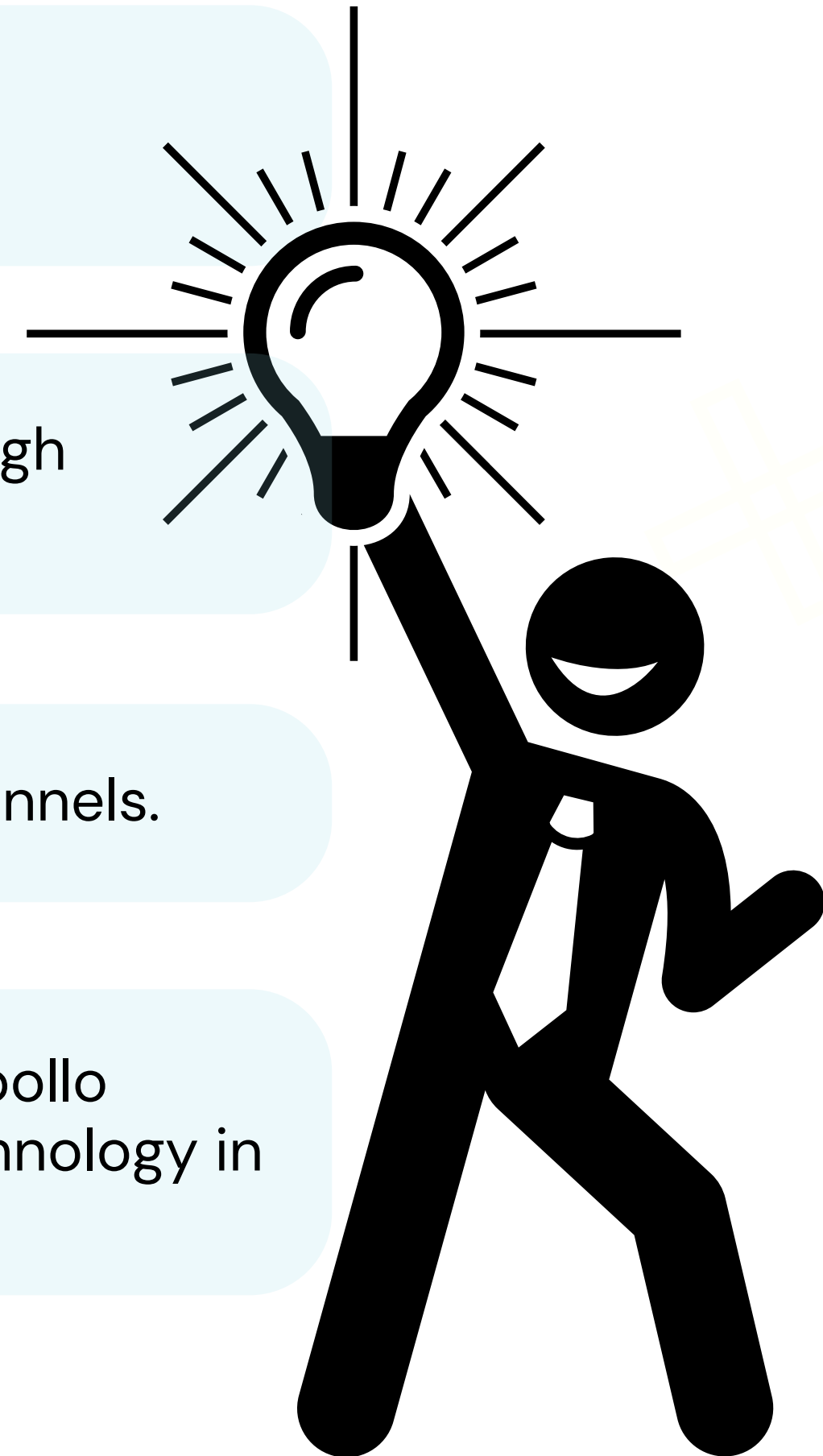
# OUR SOLUTIONS

In the beginning, ValueDesign did the processing work where all sales were done at the store level.

In 2019, ValueDesign initiated and generated small business through third-party sales.

ValueDesign continues to initiate and tie up more distribution channels.

ValueDesign launched and promoted the Gift Card Program for Apollo Pharmacy to leverage this fast-growing and widely-accepted technology in the industry and boost its sales exponentially.



# RESULTS

- Now, Apollo Pharmacy is almost everywhere
- Major distributors have tied up with ValueDesign.
- ValueDesign are making remarkable progress while establishing its strong presence.
- ValueDesign continues to boost the sales of Apollo Pharmacy through:
  - o A Gift Card program
  - o Employment reward program
  - o Bank reward catalog
  - o The e-commerce platform, and more






# OUR ACHIEVEMENTS

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**A spike in  
store footfall**

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**Acquired new  
customers**

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**Increased  
customer revisits**

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**A significant  
increase in sales**

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**Excellent  
redemption rate**

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**Well-engaged  
distributors**

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**Boosted  
Revenue**

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**Happy  
Customers**

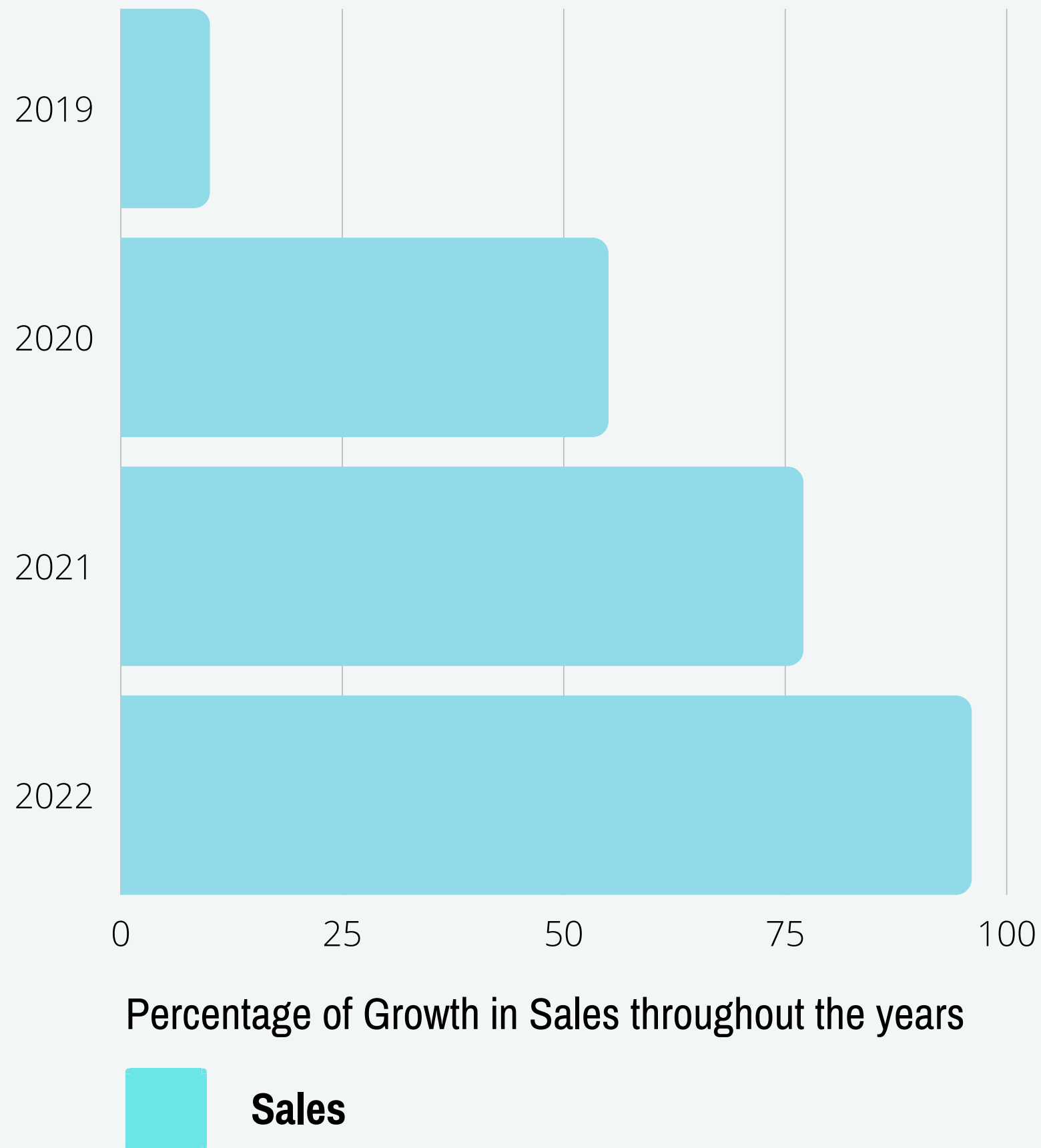
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**Improved  
Performance**

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**More opportunities  
for upsell**

# OUR ACHIEVEMENTS



The partnership of ValueDesign and Apollo Pharmacy has resulted in outstanding growth for the Apollo business as the sales that just were **tens of millions (lakhs)** now amount **to hundreds of millions (crores)**. Our E-card campaigns and strategies for Apollo Pharmacy have been immensely successful in bringing new customers, increasing repeat customers, and boosting sales dramatically.



## A Gift Card Program Brings Together:

-  Convenience
-  Improved Experience
-  Product Affordability

**As a result, Apollo Pharmacy can now attract customers from all clusters (convenience customers, loyal customers, and price-sensitive customers) at the same time and boost its revenue.**

# ABOUT US



ValueDesign is the leader in providing E-card solutions to businesses of all sizes. We have helped corporate and retail business owners retain 50 percent of customers and acquire new customers simultaneously.

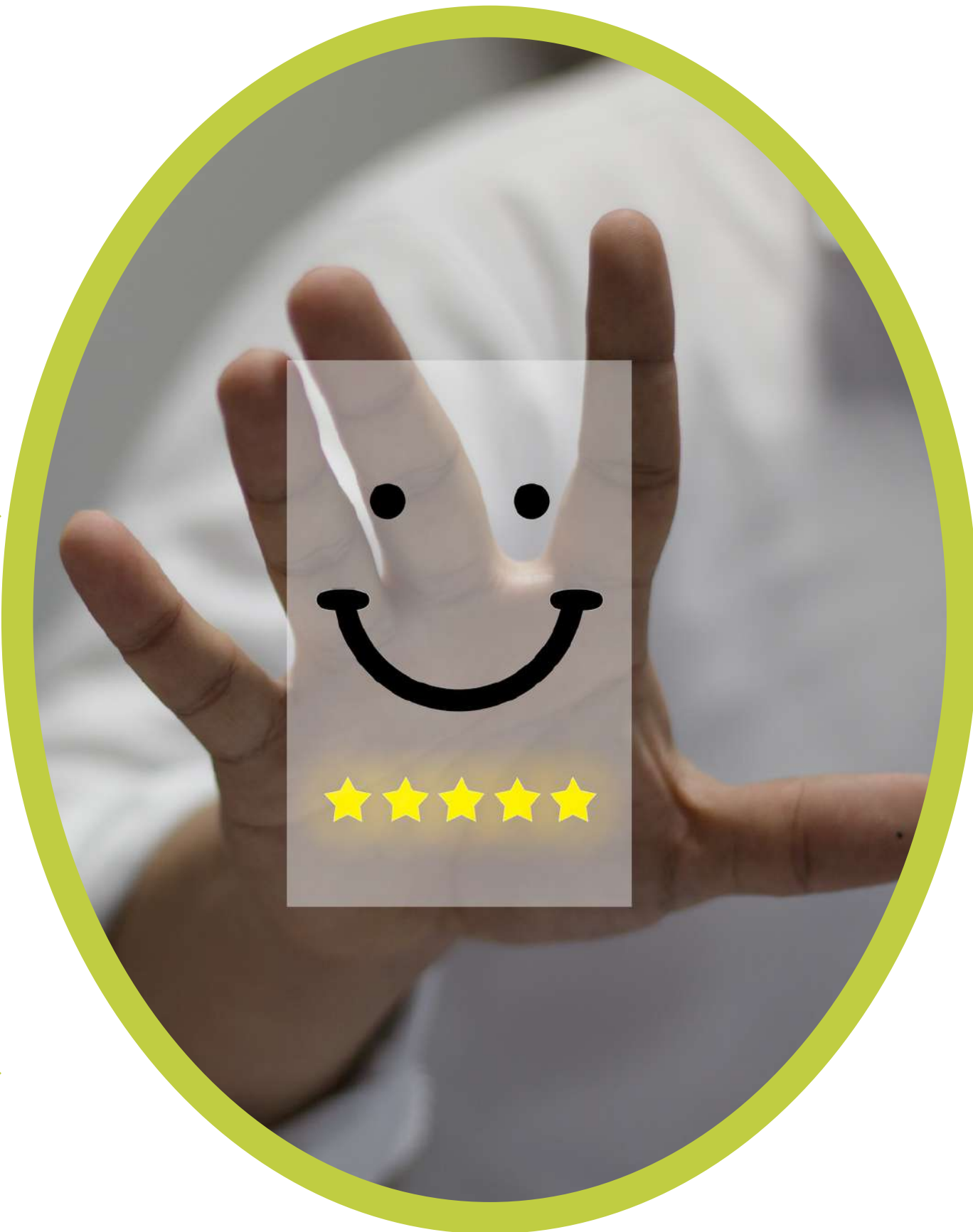
We specialize in launching personalized prepaid marketing campaigns, distribution/reselling programs, and enabling retailers of all sizes & industries to improve sales, store footfall, & customer satisfaction. We have worked with more than **1000 corporate** and retail businesses and more than **100,288 stores** across Asia.







# THANK YOU


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