

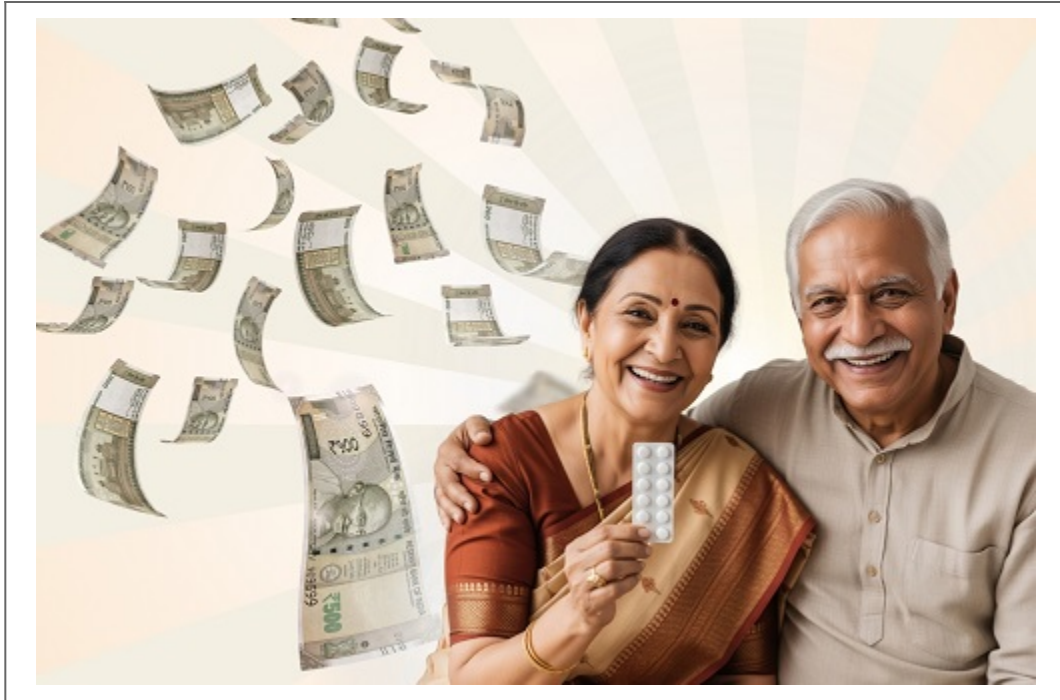
This Pharmacy Chain is Saving India INR 300 Cr a Year – And You've Probably Never Heard of It

Category: Business

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In India's complex and expensive healthcare ecosystem, where sufferers still consume a significant portion of their income on pharmaceuticals, a quiet transformation is ongoing. While digital health startups often lead headlines, one drugstore chain is leading a hidden but impactful transformation. Medkart, based in Gujarat and focused solely on generic medicines, is helping Indian households save up to INR 300 crore every year by rethinking how access to affordable medicine should work.



Changing patient behaviour towards prescription to drive unimaginable savings

The Everyday Cost Burden of Medicines

India's healthcare system places a heavy financial load on patients. According to National Health Accounts data, households paid nearly 40% of total health expenditures out-of-pocket in 2021-22, a slight improvement from previous years, but still among the highest globally. Medicines account for the largest portion of this burden. Research shows that over half of household health spending in India goes to purchasing medicines.

This situation disproportionately affects people managing chronic diseases like diabetes, cardiovascular conditions, and cancer. Even when generics are available, scepticism.

around their quality leads many patients to stick with expensive branded options, increasing their monthly financial stress.

Why Many Still Choose Branded Drugs

A 2023 study on medicine perception in India revealed that a majority of patients prefer branded drugs over generics. The main reasons Concerns about quality, trust, and lack of

transparent product information. According to PwC and Deloitte, closing the awareness gap and improving trust in generics is crucial for lowering healthcare costs across emerging markets.

Despite being bioequivalent, generics often suffer from a credibility deficit. Without clear labelling, pricing transparency, or pharmacist validation, most patients hesitate to make the switch.

How Medkart Makes Generics Work for Everyone

Founded in 2014, Medkart chose to solve this trust problem head-on. Its business model is centred on high-quality generics, verified sources, and a tech-first platform to help patients make informed choices. The company doesn't list branded options-it offers verified generic alternatives and tells you how much you're saving.

Its app and website include a [price comparison engine](#) that shows users how much they could save by switching to generics. These tools break down composition, strength, and pricing side-by-side. Most users report savings between 50% and 85% depending on the medicine.

For example, the antifungal medicine Voriconazole (Vorier), often used in cancer recovery, typically sells for nearly INR 5,000 or more. Medkart provides an equally effective alternative for just INR 720-a saving of 86%.

What Sets Medkart Apart

Medkart's biggest value is its backend quality assurance. Every product sold is "**Medkart Assured**"-meaning it is sourced only from manufacturers compliant with Schedule-M, India's GMP standard. The company performs audits and checks to ensure the quality before it reaches the shelves or customer homes.

Another distinguishing factor is its omnichannel presence. Medkart operates over [100+ physical stores](#) and offers delivery across 35,000+ pin codes. Whether someone orders through its

app, website, or even WhatsApp, they receive pharmacist-reviewed support and affordable medicines at their doorstep.

The company has served more than 12 lakh families to date and has processed over XX lakh orders.

Patient-First, Data-Driven Future

Medkarts inventory system is built on predictive restocking: if a store sells even one strip of Glimepiride+Metformin, the system triggers a refill based on projected demand. This ensures shelves are never empty of critical medicines. According to Markets & Data, India's pharmaceutical logistics market, valued at ₹130,000 crore, is undergoing rapid digital transformation, making models like Medkart highly scalable.

Why Medkart Has Stayed Under the Radar

Unlike most health-tech brands, Medkart hasn't pursued massive ad budgets or influencer campaigns. It has grown organically by focusing on consumer trust, consistent pricing, and word-of-mouth advocacy. For patients who switch to Medkart, the savings are immediate, and the transparency is rare in this industry.

Medkart's impact is measurable: saving over INR 650 crore cumulatively and around INR 300 crore annually for Indian families. These are not offers-they're structural savings built into its supply chain and generic-first approach.

Rethinking the Role of a Pharmacy in India

At a time when India is dealing with rising cases of lifestyle diseases, patients need continuity, affordability, and ease. Medkart is one of the few pharmacy chains designed to deliver all three, without compromising on quality. It is not just selling medicine. It's building a more transparent, accessible healthcare system-one order at a time.

Explore Smart Savings Today

Visit www.medkart.in or download the [Medkart App](#) to compare prices, send a prescription via WhatsApp, and order Medkart

Assured generics directly to your home.

