

Medlife ventures into North-East India

16 January 2018 | News

With a planned internal investment of \$30 million to scale up operations, the company aims to reach 90 per cent of the country's pin codes by the end of 2018.



Expanding its business in the largely untapped North-East India market, Medlife.com is all set to become the first healthcare service provider with a pan-India presence, in the truest sense of the term. One of the largest players in the e-pharmacy space, Medlife.com has recently commenced operations in Arunachal Pradesh, Assam, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim.

Present in 56 cities, including Aizawl, Gangtok, Guwahati, Agartala, Shillong and Silchar, Medlife.com has the rare distinction of catering to 80 per cent of India's pin codes. With a planned internal investment of \$30 million to scale up operations, the company aims to reach 90 per cent of the country's pin codes by the end of 2018.

Founded in 2014, Medlife is counted among the leading players in Indian e-pharmacy industry, witnessing a steady growth rate of 20 per cent month-over-month. The Bengaluru-based company, that has changed the way healthcare delivery is perceived in India, expects to achieve a revenue of 900-1000 crores by the end of financial year 2019.

Backed by promoters with credible experience in the pharmaceutical and healthcare e-commerce businesses, Medlife is more than just an online medicine delivery platform. The company aims to provide on-time healthcare delivery to people in the metropolises as well as those in the remotest corners of the country. By bringing doctors, patients, laboratories and pharmacies under one roof, the company provides a comprehensive healthcare ecosystem to customers for timely diagnosis and effective treatment.

Tushar Kumar, CEO, Medlife, said, "As the pioneer in the fastest growing pharmaceutical market in the world, we are proud to have created this unique healthcare platform for India. The important part is the foundation that we are building to ensure long-term sustainability of our business in India. With our expansion plans, we aim to create a simple ecosystem for patients, which can solve most – if not all - their pain points that exist today. Medlife is poised to revolutionise India's healthcare and pharmaceutical industry in the near future."

In a short span of just over two years post-launch, Medlife went on to create a customer base of one million unique customers, making it one of the fastest growing online pharma companies in India. The company is close to operational

breakeven in key cities, and with its aggressive expansion plans, Medlife is ready to conquer the pan-India market. The best-in-class quality, 100% regulatory compliance, and zero-delivery error make it a comprehensive and trustworthy healthcare platform.