

Commenting on the launch, **Suresh Satyamurthy, CEO and Co-founder, Tarnea Technologies**, said, “Small, standalone pharmaceutical retailers are at a disadvantage from increasingly location-agnostic marketplaces, large branded chains, and e-commerce players. Managing their day-to-day operations, monitoring performance, and finding ways to become more efficient and grow, isn't easy – but technology can be the great equalizer here, and Tarnea is working towards making that

happen. We ensure that our solutions are crafted after considerable research into what these business owners need. We are proud to launch Tarnea EagleEye, which will give them the information and the tools they need to become more productive, more efficient, and profitable.”

Tarnea has been using technology to empower small and standalone pharmacy owners to help them compete against branded pharmacy chains and e-commerce pharma platforms through its ‘Digital Pharmacy’ revolution. The company, commenced in 2012, is a fast-evolving ‘Make in India’ startup that designs products through a comprehensive outreach program, sending employees to work on retail shop floors to gain insights into what these business owners need to optimize their operations.

Tarnea’s customer-focused, simple, yet revolutionary retail technology is best exemplified by Tarnea EagleEye- control, security and data intelligence. The app has currently been made available in Hyderabad, Vijayawada, Guntur, Ongole, and Erode in the first phase of the launch.