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#startupoftheday 115- Generic Aadhaar

14 February 2022 | Features

An innovative pharma venture of high-quality medicines at affordable prices



Inception- 2018

Location- Thane

Domain- Pharma

Founder- Arjun Deshpande

Total team strength- 300+

Total funds raised- NA

Investors- NA

Revenue generated since inception- NA

Key highlights-

- In 3 years Generic Aadhar has shown its presence in 150+ cities across India by providing 1000+ products like Cardiology, Anti Diabetic, Nephrology, Neurology, Nutraceuticals, Anti-biotics, Oncology, Paediatrics, Dermatology, Gastrology, Psychotropic & Orthopaedic
- Daily inaugurating 2-3 retail stores
- Free Health checkups for senior citizens
- Opened 22 franchises in a single day on 1st January 2022
- In 2020, Ratan Tata joined hands in this noble mission
- Business Mint's Most Inspiring 30 under 30 recognition 2021
- 40 under 40 Achievers List 2021
- Indian Young Achiever of the year 2020 by Indian achiever's forum India
- To open Generic Aadhaar in every corner of India so that 130 crore people have access to High-Quality affordable medicines

Founder Speaks-

"Indian people weren't aware of Generic Medicines. So, that was the major challenge to make them aware that there is no difference between generic medicines and branded medicines. Generic medicines are as effective as branded ones. So, we started from Ground level campaigns to make people aware of generic medicines with an innovative business model of Generic Aadhaar from Health camps to social media posting and also on various media platforms. Challenges keep us moving and we should face them with all hard work, innovation, and focus to overcome them.

We want to reach every Indian in the upcoming future. Today we have extended to 150+cities across India but we are planning to reach every corner including Urban Cities and Rural areas where it's much needed. We want to be the Only Brand That never fails to provide Medicines of Different segments in the nation."

- **Arjun Deshpande, Founder, Generic Aadhaar**