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WiStride launches B2B app to ease challenges of pharma business

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To revolutionise the way pharma buyers and sellers navigate the landscape



Mumbai-based startup WiStride, the first-ever intelligence-powered, integrated B2B platform for active pharmaceutical ingredients (APIs), intermediates and raw materials, launched its new digital platform.

Dr Madhu Talla, Ashwinder Singh Chowdhary and Salim Shaikh, Co-founders, WiStride, officially launched the WiStride Digital Platform in the presence of senior professionals of the pharma industry in Mumbai.

At the launch programme, Dr Madhu Talla, Co-founder, WiStride, said, “WiStride is set to revolutionise the way pharma buyers and sellers navigate this landscape, creating a seamless journey that empowers both sides. It’s not just about transactions; it’s also about intelligence-powered transformation.”

WiStride’s services include Wistride Edge and WiStride Commerce. WiStride Edge leverages the power of data intelligence to provide vital market intelligence that directly addresses the business challenges faced by clients. These insights are rooted in comprehensive global research, real-time market dynamics, and extensive domain expertise and state-of-the-art data science. This helps clients make agile and well-informed decisions. WiStride Commerce, dedicated towards transforming the pharmaceutical Business-to-Business (B2B) commerce landscape, aims to create a trusted and transparent ecosystem.

WiStride Commerce is ready to connect buyers and suppliers through its new digital platform, leading to cost saving advantages and improved operational efficiency. The company will also offer supply chain financing options to help fund working capital requirements for clients once they have identified the right partners using their platform.