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Davaindia expands operations with plans to open 400 additional stores in East India

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The expansion initiative will result in the hiring of approximately 5500+ people



Davaindia, a leader in the retail pharmacy industry, is poised to contribute significantly to the burgeoning Indian retail pharmacy market, projected to reach $40.19 billion by 2030 with a robust CAGR of 9.9% from 2022. As a key player in this dynamic landscape, Davaindia is strategically expanding its operations, especially in East India, as it plans to open 400 additional stores in East India via Project Sanjeevani - a specialised franchise model tailor-made, by the next fiscal year and contribute to economic development by creating employment opportunities for approximately 5,500+ individuals. Currently, there are 140+ stores in the East India.

The retail pharmacy landscape is witnessing the convergence of online and offline channels, and Davaindia is also embracing this trend by adopting an Omni Channel to provide customers with a seamless shopping experience.

Zota Healthcare, the parent company of Davaindia, is renowned for its diverse range of pharmaceutical, nutraceutical, and ayurvedic products. Davaindia has already started providing unique products in niche segments, including ayurvedic medicines, cow based premium products, medicinal devices, and other lifestyle categories in the near future.

With evolving demographic and economic dynamics, Davaindia consciously balances its distribution of retail pharmacies, with a pronounced emphasis on tier 2 and tier 3 cities rather than metros.