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Zeelab Pharmacy: Making Affordable Medicines the New Healthcare Standard

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What if quality medicines could cost substantially less without compromising manufacturing standards? That question drives Zeelab Pharmacy, which is building an affordable healthcare model by combining generic medicines, direct sourcing and an expanding retail and digital network. Founded by Rohit Mukul, the company aims to reduce the cost of everyday healthcare by simplifying the pharmaceutical supply chain and bringing medicines closer to consumers.

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PHARMACY

Problem

The recurring cost of medicines can put pressure on household budgets, particularly for patients managing chronic conditions. Zeelab addresses this affordability gap by offering lower-priced generic medicines and reducing intermediary

costs between manufacturing and the consumer.

Product

Zeelab offers more than 2,000 medicines and healthcare products through its website, app and physical pharmacy network. Its model combines branded generics, direct-to-consumer sales, company-operated stores and shop-in-shop outlets, with the company advertising savings of up to 90% on selected medicines.

Proof

Zeelab reported operating revenue of approximately â?¹110 crore in FY2026 and is targeting â?¹200 crore in FY2027, according to an October 2026 business profile. Its official website also reports a network of more than 2,500 stores and shop-in-shop outlets combined, although current counts vary across its pages.

People

Zeelab was founded by Rohit Mukul, who serves as CEO and brings a family legacy of around 35 years in pharmaceuticals. His strategy centres on making affordability a structural feature of the business through supply-chain efficiency rather than relying solely on discounts.

Purse

In January 2025, Zeelab raised $2.4 million in its first disclosed funding round, led by OTP Venture Partners. The company planned to use the capital to expand its retail network and strengthen delivery infrastructure, including faster medicine delivery services.

Plan

Zeelab is targeting â?¹200 crore in operating revenue for FY2027, nearly double its reported FY2026 revenue. Its priorities include expanding company-owned stores, strengthening online and offline sales, improving fulfilment and making affordable medicines accessible across more Indian markets.

Why it matters:

Zeelab is challenging the conventional pharmacy model by making affordability central to its business strategy. Its ability to maintain quality, competitive pricing and reliable medicine availability while scaling its retail network will determine how far this model can reshape access to everyday healthcare.

FAST FACTS

Category	Details
Company	Zeelab Pharmacy Pvt. Ltd.
Founded	2020, according to the official website

Founder & CEO	Rohit Mukul
Industry	Pharmaceuticals, generic medicines, digital healthcare
Core offering	Affordable medicines and healthcare products
Business model	Online pharmacy, physical stores and shop-in-shop outlets
Product range	2,000+ medicines and healthcare products
Latest disclosed funding	$2.4 million, January 2025
Investor	OTP Venture Partners
FY2026 operating revenue	Approximately â?¹110 crore, as reported

FY2027 revenue target	â?¹200 crore
Next	Expand retail reach, improve delivery and scale affordable medicine access

Disclaimer: This profile is based on publicly available company information and published business disclosures reviewed as of October 2026.