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Mediplus Health Services launches own brand of generic medicines

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Placed orders for approximately 706 medicines with various CDMOs



Mediplus Health Services, the second-largest pharmacy retail chain in India, based in Hyderabad, has made a significant move into the $25-billion generic drug market. The company has announced the launch of its own brand of generic medicines, available across its expansive network of 4200 pharmacies.

This initiative is backed by partnerships with contract drug manufacturing organisations (CDMOs) like Akums India and Windlas Biotech, aimed at producing 706 generic medicines.

Mediplus Health Services has placed orders for approximately 706 medicines with various CDMOs, with Akums Drugs and Pharmaceuticals securing the contract for manufacturing 450 of these medicines. Presently, 550 medicines are stocked on the shelves of Mediplus Pharmacies, with nearly 360 of them being manufactured by Akums.

The introduction of 'Store Generics,' a concept of selling proprietary brand drugs through their own pharmacy network, was first implemented in Telangana. It has since expanded to Andhra Pradesh, Tamil Nadu, Karnataka, Maharashtra, West Bengal, and Odisha in recent months. Of all the products available at Mediplus stores, 80% are pharmaceuticals.

Gangadi Madhukar Reddy, MD and CEO of Mediplus Health Services, revealed that close to 70% of Mediplus drugs are manufactured at Akums' facilities in Haridwar. Out of the 706 medicines, 550 generic drugs are currently on the shelves, with 350 to 360 sourced from Akums. Reddy clarified that these drugs cater to 70% of medicinal needs, excluding insulin, certain injections, and a few complex drugs.