



Medgini is proud to announce our third edition of **Pharma E Blast**. The previous edition has given lot of insights as a profile of a chemist. We have received overwhelming response and feedback from industry expert. Companies profit from the insight research provided by us quarterly. This edition promises to bring back some interesting facts which will help you mold your marketing strategy and select right modes for effective marketing. The inroads of FMCG related products being sold at chemist shops are increasing day by day. Chemist are turning to be an one stop shop for customer for their general and healthcare needs. The penetration of computerization is increasing due to affordability and education awareness among the target audience. Chemist is being updated with modes like SMS on launches, offers and schemes.

The industry is moving into a new era of transformation to help companies connect instantaneously, effectively and efficiently which in turn speed up the product sales by adapting to unique solutions on awareness and availability.

Research Methodology

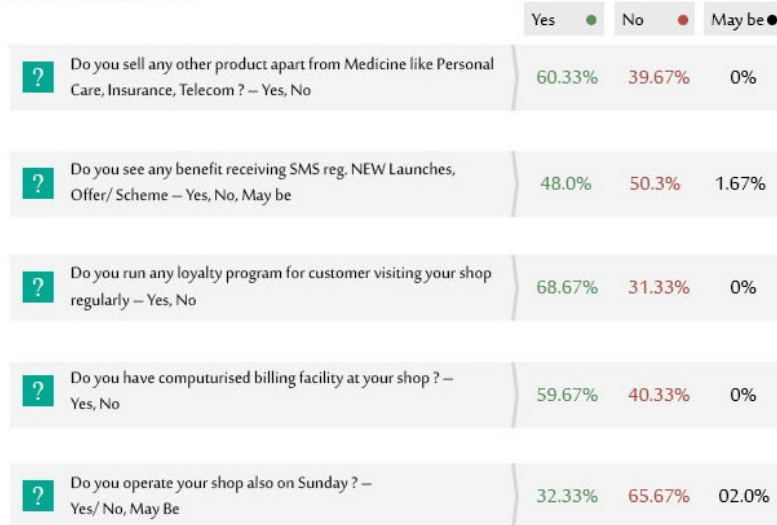
Sample Selection : All States | Geography : All India

Sample Size: 500 | Answered: 300

Type of Respondents : Wholesalers, Retailers

Duration: Quarter 2 2013 (APR-JUN'2014)

KEY INSIGHTS



We are dedicated to serve you better each day, you may contact us through any of the following modes for unique campaign to connect with retail chemist or doctors across India: _

Call us at : **+91-80081 55004 / 040-69995004**

Email us at : **newsletter@medgini.com**

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