



Press Release

SastaSundar.com Opens Their 200th Healthbuddy Store In West Bengal

- There Is Now A Healthbuddy Store From Gangasagar To Darjeeling Hills -

Kolkata, 4th May, 2018: SastaSundar.com, one of the leading digital network of healthcare in India announced the opening of their **200th Healthbuddy** store in West Bengal.

The SastaSundar.com digital network is being built upon online to offline model of healthcare delivery leveraging technology and inventory less service centre of franchise called Healthbuddy. The unique and innovative model of Healthbuddy that provides personal attention of pharmacists for counselling, is the speciality of SastaSundar.com. The Healthbuddy service centre provides access to the personal attention of pharmacists for counselling. Besides counselling, Healthbuddy service centre also provides facility in terms of order, pick up, home delivery and customer servicing.

As on date there are 200 Healthbuddy stores covering 22 districts of West Bengal around 6.5 lakh registered customers. There is one Healthbuddy within 3 Km radius of Kolkata resulting in fastest delivery for the customers. Now there is a Healthbuddy Store across West Bengal, from Gangasagar to Darjeeling Hills. Incidentally, there is only a Healthbuddy store in Gangasagar providing medicine to the people residing there. The Healthbuddy relation with end customers has helped to build a strong presence that has made SastaSundar largest in the category in India being operational only in the state of West Bengal.

The 200th store is located at Kalna of Bardhaman District SastaSundar.com expects to come up with 100 more stores in the current financial year.

“Sastasundar.com is an Innovative Information and Knowledge Based Technology Platform which works as communication medium between Users and Independent Licensed Chemist. Sastasundar is building India's leading digital network of healthcare, managing efficient pharma & wellness products supply chain and connecting doctors, diagnostic services, healthcare clinics and health information services. Sastasundar.com are ensuring supply of Genuine Medicines at Low Cost at the doorstep, free of cost to your customers. “Sastasundar” is an Indian phrase, which denotes consumers' aspiration for high quality at low cost”, said **Mr BL Mittal, Founder & Executive Chairman, SastaSundar Healthbuddy Limited**.

Sastasundar.com offers a franchisee named as Healthbuddy with lots of facilities such as innovative business model for supply of genuine medicines at low cost. In this franchisee model a Healthbuddy need not have to invest money for stock maintenance and they ensure that Healthbuddy supply genuine medicines to the customers. All Brands of medicines and other products like Personal Care, Healthcare, Beauty Care, Herbal Products, Ayurvedic Products and Organic products are available here. Customer can avail Cash on Delivery Option and Free Home Delivery on minimum order size of Rs 250/- net value. For personalized health knowledge Healthbuddy offers Know How Health Information service and Pharmacists counseling.

The required space for a Healthbuddy store is 120 sq.fts. of carpet area (Wall to Wall), Shop or commercial space, preferably Ground Floor. The Height of the store must be 8.6 ft min and 6 ft minimum frontage required with outside shutter. Concrete Roof and plastered (POP) on 3 side walls. Electric Connection with Commercial Meter are necessary. Table, Chair, Rack, Counter, Computer, Printer UPS, Air Conditioner, Internet Connectivity and Basic Knowledge of computer usage are required in the store.

Customers are currently getting 15% discounts across all medicines. In other products apart from medicines OTC/FMGC products – Discounts vary from 0% to 15% or above depend upon product to product



SastaSundar Healthbuddy Limited, a wholly owned subsidiary of SastaSundar Ventures Limited, is an NSE and BSE listed company, owning and operating SastaSundar.com. **Rohto Pharmaceutical Co., Ltd. ("Rohto") Japan** has invested \$5 million (Rs 32.2 crores) in SastaSundar Healthbuddy Limited in 2017 following which SastaSundar has started their operations in the NCR market.

About SastaSundar.com:

SastaSundar.com is building India's leading digital network of healthcare, managing efficient pharma & wellness products' supply chain & connecting doctors, diagnostic services, healthcare clinics and health information services. The purpose of SastaSundar.com is to use knowledge and digital connectivity to reduce cost and add convenience by making available high-quality medicines, healthcare products and services to make life simple and happy. "SastaSundar" is an Indian phrase, which denotes consumers' aspiration for high quality at low cost. The unique and innovative model of "Healthbuddy" that provides personal attention of pharmacists for counselling, is the speciality of SastaSundar.com.

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