

PHARMA E-BLAST

QUARTERLY RESEARCH MAGAZINE by MEDGINI



Reach us for more details

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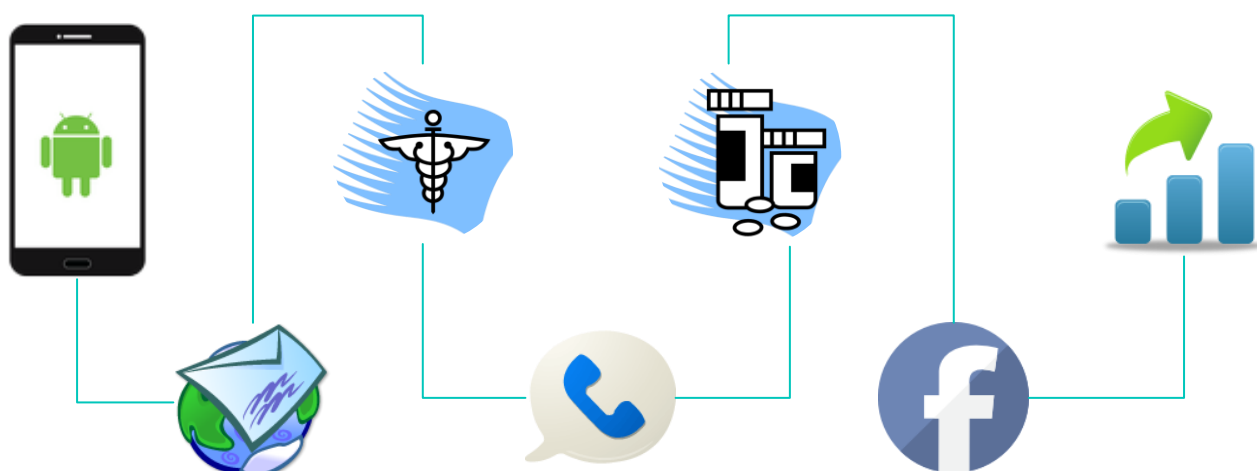
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EDITOR SPEAKS



As you get to access the second edition of Pharma E-Blast the first real-time research activity to help you know chemist better. In the last edition we talked about movement of smart phone adaptability among retail chemist which is rapidly increasing. As time passes, we will see 100% adaption towards smart phones. Currently majority of chemist is updated about the new launch by Medical Representatives, which are limited and becoming scarce. While the telecom penetration has undergone a radical shift creating a revolution. Very soon we will witness many companies adapt to mobile technology in reaching out to the chemist faster. This exclusive edition is based on research activity carried out to understand the below critical links for informations.

BUSINESS ANALYST TEAM, MEDGINI

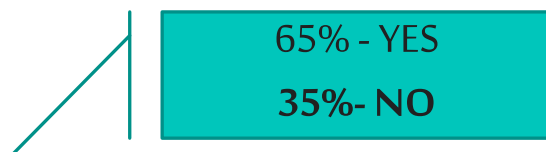


RESEARCH ACROSS INDIA AMONG CHEMIST

INDIA | 500 | RETAIL CHEMIST | APRIL 2014



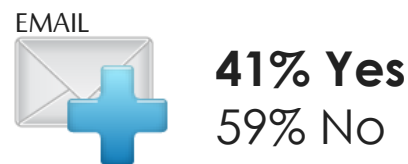
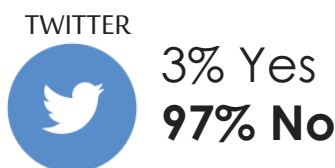
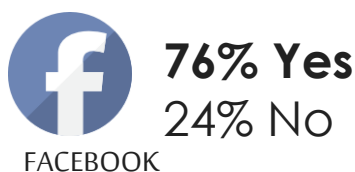
TIMELY & ACCURATE INFORMATION FROM STOCKIST



“It is observed that most wholesalers are either not updated regularly or there is inconsistency in the offer being offered”

SOCIAL MEDIA & EMAIL USAGE

Adaptability of Social Networking Sites & Email?

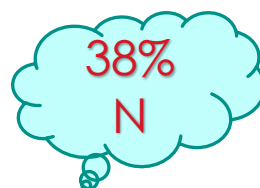
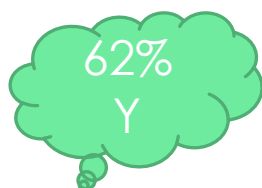


“Facebook & Email adaptability is fast increasing among the chemist”

RESEARCH ACROSS INDIA AMONG CHEMIST

OFFER INFORMATION FROM STOCKIST

Are you aware of the latest Offers ?



ORDER ONLINE ?

How would you like to Order your medicines in future?



79% Yes
21% No



2% Yes
98% No



EMAIL

17% Yes
83% No



INFORMATION UPDATE

How do you keep yourself updated on Drugs ?



NEWSLETTER

11% Yes
89% No

MR



11.8% Y
88.2% No

CIMS
India

20% Yes
80% No