

Medkart Launches India's First Tool to Find Substitute Medicine and Compare Prices, Transforming Access to Affordable Healthcare

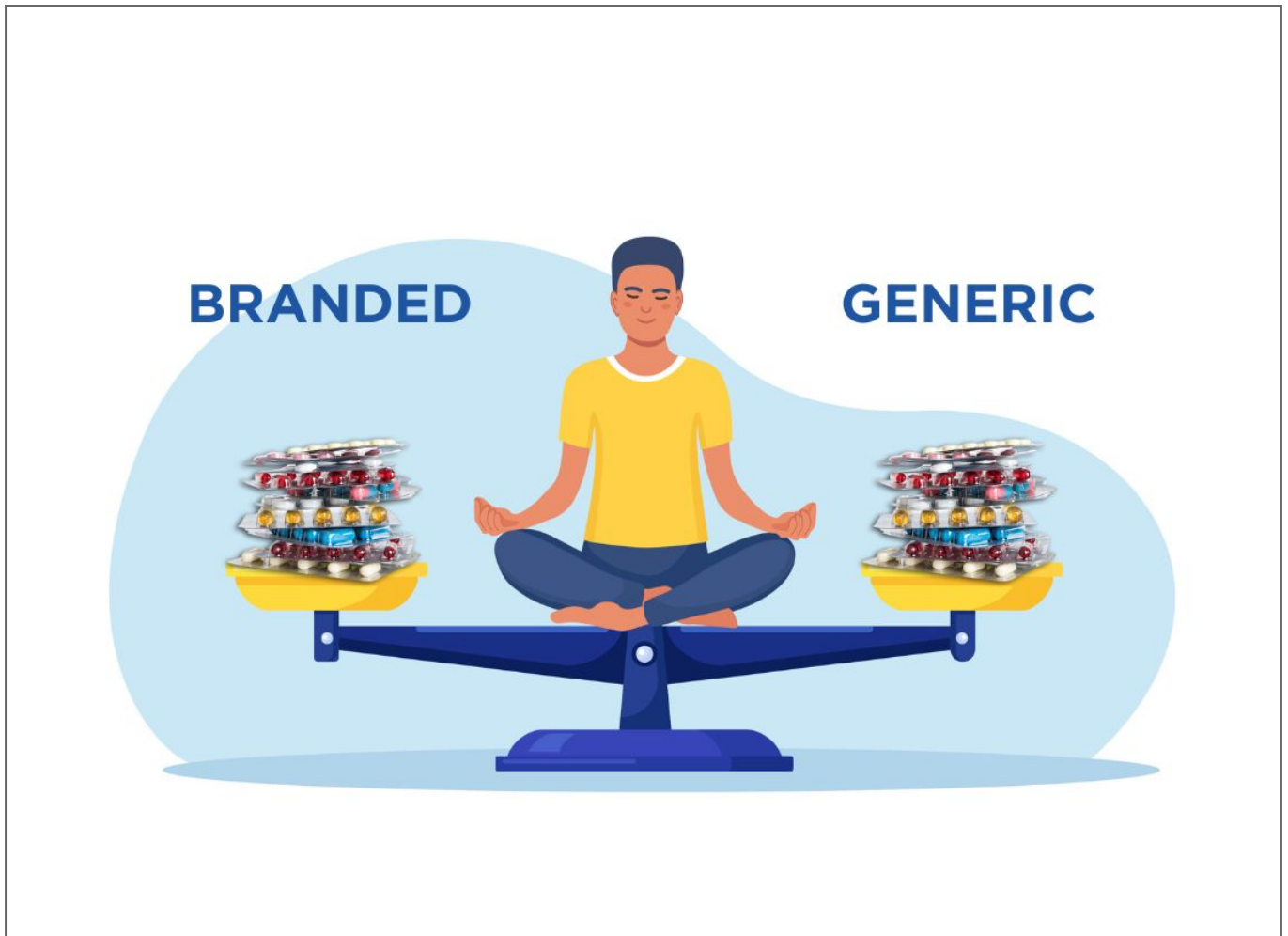
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In a significant stride towards affordable healthcare, Medkart Pharmacy has unveiled India's first comprehensive online platform dedicated to comparing your brand of medicines prescribed by the doctor with quality generic medicines. This pioneering initiative empowers consumers to make informed choices by providing transparent information on drug prices,

compositions, and alternatives.



Indias First Generic Medicine Comparison Engine Goes Live: Medkart Pharmacy Leads the Way

Bridging the Knowledge Gap

Generic medicines, which contain the same active ingredients as their branded counterparts, offer a cost-effective alternative without compromising efficacy. However, a lack of awareness and prevailing misconceptions have hindered their widespread adoption in India. Medkarts new platform addresses this challenge by offering a user-friendly interface where individuals can:

- **Compare Prices:** Evaluate the cost differences between branded and generic medicines.
- **Understand Compositions:** Access detailed information on drug compositions and therapeutic uses. The level of

detailing at Medkart is unprecedented as it is the only platform to provide and map the release pattern between two medicines.

- **Identify Alternatives:** Discover generic substitutes for prescribed branded medications.

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By facilitating easy comparisons, Medkart aims to demystify generic medicines and improve their acceptance among the masses.

A Vision Rooted in Affordability

Founded in 2014 by Ankur Agarwal and Parasharan Chari, Medkart Pharmacy has consistently championed the cause of affordable healthcare. With over 100 retail outlets across Gujarat and Rajasthan along with a robust online presence www.medkart.in, the company has served more than 11 lakh families, helping them save an estimated Rs. 650 crores on medicine expenses till date.

“Our mission has always been to make quality healthcare accessible and affordable. By launching this comparison engine, we were taking a significant step towards empowering consumers with the knowledge they need to make cost-effective choices,” said **Ankur Agarwal, Co-founder of Medkart Pharmacy.**

“If a diabetic patient has been prescribed Empagliflozin, they can simply search the brand name or the molecule name and get all the alternatives available, and compare the prices,” explained **Parasharan Chari, Co-founder of Medkart.** *“This will enable the consumer to make an informed decision and be rest assured of the quality as each generic medicine retailed on Medkart is from WHO-GMP certified manufacturers.”*â€œ

Features Tailored for the Indian Consumer

Understanding the diverse needs of Indian consumers, Medkarts

platform offers:

- **Multilingual Support:** Available in English, Hindi, and Gujarati to cater to a broader audience.
- **Mobile Accessibility:** A dedicated app allows users to compare and order medicines on-the-go.
- **Authenticity Assurance:** All medicines are WHO-GMP certified, ensuring quality and safety.

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Aligning with National Healthcare Goals

Medkarts initiative resonates with the Indian governments emphasis on promoting generic medicines to reduce healthcare costs. By providing a transparent platform for comparison, Medkart not only aids consumers but also supports national objectives of making healthcare more affordable and accessible.

Looking Ahead

As healthcare costs continue to rise, tools that offer clarity and choice become indispensable. Medkart Pharmacys comparison engine stands as a testament to the power of technology in bridging gaps and fostering informed decisions. With plans to expand its reach and features, Medkart is poised to play a pivotal role in reshaping Indias pharmaceutical landscape.

For more information or to explore the comparison tool, visit www.medkart.in/compare-medicines.

