

VAKRANGEE DIGITAL VENTURES LIMITED

Intimation for new partnership

VAKRANGEE PARTNERS WITH PHARMEASY TO PROVIDE ONLINE MEDICINES & HEALTHCARE SERVICES ACROSS ITS PLATFORM

- Vakrangee Kendra will be the one-stop-shop for all Online Medicines & Healthcare service requirements across the value chain for its customers.
- Customers will be able to get access to a complete range of Online Medicines & Healthcare service such as Medicines, OTC pharmaceutical, other consumer healthcare products, comprehensive diagnostic test services as well as teleconsultations.
- Vakrangee to offer services across the platform i.e Physical network as well as digital mobile app

Mumbai, December 15, 2021: Vakrangee Digital Ventures Limited (100% Subsidiary of Vakrangee Ltd) has tied up with PharmEasy (Axelia Solutions Private Limited) to provide online medicines & healthcare services to the unserved and underserved population of India.

PharmEasy provides a wide range of prescription (medicines), OTC pharmaceutical, other consumer healthcare products, comprehensive diagnostic test services, and teleconsultations thereby serving the healthcare needs.

Under this partnership, Vakrangee through its Nextgen Kendras and BharatEasy Mobile Superaap will now be able to provide medicines & healthcare services in remote areas of the country. With 70% of Nextgen Vakrangee Kendra outlets in Tier-5 and 6 towns, Vakrangee will offer medicines & healthcare services to the communities in the unserved/underserved parts of the country.

The customers will also be able to avail various discount offers and get significant savings on their purchases of medicines and health products.

Commenting on this partnership, **Mr. Dinesh Nandwana, Managing Director & Group CEO, Vakrangee Ltd.** said, *“We are happy to partner with PharmEasy to facilitate our customers with online Medicines & Healthcare service in both urban as well as rural remote areas. With this partnership, we have strategically added a complete bouquet of online medicines & healthcare services at our Nextgen Kendras & BharatEasy Mobile App making them into a one-stop for all the healthcare requirements of our customers. “*

He added, “Our franchisees in remote areas of the country can now enhance their revenue stream by offering medicines & healthcare products & services too. We will continue to add more products and services and tie-up with leading business partners to offer our customers a one-stop solution to all their banking, insurance, ATM, financial services, assisted e-Commerce, e-Governance and logistics. We are aspiring to be the most trustworthy physical as well as online convenience store across India, positively moving towards Vakrangee Kendra’s new brand philosophy of ‘AB Poori Duniya Pados Mein’.”

This tie-up further expands our bouquet of services available to citizens through Vakrangee Kendra. Nextgen Vakrangee Kendras exclusively offer a comprehensive range of products and services across banking, insurance, ATM, Assisted e-Commerce, e-Governance, and logistics. Vakrangee currently has ~13,200 Nextgen Vakrangee Kendras spread across 28 States & UTs, 560+ districts and 4,860+ postal codes. More than 70% of these outlets are in Tier 5 and 6 towns.

About Vakrangee Digital Ventures Limited

Incorporated on June 14, 2021, Vakrangee Digital Ventures Limited is the 100% subsidiary Company of Vakrangee Limited. The Company has recently launched a Mobile Super App based business platform : BharatEasy App, India ka Super App. By downloading a single Vakrangee’s BharatEasy Super App mobile application, our customers would get access to a wide array of Products and Services which would significantly reduce their requirement to switch between multiple apps. This would lead to superior customer experience and convenience for the customer.

About Vakrangee Limited

(BSE Code: 511431; NSE Code: VAKRANGEE)

Incorporated in 1990, Vakrangee is the unique technology-driven company focused on building India's largest network of last-mile retail outlets to deliver real-time Banking & Financial Services, ATM, insurance, e-governance, e-commerce, and logistics services to the unserved rural, semi-urban, and urban markets. The Assisted Digital Convenience stores are called as “Vakrangee Kendra” which acts as the “One-stop shop” for availing various services and Products.

About PharmEasy

PharmEasy is one of the most trusted online pharmacy platforms for all your medicine & healthcare needs. It currently has 25mn registered users on the platform (as of 30-Jun-2021). It delivers medicines and healthcare products from registered and trusted pharmacies to your doorstep at affordable prices. It also offers diagnostic tests from certified labs with a sample collection facility from your home. PharmEasy’s motto is ‘Simplifying Healthcare, Impacting Lives!’

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