




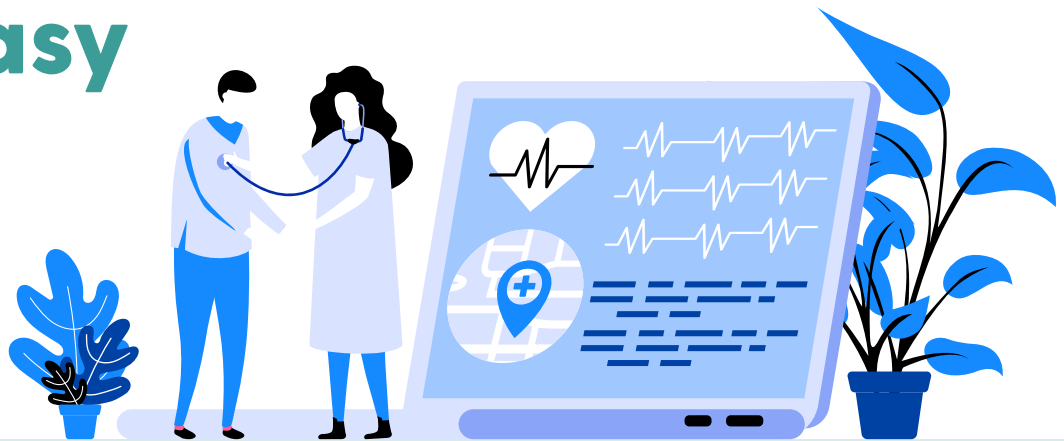
# PHARMEASY STREAMLINES

85 

The number 85 is followed by a white icon depicting a syringe and two pills, representing pharmaceuticals.

# OF PACKAGING PROCUREMENT WITH BIZONGO

# About PharmEasy



**PharmEasy** is India's largest online healthcare aggregator offering diagnostic tests in Tier I & Tier-II cities in India. Apart from that they also specialize in other medical services like medicine reminders, medicine refills, digital prescriptions, free doctor consultations.

## PharmEasy Currently Serves



**Customers**  
PAN India



**Pin Codes**  
Served



**Cities**  
Covered

**PharmEasy** believes that everyone should have access to good health and that health care should be affordable to all. Keeping this objective in mind, it is indispensable for them to make medicines available to all -



**At Reasonable Rates**



**On Time**

# BUSINESS CHALLENGES

The Indian pharmaceuticals market is expected to grow to USD 55 billion by

2020

Being a major stakeholder in this growth story, PharmEasy required a slick and systematic approach towards managing their packaging requirements. Achieving this would lead them to offer timely healthcare services to every customer.

The prime hurdles in attaining this were identified to be -



**INCONSISTENT  
PRICING**



**LIMITED ORDER &  
INVENTORY VISIBILITY**



**CUMBERSOME VENDOR  
MANAGEMENT**



**ONE ORDER, MULTIPLE  
SHIPMENTS**

Pharmeasy realized that their challenges were an outcome of **manual and offline processes**. They decided to bridge the gap with Bizongo's comprehensive packaging solution.

**Bizongo delivered a tech-led solution to automate the packaging supply chain for PharmEasy & brought all processes at their fingertips.**

# BRINGING CONSISTENCY IN PRICING

## CHALLENGE

Same packaging SKUs delivered by different vendors at different locations were priced differently.



## WHY DID THIS HAPPEN



Since Packaging is preferably sourced locally, pricing is greatly influenced by local demand.



It's difficult to geographically aggregate demand due to the limited capabilities of vendors.

## BIZONGO'S SOLUTION

Expertly benchmarking the prices to achieve a uniform rate PAN India, while ensuring standardized product quality.

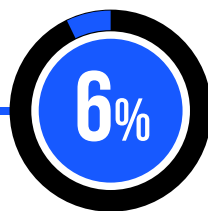


## HOW DID WE DO IT

We identified 6 vendors placed strategically across India and pooled their capabilities to serve the aggregated demand of Pharmeasys.

With our resources and knowledge, we were able to negotiate the prices down to our benchmarks.

**IMPACT  
CREATED**



**COST REDUCTION IN  
PACKAGING PROCUREMENT**

## **DID YOU KNOW?**



Automated replenishment cuts ordering costs by over 25%  
[SourceForge.Net:MarginPoint] [Click here](#) to see how Bizongo can help you  
**reduce the packaging cost** with automated inventory planning.

# ENSURING TIMELY DELIVERIES

## CHALLENGE

Making packaging available as and when required was proving difficult.



## WHY DID THIS HAPPEN



Limited inventory visibility led to understocking or overstocking, causing inefficiency & revenue loss.



Lack of order visibility resulted in unnecessary manual intervention causing loss of time and resources.

## BIZONGO'S SOLUTION

Increasing visibility through our premium tech-product Procure Live and assigning a single, dedicated Point of Contact (POC) to ensure swift order fulfillment.

## HOW DID WE DO IT

Bizongo's tech-enabled platform, Procure Live, enabled viewing and tracking of the packaging stock at the warehouses along with all the orders..

Bizongo POC regularly discussed demand and supply trends with PharmEasy and maintained a clean database of their requirements.

**IMPACT  
CREATED**



**VISIBILITY FROM  
PRODUCTION TO TIMELY  
PRODUCT DELIVERY.**

## **DID YOU KNOW?**



We now offer auto-replenishment services to ensure you **never face stockouts again.** [Click here](#) to know more.

# SIMPLIFYING PACKAGING VENDOR MANAGEMENT

## CHALLENGE

Long & complex process for multiple vendor management leading to multiple follow-ups & lack of visibility.



## WHY DID THIS HAPPEN



Unorganized and fragmented packaging industry in India led to difficulty in finding reliable vendors.



The vendor management process involving vendor discovery, quality check, price negotiations, and vendor onboarding was long-drawn.



Larger requirements necessitated more vendors, leading to even greater complexities.

## BIZONGO'S SOLUTION

Identifying the right vendors through our tech-enabled seller platform, thereby increasing the visibility of the manufacturing process.



## HOW DID WE DO IT

We have a vast pool of suppliers in multiple packaging categories, which enables us to quickly map and choose the best manufacturing partner through a reverse bidding process.

**IMPACT  
CREATED**

**32%**

**DECREASE IN LEAD TIME**

## **DID YOU KNOW?**

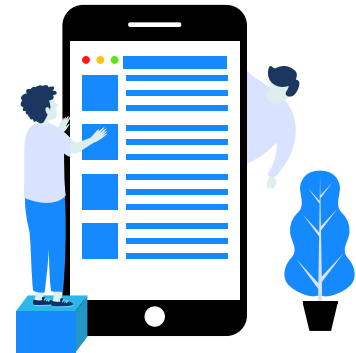


Bizongo eliminates the hassle of multiple vendor management thereby **reducing the cost of coordination by 87.5%**. [Explore this opportunity for yourself!](#)

# OFFERING A SUSTAINABLE PACKAGING SOLUTION

## CHALLENGE

Multiple shipments for single orders leading to missing and/or delayed shipments.



## WHY DID THIS HAPPEN



Sometimes customers order medicines some of which need to be stored in a refrigerated environment, while others at room temperature. This led to the creation of separate shipments for such orders.



This increase in the number of shipments resulted in elevated costs and missing shipments, with a potential to dent customer experience

## BIZONGO'S SOLUTION

Developing a courier bag with two separate sections to hold both normal and refrigerated medicines, which can be delivered to the customer in one packaging.

## HOW DID WE DO IT

Our team of experts in packaging development spared no efforts at developing a cost-effective solution that would delight Pharmeasy's customers.

## IMPACT CREATED

**UNINTERRUPTED DELIVERY OF  
SHIPMENTS WHILE BRINGING  
DOWN THE SHIPMENT COSTS.**

## DID YOU KNOW?



More than 400 brands have trusted Bizongo for their packaging fulfillment.

# CLIENT EXPERIENCE



“

The driving factor that convinced us to work with Bizongo was the competitive pricing they offered. Cost reduction provided by them led to a substantial decrease in the overall packaging spend. While this is just one part, what helped us a lot was their systematic tech-enabled system which reduced all the hassle and made packaging procurement an efficient and simple process. To top it off, team Bizongo's short turnaround time for problem resolution & extensive support during urgent situations is very impressive. Bizongo is surely the go-to organization for any kind of packaging requirement.

**Mehul Juneja**

Operations Process Excellence

”



# PACKAGING COST, NEVER LOST

Overstocking or understocking is a problem faced in every industry. The voyage to precise mapping of supply & demand is time consuming.

Ditch the uncertainty of demand forecasting and replace it with

Bizongo's Digital Supply Chain Platform for Packaging  
Auto-Replenishment to ensure



**AVAILABILITY OF PACKAGING  
AT LOWER INVENTORY**

Basically, you get access to

**SOURCING + INVENTORY MANAGEMENT + DISTRIBUTION**

All at one place

**I Need This Solution**

 Bizongo Office |  [marketing@bizongo.com](mailto:marketing@bizongo.com)

— Thank You —