



ETHICS[®]

END-TO-END PHARMA SOLUTIONS

Your Partner in Health. Our Commitment to Excellence.



End-to-End Pharmacy
Retail Chain Solutions



Market Entry Support
for Global Brands



Nationwide
Distribution



Global Sourcing
Partner

INNOVATION | RELIABILITY | INTERGRITY



Your Trusted Partner in Innovation and Growth

Welcome to Ethics Group of Companies,

Ethics Group of Companies, established in 2009, is India's trusted partner for integrated, end-to-end pharmaceutical retail chain solutions and distribution ecosystem. With technology at the core, we empower both domestic and international pharma companies to launch, scale and succeed in India's dynamic healthcare market.





Our Mission, Your Success



We foster innovation, collaboration and ethical growth, ensuring every partnership drives long-term success for our clients and associates. With a focus on exceptional service and operational excellence, we create a sustainable ecosystem that benefits all stakeholders, promoting continuous improvement and lasting trust-based relationships.

80+ times revenue
growth in the last 6 years in
Janaushadhi Project



486+
Distribution Centres
Across India



75+ Million
Cu. Ft. Retail Storage
Capacity



1,00,000+
Retail Outlets
Reached



1,65,000+
SKUs Managed



803.33 Cr+
Units Handled



99.83%
Orders Delivered
within SLA timelines



19,000+
Pincodes Reached

* All figures pertain to FY 2025-26, except Units Handled, which is cumulative from FY 2018 to 2026.

Celebrating Excellence and Achievement



**India 500
SME Awards 2026**



**Pharma Ratna
Award 2025**



**MSME Global Diamond
Business Excellence
Award**



**Award of Appreciation
Health Expo 2026**



**Best Technology
Innovation for
Pharma Distribution**



**Service Provider of
the Year 2025**



**Sting Superstar
Award 2024**



**FMCG Supply Chain
Conference 2023**



**CargoNXT Award for
Supply Chain Excellence
2023**

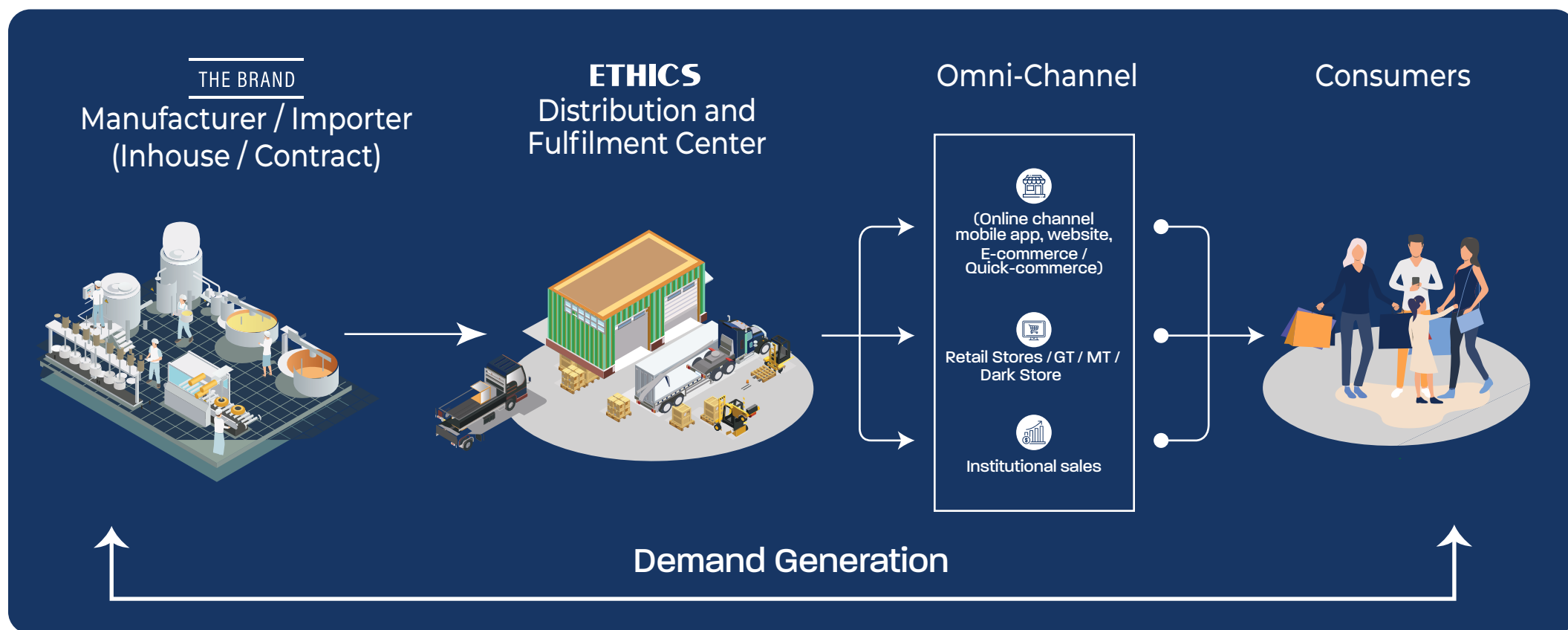


**Northern India Air
Cargo Excellence
Award 2023**

Challenges of the Traditional Multi-Tier Distribution Network



ETHICS® Unified Pharma Distribution Ecosystem



"IT Integrated End-to-End Supply Chain Solutions"

Comprehensive Services and Solutions



Climate Controlled Warehouse



Inventory Management



360° visibility on single platform



Demand & Supply Planning



Seasonal & Regional Forecasting



24/7 Customer Support



IT & IoT enabled operations



Fintech (payments services)



Smart POS software



Retail automation



Last Mile Delivery



Comprehensive IT Solution



Reverse Logistics



E-Commerce Ready



Distribution



Pan India Coverage



Tracking & Traceability



Zero Expiry



Zero Shortage



Zero Wastage

Key Benefits Delivered By ETHICS® Distribution Ecosystem



Zero capex for the brand
[asset light & agile business
model for customer]



Service charges payable only
after successful sale occurrence
[outcome based revenue model]



Plug-n-play platform: the
brand can register pan india
presence overnight



Optimised shelf life of
products with FIFO or
FEFO inventory flow



Zero expiry of products
ensured by applying most
advanced AI/ML robust IT
engine



Timely and accurate
forecasting of product
requirements



Proper storage of products
as per required
temperature and humidity



Last mile delivery/
first mile pickup



Zero shortage/ zero breakage
[sla- service level agreement
assurance]



24x7 operational fulfilment
centres [ensuring availability of
products at all the time]



Exponentially scalable
[pan India coverage]



Block chain data flow;
transparency at various
stake-holders level



Maximum capturing of
data; facilitate 360-
degree evaluation



Minimised human
dependency generates no
human error



Real time and accurate data
flow; repetition of accuracy-
elimination of errors



Increased efficiency of all stake
holders like management,
employees, vendors, retailers,
transporters, etc.



Smooth employee on-
boarding; sop based
operations ensures omni-
present uniformity



Real time dashboards (as per
users, kpi, kra) and customizable
MIS reports

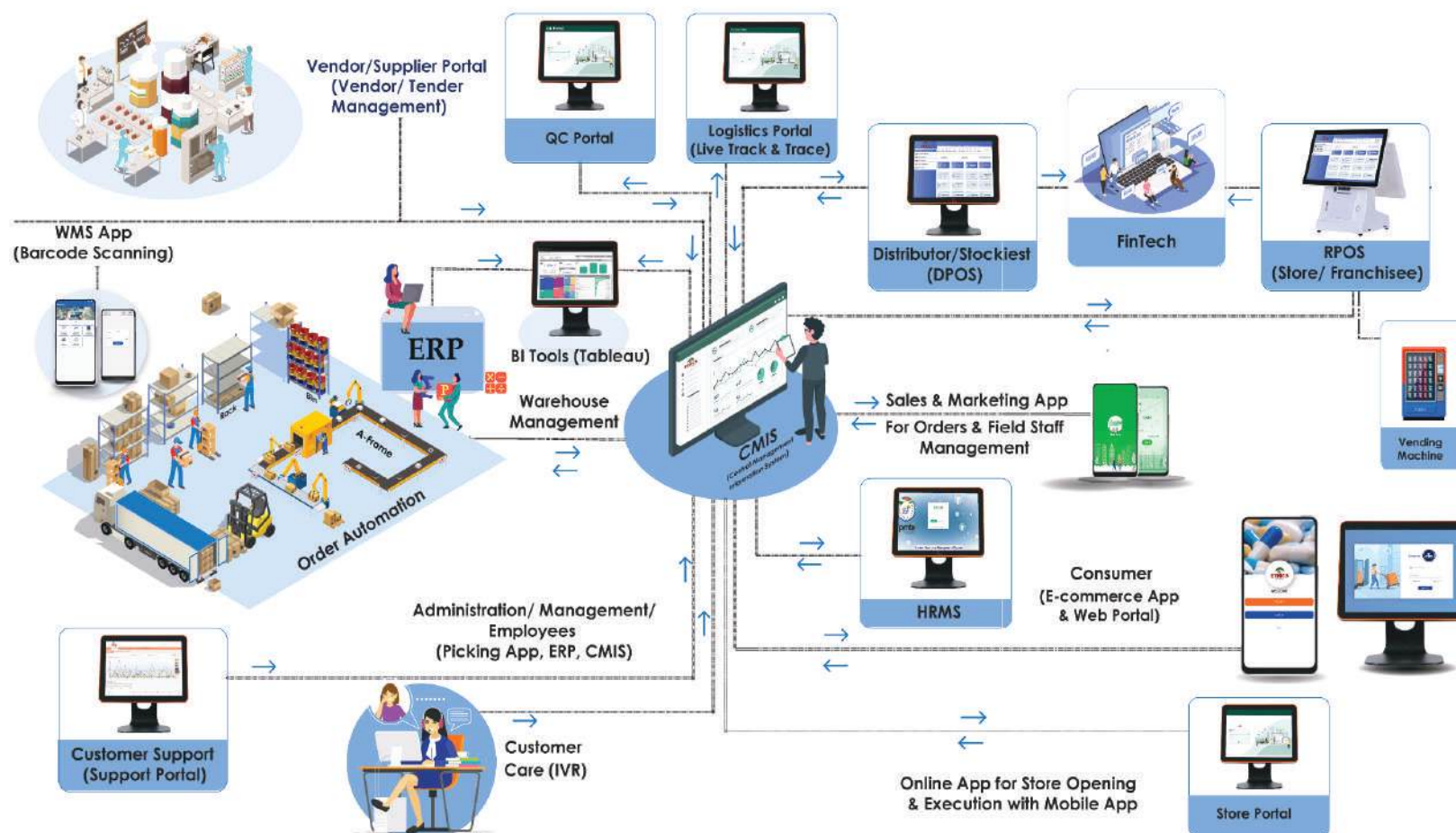


Eliminates middlemen
dependency and strengthen
brand: consumer synergy



Enable reduction in supply
chain costs plus drive higher
revenues

ETHICS® Tech-Enabled End-To-End Pharma Retail Chain Management Platforms



Our Strategic Solutions



End-to-End Pharmacy Retail Chain Solutions

Turnkey solutions for companies and entrepreneurs launching retail pharmacy chains in India or abroad.

- Connected IT platform from vendor portal to POS, with installation and staff training
- Centralised sourcing and inventory management
- Fintech support for store setup
- Quick commerce and dark-store support
- Store setup and design support
- Technology-backed supply chain for replenishment and analytics
- Marketing, branding and operational guidance



Market Entry Support for Global Brands

Your trusted launch partner for global companies expanding into India's pharmaceutical and healthcare market.

- Regulatory facilitation and compliance advisory
- Access to Ethics' nationwide distribution and retail network
- End-to-end supply chain management with full visibility
- Market onboarding and product positioning strategies
- Local market intelligence and go-to-market strategy support

Our Strategic Solutions



Nationwide Distribution for Pharma, OTC and FMCG Brands.

Helping Indian pharmaceutical companies expand their Pan-India presence with speed and scale.

- Quick commerce and modern trade fulfilment
- GDP-compliant pharma and healthcare distribution
- Cold chain handling for 2 to 8°C products
- Batch and expiry traceability with FEFO control
- Technology-enabled operations with real-time inventory
- Supply to pharmacies, hospitals, clinics and institutions
- Fintech support: invoice-based financing



Global Sourcing Partner

A single-window sourcing solution for international buyers procuring from India.

- Manufacturer identification, supplier coordination and procurement
- Consolidation of orders and export facilitation
- WHO-GMP certified quality and compliance
- Transparent, cost-efficient sourcing
- More than 1,000 manufacturers empanelled



Our Expertise

ETHICS® End-to-End Pharma Distribution Management



Supply Chain

- State-of-the-Art Grade A warehouses
- 486+ fulfillment and distribution centers
- SLA-driven same-day and next-day delivery
- Centralized warehousing with first-mile and last-mile reach
- 24/7 surveillance with automation
- Scalable facilities built to pharma-grade standards



IT

- AI/ML-based demand forecasting and inventory control
- Real-time dashboards with complete track-and-trace visibility
- Integrated WMS, OMS, and POS for seamless operations
- Automated compliance for pharma-grade distribution



Infrastructure

- Pre-engineered & modular buildings for scalable pharma facilities
- Material storage & handling solutions (HDR systems, conveyors, mezzanines)
- Custom-built offices & retail outlets for operational efficiency
- Plug & play integrations with dark store solutions for faster turnaround



Fintech

- Invoice-based financing for businesses and retailers
- Quick and hassle-free loan disbursements
- Paperless, end-to-end digital transactions
- Expanding retailer access to financing and credit stability



ETHICS® Supply Chain Solutions



Warehousing

- 75 million cu. ft. capacity across 486+ locations.
- Tech-driven operations with WMS, DWS and advanced TMS.
- 24/7 security and surveillance, offering 3PL / 4PL solutions.
- Temperature-controlled and compliant storage for sensitive pharma products



Transportation

- Same/next-day delivery within 300 km.
- Regional and national coverage with fixed TATs (air & surface).
- Track & trace service and e-POD.
- Dedicated fleet for pharma-grade handling and cold chain logistics



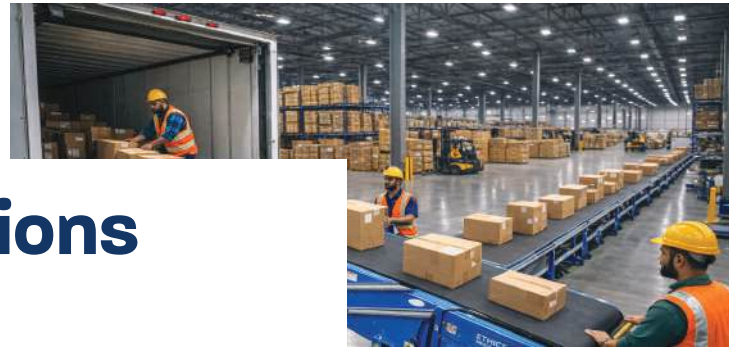
E-Commerce

- Pan-India fulfillment centers and smart inventory placement.
- On-time order processing, invoicing and packaging services.
- Seamless returns management with RTO & RTV handling.
- Seamless integration with D2C and B2B platforms.



Omni-Channel Retail Management

- Real-time tracking and multi-channel order management.
- Plug-and-play integrations for optimized logistics.
- Enhanced customer experience across all platforms.
- Unified dashboards for analytics and performance visibility.



Innovative IT Solutions by ETHICS



Warehouse Management System (WMS) for Pharma

- Full-fledged WMS designed specifically for pharma distribution.
- Real-time inventory visibility, batch/expiry tracking, and compliance monitoring.
- Seamless integration with distribution and retail networks.



Warehouse Automation

- Automated picking, sorting and replenishment for faster order processing.
- IoT-enabled monitoring for accuracy and efficiency.
- Robotics and smart devices for optimized warehouse operations.



Vendor Platform

- Centralized platform for vendor onboarding and coordination.
- Streamlined procurement with compliance and quality checks.
- Real-time tracking of vendor performance and supply chain visibility.



Custom IT & App Solutions

- Tailored web and mobile solutions for pharma retail and distribution.
- AI/ML-driven analytics for demand forecasting and decision-making.
- End-to-end digital enablement for operational efficiency.



Infrastructure Solutions by ETHICS®



Pre-Engineered & Modular Buildings

- Durable, cost-effective structures for long-term performance.
- Steel building solutions including PEB and modular designs.
- Customizable for diverse infrastructure needs.



Material Storage & Handling Equipment

- Quick-install, versatile solutions for scalable storage needs.
- HDR systems, mezzanine floors, and conveyor setups.
- Efficient infrastructure for optimized material handling.



Offices & Retail Outlets

- Customized infrastructure to enhance customer experience.
- Streamlined operations for maximum efficiency.
- Modular office furniture and retail outlet enablement.



Plug & Play Integrations & Dark Store Solutions

- End-to-end turnkey solutions tailored to project requirements.
- Seamless integrations for enhanced functionality.
- Dark store solutions to ensure shorter lead time.



Jan Aushadhi Kendra

भारतीय
जन औषधि
योजना

प्रधानमंत्री जन औषधि केंद्र
Pradhan Mantri Bhartiya Janaushadhi Pariyojana

GURUGRAM, Haryana

₹3+ Crores
Financing Enabled

276+
Stores
Empowered

1,464+
Invoices
Funded

INVOICE FINANCING APPROVED

ETHICS® Fintech Empowering Financial Growth



Seamless Digital Financing

- Paperless, end-to-end digital loan transactions.
- Specializes in invoice-based financing under government welfare campaigns.
- Facilitates quick and efficient financing solutions for businesses.



Fast Loan Approvals

- Collateral-free loans with credit limits approved in under an hour.
- Real-time processing for both working capital and term loans.
- Quick and hassle-free loan disbursements.



Empowering Businesses

- Partnered with government welfare campaigns for accessible financing.
- Offers invoice-based financing for businesses and retailers.
- Ensures supply chain stability with fast, collateral-free loans.



Retailer Credit Formalization

- Formalizing credit for retailers through the JAK-GST Sahay Platform.
- Quick, efficient financing solutions for business growth.
- Enhancing retailer access to financing and credit stability.



End-to-End Pharmacy Retail Chain Solutions



Retail Store Development & Delivery

- Custom store designs for an optimal customer experience.
- Cutting-edge engineering and prototypes for retail solutions.
- High-quality manufacturing services tailored to retail needs.



Pharmacy Outlet Enablement

- End-to-end setup of branded pharmacy outlets
- Modular retail furniture and interior solutions
- Streamlined in-store workflows for efficiency



Bundled Software & Hardware

- Customized software for efficient retail management.
- Advanced tools to streamline operations.
- IT-enabled technology platform from vendor portal to POS, with installation and staff training



Omni-Channel & Quick Commerce Support

- Integration with e-commerce & modern trade platforms
- Dark-store models for hyperlocal delivery
- Tech-driven fulfilment to shorten delivery lead times

Proven Case Study

PRADHAN MANTRI BHARATIYA JANAUSHADHI KENDRAS

Pradhan Mantri Bharatiya Janaushadhi Pariyojana is a campaign—public welfare scheme of Government of India. Launched by the department of pharmaceuticals to provide quality medicines at affordable prices to the masses through Janaushadhi Kendras. Janaushadhi Scheme is India's largest pharmacy retail chain.



Our Impact:



9,236.33 Cr+
Total Sale



803.33 Cr+
Total Number of
Units Handled



99.67%
Orders Delivered
Within SLA Time Period



51,751.09 Cr+
Savings of Common
Citizens of India

From April 2018 to March 2026

Proven Case Study

DAVA INDIA GENERIC PHARMACY

Dava India is India's largest private generic pharmacy retail chain. It aims to revolutionise the Indian healthcare scenario by providing high-quality generic medicines at affordable prices.



Our Impact:



Retail Outlets
7.8X increase
365–2800+



Districts
10X
150–1,500+



Product Range
4.9X
1,090–5,388+



Batches Handled
14.7X
1,834–27,000

From April 2022 to March 2026



Proven Case Study

FIRST REMEDY PHARMACIES & WELLNESS

First Remedy is a pharmacy retail brand offering branded and generic medicines, wellness products, and personal care essentials. The brand focuses on accessible and reliable healthcare for communities across India.



Our Impact:



Complete retail
enablement



Inventory &
Sourcing
Management



Up to 30%
Cost Savings in
supply chain



Design support
and store setup

From April 2018 to March 2025

Proven Case Study

GENERIC REMEDY

Generic Remedy is committed to delivering accessible and reliable healthcare through its portfolio of 500+ generic medicines. Manufactured in WHO-GMP certified facilities, the brand emphasizes safety, quality, and innovation. By integrating AI-driven demand and stock optimization, Generic Remedy ensures that essential medicines remain available and affordable across India.



Our Impact:



Comprehensive IT Platform



500+ high-demand generic products sourcing



Procuring from WHO-GMP Certified Manufacturers

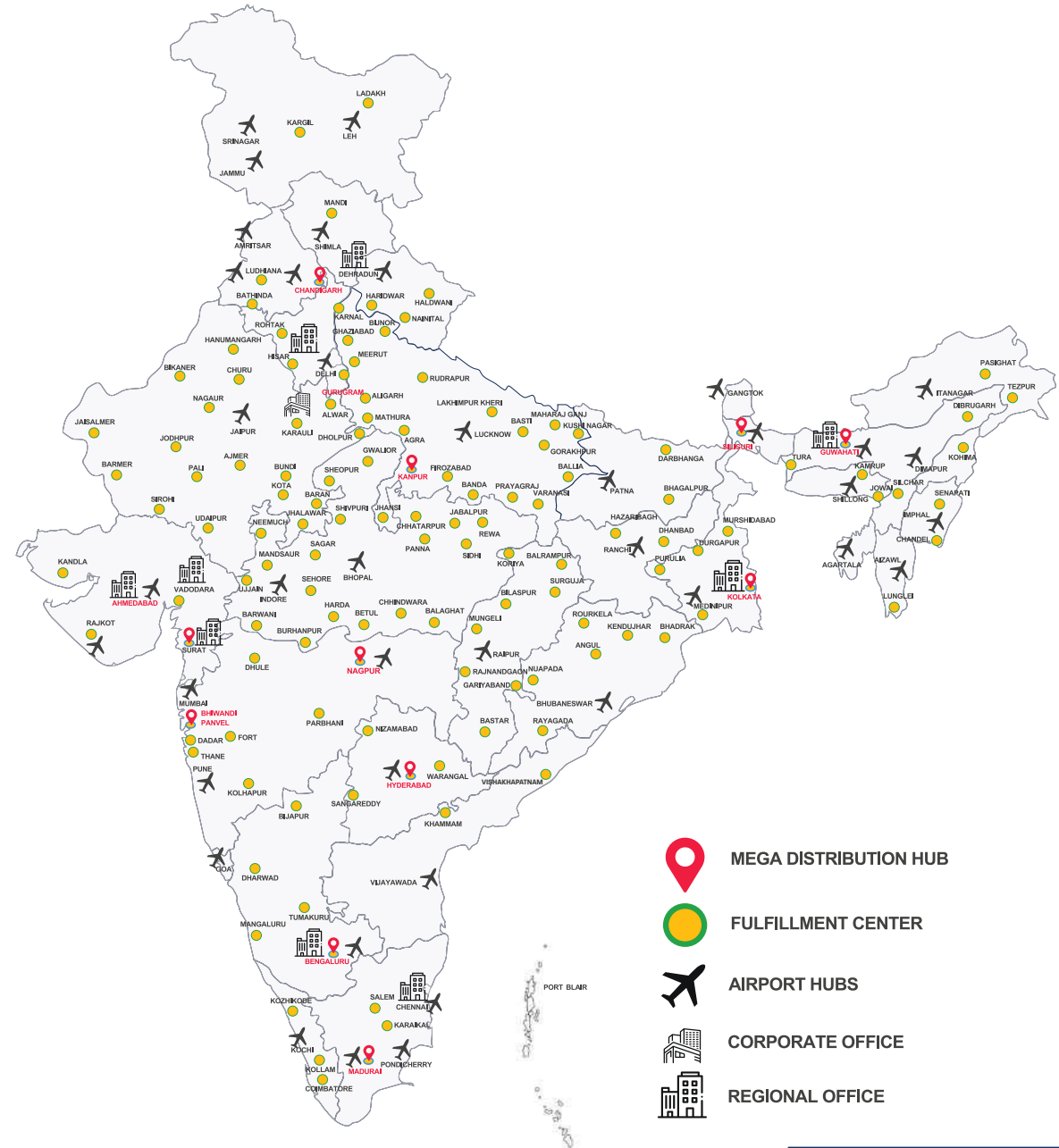


Streamlined order receiving and processing



486 Locations
75 Million cu. ft.
Warehouse Space

Delivering Excellence
From Every Corner of
the Country



Our Network, Your Advantage

North

- › Delhi
- › Gurgaon
- › Noida
- › Zirakpur
- › Jaipur
- › Prayagraj
- › Agra
- › Ambala
- › Baddi
- › Chandigarh
- › Faridabad
- › Ghaziabad
- › Haridwar
- › Jodhpur
- › Kanpur
- › Ludhiana
- › Hisar
- › Karnal
- › Jammu
- › Mathura
- › Panipat
- › Rudrapur
- › Patiala
- › Rohtak
- › Srinagar
- › Sonipat
- › Udaipur

East

- › Kolkata
- › North 24 Parganas
- › Howrah
- › Patna
- › Bhubaneswar
- › Guwahati
- › Haldwani
- › Bagdogra
- › South 24 Parganas
- › Siliguri
- › Agartala
- › Ranchi
- › Jamshedpur
- › Shillong

South

- › Bangalore
- › Bangalore Rural
- › Trivandrum
- › Cochin
- › Coimbatore
- › Hosur
- › Chennai
- › Hyderabad
- › Sricity
- › Vishakhapatnam
- › Vijayawada
- › Nelamangala
- › Pondicherry

West

- › Ahmedabad
- › Bhopal
- › Goa
- › Thane
- › Indore
- › Navi Mumbai
- › Pune
- › Nagpur
- › Surat
- › Vadodara
- › Vapi
- › Silvassa

& many more



Reimagine the End-to-End Pharmaceutical Distribution Ecosystem with Integrated Technology-Led Solutions!

Connect With Us

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