

Aprazer InfoTech announced a new platform “AapkaChemist”



New Delhi, Jan 15, 2019 ([Issuewire.com](http://www.Issuewire.com)) - Despite strikes and protests from local chemists and their associations against legalization of online sales of medicines, the central government notified the Bombay high court on Friday, that it will announce the final rules to regulate the sale of medications online by e-pharmacies before 31st January 2019. Any regulations favoring e-pharmacies will severely impact the livelihood of nearly a million chemists, distributors & their respective employees. In a recent interview, advocate DP Singh, who is representing the Union of India stated that once the rules draft gets published, the authorities would have meetings with the stakeholders of the industry.

Simranjit Singh Gandhi, CEO of a Delhi based IT company Aprazer Infotech, started his career by operating a small retail pharmacy in Central Delhi's Old Rajendra Nagar. As e-pharmacies entered the arena, he quickly realized the challenges local chemists were about to face. It became apparent that apart from losing their business to e-pharmacies, chemists would also lose touch with their customers due to the lack of a digital interface.

To address the concerns of local pharmacies, Aprazer InfoTech has developed a digital platform

"[AapkaChemist](#)." This platform empowers local chemists to get customers' inquiries online, provide higher discounts and offering super-fast delivery of the medicines. Customers will be able to raise their queries to nearby chemists and get the best discounts on medications on

"AapkaChemist" website or App. Customers can also opt for a self-pickup of the medicines from a chemist store near them. The local pharmacies can directly coordinate with customers & ensure that the medicines are dispensed as per the prescription & guidelines from the Drugs & Cosmetics Act 1940.

According to Simranjit Singh Gandhi, CEO, Aprazer InfoTech Pvt Ltd, "Almost all thriving businesses today exist in the digital space. Today, a majority of consumers prefer to shop online and readily adopt online concepts with the blink of an eye. Buying medicine involves a human touch between a chemist & the customer, which no technology can replace. Our company believes that e-pharmacies can never replace the experience and significance of local pharmacies in the healthcare ecosystem. Online pharmacies do not deliver medicines to remote areas, and usually, the medicines get delivered within 12-72 hours after placing an order, which is an unrealistic timeline. Acknowledging nearby chemists only at the time of emergencies is unfair. If given the right support, local chemists are capable of delivering higher discounts and superior services to their customers more efficiently. "AapkaChemist" will provide a level playing field and will give a definitive edge to local pharmacies over epharmacies."

[AapkaChemist](#) ensures that with their services, local pharmacies will become capable of catering to a broader customer base and providing a wide variety of medicines & healthcare products.

"[AapkaChemist](#)" will also offer local chemists access to their massive procurement and distribution network to ease the process of restocking inventories. Aprazer InfoTech's delivery platform "TroFro" will ensure the delivery of goods from distributors to pharmacies at nominal delivery charges.

Local chemists can now relax, knowing that they will have a fair shot at facing their e-pharma competitors and provide fierce competition.

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