



Become a
Healthbuddy
& Grow with Our Expanding
Business Matrix!

- 
- 01.** Welcome Note
 - 02.** About SastaSundar
 - 03.** Cour Habits of SastaSundar
 - 04.** About Healthbuddy
 - 05.** Healthbuddy Requirements
 - 06.** What SS expecting from Healthbuddy – 1 signed by prospect
 - 07.** Healthbuddy Do & Don't - 1 signed by prospect
 - 08.** Cash Flow Plus sales Matrix
 - 09.** ATL/ BTL Branding Col large Set
 - 10.** Fundamental Functions of HB
 - 11.** Documents List for Location approval & Drug License Application
 - 12.** SOP for Business Operation
- 





Welcome to the **SastaSundar Family!**

We are delighted to welcome you as our valued franchise partner under the Healthbuddy brand! Your decision to join the SastaSundar family marks the beginning of an exciting and rewarding journey together.

At SastaSundar, we believe in strong partnerships built on trust, innovation, and mutual growth. As you embark on this new chapter, please know that we are fully committed to supporting you at every step. From comprehensive training and operational guidance to marketing and customer engagement strategies, we're here to empower your success.

Together, let's make quality healthcare more accessible and create a meaningful impact in the lives of those we serve.

Welcome aboard – your journey to success starts now!

Warm regards,
Team SastaSundar





About **SastaSundar!**

○ WHO WE ARE

SastaSundar is consumer focused digital healthcare platform consisting of Pharmacy, Diagnostics & Wellness supported by a network of physical counselling and service centres called "**Healthbuddies**"

The name '**SastaSundar**' is derived from a popular Indian phrase in terms of consumer experience of Savings and Quality.

○ OUR MISSION

We exist to use knowledge and digital connectivity to reduce cost and add convenience in making available high quality medicines, healthcare products and services to make life simple and happy.

○ OUR CORE VALUE

'**Being Genuine**' is the core value of ours upon which we never compromise. We are and shall always be genuine in all the dealings with our stake holders, shareholders and consumers.

○ OUR CULTURE

Our culture is "**Being Child**" Like a child we engage in innovation, connect emotionally with trusted people, are contended & focused, live in the present, share fearless relationship, are accountable for our work, build and rebuilt ideas, treat everyone equally, acquire knowledge and think big but act small.



Our Core Habits





HB DURGAPUR MEDICINES

Dugrapur Town, District - Paschim Burdwan
Pin - 741222



HB DURGAPUR MEDICINES

Dugrapur Town, District - Paschim Burdwan
Pin - 741222



HB DURGAPUR MEDICINES

Dugrapur Town, District - Paschim Burdwan
Pin - 741222

About Healthbuddy (HB)

Who is Healthbuddy: A Healthbuddy is an independent retailer, registered on the digital platform sastasundar.com and is holding a valid trade licence and a retail licence under Drugs & Cosmetics Act, 1940

Benefits for **Healthbuddy** over normal retail pharmacy store:

Retail Pharmacy Store	Healthbuddy Store
200 plus sq. ft. shop area	Can start with 120 sq. ft shop area
Inventory Management	Less Inventory Management
May or may not Guarantee Genuine Medicines	Genuine Medicines Guaranteed
High Investment Requirements	Low Investment Requirements
Covers limited segments Maximum SKU 400-500	Covers Medicines, FMCG & other segments with 52,000+ SKUs
Risk of Theft	No Risk of Theft
High Cost Counter Sales Person Required	Low Cost Delivery Boys Required
No Technology Support	Full Technology Support
No Brand Presence	Trusted Genuine Brand with Largest Network of Healthcare
No Marketing Initiatives	Full Marketing and Branding Support
No Training and Knowledge Support	Complete Training and Full Knowledge Support
Growth is Limited due to Inherent Standalone Limitations	Growth can be Unlimited due to Brand Patronage, Huge Range of Products & Technological support
Only Deals in Limited Medicines & Fewer FMCG Products	Deals in Complete Range of Medicines & MCG products

Healthbuddy Requirements



Infrastructure —

- 120 sq ft. of carpet area (Wall to Wall), Shop or commercial space, Preferably Ground Floor.
- Height Min 8.6 ft with Frontage of 6 ft. Min with shutter.
- Commercial Meter Required.
- Shop Need to have Concrete Roof with plaster of Paris (FOP) on 3 side walls with Plastic Paint Angura [white Berger] Code 3P0074.
- Furniture-Rack to be cover full back wall. Counter [40inch H x 26inch Depth and 30inch] with swing door to restrict entry of consumer.
- Basic Requirements Chair, Computer, Printer EPSON LX-310, UPS, Internet Connection & Air Conditioner, Bar code scanner (Model No-TVS BS 1100N & TVS BS 1100 Plus).
- Refrigerator minimum 180 Lt.

Manpower



Need one full time
Pharmacist



Delivery Boy
required



Marketing/Telecaller
person

Licenses —

- Trade License in the name "Healthbuddy XYZ Pharmacy".....nature of business "Allopathic Retail Medicine Shop.
- GST, Professional Tax, Fssai & Shops & Establishments is Mandatory to be obtained in Firm Name "Healthbuddy XYZ
- The responsibility of application and obtaining of Drug Licence is with the Health Buddy it's self.

Additional Requirement —

- Rs 100000/ Refundable Security Deposit (without interest) in the favour of "Sastasundar Healthbuddy Limited".
- Need to Open current a/c in the name of firm-"Healthbuddy XYZ Pharmacy" in a local bank.

Note - Healthbuddy should complete the Drug License application submission Process to Drugs Authority within 30 days from the day of location approval. Failure to submit Drug License application within 30 days, will result in auto cancellation of the said approval. Further the same Location will be allotted to new prospect.



What SastaSundar is **Expecting from Healthbuddy**

Sales Expectation

Details	Sales for that particular Month (minimum)
At the end of 3rd Month	Rs. 4 lac
At the end of 6th Month	Rs 7 lac
At the end of 9th Month	Rs. 10 lac
At the end of 12th Month	Rs. 12 lac

Efforts to achieve Expected Sales Rs. 12 lac by 12th Month

Focus 1st 3 Months

Focus on Registration of Known Contact Details —



To inform All Contacts through Whatsapp/SMS that you have started a medicine shop. They can buy from you. [WhatsApp artwork will be shared by SastaSundar by inauguration]



To Connect DAILY Deck Daily with known contact details of all family members to get registered.



Target 2000 Registration in First 3 months from known database.



These 2000 registrations will give you minimum business of Rs. 4 lac by 3rd

Action for Next 9 Months



Minimum Registration of 11 Customers Daily Next 9 Months.



5000 Customers Registration by the end of 12th month



Call/ WhatsApp/ SMS Registered Customers Regularly minimum once in 1



Request all customers to download mobile App of SastaSundar wherein they can see all products and order.



Your Trusted Partner is Back

To Do List

- The amount collected from customers should be deposited in the current account of HB and then transferred to SHBL on a daily basis.
- It is preferred to deposit the exact amount (Ref:- Purchase Invoice) as collected to keep proper track of your accounts/collection.
- Delivery is to be completed on the same day of Receiving from SHBL. (if received before 4 p.m.)
- Delivery should be updated from the HB Delivery App in real time after delivering the orders.
- HB must provide a proper sales Invoice to the customer with the pharmacist's signature.
- Please check the proper valid prescription against the order and keep a copy of the Sch-H1 medicine, NRx & CNS Drug prescription as a soft copy or a hard copy and maintain the Schedule H1, NRx & CNS register
- HB should ensure that Delivery Boys wear company-provided uniforms / ID cards / Badges etc., and ensure hygiene, and cleanliness.
- Delivery Boy should use the HB Delivery App for delivery purposes and update the delivery status without fail.
- Sales return items/orders should be kept properly and sent timely to SHBL with an SR approval copy.
- HB must ensure to follow up with the customers for reorder.

Not to Do List

- Do not give False communication to the customers for Delivery/ Sales return / Discount.
- Do not give medicines without a proper invoice, if there is any issue with the printer try to get it resolved or communicate to the customers about the issue.
- Do not provide the wrong address/pin code/ mobile no./ customer name on the web database.
- Don't make fake multiple patients in a single customer account.
- Don't run multiple businesses from the same outlet.
- The database of SastaSundar customers should not be promoted for any other sales push.
- Do not give medicines without a proper prescription



Business Matrix & Cash Flow

Investment (One Time)

Security Deposit (Refundable)	₹ 100000
Drug License (Application Fees)	₹ 3000
Furniture	₹ 75000
Computer, Printer & Barcode Scanner	₹ 25000
Refrigerator	₹ 10000
Shop Rent (Advance - 3 month)	₹ 30000
Pharmacist (Optional)	₹ 84000
Other Expenses	₹ 35000
Total	₹ 362000

Working Capital (Per Month)

Shop Rent	₹ 10000
Pharmacist	₹ 7000
Electricity	₹ 1000
Broadband	₹ 1500
Delivery Boy	₹ 8000
Marketing / Tele-caller	₹ 8000
Delivery Expenses	₹ 3000
Other Expenses	₹ 1500
Total	₹ 40000

Business Matrix

Month	M1	M2	M3	M4	M5	M6
New Customer Registration	500	500	500	500	500	500
New Sale	5 lacs	5 lacs	5 lacs	5 lacs	5 lacs	5 lacs
Total Sale with Reorder of M1+M2		10 lacs	10 lacs	15 lacs	20 lacs	25 lacs
Total Sale with Reorder M1+M2+M3			15 lacs	15 lacs	20 lacs	25 lacs
Total Sale with Reorder M1+M2+M3+M4				20 lacs	20 lacs	25 lacs
Total Sale with Reorder M1+M2+M3+M4+M5					25 lacs	25 lacs
Total Sale with Reorder M1+M2+M3+M4+M6						30 lacs
Mergin @7.5% / 30 lacs = 225000						

Business Matrix Example

New Customer - 20 Customer
/ Day*25 = 500

Approx Average Order Value
=1000

Monthly Order- 500*1000
= 5,00,000



Branding & Marketing

Cab



Light Box



Event Gate



Health Camp



Hoarding



Hoarding



Toto Activity



Mela Activity



News Paper



News Paper



News Paper



Umbrella Distribution





Fundamental **Functions of HB**





Documentations Required for Approval

Following initial documents will be required for the approval from the management:-

Point- A- KYC of Proprietor —

- Passport size color photograph - 4 no
- Pan Card – ID Proof
- Address Proof – Aadhar Card / Voter Id Card/Passport

Point B- Shop Document —

- Municipality Area - **Current Property Tax** (in the name of present owner) **Min Area 120sq.ft**
Carpet Area is required
- Height 8'5" up to RCC 3 side walls with shutter frontage 6'

Wall with Plaster of Paris & white colour

If Panchayat Area - **Porcha, Khajna Dakhil from B.L & L.R.O & Panchayat Tax** (in the name of present owner)

In Porch nature of land need to be Bastu

- Shop Rent Receipt [Receipt to be in the name of the shop M/s Healthbuddy]
- Rent Agreement 5years minimum with renewal clause [Agreement to be in shop name Healthbuddy]
- Shop photographs & Video
- Client Application Form with detail sheet - duly filled and signed by applicant

Point C —

- **1. Rs. 1, 00,000/- Security Deposit cheque** in favor of "SASTASUNDAR HEALTHBUDDY LIMITED "

Note- Cheque should be taken for the bank account of the individual in whose name the franchisee has been applied.

All document to be self-attested

Once location approval is done your Security deposit of Rs 1 lakh will be banked

For Drug License Application.

[Need to apply within 10 days from approval Stage 1 points]

Stage -1

- Request Letter for use of Trade name 'HEALTHBUDDY'
- Trade License – In the name of Healthbuddy XYZ Pharmacy Nature of Business- Allopathic Retail Medicine Shop.
- Shop Rent Receipt [Receipt to be in the name of the shop M/s Healthbuddy]
- Rent Agreement 5years minimum with renewal clause [Agreement to be in shop name Healthbuddy]
- Fridge bill in Shop Name Minimum 180 ltr.
- Sketch layout of shop with surrounding & shop area measurement with Height in CAD mode only [Sample Attached]

Stage -2 [Need to complete within 15-18 days from approval]

1. Pharmacist- Paper required as mentioned below

- Registration Certificate
- Renewal Certificate
- Aadhar Card, Voter ID, Pan Card
- Release Letter from Previous Firm
- Intimation Letter to Drug control for release from previous firm
- Local Address Proof –In Specific cases
- Colour Photo of Pharmacist 10 copies
- Academic Qualification

2. [Documents required to be scanned in PDF format from Original only].

1. Owner Affidavit from 1st Class Magistrate as per district drug control office.
[Format to be collected from district drug control office]
3. Pharmacist Affidavit from 1st Class Magistrate as per district drug control office.
[Format to be collected from district drug control office]
4. Pharmacist Appointment & Acceptance Letter as per the district drug control office.
[Format to be collected from district drug office]
5. Pharmacist Display Form, Pharmacist Engaged Form & KYP form as per drug control format .
[Format to be collected from district drug office]


Stage -3 [Need to complete within 25 days from approval]

1. Furniture – Wooden Rack on the back wall full cover & front counter [Sample Attached]
2. Air Conditioner Split 1.5 ton
3. Computer & Printer 'EPSON LX 310'

Stage -4 [Need to complete within 28 days from approval]

You need to send the soft copy of documents finally ready to your RM marking cc to schakraborty3@sastasundar.com .
Documents mentioned below.

1. Trade License [PDF Format]
2. Rent Receipt [PDF Format]
3. Rent Agreement [PDF Format]
4. Property Papers [PDF Format]
5. Fridge Bill& Air Conditioner in single file [PDF Format]
6. Sketch Map dully self-attested with stamp [PDF Format]
7. Owner Affidavit [PDF Format]
8. Pharmacist Affidavit[PDF Format]
9. Pharmacist Papers mentioned above {1A to 1F} in single file [PDF Format]
10. Pharmacist Academic Qualification in single file [PDF Format]
11. Pharmacist Display Form, Pharmacist Engaged Form [PDF Format]
12. Owner Photo in [JPG Format] not to exceed 15KB
13. Pharmacist Photo in [JPG Format] not to exceed 15KB
14. Owner Signature in [JPG Format] not to exceed 15KB
15. Pharmacist Signature in [JPG Format] not to exceed 15KB

- 
16. Pharmacist Appointment & Acceptance Letter [PDF Format]
 17. Pharmacist Aadhar Card & Pan Card in single PDF file
 18. Owner Aadhar Card & Pan Card in single file [PDF Format]

Stage 5 —

You will get a confirmation from Sastasundar office that all documents are in order then you can apply for Drug License.

Stage 6 —

You can refer the below mentioned links for apply your Drug license

For West Bengal -www.Silpasathi

For Jharkhand- www.jharkhand.gov.in

For Bihar- www.bihar.gov.in

For Odisha - odlms.odisha.gov.in

For Assam- www.eodb.co.in

For Uttar Pradesh- [http:// niveshmitra.up.nic.in](http://niveshmitra.up.nic.in)





HealthBuddy's **Daily Functions**

Serial Number	Type of Work	Process	Basics
1	Login	Login To Dashboard With ID, Password & Captcha	
2	Download	Dispatch Report Dashboard -Order View Report -Dispatched Report -Date & Generate -Download	
3	Product Receive	Dashboard -Order Needing Action -Receive & Assign Delivery Boy -Receive Packets, Scan & Assign Delivery Agents	
4	Med & OTC Invoice Print	Dashboard -Invoice -Print Med / OTC Invoice	
5	Sales Invoice Printout	Printout & Staple Proper Sales Invoice With Packets Carefully & Segregate Delivery Boy Route Wise	
6	Out for Delivery	Delivery Boys Will Go Out For Delivery Of Orders As Per DB App Assignment	
7	Delivery Completion	Delivery Boys Will Return After Completion Of Deliveries With Day Collection & Submit The Same To The HB Owner	
8	Delivery Update	HB will tally the pending packets with Delivery Boy & update their delivery status accordingly Delivered/Pending/Denied	
9	Due Clear	HB Shall Clear Their Dues On Same Day Within Banking Hour	
			Order Process
1	Customer Registration	Dashboard -Customer -New Registration/Bulk Registration/Report	
2	New Order Placement	Dashboard -Customer -Search By Name/Number, Submit -New Order -Add Patient & Doctor Details -Select Product & Prescription -Add Shipping Address -Place Enquiry	
3	Re-Order Placement	Dashboard -Customer -Search By Name/Number Submit -Re-Order -Add Patient & Doctor Details -Select Product & Prescription -Add Shipping Address -Place Enquiry	
4	Indent clear (Med /OTC)	Clear Indent For Med & OTC Both From Dashboard	
5	Hold Order	For Hold Order Need To Clear With Proper Prescription From HB End	



Calling Process

1	Reorder	Calling On Reorder Data From Dashboard
2	Lost Customer	Calling On Lost Customer Data From Dashboard
3	Inactive Customers	Calling On Inactive Customer Data From Dashboard
4	Reorder Reminder	Calling From Reorder Reminder From HB Dashboard

Marketing & Branding activity

1	Marketing	Participate In All Kind Of Marketing Activity
2	Activity	Recce The Area Properly & Accordingly We Will Do The Activity
3	Leaflet Distribution	Leaflet Distribution Through Newspaper/Crowded Area, Morning Walkers/Bank/Bazar Etc. & Collect Customers Data With Predefined Format
4	Toto Miking	Random Miking Activity In Selected Area
5	Toto / Rickshaw branding	Toto/Rickshaw Branding In Respective Area
6	Health Camp	Health Camp In Selected Area, Housing Complex, Club (Preplanned)
7	Hoarding	Hoarding On Bazar/Mall/Station Area
8	Banner / Posters	Random Banner/Posters Display Activity In Selected Areat

