PHARMACEUTICALS & MEDICAL DEVICES BUREAU OF INDIA (PMBI)

(Under the Department of Pharmaceuticals, Govt. Of India)

B-500, B-Tower, 5th Floor, Nauroji Nagar, World Trade Center, New Delhi-110029

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Website: janaushadhi.gov.in

EXPRESSION OF INTEREST

Pradhan Mantri Bhartiya Janaushadhi Pariyojana (PMBJP), a flagship initiative of the Department of Pharmaceuticals, Ministry of Chemicals & Fertilizers, Government of India, implemented through the Pharmaceuticals & Medical Devices Bureau of India (PMBI), aims to make quality generic medicines available to the public at affordable prices.

Applications are invited from existing Jan Aushadhi Kendras (JAKs) for setting up Model Jan Aushadhi Modern Outlets in Metro, Non-Metro (Million plus cities) and other Cities, with a minimum monthly turnover of ₹10 lakh, ₹7.5 lakh, and ₹3.0 lakh respectively. These Model Kendras will serve as Role models for other Kendras by demonstrating best practices in Customer service, Stock management, Minimising product expiry and effective use of Point of Sale (POS) systems.

PMBI will provide selected Model Jan Aushadhi Modern Outlets with:

1. Priority supply of its Top 400 medicines, surgical consumables and Ayurvedic products, as per applicable policy;
2. Display screens with new promotional campaigns;
3. Providing of Promotional materials;
4. Providing Point-of-Purchase (POP) materials, like envelops, etc.
5. Display of Model JAKs on PMBJP website (Visual Top Banner)
6. Any other support as deems fit from time to time.

For any queries, please contact: +91-9891075285 (Monday to Saturday, 09:00 AM to 06:00 PM), Email ID: info.pmbi@janaushadhi.gov.in.

Sd/-

CEO, PMBI