



Press Release

Emami Frank Ross Launches A New Mobile App

Paves its way into Digital Health with wide array of Healthcare, Beauty & Wellness Products

Kolkata, 19th November, 2015: Emami Frank Ross Ltd, Eastern India's largest pharmacy chain today announced the launch of **Emami Frank Ross Mobile App** in Kolkata, paving its way into Digital Health for a faster and convenient pharmacy experience through smartphones. **Mr R K Jatia, Managing Director, Emami Frank Ross Ltd., Mr Gautam Jatia COO, Emami Frank Ross Limited(Ecommerce Division), Talented Actor, Ms Riddhima Ghosh, Noted Music Director, Mr Debojyoti Mishra and Chess Grandmaster, Mr Dibyendu Barua** were present to launch the app.

With constant technological advancements in the area of digital health, Emami Frank Ross Ltd decided to enter the segment in order to bring in greater efficiency in serving customers. The App can be downloaded free by all the Android and IOS users and to start with, will service Kolkata and thereafter reach out to other cities in a phased manner. It will make the process of ordering pharmacy products easy, by enabling customers to browse through a wide range of product categories.

“The Emami Frank Ross Mobile App has been developed as a one stop solution for all pharmacy needs. Apart from a wide assortment, downloading this app will allow customers to access over 20,000 medicines and other healthcare & wellness products; choose their preferred delivery slot and avail free digital prescription management service”, said **Mr Gautam Jatia, COO, Emami Frank Ross Limited (Ecommerce Division)**.

The app comes with the convenience of ‘one click reorder and refill’ facility. The users of this app can also set reminder for refills, a feature especially useful for patients with chronic ailments that require regular use of prescribed medications. To top it all, using this app also enables customers to avail attractive offers and discounts from time to time.

Mr R K Jatia, MD, Emami Frank Ross Ltd said, “We have always strived to bring in innovation in our services for greater convenience of our customers. We pioneered the concept of home delivery of medicines, introduced computerised billings, comfortable store ambience to great satisfaction of our customers. I am sure the new feature-rich App will yet be another step towards providing greater convenience to our customers and will stand apart for its quality and innovation in the otherwise crowded App space.”



The assortments of product categories available in the App today are Personal Care, Health Food and Drinks, Baby Care, Sexual Wellness, Nutritional Supplements and Medical Aids and Devices. This is over and above Prescription and OTC Medicines.

About Emami Frank Ross Ltd:

Emami Frank Ross Limited (EFR), which started its journey in 1906, is the oldest and largest pharmacy retail chain in Eastern India and has established itself as one of the most trusted pharmaceutical brands in the country. The Company shifted its focus from manufacturing to pharma retail post the acquisition of erstwhile Frank Ross Pharmacy by the diversified business conglomerate - Emami Group of Kolkata in 1993. Over the years, Emami Frank Ross grew from strength to strength to reaffirm its position as the leading pharma retail chain synonymous with quality pharma, healthcare products and services. EFR currently operates over 130 exclusive stores across the country, with 110 stores in West Bengal, 10 in Karnataka, 8 in Gujarat & 2 in Odisha. Its high quality products and services cater to the health and pharma needs of over 90 corporate clients, reputed hospitals, nursing homes & NGOs. Emami Frank Ross has a commendable list of clients that include the AMRI Group of Hospitals, big corporates such as Tata Group of Companies and premier educational institutes such as IIT Kharagpur amongst many others. With strong ethical values, innovative servicing approaches, good work culture and access to modern retail practices, Emami Frank Ross, today is a dominant player in the Eastern India pharmacy retail business and aim to be the leading pharmacy chain in India by touching the lives of an increasing number of the Indian population.

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