



Ramjas Consulting Society Casebook 2023

Case :: High Pressure :: Profitability :: Moderate

Guesstimate Solved

Assumptions	
130	Number of Indians
Earning above 2.5 lac would be able to afford, as they have access to doctors who prescribe medicines, and can afford to go to private doctors.	
The people falling in the income group of 0-2.5 Lacs, would have exposure to public hospitals, where medicines are sold at a discounted rate.	
Average family size has been taken as 4	
Assumptions have been taken, as to what kind of medicines does the Urban population prefer.	
As our application deals with Allopathy, we would be taking that forward	
Serviceable would include medicines that are for general diseases and are not rare.(available through prescription)	
Non- serviceable would include medicines that are rare, expensive and difficult to store, such as Injections or Cancer Medicines.	
Avg bill amt has been estimated, we have taken 4 types of bills, which could vary according to the family size, age and diseases.	
Estimated major orders to come from the avg bill of Rs.750	
Major frequency coming from the smaller bill sizes, lesser they buy at a time, more number of times they buy.	

The market size of Online Medicine Delivery Application				
Urban-Rural Population Division	Urban		Rural	
	40%		60%	
	52 crore		78 crore	
130 crore				
Income Wise Distribution-Urban	0-2.5 Lacs	2.5-10	10 Above	
	30%	50%	20%	
	15.6	26	10.4	
	15.6	36 crore		
Avg Family Size	4			
	9 crore			
Type of Medicines	Allopathy	Homeopathy	Ayurveda	
	70%	20%	10%	
	6 crore		2 crore	
Allopathy Medicine Division	Serviceable		Non Serviceable	
	90%		10%	
	5.7 crore		0.6 crore	
Subscription				
Average amount	<500	500-1000	1000-2000	>2000
	250	750	1500	2000
As % of ordering population (in cr.)	1%	2%	2%	3%
Total (in cr.)	14.3325	85.995	171.99	343.98
616.2975				
Frequency of orders in 1 year	3	6	9	12
	10%	30%	20%	40%
Total Subscription (in cr.)	184.88925	1109.3355	1109.3355	2958.228
Non-Subscription				
Average amount	<500	500-1000	1000-2000	>2000
	250	750	1500	2000
As % of ordering population (in cr.)	25%	40%	25%	10%
Total (in cr.)	358.3125	1719.9	2149.875	1146.6
5374.6875				
Frequency of orders in 1 year	6	4	3	2
	20%	30%	30%	20%
Total Non-Subscription (in cr.)	6449.625	6449.625	4837.21875	2149.875
TOTAL (in cr.)	25248.132			