



Overview & Marketing Opportunities

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Platform | Overview

TATA 1MG - COVERING CUSTOMER'S ALL HEALTHCARE NEEDS

Our Spectrum of Offerings



E-Pharmacy



Diagnostics



Retail



Institutional



Corporate



PSP

Current Market Position

~20M Orders
Delivered*

1800 cities

~3M Reports
Processed*

75 cities

~1M Orders
Delivered*

56 stores

13 Tata Hospital
& more

Oncology
Focus

160+ Corporate
Tie - Ups

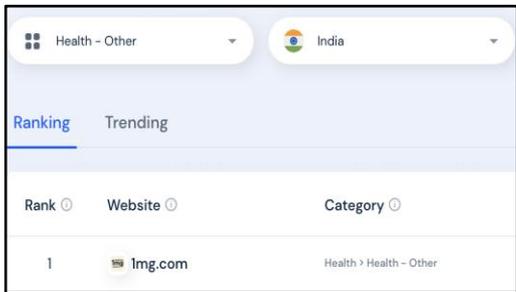
Cashless
Ready

79 PSP
Programs Live

Oncology
Focus

Content Driven Platform

A content driven healthcare platform that aims to make healthcare understandable, accessible and affordable to all.



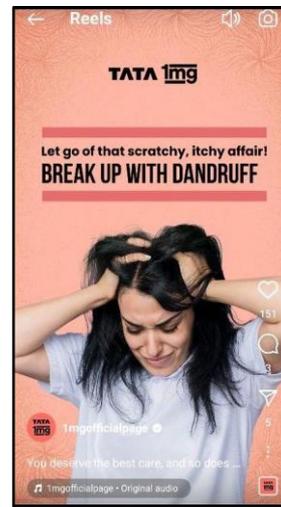
Ranked #1 in India and #8 Globally for Health



Active YouTube Channel with 1.8Mn+ Subscribers



Content curated by an in-house team of healthcare professionals



Engagement on Instagram through Reels

E-Pharmacy | Overview

Customer Reach

45M+

Monthly platform visitors

75M+

Monthly sessions

285M+

Monthly page views

~1.9M

YouTube Subscribers

E-Pharmacy Insights

Rs. 1200

Average Order Value

80%

Monthly repeat customer

65:35

Male: Female split*

Category Sales Split

56%

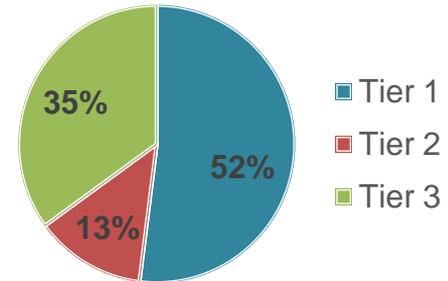
7%

37%

■ Rx ■ OTX ■ OTC

**Top 3 OTC categories are –
VMS, Personal Care, and Ayurveda*

City Tier wise sales split



Retails Stores | Overview



Premium service experience: prime locations, best in class **trained staff** with **premium in-store** modern trade experience



Operational excellence: **Home delivery** and sample collection



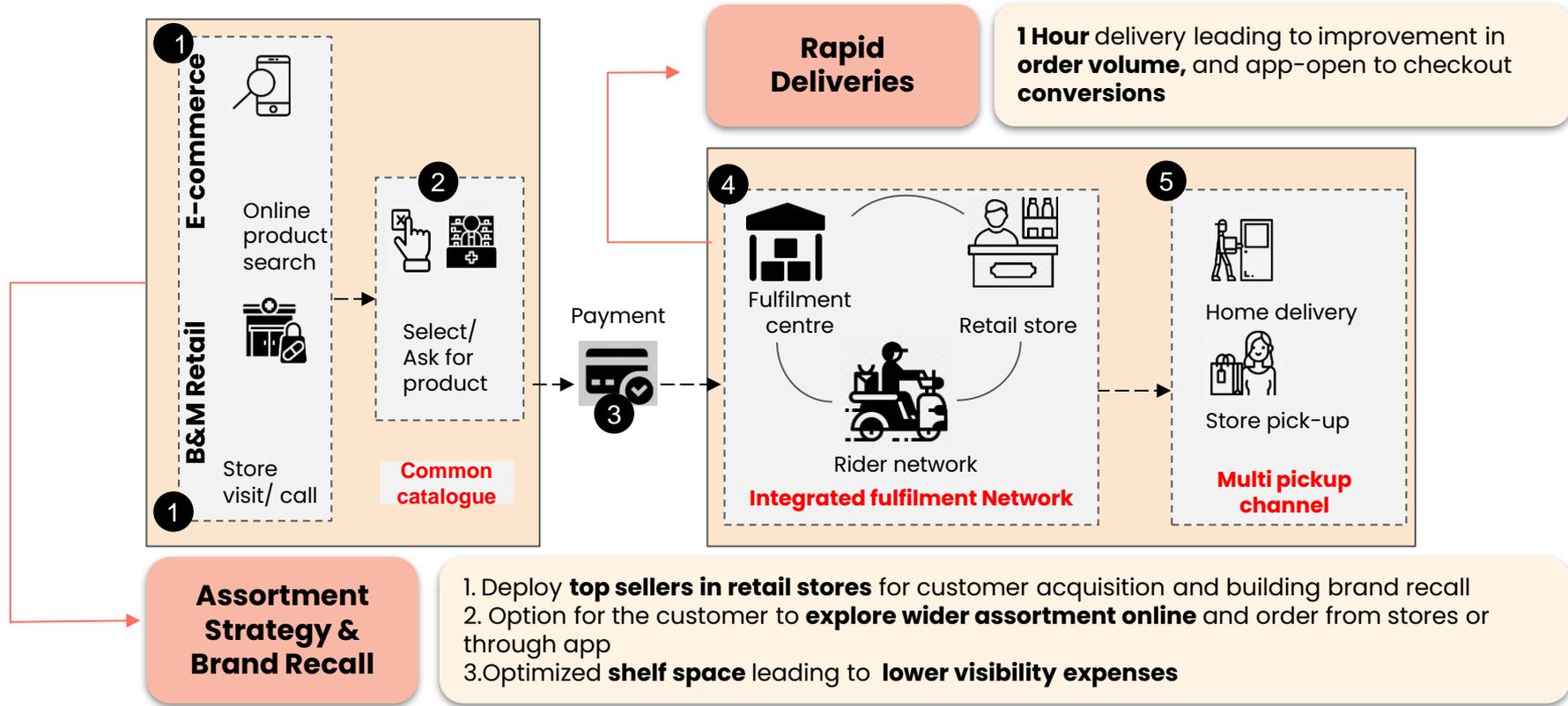
Integrated Healthcare: One stop solution for **pharmacy, diagnostics and consultation**



Expanding Store count: Currently **~50 Stores**, planned expansion to **250 stores** by end of FY24-25



Omnichannel play | Enabling superior customer service



Diagnostic Labs | Overview

Lab tests & health checkups

Search lab tests and packages

Accredited labs | Skilled phlebotomists | Quality assured | Doctor-verified reports

Upload Prescription | Call us to book tests | WhatsApp to book tests

Book preventive checkups & save UP TO ₹5000*

Doctor curated lab packages | Save tax up to ₹5000 u/s 80C with preve checkups | Call to Book

TRUSTED & ACCREDITED LABS

CAP ACCREDITED NATIONAL REFERENCE LAB

100% NABL CERTIFIED/ACCREDITED LABS

SEAMLESS SAMPLE COLLECTION EXPERIENCE

100% SAFE & HYGIENIC

HIGHLY SKILLED & CERTIFIED PHLEBOTOMISTS

GUARANTEED ON-TIME SAMPLE COLLECTION

QUALITY ASSURANCE FOR LAB TESTS

END-TO-END TRACKING OF TEST SAMPLE MOVEMENT

FULLY AUTOMATED LABS

VERIFIED TEST PROCEDURES

DOCTOR-VERIFIED REPORTS WITH 3-STEP REVIEW

ADVANCED SYSTEMS AND CUTTING-EDGE TECHNOLOGY ANALYZE RESULTS

EXPERIENCED LAB EXPERTS & TECHNICIANS CONDUCT SECONDARY REVIEW

REPORTS UNDERGO RIGOROUS MEDICAL SCRUTINY AND ARE DOCTOR-APPROVED AFTER VERIFICATION

Key Features

11 NABL
Certified
Laboratories

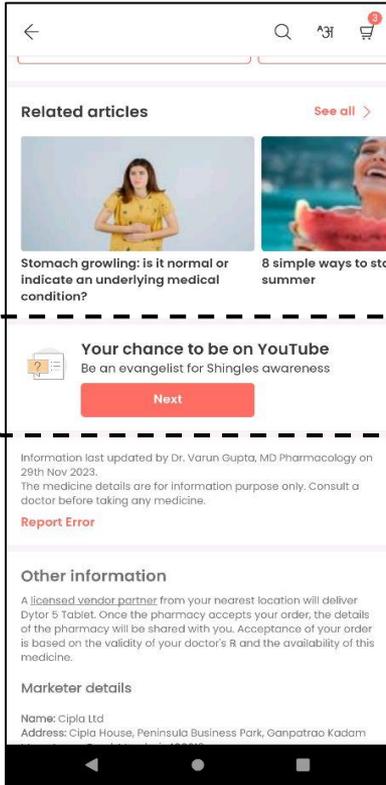
Available in
50+ Cities

800+ Fleet of
Phlebotomist

~2 Lakh
Monthly tests
conducted

Marketing Opportunities | Platform Assets

Targeted Automated User Surveys (TAUS)



Exclusive survey capability to derive meaningful insights from the target audience in a cost effective, unbiased, and ethical manner

Use - cases

1. **Brand perception studies** - Understand brand recall and perception
2. **Patient behaviour studies** - User behaviour towards a drug and use the insights to modify offerings accordingly
3. **Product attribute studies** - Understand user preference to attributes such as size, shape, taste, frequency of consumption
4. **Hypothesis Testing** - To test and improve brand strategies

Commercials - **Rs 250**/Filled survey

Thematic – Event Based Partnership



Events like - Summer Fest, Winter fest, Skincare fest, etc. are activated on the app to serve customer centric specific use-cases

Opportunity for brands to participate in theme based events, increasing chances of conversions, and building brand recall

Commercials -
To be shared - event to event

Roadblock & Video



Roadblock:

Most premium property, first asset visible on app open

Impressions limited to 2 per user per week

Metrics (all display assets) – Impressions, Clicks, CTR

Commercials –
1000 CPM



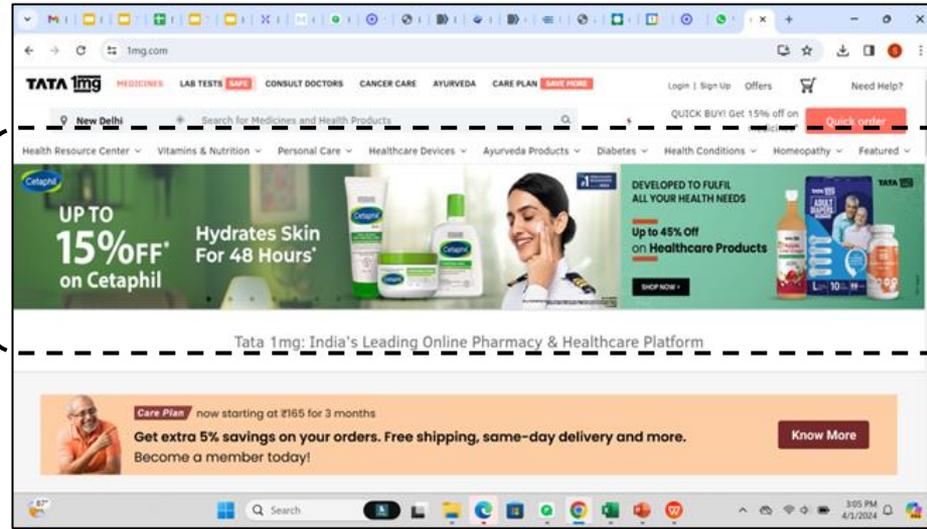
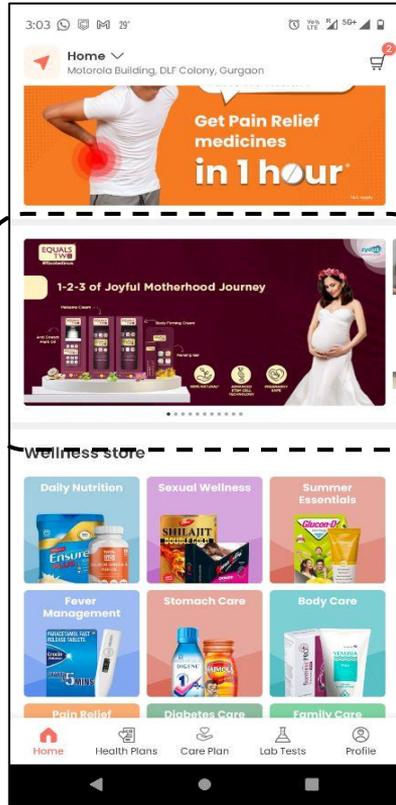
Video:

30-45 Second video to drive brand awareness

Available on the Homepage as well as Product page

Commercials –
1000 CPM

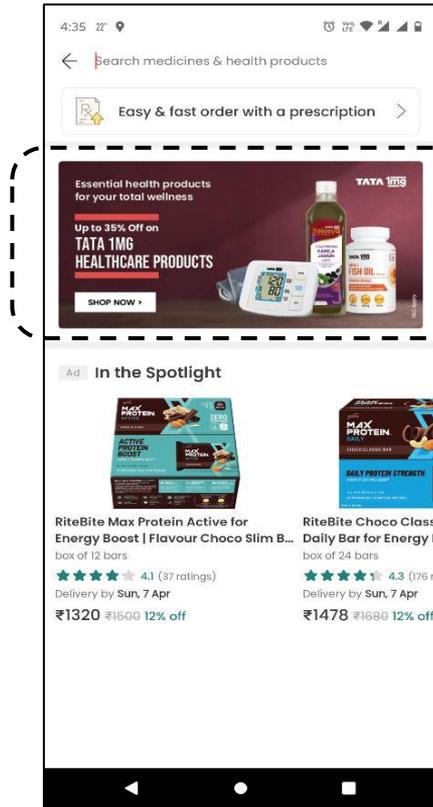
Display Banners | Homepage



- Drive top-of-mind brand recall
- Option to choose between a carousel (non exclusive) and a fixed (exclusive) banner
- **Metrics** - Impressions, Clicks, CTR

Commercials -
300 CPM (carousel)
400 CPM (fixed)

Display Banners | Medicines Page – Home & Search



Medsearch

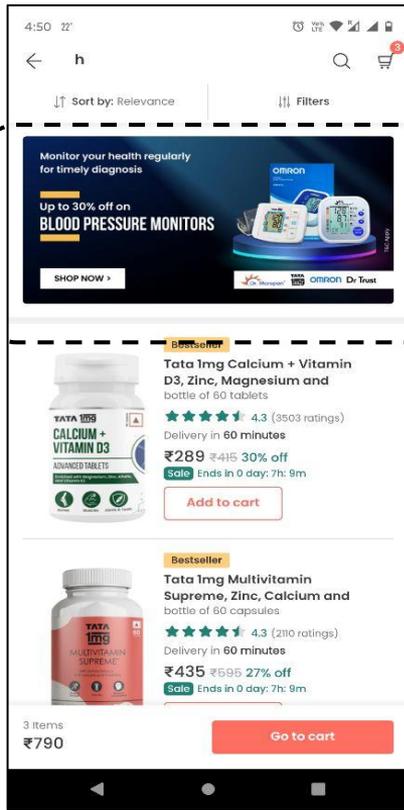


Medhome Page

- Drive top-of-mind brand recall amongst users base landing on the Prescription medicines page
- Option to choose between a carousel (non exclusive) and a fixed (exclusive) banner
- **Metrics** - Impressions, Clicks, CTR

Commercials
Medsearch & Medhome Banners –
400 CPM

Display Banners | Search Result Page



Generic



Targeted

Search results page banner – can be applied on particular targeted keyword searches, or generic search (all searches)

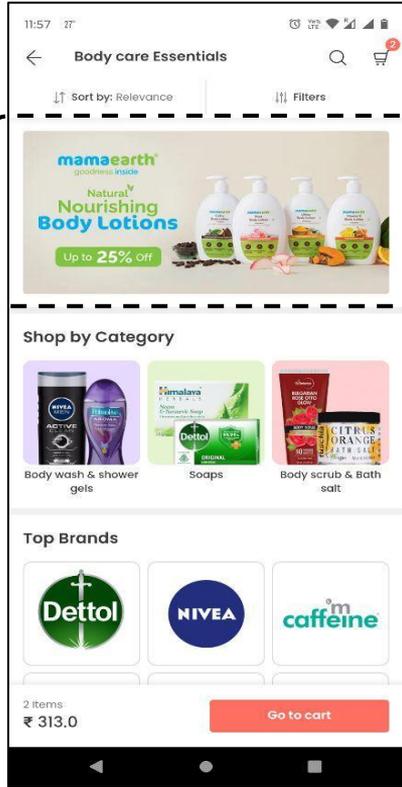
Useful for targeting high intent user who is searching on the platform

Commercials

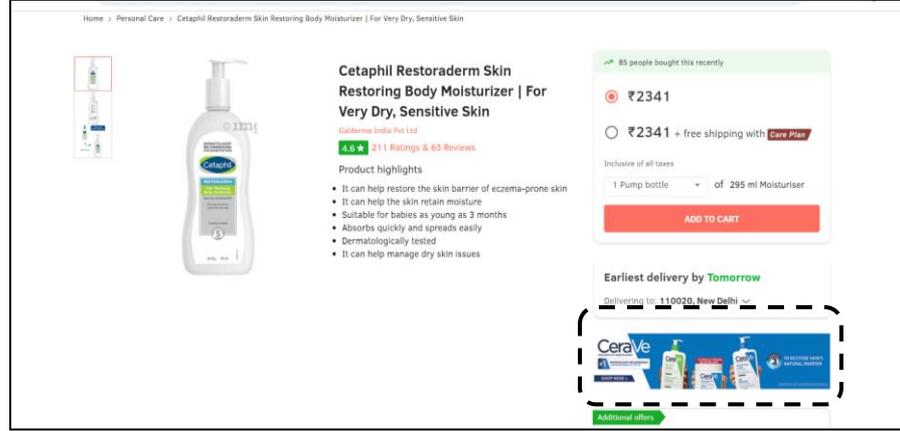
Targeted Keywords – **500 CPM**

Generic Keyword – **400 CPM**

Display Banners | Category and Product Page



Category Page



Product Detail Page

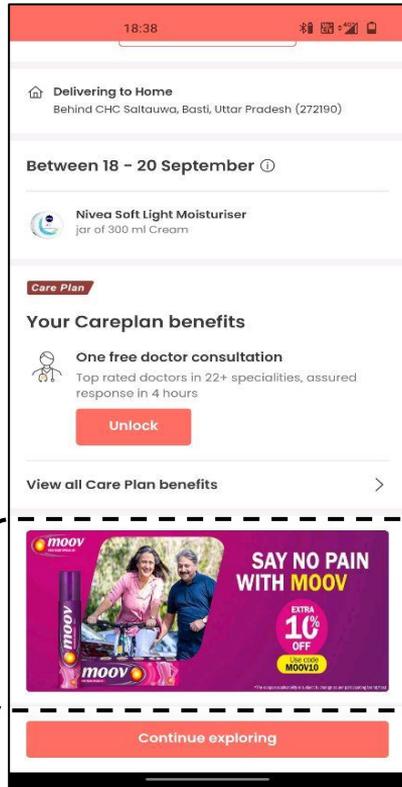
Commercials:

Category and PDP banner – **400 CPM**

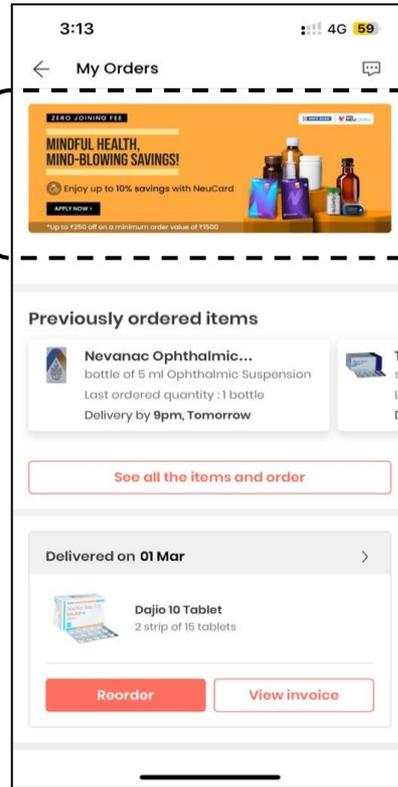


Category Page

Display Banners | Order Pages



Checkout Screen

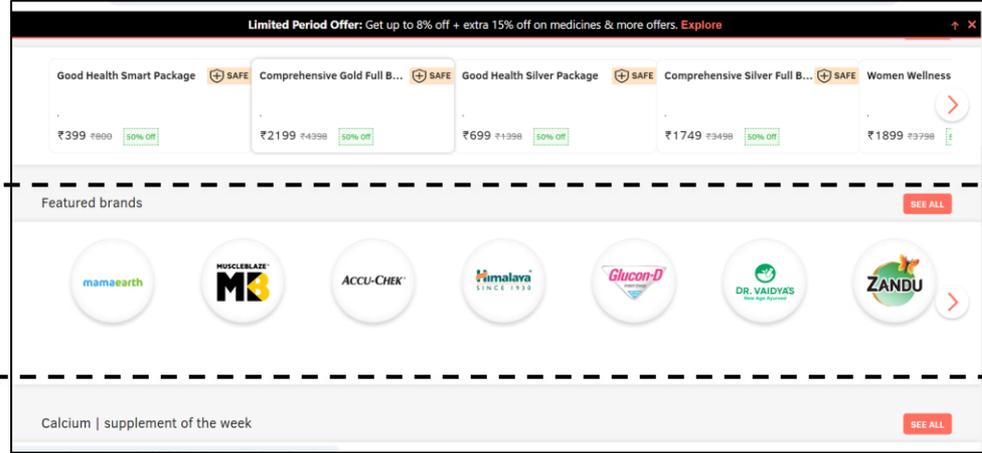
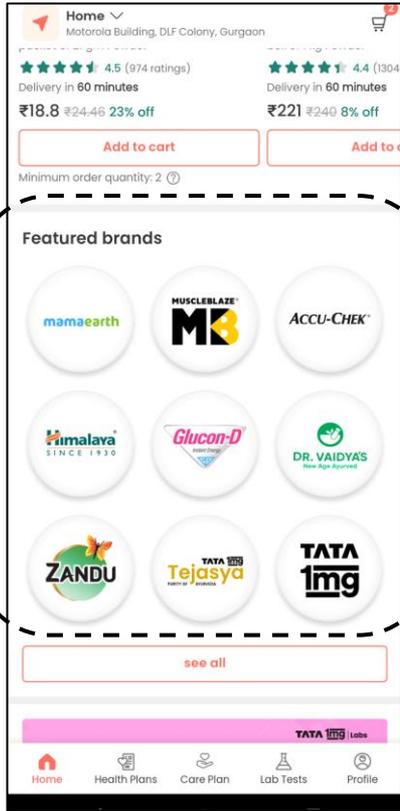


My Orders Page

- Order page banner - Allows the brand to target the transacting user base - both through the Checkout screen and Order history section
- Non Exclusive branding

Commercials - **400 CPM**

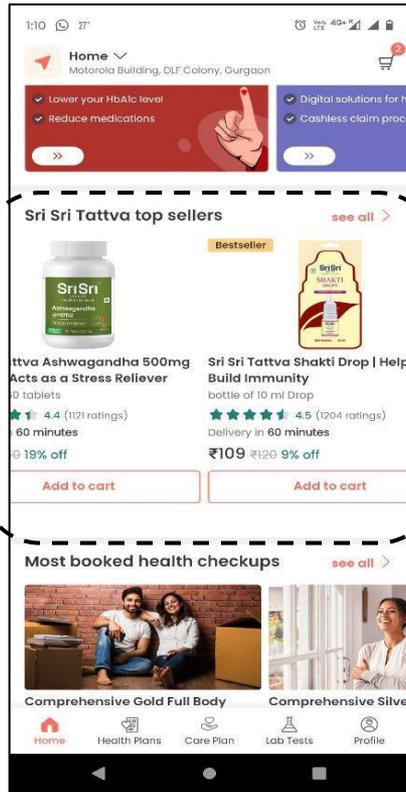
Featured Brands



- Opportunity for brands to showcase entire portfolio under a single click
- Visible on the homepage on app and web
- Note : Brands should have at least 6-8 SKUs with significant sale value to avail this property

Commercials -
6000 CPD (cost per day)

SKU Widgets | Brand Widgets



Homepage



Cart Page

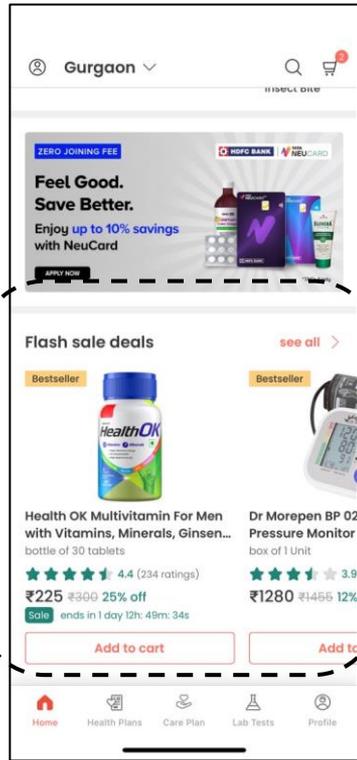
- Direct click to action landing user to product page
- Cart page - visible as 2nd widget after 'last minute buys'.
- Tool for new customer acquisition

Commercials

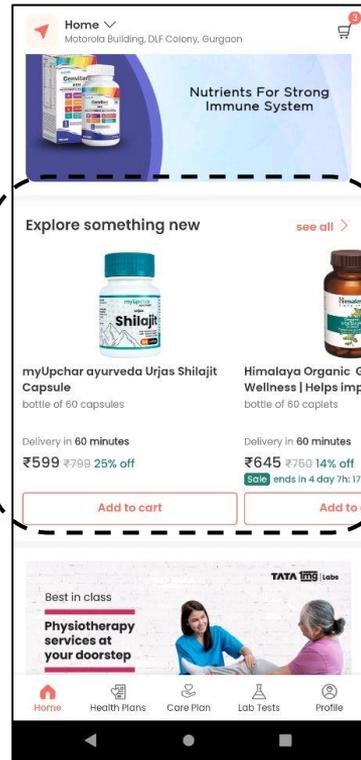
Rs. 22,000 CPD (Homepage widget)

Rs. 35,000 CPD (Cart Page widget)

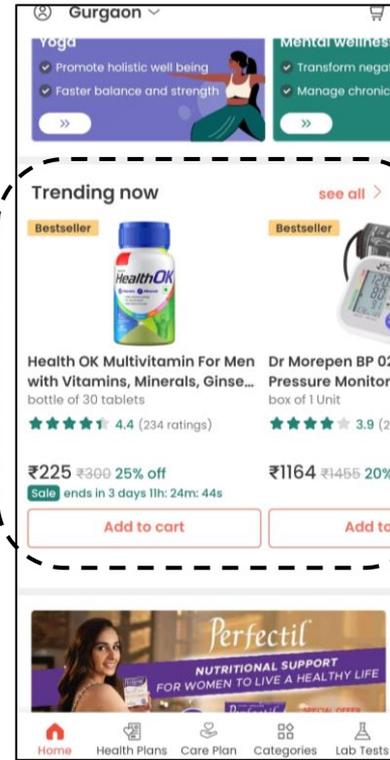
SKU Widgets | Single SKU Spot



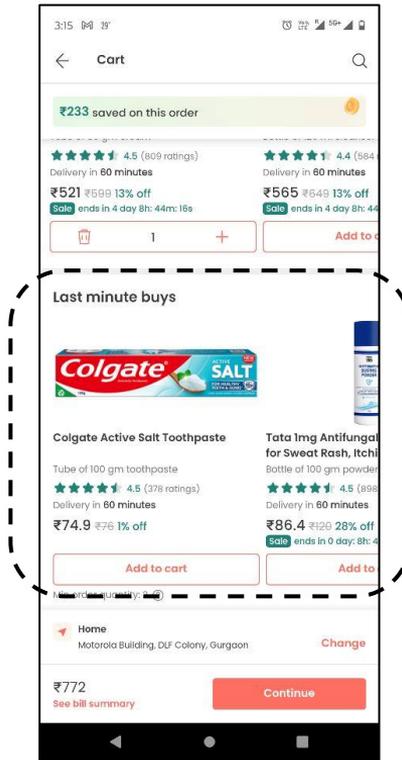
Flash Sale
Rs. 6000 per SKU per day



Explore Something New
Rs. 5000 per SKU per day

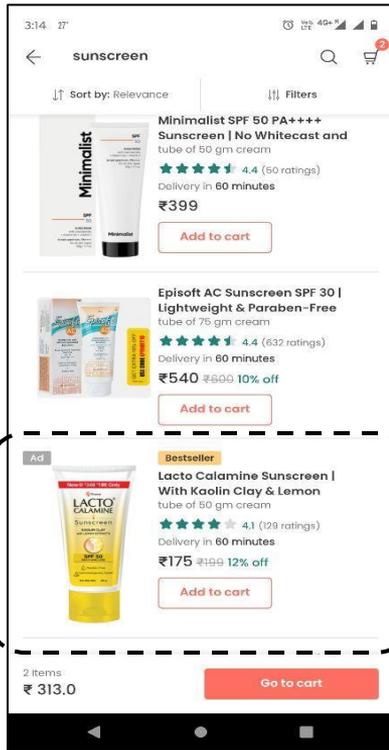


Trending Products
Rs. 7000 per SKU per day

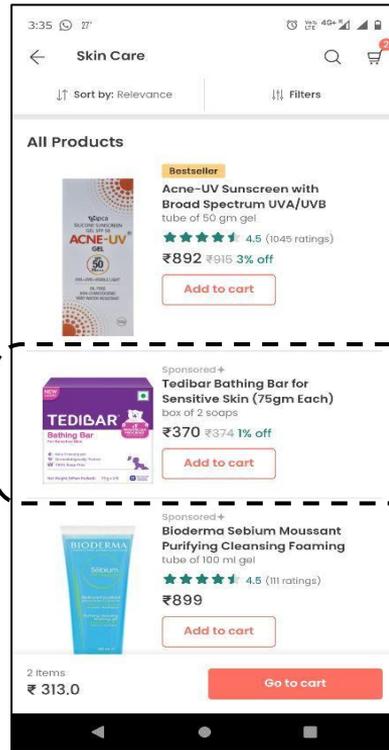


Last Minute Buys
Rs. 7000 per SKU per day

PLAs and PDAs | Targeted Ads



Keyword Targeting



Category Targeting

PLA/PDA (Product listing Ads/ Product display Ads) helps in driving product offtakes on the platform through inorganic positioning on search and category page

Key Features of the portal

- **AI Powered Tool** – Constantly improve your campaigns to get the best ROI
- **Easy to Launch** – Single click launch with Smart Feature
- **Targeted Ads** – Target right set of users improving chances of conversions

Data Metrics – Impressions, Clicks, Attributed GMV, orders, RoAS – All data at SKU and campaign level

Typical RoAS – **3-5X**

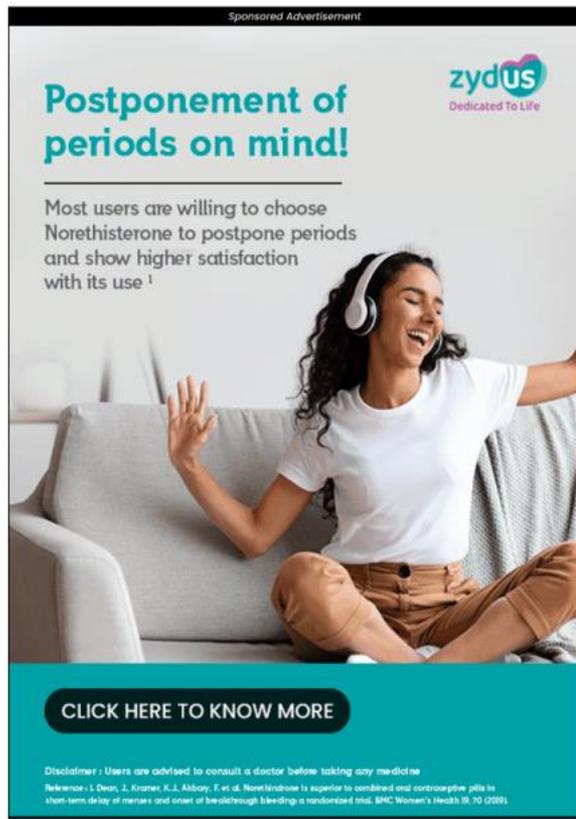
Commercials

- Silver Package – Min recharge of **Rs 1 Lac per month**
- Bronze Package – Min recharge of **Rs 7,500 per month**

Marketing Opportunities | Social Media Assets

Email | Awareness driven campaigns

Sponsored Advertisement



Postponement of periods on mind!

Most users are willing to choose Norethisterone to postpone periods and show higher satisfaction with its use ¹

zydus
Dedicated To Life

[CLICK HERE TO KNOW MORE](#)

Disclaimer : Users are advised to consult a doctor before taking any medicine
Reference 1: Dean, J., Kramer, K.J., Akbay, F. et al. Norethisterone is superior to combined oral contraceptive pills to short-term delay of menses and onset of breakthrough bleeding: a randomized trial. BMC Women's Health 19, 70 (2019).

Sponsored Advertisement



Stop allergies, before they stop you
#AllergyFree

sanofi

FIGHT BACK!
TIPS TO SHIELD YOURSELF FROM THE **ALLERGY-POLLUTION-ASTHMA TRIAD**

The rise in the prevalence of allergic diseases has continued in the industrialised world for more than **50 years**.

HERE ARE SOME TIPS FOR PREVENTING ALLERGIES AND POSSIBILITIES OF ASTHMA:

- Avoiding triggers:**
If you know what triggers your allergies, try to avoid them. This may include things like dust, pollen, or mould.
- Reducing exposure to pollution:**
Wear a mask outdoors in polluted areas. Maintaining good indoor air quality. Keep your home clean and dust-free, and use an air purifier.
- Seeing a doctor:**
If you have allergies or asthma, see a doctor to get treatment.

Know More Here

Reference 1: <https://www.aaaa.org/about/news-for-media/allergy-statistics>
Reference 2: <https://www.img.com/articles/the-allergy-pollution-and-asthma-triad/>
MAT-IN-240044 v1.0 02/24

- Tata Img is a content driven platform, with high quality medically curated content
- One of the best open rates for Email in the industry (~20%)
- **Metrics** - Sent, Delivered, Open, Clicks

Commercials -
Rs. 4 per email

Sponsored Content Marketing | Youtube & Health Articles



Are Antibody Cocktails Effective Against Covid Variants: All You Need To Understand

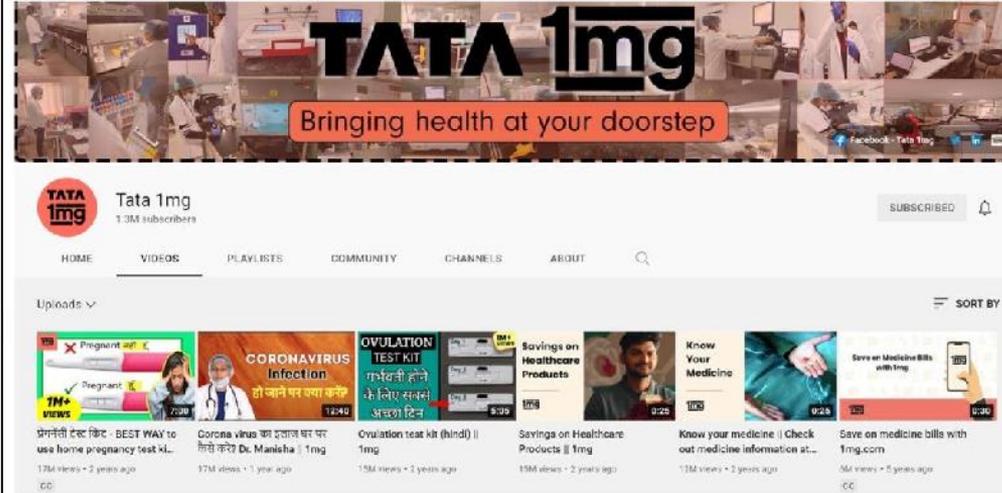
Jan 19
Img Team

Antibody cocktail therapies have emerged as a treatment option to halt the progression of COVID-19 disease or to prevent serious COVID disease/hospitalization in high-risk individuals.

While a newly emerged, highly infectious variant, Omicron, is making us stay on alert, it is pivotal to understand what could be the role of existing antibody cocktails in this wave or who may actually need it? Let us elaborate on the concepts for you.

Antibody cocktails: What they are and how do they work?

Antibody cocktail is a mixture of two medicines belonging to a new drug class called human monoclonal antibody. These are prepared by



TATA 1mg
Bringing health at your doorstep

TATA 1mg
1.3M subscribers

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

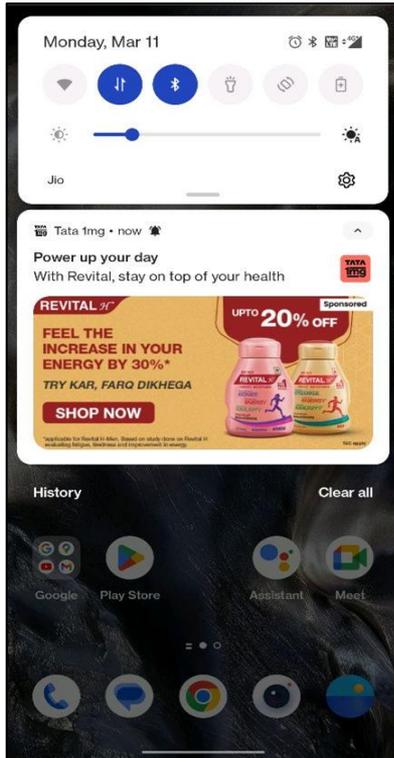
Uploads

- Pregnant women: BEST WAY to use home pregnancy test kit...
17M views • 2 years ago
- Corona virus का इलाज घर पर कैसे करें? Dr. Manisha | 1mg
97M views • 1 year ago
- Ovulation test kit (hindi) | 1mg
15M views • 1 year ago
- Savings on Healthcare Products | 1mg
13M views • 2 years ago
- Know Your Medicine
17M views • 1 year ago
- Save on Medicine Bills with 1mg
5M views • 5 years ago

- Youtube Channel - ~2M Subscribers
- Articles - In-house medical affairs team to strategize, develop and publish the articles

Commercials -
Youtube - To be discussed
Article Publish - **Rs. 12000**
(fixed)

CRM Tools | Targeted Nudges



Push Notification



Whatsapp

Targeted nudges to achieve one of various objectives - Pill reminder, Offer communication, any other sponsored communication

Metrics

- Push Notification - Sent, Delivered, Click
- Whatsapp - Sent, Delivered, Reach, Click

Commercials -
Push Notification - **Rs. 1** (CPU)
Whatsapp - **Rs. 2.5** (CPU)

Marketing Opportunities | Offline activations

Retail Stores | Assets



Dedicated brand shelf



Glass Door Branding



Counter-top unit

Commercials –
Shelf –
Rs. 5,000
Glass Door Branding –
Rs. 13,000
Counter-top unit –
Rs. 5,000

*All prices are Per Store
Per Month*

Retail Stores | Assets – contd.



Digital Screen (Video)



Leaflets



Brand Rack

Commercials –

Digital Screen –
Rs. 1,500 (non exclusive)

Leaflets –
Rs. 2 Cost per unit)

Brand Rack (only
available to select top
brands) –
Rs. 15,000

*Prices for Screen and
Rack, are - Per Store Per
Month.*

RWA/Health Camps



RWA Camps



Newspaper Inserts

Camps are used to spread awareness and offer on-spot sample collection for diagnostic tests.

Brands can use the following assets -

- Co-branded standees & inserts
- Promoter placement
- Exclusive offer
- Execution support
- Local targeting through newspaper inserts

Commercials -
To be discussed

Sampling & Leaflets



Sample

Leaflets

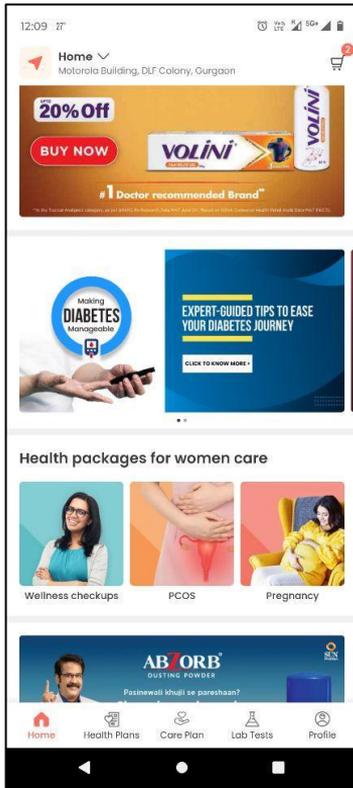
Generate product trials using sampling - both in e-com and physical stores

Can be coupled with promo codes to enable data tracking, and better conversion to first purchase

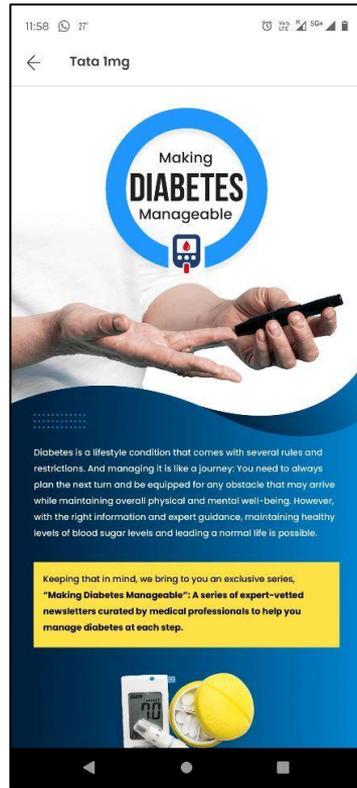
Commercials -
Sampling - **Rs. 8** (CPU - upto 20 gm dead weight and 50 gm volumetric weight)
Leaflets - **Rs. 2** (CPU)

Marketing Opportunities | Customized Solutions

Awareness Journey



Homepage entry point



Content



AD placement

A 3-4 month long campaign to make users aware of specific therapies through various touch points

Accompanied with targeted **E-mailers**, **Push notifications** at regular intervals

Objective is to generate awareness and brand recall

Targeted to all users

Commercials -
To be discussed

New User Recruitment | Diagnostic Test to Prescription



1. Target Customer

Customer Identification based on purchase history & surveys filled



2. Therapy Awareness

CRM tools like Push notification, E-mails to make users aware of the particular therapy, its symptoms, and effects



3. Diagnostic Test

Customer is suggested test basis survey. Nudges via CRM, banner Ads to enable customer to book the health test



4. Doctor Education

Educating doctors about Salt and the brand through webinars, E-mails, other channels



5. Prescription Generation

Doctor consultation happens on the Tata 1mg platform, post which prescription is generated

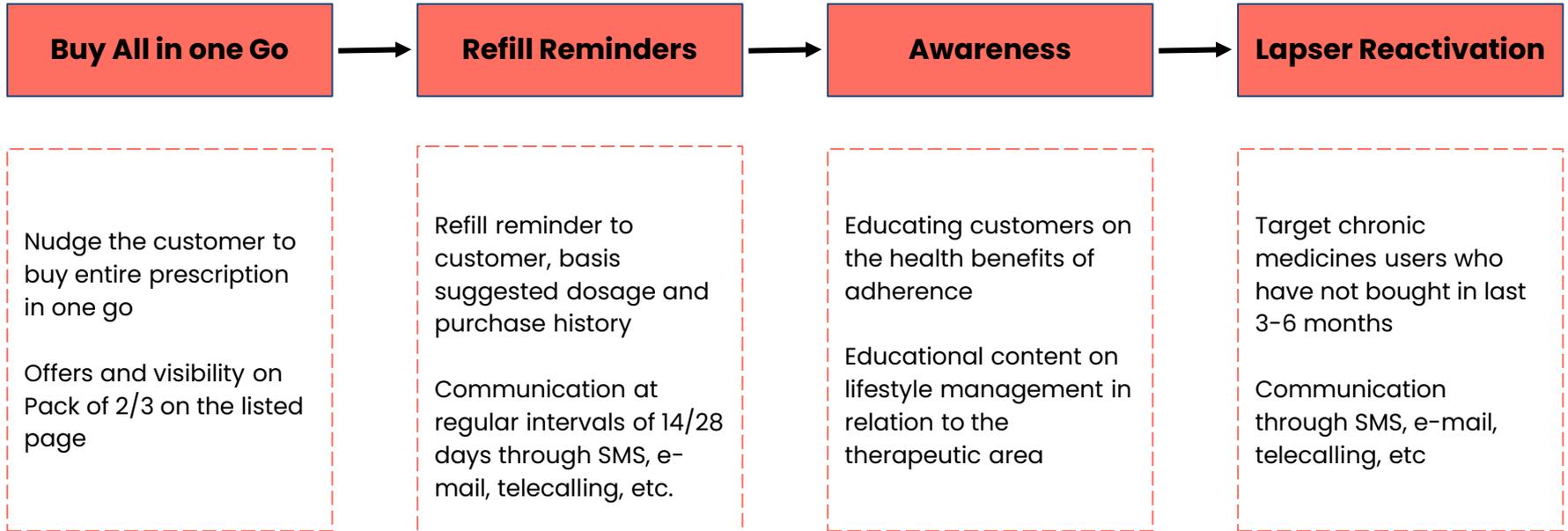


6. Adherence Tracking

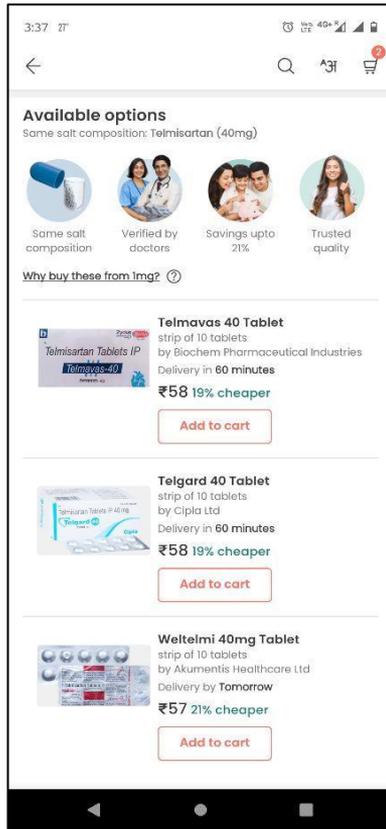
Tracking on-time pill refills, nudges like tele-calling, SMS to enable better adherence

Adherence Journey | Prescription route

Tools to work on pain points due to which the patient does not follow the suggested prescription route



Formulary Flow | Prescription substitutes



Formulary Flow:

1. Product detail page has details about available substitutes for the prescribed salt basis formulary logic
2. User adds one of the top options available on the page
3. Tata Iimg offers telephonic prescription for the alternate medicine, if needed
4. Customer places order

Partnership Scope:

- Opportunity for brands to partner and feature at a higher rank basis formulary logic – as major Add to cart happens from 1st/2nd product on the list
- Brand is charged a **% of the incremental sales** generated through Formulary flow

Data Partnerships

Data of brand's performance on the platform, enabling them to draw insights and create growth strategies



Sales Data

1. Overall GMV
2. Pincode X SKU - Monthly sales



Funnel View

Brand Level Funnel – Product detail page Impressions -> ATC -> Orders
- OOS Views



User Retention

Brand level - New, Repeat, Lapsers -L3M, L6M, L12M



Market Share

1. Brand X Salt X City GMV and order share
2. Therapy level chronic GMV share
3. Brand X Category X City - for OTC
4. Brand X Therapy X City - for Rx
5. Overall platform Market GMV Share

Thank You

Making healthcare

Understandable, Accessible & Affordable

Made with ❤️ by 1mg

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Appendix | Asset Dimensions

Asset Name	App / Mweb dimensions	Dweb dimensions	Format and details (if any)
Roadblock	900X493	1056 X 1344	.jpeg
Video (Product page)	656x328	N/A	.jpeg & mp4 File Size- 5-7 MB Video Duration- 30-45sec Brand Logo Dimension - 100x100, File Size 10-20KB Headline- Max. 100 Characters Description - Max. 200 Characters
Video (Homepage + Medicine page)	656x656	N/A	
Homepage banner	656x328	960x200	.jpeg
Search banner	656x328	1062x125	.jpeg
Product page banner	656x328	400x500	.jpeg

Appendix | Asset Dimensions – contd.

Asset Name	App / Mweb dimensions	Dweb dimensions	Format and details (if any)
Category banner	656x328	1028x120	.jpeg
Order page banner	656x328	1080x420	.jpeg
Medicines search banner	656x328	N/A	.jpeg
Featured Brand	312x312	312x312	Brand logo - .jpeg and open file (.psd or .ai)
Email	600x1000		.psd or .ai file with font and links
Push Notification	600x300		.jpeg