

Ref: 109/SE/LC/2024-25

Date: 19/03/2025

To,
**Head, Listing Compliance Department
BSE Limited**
Phiroze Jeejeebhoy Towers Dalal Street,
Mumbai - 400 001.

Scrip Code: 544122

**Head, Listing Compliance Department
National Stock Exchange of India Limited**
Exchange Plaza, Plot No. C/1. G Block,
Bandra -Kurla Complex, Bandra (East),
Mumbai- 400051
Scrip Symbol: ENTERO

Dear Sir/Madam,

Subject: Submission of information pursuant to Regulation 30 of the SEBI (Listing Obligations & Disclosure Requirements) Regulations, 2015 - Media Release/ Press Release.

Please find enclosed a copy of the Media Release / Press Release, pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, titled "Entero launches 'HealthEdge' programme to empower Retail Chemists" as Annexure -1.

This intimation will also be made available on the Company's website www.enterohealthcare.com.

This is for your information and records.

Yours Faithfully,
For Entero Healthcare Solutions Limited

Sanu Kapoor
**VP- General Counsel, Company Secretary
& Compliance Officer**

Press Release

Entero launches 'HealthEdge' programme to empower Retail Chemists



Mumbai, 19th March 2025 – Entero Healthcare Solutions Limited, one of India's leading and fastest-growing healthcare product distribution platform, has launched its 'HealthEdge' programme for retail chemists. In line with this, Entero has acquired the tech-driven Aayu Chemist app and Medcords platform from Medcords Healthcare Solutions. This strategic move accelerates the digital transformation of retail chemists, equipping them with cutting-edge tools to enhance business efficiency, profitability, customer engagement and better purchase experience.



(Left to Right): Mr Prabhat Agrawal, MD & CEO of Entero Healthcare and Mr Shreyans Mehta, Co-Founder of Aayu Chemist by MedCords

With a current network of 86,000+ retail chemists, Entero aims to deepen its chemist engagement. The acquisition of Aayu Chemist and Medcords aligns with Entero's commitment to integrating technology and healthcare distribution to drive sustained business growth.

Commenting on this development, Mr. Prabhat Agrawal, MD & CEO of Entero Healthcare, said, *“The HealthEdge programme aligns perfectly with our vision to be a growth catalyst for retail chemists. Through this digital enablement, we empower chemists to stay ahead of the curve, ensuring their businesses are resilient and primed for significant growth. Retail chemists are invited to become part of the ‘HealthEdge’ ecosystem, and together, we will shape a future where technology and healthcare distribution work hand-in-hand to unlock new levels of success.”*

Shreyans, Co-Founder of Aayu Chemist by MedCords, added, *“Quick commerce, with its focus on rapid delivery of everyday essentials, is impacting kirana and chemist shops in India by attracting customers seeking convenience, leading to a shift in consumer spending and potentially impacting the livelihoods of small business owners. Our journey with MedCords has always centred around empowering retail chemists, the backbone of India’s healthcare system. Partnering with Entero amplifies this mission, bringing our technology and expertise to a broader network, ensuring lakhs of chemists benefit from future-ready solutions.”*

Transformative Features and Benefits of the ‘HealthEdge’ Programme

- Superfast Medicine Supply and Inventory Management – Increasing customer fill rate, Optimized logistics, ensuring seamless stock availability.
- Transparent Expiry Management and Auto-Refill Systems – Reducing sales and inventory losses for chemists.
- Exclusive Access to New Products and High-Margin Deals – Enhancing profitability.
- Seamless Online Store Management – Personalized website and app, plus ABHA-enabled pharmacy recognition for a competitive edge.
- Customer Retention Tools – Medicine reminders, loyalty programs, and digital payment solutions to foster stronger customer relationships.
- Access to Healthcare Services – Offering doctor consultations and lab test bookings for a holistic customer experience.
- Financial Support – Credit facilities to retail chemists under this initiative, providing financial flexibility and stability.
- Integration with the Government’s Digital Health Incentive Scheme – Enhancing operational efficiency and incentives for participants.

Entero Healthcare has witnessed strong performance in Q3FY25 with 37% revenue growth and 322% PAT growth over previous year.

Link to the ad film: <https://www.youtube.com/watch?v=QRZr308pKuA>

Benefits of the platform video: <https://www.youtube.com/watch?v=0Yb0k7bO6ME>

About Entero Healthcare Solutions Limited

Entero Healthcare Solutions Limited (Entero) is one of India's leading and fastest-growing healthcare products distribution platforms. Established in 2018, Entero has rapidly scaled to become a key player in the pharmaceutical supply chain with a customer base of 86,200+ retail pharmacies, 3200+ hospitals in 492 districts of India. With a network of 104 warehouses and last mile delivery infrastructure spread across the country, supply relationships with 2500+ healthcare product manufacturers Entero provides a PAN India, technology driven healthcare distribution platform. Driven by a proprietary technology platform, Entero enables seamless integration of data intelligence, demand generation, and fulfilment solutions. Entero's commitment to operational excellence is supported by its experienced leadership team, a healthcare-focused investor base, and a relentless pursuit of innovation. By combining a customer-centric approach with advanced logistics infrastructure, Entero is reshaping India's fragmented pharmaceutical distribution landscape, ensuring accessibility, affordability, and efficiency in healthcare delivery.

Safe Harbor

Statements in this document relating to future status, events, or circumstances, including but not limited to statements about plans and objectives, the progress and results of research and development, potential project characteristics, project potential and target dates for project-related issues are forward-looking statements based on estimates and the anticipated effects of future events on current and developing circumstances. Such statements are subject to numerous risks and uncertainties and are not necessarily predictive of future results. Actual results may differ materially from those anticipated in the forward-looking statements. The company assumes no obligation to update forward-looking statements to reflect actual results changed assumptions or other factors.

For more information please contact:

 The logo for Entero Healthcare Solutions Limited, featuring a blue circle with a white plus sign inside, followed by the word "Entero" in a large, bold, black sans-serif font, and "Healthcare Solutions Limited" in a smaller, black sans-serif font below it. <p>Entero Healthcare Solutions Limited CIN: L74999HR2018PLC072204</p> <p>Mr. Nikhil Tibrewal Email: irentero@ehspl.com</p> <p>Contact no.: +91-22-69019100</p>	 The logo for Strategic Growth Advisors, featuring the letters "SGA" in a large, bold, blue serif font, followed by "Strategic Growth Advisors" in a smaller, blue serif font. <p>Strategic Growth Advisors Pvt. Ltd. CIN: U74140MH2010PTC204285</p> <p>Mr. Jigar Kawaiya / Parin Narichania Email: jigar.kawaiya@sgapl.net / parin.n@sgapl.net</p> <p>Contact no.: +91 9920602034 / +91 9930025733</p>
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