

## What is PCD ?

**PCD** is an short form used for **Propaganda Cum Distribution**. This is a terminology used in Pharmaceutical industry. This concept is comparatively new to the market. **PCD Franchise** is a win-win situation for both Pharma Companies as well as for the **PCD Franchise** Holder. It is an authorization granted by pharmaceutical company to carry out the company's proprietary knowledge, products, trademarks, patents for monopoly rights or other mutually agreed terms and conditions between the parties.

### DIFFERENCE BETWEEN PCD & FRANCHISE

The main difference among the two is of the **size of the business**.

**PCD** works in **smaller units with less area, less investment and no specific target,**

**while**

**Pharma Franchise** works on larger units with higher investment, larger area of operations and specified targets.

### Policy for PCD Appointment at Felix Health Park LLP

**Felix Healthpark LLP** appoint **PCD** on District-wise Monopoly basis, you have a large territory to operate and expand your business without any disturbance, and you have sole proprietary and monopoly in your area so that you can make profits with peace of mind. Full Fledged Promotional support is available to all PCD's in shape of **Visual Aids, Literatures, Sample catch covers, Small gifts**

- The PCD works ethically in the market, he purchases at net rates but sells only at stockist rates, except in case of direct supply to renowned hospitals.
- The PCD shall work strictly in his appointed territory.
- The PCD can work for any other company provided he is meeting the Company's Sales targets otherwise he shall not have any PCD/ franchise of another pharma company with similar products, he may however be engaged in any other fulltime/part-time profession or business.
- All goods are purchased against advance payment from the company or appointed Distributors or Company directly.
- All the promotional materials, samples & gifts are distributed through our sales & marketing office in Baddi or through our Distributors, some of these are free of cost and some on cost basis, details of different schemes are available with Sales Staff.

## Eligibility to get PCD of Felix Health Park LLP

You should be having minimum 1 years of rich experience in pharmaceutical companies in india of Pharma selling/buying/prescribing experience in a concentrated area, with a successful sales track record. You can be a Medical Representative or a Distributor/Wholesaler/Retailer with good contacts with some top practicing doctors who are ready to give you their unflinching support and. **Minimum Initial order for PCD for a product range** is Rs 0.3 lacs with which you get a starter pack of MR Bag and a set a visual aids and Leave behinds. Other promotional materials are also available details of which are provided by our Sales Staff.

## Documents Required for PCD Appointment

1. **Profile:** (Brief Profile with Copy of PAN Card of the company and a Copy of Memorandum & Articles of Association in case of Pvt. Ltd or limited Company).
2. **Name, Address & Telephones with copy of Aadhar Card and Pan Cards.**  
( Of all Directors, Partners or Proprietor both official and residential.)
3. **Drug Licences required** (whole sale drug license for allopathic medicine).
4. **Sales Tax / GST Registration Certificates.**

## Sales Targets for PCD of Felix Health Park LLP

We expect a minimum sale of Rs. 0.40 lacs from each of our PCD in broader terms one PCD means Rs. 0.4 lacs sales which in turn means Rs.0.30 to Rs0.50 earning for our PCD depending on the product mix.

## Terms & conditions

1. **100 % payment** along with confirmed purchase order.
2. All prices are exclusive of central sale tax/GST and ex godown.
3. We prefer to dispatch goods through bank approved and cargo transport but you can demand anyone of you.
4. No Expiry and breakage will be entertained. NO goods will be replaced for any reason.
5. The prices may change without prior notice,If raw and packing material rate increase.
6. You are authorized to work in allotted area only.In case of any infiltration,we have right to change PCD/Franchise/stop supply
7. All Disputes shall be subject to Nalagarh (H.P.) jurisdiction only.

### **Note:-**

To learn more about getting a PCD Franchise of Pharma Company **Felix Health Park LLP**, please contact us at **+91-99116-61472.** , or on **E-mail** info@felixhealthpark.com