



PARTNER STARTER KIT

Gynae PCD Franchise Starter Kit

A practical checklist for distributors, stockists and medical representatives preparing to take up a FertiLogic gynaecology & fertility PCD franchise: the documents you need, how onboarding works, how district monopoly is granted and what promotional inputs you receive.

FertiLogic — gynaecology & fertility PCD pharma franchise division of Primus Pharmaceuticals Group (operating since 2010).

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Edition: 12 October 2026. For distributors, pharmacists and medical professionals — not for patient self-medication.

1. At a glance

Business model	PCD (Propaganda-cum-Distribution) pharma franchise for gynaecology, fertility and women's-health formulations.
Portfolio	65+ formulations across 5 therapeutic areas. The current published catalogue is summarised in section 6.
Territory	District monopoly rights — one partner per agreed territory.
Minimum first order	₹10,000.
Promotional support	Free MR visual aids and detailing inputs (see section 5).
Manufacturing	Third-party WHO-GMP certified manufacturers, named on each pack.
Group	Primus Pharmaceuticals Group, operating since 2010.
Partner rates	PTS / PTR and partner rates are shared at quote stage for your territory.

Who this kit is for: pharma distributors and stockists adding a gynae range, medical representatives and area managers starting their own franchise firm, and pharmacies or hospital-pharmacy suppliers serving gynaecology and fertility practices.

2. Documents checklist

Medicines can be invoiced only to a party holding a valid wholesale drug licence. Keep these ready before your first order:

Document	Why it is needed / notes
☐ Wholesale Drug Licence — Form 20B	Licence to sell by wholesale drugs other than those in Schedules C, C(1) and X. Issued by your State Drugs Control / Licensing Authority under the Drugs Rules, 1945.
☐ Wholesale Drug Licence — Form 21B	Licence to sell by wholesale drugs in Schedules C and C(1) (excluding Schedule X). Most distributors hold 20B and 21B together.
☐ GST registration (GSTIN)	Required for tax invoices and input-tax credit.
☐ PAN of the firm / proprietor	For billing and KYC.
☐ Firm constitution proof	Proprietorship details, partnership deed or company incorporation certificate, as applicable.
☐ Premises & storage	The licensed address must match the delivery address. Storage must meet the conditions printed on each pack (for example, several products in the range are labelled “store below 25°C, protect from light and moisture”).

Document	Why it is needed / notes
☐ Competent person	Wholesale licences require a qualified competent person in charge. Your State Drugs Control office confirms the eligibility criteria.
☐ Bank details	Cancelled cheque or bank letter for payments and refunds.
☐ Territory details	District(s) you can cover, with a list of the main towns, gynaecology clinics and chemists you plan to work.

Licence still in process? Medical representatives registering a new firm can still apply and discuss the district with the franchise desk. Stock is invoiced only once a valid wholesale drug licence and GSTIN are on record.

3. Onboarding steps

01 Check territory availability

Submit the enquiry form on fertillogic.in or WhatsApp +91 91385 43009 with your district and pincode. The franchise desk confirms whether the district is open.

02 Discuss territory & terms

Agree the district(s) you will cover, the products you will start with and the partner rates for your territory.

03 Share documents

Send copies of your drug licences (20B / 21B), GSTIN and firm details from the checklist above.

04 Receive the territory authorisation

FertiLogic issues a written territory authorisation for the agreed district. Read the agreement terms before signing.

05 Place your first order

Minimum first order ₹10,000. Choose a mix across segments that matches the prescribers you can reach.

06 Receive stock and promotional inputs

Your first order ships with the MR visual aid kit and detailing material for the products you stock.

07 Start detailing and chemist coverage

List your target gynaecologists, fertility clinics and the chemists near them, and plan a regular visit cycle. Reorder as prescriptions build.

4. District monopoly policy

- **One partner per agreed territory.** FertiLogic issues an official territory authorisation granting exclusive rights for the agreed district.
- **No parallel supply.** FertiLogic does not supply its products to any other distributor or chemist in your assigned territory.

- **Written terms.** The territory, product list and any conditions attached to the rights are set out in your written agreement — keep a signed copy.
- **Adding territory.** Partners who want additional districts can ask the franchise desk to check their availability.

5. Promotional inputs

Free MR visual aids and detailing inputs are provided with your first order. They typically include:

- MR visual aid bag
- Visual aids for detailing to gynaecologists and fertility specialists
- Prescription reminder cards
- Order booking pads and product glossaries
- Digital product cards for WhatsApp sharing with doctors

Exact contents depend on the products in your order; confirm the list with the franchise desk.

6. Current published catalogue

Brands listed on fertilogic.in at the date of this edition. Ask the franchise desk for the full list across the 65+ formulations.

Brand	Molecule	Pack	Status
LOGICOVA Gynecology / Fertility	Clomiphene Citrate 100 mg + N-Acetylcysteine 600 mg with Astaxanthin 4 mg (Combi Pack)	10 × 1 × 1 Combi Pack of 5 Tablets with 25 Capsules	Rx — see pack label
MAZINC-MYO Women's Health	Myo-Inositol 600 mg + Metformin SR 500 mg	10 × 10 Tablets	Schedule G (Rx)
MENOLOGIC Women's Health	Evening Primrose Oil + Tocotrienol + L-Methylfolate + Methylcobalamin Softgel	10 × 1 × 10 Softgel Capsules	Nutritional supplement
LETROLOGIC Hormone Therapy	Letrozole 2.5 mg	10 × 1 × 5 Tablets	Schedule H (Rx)
PITPROG Hormone Therapy	Dydrogesterone 10 mg	10 × 1 × 10 Tablets	Schedule H (Rx)
PITURESS Hormone Therapy	Megestrol Acetate 160 mg	10 × 10 Tablets	Schedule H (Rx)
REPLIMONE Hormone Therapy	Estradiol Valerate 2 mg	10 × 1 × 28 Tablets	Schedule H (Rx)
VB-12-LC Nutritional Supplement	L-Carnitine L-Tartrate 500 mg + Methylcobalamin 1500 mcg + Folic Acid 1.5 mg	10 × 10 Tablets	Schedule H (Rx)

7. Compliance essentials for partners

- Schedule H and Schedule G medicines are prescription-only. Sell them only to licensed chemists and institutions, and only for dispensing against a valid prescription.
- Keep purchase and sale records as required by the Drugs Rules and your licence conditions.
- Promote prescription molecules only to registered medical practitioners, strictly within the approved package insert. Follow the Uniform Code for Pharmaceutical Marketing Practices (UCPMP).
- Never make cure, guarantee or superlative claims about any product (Drugs and Magic Remedies (Objectionable Advertisements) Act; ASCI code). Nutritional supplements carry nutritional, not therapeutic, claims.
- Store and transport stock as printed on the pack, and return or destroy expired stock as per the applicable rules.

Ready to check your district? Talk to the FertiLogic franchise desk.

WhatsApp / call: +91 91385 43009

Email: info@fertillogic.in

Web: fertillogic.in

This document is for trade and professional reference only. It is not medical advice and does not replace the approved package insert. Prescription (Schedule G / H) medicines must be dispensed only against the prescription of a Registered Medical Practitioner. FertiLogic products are manufactured by third-party WHO-GMP certified manufacturers as printed on each pack. Product details are reproduced from pack labels; where a detail is not published it is marked "On request" or "See pack label". Information may change — confirm current details with the FertiLogic franchise desk before ordering. Licence descriptions are a summary for orientation; your State Drugs Control office is the authority on licensing requirements.