

## ALL KERALA PHARMAPPS PRICING PLAN FOR DISTRIBUTORS WEF 01-04-2026



## **ALL KERALA PHARMAPPS PRICING PLAN FOR DISTRIBUTORS WEF 01-04-2026**

### **Pharmapps Subscription Policy & Plan Criteria**

To ensure a fair and transparent billing process, Pharmapps offers two distinct subscription models tailored to your business activity levels.

#### **1. Subscription Models**

**Order-Based Plan:** The standard model for distributors actively processing orders through the platform. Pricing is determined by the total volume of orders received per month.

**Search-Based Plan:** Designed for non software integrated distributors or who may be not interested in receiving orders but receive significant brand visibility. This plan applies when search hits from retailers reach threshold levels, ensuring you only pay for the engagement your profile generates.

#### **2. Plan Adjustment Criteria (Slab Changes)**

To prevent sudden billing fluctuations, Pharmapps uses a 3-month rolling average to determine your subscription slab. This ensures your plan reflects your consistent business volume rather than a single peak or dip.

##### **How it works:**

**Average Calculation:** At the end of each month, the system calculates the average volume (Orders or Search Hits) of the previous three months.

**Automatic Notifications:** If your 3-month average moves into a different tier, you will receive an automated system notification detailing your usage volume and the resulting plan upgrade or downgrade.

##### **Example Scenario:**

**Upgrade:** If a distributor is currently on the Bronze Plan (250–500 orders) but their average order count for January, February, and March is 501, the account will automatically upgrade to the Silver Plan.

**Downgrade:** Conversely, if a distributor on the Silver Plan sees their 3-month average drop to 499, the system will automatically downgrade the subscription to the Bronze Plan.

**Note:** These criteria apply equally to both Order-Based and Search-Based plans to maintain consistency across our services.