

Dear Sir/ Madam

**DISCONTINUATION OF e-PHARMACY SERVICES BY PHARMEASY (API HOLDINGS LTD.)**

We refer to letter received from Pharm Easy (**Annexure I**) regarding withdrawal from e-Pharmacy facility by PharmEasy (API Holdings Ltd.) for SBI Health Assist members. In this connection, we have to advise that it has been decided as per request received from PharmEasy to discontinue their e-Pharmacy since it was not viable for them, it has been decided to migrate the retirees to one of the following three vendors:

Sl. No.	Name of e-Pharmacy Vendors	e-Pharmacy App
1	TATA IMG Health Care	TATA IMG
2	Phasorz Technologies Pvt Ltd.	Medibuddy
3	Lifetime Wellness Rx International Limited	UrLife

2. Accordingly, an existing member can call on PharmEasy No. **+91-8048642106** and register their choice of preferred e-pharmacy vendor, from one of the above three e-Pharmacy service providers, for remaining period of Policy Year 2024-25. The MIS of such preferred members will be migrated on regular intervals and the activation of e-pharmacy services will resume within a week's time.

3. In case of any issues, you may please send a mail to [care@pharmeasy.in](mailto:care@pharmeasy.in) and in case satisfactory reply is not received in 48 hours, the matter may be escalated to [epharmacy@sbi.co.in](mailto:epharmacy@sbi.co.in).

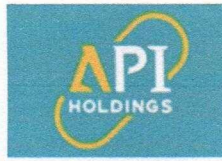
4. Further, it may be noted that the option of migrating to a new member is only available to members of PharmEasy since they no longer will be one of the e-pharmacy vendors.

Regards

DGM(P&PMD)

DATE: 14.06.2024





## API HOLDINGS LIMITED

June 14, 2024

We, API Holdings Limited (“API/We/Us”) are grateful to have been given the opportunity to serve you. However, we regret to inform you that based on an evaluation of the number of pensioners who have signed up and the prospective business and expected cost, we have unfortunately concluded that API, under the brand name- PharmEasy, will no longer be able to provide the services of medicine delivery. We have not taken this assessment lightly and have thoroughly and completely assessed the matter. We sincerely appreciate the trust and support you have shown towards Us and apologize for any inconvenience caused to you.

2. Please note that the e-pharmacy services will be migrated to one of the following three e-pharmacy vendors based on your choice:

- a) Medibuddy
- b) Tata 1 MG
- c) UrLife

3. Please also find below the link regarding discontinuation of PharmEasy services for SBI retirees has also been uploaded on the following link:

[Medical Benefit Schemes for Staff Pensioners - Personal Banking](#)

4. You may call on the following no. +918048642106 from the mobile number registered with PharmEasy and choose vendor of your choice for migration to a new vendor for Policy Year 2024-25.

Regards

DHARMIL Digitally signed by  
DHARMIL  
NIRUPAM NIRUPAM SHETH  
SHETH Date: 2024.06.14  
12:15:13 +05'30'

Dhramil Sheth  
Founder and Director  
PharmEasy

CIN No.: **U60100MH2019PLC323444**

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