

OTC & Self-Care Range Guide

Pharmacy & Chemist Retail

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces an OTC/self-care range plan — the non-prescription categories to stock, responsible OTC guidance, display and margin — to grow walk-in and impulse sales. Use it to build the OTC range. For wellness/FMCG use the Wellness Range tool.

Purpose of this tool & output

Build a strong over-the-counter range

How the output is used

Use it to build a strong over-the-counter range — an OTC and self-care range that grows walk-in sales responsibly.

Important cautions

India has no formal OTC schedule — many commonly self-bought drugs technically still require a prescription, so dispense prescription-only drugs only against a valid prescription and give guidance only for minor self-limiting conditions, referring to a doctor when warranted. OTC/self-care carries better margin. Confirm current OTC/prescription status of products.

Companion documents

- Pharmacy Product Mix Planner
- Generic vs Branded Strategy
- Wellness, Nutraceutical & FMCG Range
- Surgical & Medical Consumables Range
- Chronic Care Range & Program
- Pharmacy Private Label Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.