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MedEasy acquires medicine delivery platform Alchemy to expand reach in Bangladesh

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To provide convenient and accessible healthcare services to patients



MedEasy, an online pharmacy and healthcare startup in Bangladesh, has acquired Alchemy, a Dhaka-based online pharmacy. With this acquisition, MedEasy aims to expand its reach and better serve its customers by taking on Alchemy's existing customer base.

As Alchemy discontinues operations, its users will move seamlessly to MedEasy. Arefin, Co-Founder and CEO of MedEasy, said "This acquisition represents an opportunity for us to expand our reach and provide our high-quality healthcare services to even more people across Bangladesh."

As part of the acquisition, MedEasy plans to integrate Alchemy's systems and processes with its own, ensuring a seamless transition for both Alchemy's customers. MedEasy will also conduct market research to better understand Alchemy's customer base and their needs, and tailor its services and marketing efforts accordingly. MedEasy's technology is further expected to improve the customer experience for these users.

MedEasy offers a wide range of pharmaceutical products, including prescription drugs, over-the-counter medications, and health supplements.