



FOR PHARMA FIRM OWNERS IN GUJARAT

Your Business Is Running. But Is It **Growing?**

Most pharma firm owners work harder every year — but collections stay stuck, MRs stay unaccountable, and profit stays unknown at month end. The problem is not effort.

The problem is the absence of written systems.

What Is Happening in Your Business **Right Now**

₹18.4L

Outstanding Tracked in a Notebook

34 stockists. No digital record. No MR visibility.
No follow-up system. Just a notebook — and memory.

0 of 3

MRs Had Written Performance Targets

MRs were given territories and expected to sell.
No targets. No reports. No accountability. Owner guessed performance.

Zero

Monthly P&L Existed

Revenue came in as cash. Costs went out as cash. Monthly profit was estimated at year end — for tax purposes only.

3.5/10

Business Health Score at Day 1

When Clarivyn assessed Wexcrow Pharma across 5 key business areas — the overall score was 3.5. This is typical. Not unusual.

10

Problem Areas Exist in Every Pharma Firm

Collections Visibility · MR Performance · Credit Governance · Inventory and FIFO · Organisational Accountability · Territory Intelligence · Business Continuity · Monthly P&L · Margin and Pricing · Owner Independence. These 10 areas — in every pharma firm of your size — are running without written systems. Clarivyn fixes them one by one.

Not Advice. Not Guidance. Written Proof.

Every Clarivyn engagement ends with a written report — not a verbal debrief, not a presentation, not suggestions. A report with your business health score, every problem audited, every system built, every SOP written, and a before and after section showing exactly what changed and by how much. In writing.



Business Health Score

Your firm rated across all 5 key areas out of 10. You see exactly where you are and what to fix first — before any work begins.



Deep Problem Audit

The focus area is audited with real numbers from your business. Root cause identified. Not opinion — documented evidence.



Written System Built

A custom system designed for your specific team size, territory, and business structure. Not a template. Built for you.



SOP Your Team Follows

Step-by-step written procedure trained during the engagement. Your team runs it every week without being told.



Before and After Proof

Every change documented with numbers. What was the collection rate before? What is it after? In writing. Every engagement.



Monthly Review Framework

A structured monthly review you run alone — 60 minutes — to keep all systems performing after Clarivyn leaves.

**The result: a business with written systems
that runs without your daily presence.**

HEALTH SCORE TARGET

3.5 → 8.1

Transform Package

Starter

TOTAL INVESTMENT

₹9,999

Fix your single most urgent problem. One focus area. One written system. One SOP your team follows. Delivered in a 10-page consulting report with written proof of every change.

WHAT YOU RECEIVE

- 1 Business Health Score**
Rated across 5 key areas out of 10
- 2 Focus Area Deep Audit**
Root cause identified with real numbers
- 3 Written System Built**
Custom for your business structure
- 4 SOP Your Team Follows**
Trained during the engagement
- 5 Before and After Report**
Every change documented in numbers
- 6 10-Page Consulting Report**
Printed and digital — yours to keep

PAYMENT SCHEDULE

DAY 1 — START
Engagement begins

₹4,999

DAY 30 — COMPLETION
Report delivered

₹5,000

DOCUMENTS DELIVERED

- ✓ 10-Page Consulting Report — PDF
- ✓ Business Health Score Sheet — Excel
- ✓ Stockist Outstanding Tracker — Excel
- ✓ MR Weekly Collections SOP — PDF
- ✓ Written System Document — PDF
- ✓ Escalation Protocol — PDF

Starter is the right choice when you want to fix the single most painful problem first — with proof.

Start for ₹4,999 on Day 1

PACKAGE 02

MOST POPULAR

30 DAYS · 3 VISITS PER WEEK

Growth

TOTAL INVESTMENT

₹24,999

Fix three problem areas in 30 days. Collections, MR Performance, and Monthly P&L — each with a full audit, written system, SOP, and before and after proof. Delivered in a 17-page report.

FOCUS AREA 1

Collections Visibility

Stockist tracker, MR weekly SOP, credit policy installed and running

₹11.2L recovered in 30 days

FOCUS AREA 2

MR Performance

Monthly targets, weekly reports, territory dashboard — all written

Target achievement +42%

FOCUS AREA 3

Monthly P&L

One-page P&L dashboard. Owner knows exact profit by 7th of every month

14.2% margin identified

PAYMENT SCHEDULE

Day 1 — Engagement starts

₹9,999

Day 30 — Report delivered

₹15,000

7 DOCUMENTS DELIVERED

- ✓ 17-Page Growth Report — PDF
- ✓ Stockist Outstanding Tracker — Excel
- ✓ MR Monthly Target Sheet — Excel
- ✓ Territory Performance Dashboard — Excel
- ✓ Monthly P&L Dashboard — Excel
- ✓ Collections SOP — PDF
- ✓ MR Performance SOP — PDF

PACKAGE 03

COMPLETE OVERHAUL

30 DAYS · 4 VISITS PER WEEK

Transform

TOTAL INVESTMENT

₹49,999

The complete pharma firm overhaul. All 10 problem areas fixed. 10 written systems. 10 SOPs. 18 documents delivered. A 21-page report. And a business that runs without you for 30 days.

#1

**Collections
Visibility**

#2

MR Performance

#3

**Credit
Governance**

#4

Inventory + FIFO

#5

**Org
Accountability**

#6

**Territory
Intelligence**

#7

**Business
Continuity**

#8

Monthly P&L

#9

Margin + Pricing

#10

**Owner
Independence****10**

SYSTEMS BUILT

10

SOPS WRITTEN

18

DOCUMENTS

3.5 → 8.1

HEALTH SCORE

PAYMENT — 3 INSTALLMENTS

Day 1 — Engagement starts

₹14,999

Day 15 — Mid-point review

₹15,000

Day 30 — Report delivered

₹20,000

THE TRANSFORM PROMISE

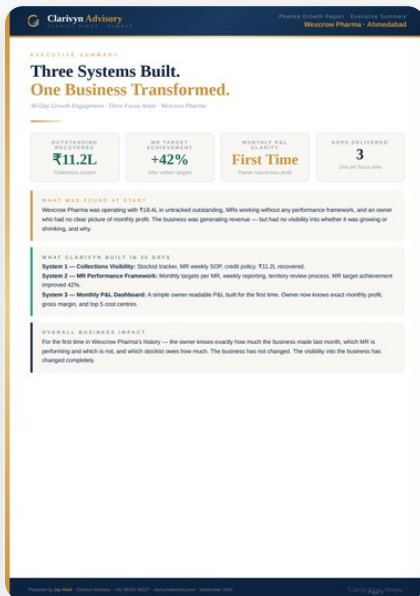
**"Your business can run for 30 days
without your daily presence."**

A 2-day simulation is conducted during the engagement.
If the business cannot run — Clarivyn keeps working until it can.

WRITTEN PROOF

This Is What You Receive. Not Words. A Report.

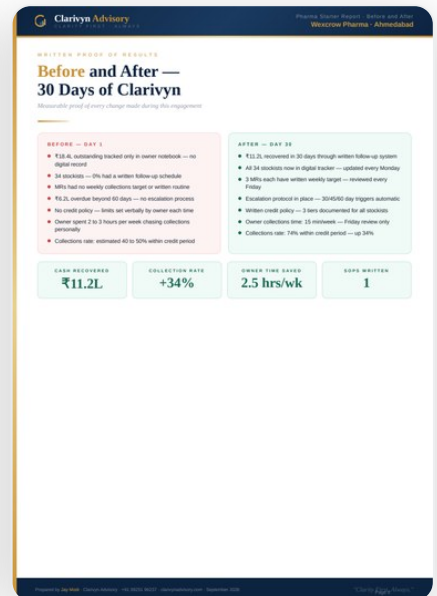
Actual pages from the Wexcrow Pharma Growth Engagement Report



EXECUTIVE SUMMARY



BUSINESS HEALTH SCORE



BEFORE AND AFTER

₹11.2L

CASH RECOVERED
— COLLECTIONS
SYSTEM

+34%

COLLECTION RATE
IMPROVEMENT — 30
DAYS

+42%

MR TARGET
ACHIEVEMENT
AFTER TARGETS SET

3.5 → 6.5

OVERALL HEALTH
SCORE — GROWTH
PACKAGE

"Every engagement ends with written proof. No vague advice. No generic recommendations.
Just your business — fixed. Clarity First. Always."

— Jay Modi, Founder, Clarivyn Advisory



Clarivyn Advisory

PHARMA BUSINESS CONSULTING

THE AUTHOR BEHIND THE METHOD

Two Books. One Idea: Clarity.

Jay Modi has written two books on building a business and getting it ready for investment. The thinking in them is the same thinking behind every Clarivyn engagement: **write it down, make it a system, and prove the result.**

01

Before The Investment

Questions Every Startup Must Answer

The questions a founder should be able to answer before asking anyone for investment.

ENGLISH · AVAILABLE ON AMAZON

Search
**Before The
Investment**
on Amazon.in

02

NEW

Beyond the First Rupee

The Seven-Pillar Path to ₹100 Crore

A seven-pillar path for taking a business from its first rupee towards ₹100 crore.

ENGLISH EDITION · AMAZON.IN



SCAN · AMAZON.IN

02

ગુજરાતી આવૃત્તિ

₹100 કરોડની રચના

સાત સ્તંભોથી વ્યવસાયને નવી ઊંચાઈ આપવાનો માર્ગ

The Gujarati edition of Beyond the First Rupee, for business owners who think and read in Gujarati.

GUJARATI EDITION · AMAZON.IN



SCAN · AMAZON.IN

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Clarivyn Advisory
CLARITY FIRST · ALWAYS

YOUR CONSULTANT

Jay Modi

Founder, Clarivyn Advisory · Ahmedabad, Gujarat

QUALIFICATION

B.Pharma · MBA in Pharma Management
IIM Kozhikode Executive Alumni — Entrepreneurship
& New Venture Creation · Strategies for Product &
Marketing

EXPERIENCE

~10 Years in Pharma Trading · Deep knowledge of
how pharma distribution firms operate, fail, and grow

AUTHOR — TWO BOOKS

Before The Investment — Questions Every Startup Must
Answer
Beyond the First Rupee — The Seven-Pillar Path to ₹100
Crore
English & Gujarati editions · Available on Amazon

CREATOR

The Growth Architecture™ — a 36-chapter
framework for taking a business from First
Rupee to ₹100 Crore

B.Pharma

MBA Pharma Management

IIM Kozhikode Alumni

Author of 2 Books

Growth Architecture Creator

START WITH THE ₹999 BUSINESS ROI AUDIT — NO COMMITMENT REQUIRED



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