

Real Channel Distributor Company Profile

Trusted Distribution Partner Since 1999

Company Overview

Real Channel is a premier pharmaceutical and FMCG distribution company headquartered in Karachi, Pakistan, proudly operating since 1999. Backed by a strong legacy of trust and reliability, we are honored to serve as official distribution partners of GlaxoSmithKline (GSK). Known for reliability and service excellence, we proudly rank among GSK's Top 10 Distributors of Pakistan for 15 consecutive years.

Our operations span the entire Karachi region and coastal belt, ensuring prompt, secure, and efficient supply chain management, Servicing over 10,000 clients.

We strictly adhere to national health and safety standards across all facilities, systems, and personnel. Real Channel is fully licensed and regulated by the Drug Regulatory Authority of Pakistan (DRAP), upholding the highest level of compliance and professional integrity.

Mission Statement

To maintain the highest level of professionalism, integrity, honesty, and fairness in order to earn customer satisfaction through a service-minded attitude.

Vision Statement

To become the most trusted and efficient distribution partner in Pakistan by empowering healthcare and retail networks through service excellence, innovation, and a customer-first philosophy.

Target Market / Clients

-  Pharmacies, Hospitals, and Healthcare Institutions
-  Retail Stores and Wholesale Distributors
-  Coastal Region Pharmacies & General Stores
-  International & Local Pharmaceutical Partners

Legal Structure & Registration

Status: Registered with the Federal Government of Pakistan(FBR)

License: Valid Drug License (DRAP)

Business Type: Distribution & Logistics

Warehouses:

- Warehouse A – 11,500 sq. ft.
- Warehouse B – 6,500 sq. ft.
- Location: 3rd Floor, Plot No. 8 & 9, C-Group Warehouse Area, Mykolachi Bypass, Karachi

Contact Info

 3rd Floor, Plot No. 8 & 9, C-Group Warehouse Area, Mykolachi Bypass, Karachi

 021-35630764

 021-35630765

 info@realchannel.com.pk

Process / Workflow

1. Order Booking via Field Teams
2. Order Booking via Mobile App
3. Warehouse Picking & Stock Validation
4. Route Mapping for Delivery
5. Dispatch by Sales & Logistics
6. Feedback Collection

Core Services / Products

-  Pharmaceutical & Healthcare Product Distribution
-  FMCG Distribution & Supply Chain Management
-  Cold Chain Storage & Handling
-  Warehousing & Logistics Solutions
-  Retail & Wholesale Delivery Fulfillment
-  Custom Inventory & Route Management Services

Company History / Background

Founded in 1999, Real Channel started as a focused effort to bring organized distribution to Pakistan's growing healthcare and consumer sectors. Over the years, we've evolved with the industry—modernizing operations, expanding partnerships, and building long-term trust with clients across Karachi. Our growth reflects a commitment to consistency, compliance, and customer-first service.

Team & Staff

We are powered by a strong team including:

- ✓ Order Bookers
- ✓ Suppliers
- ✓ Drivers
- ✓ Dedicated Support, Inventory, IT & Admin Staff
- ✓ Infrastructure includes CCTV, backup generators, fire safety, and security systems

Achievements

-  Top 10 Distributor of GSK (From 15 Years.)
-  Serving 10,000+ clients
-  DRAP Compliant Operations
-  FBR Pakistan Compliant Operations

Payments & Schedule

Payment Methods: Online, Bank Transfers & Cheques

Working Days: Mon–Sat

Hours: 9:00 AM – 6:00 PM (PKT)