

Voice AI for 500 retailer calls/day — a pharma field ops story

How Ashish Life Sciences replaced a manual outreach team with a multilingual AI voice agent — and what it means for Indian pharma's largest field forces.

Field Sales

Retailer Outreach

Voice AI

Multilingual

500+

Retailer calls made per day — with zero incremental headcount

Ashish Life Sciences · DronaHQ 2025

₹0

Incremental cost per additional call once agent is live

DronaHQ deployment economics 2025

85%+

of biopharma executives increasing AI investment in 2025–26

Gartner / Grand View Research 2025

THE DEPLOYMENT

Ashish Life Sciences — Voice Agent for Retail Outreach, Tanzania

Ashish Life Sciences needed to maintain consistent outreach to hundreds of retail pharmacies and drug stores across Tanzania — taking product orders, answering queries, and updating their CRM. The traditional model required a field sales team with high travel and coordination costs, inconsistent coverage, and no real-time data capture.

DronaHQ built a voice AI agent that calls retailers on a scheduled cadence, conducts structured sales conversations in local languages, takes orders, handles common objections, and logs everything back to the CRM automatically — with zero human in the loop for routine calls.

✗ OLD MODEL — FIELD TEAM

- Each MR covers 30–50 outlets/day maximum
- Inconsistent call quality and product pitch
- Manual CRM entry — 20–30% non-compliance
- No coverage on weekends or public holidays
- High attrition in field sales — knowledge loss
- Cost: ₹30,000–45,000/MR/month fully loaded

✓ AI VOICE AGENT

- 500+ retailer calls/day — every day, no exceptions
- Consistent, on-brand product pitch on every call
- 100% CRM auto-logging — order, objection, outcome
- 24x7 availability, no holiday or weekend gaps
- Zero attrition — agent knowledge never degrades
- Cost: fraction of one MR for 10x the call volume

HOW A SINGLE RETAILER CALL WORKS



DEPLOYMENT TIMELINE

Week 1–2: Document schema mapping + OCR pipeline. Week 3: Credit rule encoding. Week 4–5: UAT with ops team. Week 6: Production go-live. Zero custom model training required.

THE INDIA RELEVANCE

What this means for Indian pharma's 15,000-MR field forces

India's pharma field force is one of the world's largest. Mankind Pharma alone operates 15,000+ MRs. The math is significant.



₹40K

Fully loaded MR cost/month for routine retailer calls



₹8

Cost per AI voice agent call at scale
Caller, digital 2026



62.7%

CAGR of domain-specific pharma AI agents
Gartner 2025

Indian language capability — what enterprise-grade means in 2026

The agent is built to handle code-switching — a pharmacist in Patna opening in Hindi, switching to English for product names, and back to Hindi Bhojpuri-inflected dialect mid-sentence. Global voice platforms fail at this.

Haptik India Voice AI Report, April 2026

Hindi

Hinglish

Tamil

Telugu

Marathi

Bengali

Gujarati

Kannada



Your MR team + AI voice agents

The model: AI handles routine retailer outreach. Your MRs focus on relationship-intensive accounts, launches, and clinical conversations.

We can show you the deployment architecture at Lucknow.



www.dronahq.ai



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