Pharmaceuticals / PH-06

Compliance with reference prices

System-level control of prices and markups across distributor and pharmacy networks.

A pricing error means fines and licence risk.

The Competition Committee found cases of markups exceeding the set limit in roughly 2,500 pharmacies, and the licences of six pharmaceutical companies were revoked. In 2026, prices of about 4,500 prescription medicines were revised.

Conceptual architecture. No operating results are shown.

01 Prices	Reference price · Update · History
02 Receipt	Purchase price · Batch · Markup
03 Sale	Till price · Check · Block
04 Reporting	Deviations · Pharmacies · Audit

At a glance

~686 thousand — Cases of medicine price inflation identified by the Competition Committee. [1]

21.1 bn — Estimated illegal income from these cases, UZS. [1]

~4.5 thousand — Prescription medicines whose prices were revised and reduced in 2026. [2]

November 2026

01 Evidence and context

Who it is for

Chain owner	Licence risk.
Commercial	Pricing policy.
Pharmacy manager	Price at the till.
Accounting	Reporting.

Facts and global practice

Competition Committee (kun.uz)

About 2,500 pharmacies systematically exceeded the set maximum markup; illegal income was estimated at UZS 21.1 billion. [1]

Competition Committee (kun.uz)

In Q1 2026, 110,500 cases were identified in more than 190 pharmacies; the licences of six companies were revoked. [1]

Pharmaceutical Agency

Of 7,566 imported medicines, 2,620 had artificially inflated prices; reference prices were reduced for 1,970 medicines. [3]

kun.uz

In 2026, prices of about 4,500 prescription medicines were reduced, with plans to reach 6,000 by year-end. [2]

Reference prices are updated frequently. Manual updating is a source of errors and delays.

02 Where the losses occur

Manual pricing

New reference prices are passed to pharmacies manually.

Markup not calculated

The markup over the purchase price is not checked automatically.

Variation across the chain

The same medicine is sold at different prices in different pharmacies.

No reporting

The history of price changes is not stored.

How the loss is calculated

Fines	number of cases × fine per case (UZS)
Refunds	amount refunded to customers (UZS)
Licence	days of suspension × turnover (UZS per day)
Reputation	lost customers

Illustrative calculations; establish the baseline, units and rates during the site assessment. Avoid counting the same loss twice.

03 Solution architecture

Prices in the system, markups under automatic control

Reference prices and markup limits are updated centrally; the markup over the purchase price is checked automatically; if there is a deviation, the sale is blocked.

01 Prices

Reference price · Update · History

02 Receipt

Purchase price · Batch · Markup

03 Sale

Till price · Check · Block

04 Reporting

Deviations · Pharmacies · Audit

Modules

Price and markup control	Centralised	Engineering capability
Till (POS) integration	With a partner POS	In development
WMS: purchase price and batch	Distributor	Commercially available
Audit report	History	Engineering capability

Each module has a readiness status. Third-party results are not a forecast for your site.

04 Implementation and measurement

01 Price audit

Processes and systems.

Output: risk list.

02 Pilot

One chain.

Output: deviation statistics.

03 Scale-up

All pharmacies.

Output: full coverage.

04 Subscription

Monthly.

Output: trend.

What is measured

Price deviations	Cases	System
Update time	Hours	System
Blocked sales	Count	Till
Fines	Amount	Accounting

What is needed to start

- Commercial director
- List of pharmacies
- Till system
- Price sources

05 Readiness checklist and next step

01 Is the time (in hours) for a reference price change to reach pharmacies known?	Yes / No / Unknown
02 Is the markup checked automatically?	Yes / No / Unknown
03 Is a sale blocked when there is a deviation?	Yes / No / Unknown
04 Is price history stored?	Yes / No / Unknown
05 Are price differences between pharmacies visible?	Yes / No / Unknown
06 Is there a report available for inspections?	Yes / No / Unknown
07 Is the purchase price linked to the batch?	Yes / No / Unknown
08 Have staff been trained?	Yes / No / Unknown
09 Are fines analysed?	Yes / No / Unknown
10 Is there a responsible person?	Yes / No / Unknown

What we do not promise

• A fixed timeline and price without an audit

• A GMP/GDP certificate or inspection outcome

• Approving validation documents ourselves

• Unmeasured results

• Legal advice

Price audit

We review your price and markup process and show where errors arise.

• Map of break points

• Pilot plan

• Implementation fee and monthly subscription

Scope, price and schedule are agreed after reviewing the site and its data.

06 Sources and scope

[1] «Over 2,500 pharmacies penalized for inflating medicine prices». kun.uz, 21.05.2026.

kun.uz

[2] «Referent narxlarga dorixonalarda qanday rioya qilinmoqda» [How pharmacies are complying with reference prices]. kun.uz, 14.07.2026.

kun.uz

[3] «Pharmaceutical Agency moves to cut inflated prices of thousands of medicines». kun.uz, 17.12.2025.

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