

CASE STUDY · HEALTH COMMERCE · PRODUCT CONTENT AT SCALE

# 1mg: Thousands of product descriptions for India's largest digital pharmacy

*Building the patient-facing content layer for what is now a Tata Group brand.*

## The brief

By 2019, 1mg had become India's leading online pharmacy and was in a critical growth phase. Millions of Indians were turning to the platform to research medicines, compare health products, and make informed purchase decisions.

Every product in the catalogue (pharmaceuticals, OTC medicines, supplements, devices, personal care) needed a description that did three jobs at once: medically accurate, written in plain language, and findable through search.

This was not standard product copy. Every description sat at the intersection of pharmaceutical accuracy, patient safety, and ecommerce conversion. Get one detail wrong and a patient could misunderstand a medication. Get it right and 1mg becomes the most trusted place to learn about a product before buying it.

## What we wrote

WriteShack produced thousands of product descriptions across 1mg's catalogue. Each one was individually researched, structured for SEO, and written in patient-friendly language that explained what the product was, what it was for, and what a buyer should know.

- **Pharmaceuticals and OTC medicines:** uses, mechanisms, dosage context, storage, and contraindications, in language patients could act on.
- **Health supplements and nutraceuticals:** benefits and ingredients explained clearly, with claims kept honest and evidence-based.
- **Health devices and personal care:** descriptions that helped patients understand what they were buying and why it suited their need.

## The hard part, and the real value

Writing one great product description is straightforward. Writing thousands without quality dropping is an operational challenge as much as a writing challenge.

WriteShack built the research and production process that allowed 1mg's catalogue to scale without slippage. High-volume, high-accuracy content production is rare, and it is something we can still bring to any health brand scaling product content today.

## What this proves

- **Pharma content expertise:** writing about medicines accurately and responsibly is a niche skill. We've done it for a platform read by millions of patients.
- **Volume capability:** hundreds or thousands of products needing descriptions? We've done exactly this at exactly this scale.

- **Trusted by a Tata brand:** 1mg is now part of the Tata Group. Content standards that pass Tata pass anything.
- **Ecommerce content depth:** proven capability applicable to any D2C health brand, marketplace, or retail platform.

### Talk to us

If your healthcare brand, practice, or hospital needs content of this calibre, talk to us.

**Vandana Singhal**, Content Strategist

WhatsApp: [wa.me/919811797810](https://wa.me/919811797810)

Email: [vandana.singhal@writeshack.com](mailto:vandana.singhal@writeshack.com)

Website: [writeshack.com/healthcare-content-writing-services](https://writeshack.com/healthcare-content-writing-services)