



PREFACE

Historically, the Indian companies have concentrated on reverse engineering patented drugs and selling them locally at a cost much lower than their foreign counterparts. This strategy is unsustainable, for impending regulatory and demographic changes are making the Indian market more similar to global markets, thus, forcing Indian companies to compete against global ones according to global rules. Indian companies must either identify arenas in which they can compete successfully with the large multinationals or develop new models of collaboration.

Globally, brand building is the top priority for pharmaceutical majors as sizeable amount of investments and years are spent before the blockbuster drugs emerge from their research. These drugs through proper positioning and effective promotions ensure long period of returns for these companies. Branding by product augmentation, in the Indian pharmaceutical industry, is primarily achieved by creating differentiation in the manufacturing process, changes in the formulations, packaging, communication, and by using memorable and appropriate brand name for the formulation.

Generic pharmaceuticals are increasingly becoming a formidable force in the market. Generic drugs are been increasingly used as substitute for the branded drugs due to the cost and many other factors. Although various studies have been conducted for providing an insight in this intricate issue, none explains it in a comprehensive manner. So far, no studies have explored this vital subject in the Indian context. The Indian pharmaceutical

market is primarily guided by the behaviour and attitudes of patients and doctors. Thus, this study highlights the impact of generic drugs on the behaviour of various stakeholders and its affect on the branded drugs market.

The study has been divided in six parts

1. **Chapter 1** deals with introductory aspects of the pharmaceutical industry and pharmaceutical branding.
2. **Chapter 2** covers the introduction about Indian pharmaceutical industry and the pharmaceutical marketing.
3. **Chapter 3** discusses the literature review pertaining to prescription behaviour and impact of generic drugs on the brand positioning of ethical drugs.
4. **Chapter 4** explains in detail the research methodology employed for this study.
5. **Chapter 5** narrates the statistical tools applied for the analysis, the results and the inferences derived from the results.
6. **Chapter 6** comprises of discussions, conclusions and direction for future research.

It is hoped that the objectives set out for this study have been meaningfully achieved.

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