

## SUMMARY

Post independent India up to the present, socio-economic structure of the country could pass through many a phases in terms of development of trade, where business environment along with policy framework could face debatable situation either in national or international platform.

Pharmaceutical industry being science and knowledge driven always needed a special attention in which Indian companies could develop manufacturing expertise with speed and accuracy to mark a presence in global market. Marketing practices adopted by the companies in domestic market and business growth achieved is always an indicator of penetration in the pharmaceutical market of India.

However, with this growth along with policy framework of government, pharmaceutical companies could create a gap on the most important point, patent, where Indian government always supported process patent while world trade organization always demanded for product patent. Present research was based on the marketing practices adopted by Indian pharmaceutical companies for growth and survival and to evaluate the gap created in the practices adopted by them. Researchers aim was to present the entire study as case, so that context can well be understood by academicians and practitioners can take business decisions by initiating business analysis with academic essence.

Part one of the study established the point of need of present study as various marketing practices adopted by Indian pharmaceutical companies developed many complexities too in terms of values and ethics in business. So, there was a need for academic study and part two about Indian pharmaceutical industry and growth stories. In management education case studies having important role to play, so case of Mankind Pharmaceutical the fastest growing company

has been developed apart from growth story of Dr. Reddy's Laboratories and Ranbaxy along with case-lets of small and medium enterprises and associated challenges.

In part three of the study review of related literature has been presented from global to national context to support further rationality of the study with gap analysis. In part four research methodology had been presented with conceptual framework so that population, sample and data can well be defined to develop a proposed business model of the study as major outcome of the research work. Part five explained mainly about data analysis and how it supported the proposed business model. Part six comprises of discussion of the study with conclusion and direction for future study.

An approach had been adopted to develop the proposed business model by considering the developed case and case-lets as part of study so that organizations can have a 360 degree approach for all the stakeholders, mainly society as pharmaceutical industry is a major part of healthcare sector where government as regulatory authority and investors as initiators of business is having major role to play. Conclusion drawn with the view point that organizations need to adopt highly responsible marketing practices as authentic behavior, because in pharmaceutical business research and development is capital intensive activity with higher uncertainties involved. Appropriate culture of marketing through responsible marketing recipes trade can further be consolidated was the focus of study.

Outcome of the study will be highly useful both for academia and industry, as adequate business essence has been involved in data collection to support the proposed business model and cases apart from highlighting scopes for future studies.