

## CONTENTS

Topic	Page No
DECLARATION	i
PREFACE	ii
ACKNOWLEDGEMENTS	iii
CONTENTS	v
AT A GLANCE-TABLES-CHARTS-APPENDICES	viii
ABBREVIATIONS	ix
EXECUTIVE SUMMARY	xi
<b>PART I BACKGROUND AND RATIONALE OF STUDY</b>	<b>1</b>
1.1 Historical perspective of disease:	1
1.2 Transaction In Pharmaceutical Industry:	4
1.2.1 Emerging Trends In Pharmaceutical Industry:	6
1.2.2 Cost of prescription for a disease:	8
1.3 Commercial Aspect of Pharmaceutical Industry:	11
1.4 Historical Perspective of Indian Pharmaceutical Industry:	13
1.5 Progress of Indian Pharmaceutical Industry:	15
1.5.1 Change In Market Dynamics-Post Patent:	17
1.5.2 Present Scenario:	19
1.5.3 Challenges and marketing practices:	21
1.5.4 Pharmaceutical Marketing Approaches:	23
1.5.5 Future Trend through CEO's perspective:	28
<b>PART II INTRODUCTION TO INDIAN PHARMACEUTICAL INDUSTRY</b>	<b>34</b>
2.1 Industry Scenario:	34
2.1.1 Pharmaceutical industry situation prior to the Indian Patent Act, 1970:	37
2.1.2 Indian Patent Act 1970:	38
2.1.3 Dilution of Drug Policy and Drug Price Increase:	40

2.2 Impact on Public Sector:	44
2.2.1 Mergers and Acquisitions:	45
2.2.2 Conclusion of Present Discussion:	46
2.3 Growth of Indian Pharmaceutical Industry:	48
2.3.1 Future Ahead:	49
2.3.2 Advantage India:	50
2.4 Medical Tourism:	52
2.5 Pharmaceutical Export Promotion Council (Pharmexcil):	55
2.5.1 Consolidation of India's pharmaceutical industry:	57
2.5.2 Large Market Share for Generic Drugs:	58
2.5.3 Exports of Pharmaceutical Products:	58
2.5.4 Population growth and pharmaceutical business in India:	59
2.5.5 Upcoming extra-urban markets in India rural market coverage:	60
2.5.6 The rural market area:	62
2.7 Few Indian pharmaceutical companies progress as case and case-lets:	64
2.7.1 Ranbaxy:	64
2.7.2 Dr. Reddy's Laboratories:	66
2.7.3 Pharmaceutical marketing practices in India:	67
2.7.4 Emergence of a new era- Mankind Pharmaceutical:	70
2.7.5 Launch Story of Mankind Pharmaceutical:	71
2.8 Challenges in Small and Medium Enterprises:	77
2.8.1 CASE-LET 1:	78
2.8.2 CASE-LET2:	80
<b>PART-III REVIEW OF RELATED LITERATURE:</b>	<b>86</b>
3.1 Need of following policy framework:	86
3.2 Review of gap in marketing practices:	87
3.3 Associations and Industry perspective:	92

3.4 Global perspective:	97
3.5 Future Outlook:	103
3.6 Options for organizations:	108
<b>PART IV RESEARCH METHODOLOGY:</b>	<b>115</b>
4.1 Scope of the study:	115
4.2 Objectives of the proposed study:	116
4.3 Conceptual framework:	117
4.4 Research design and tools:	117
4.4.1 Data Sources:	119
4.4.2 Data types:	119
4.4.3 Communication approach:	120
4.5 Sample Design:	121
4.5.1 Sample size determination:	121
4.5.2 Data computerization, interpretation and analysis:	122
4.5.3 Secondary data collection:	122
<b>PART V DATA ANALYSIS:</b>	<b>123</b>
5.1 Main Focus of the Study:	123
5.2 Analysis of Questionnaire:	123
5.3 Research Questions:	187
<b>PART VI DISCUSSION, CONCLUSION AND DIRECTION FOR THE FUTURE RESEARCH:</b>	<b>188</b>
6.1 Discussion:	188
6.2 Conclusion:	191
6.3 Managerial Implications:	196
6.4 Future Research:	196
<b>BIBLIOGRAPHY</b>	<b>217-257</b>

## AT A GLANCE

### LIST OF TABLES

Page No

Table 1	Cost of prescription for a disease	8
Table 2	Percentage increase in Price	41
Table 3	Interpretation of questionnaire	123

### LIST OF CHARTS

Chart 1	Challenges And Marketing Practices	21
Chart 2	Levels of Marketing System	27
Chart 3	Interpretation of questionnaire	123
Chart 4	Proposed Model	193
Chart 5	A Medico-Marketing Model	194
Chart 6	The Smith's Model	195

### APPENDICES

Appendix I	Questionnaire	198
Appendix II	List of top pharmaceutical companies in India	207
Appendix III	Market shares of MNCs and Indian Companies	209
Appendix IV	Pharmaceutical prices in select companies	210
Appendix V	New Drug Introduction abroad and India	211
Appendix VI	Growth of top Indian pharmaceutical companies in 1996-2004.	212
Appendix VII	Major issues concerning the MSME sector	213
Appendix VIII	Pharmaceutical prices in select countries	214
Appendix IX	Progress of Mankind Pharma	215
Appendix X	Current and projected revenue	216