

Transforming Branded Generics into Power Brands

*A Framework for Building Premium Positioning in India's
Price-Sensitive Markets*

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Research Objectives



To assess challenges in branding generics in India



To identify branding components behind successful power brands



To evaluate stakeholder perceptions



To assess impact of branding on profitability and brand recall



To propose a strategic framework for premium positioning



Problem Statement

- Branded generics suffer from poor brand equity and trust
- Most are perceived as low quality despite being bioequivalent
- Pharma branding focuses too much on physicians and not enough on patients
- Branding efforts are inconsistent and lack an emotional connection

Literature Review Highlights



Branded generics make up ~75% of Indian Pharma Market



Perception gap due to price-quality heuristic



Physician trust is key to brand loyalty

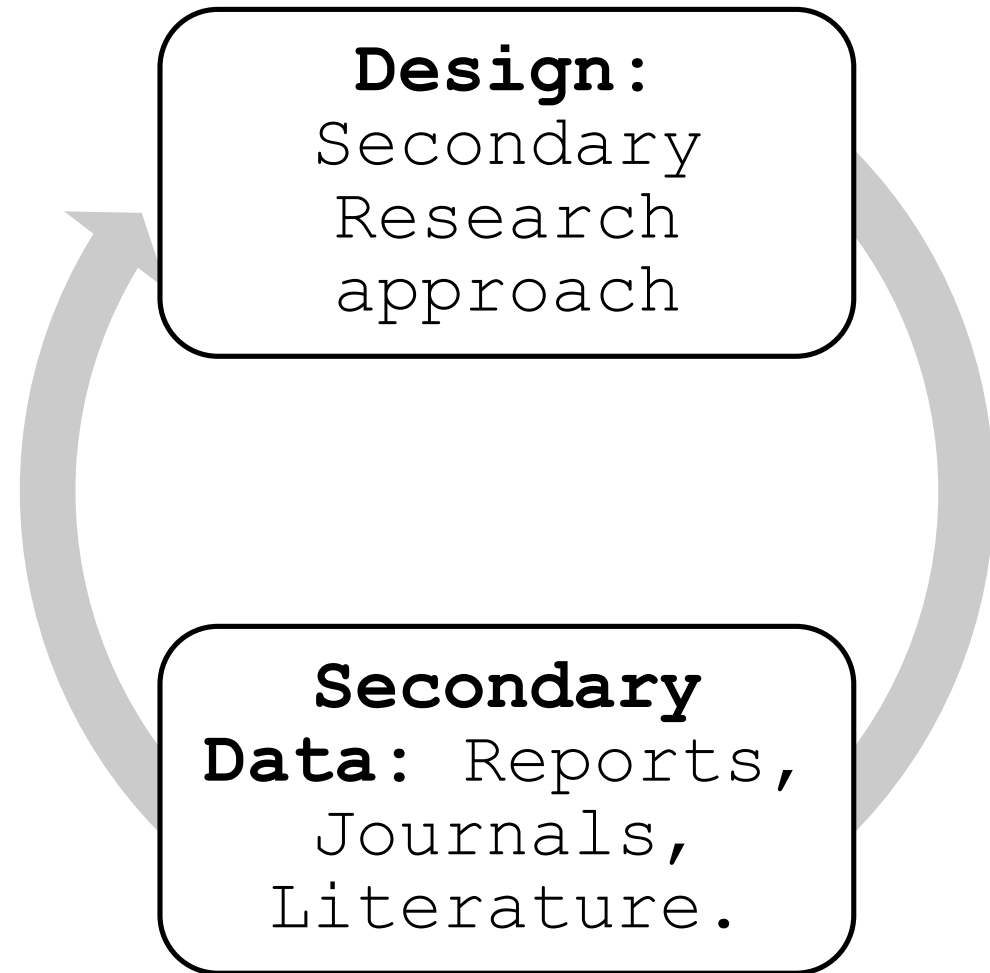


Emotional branding (e.g., Livogen, Sporlac) drives consumer attachment



Digital platforms can bridge trust gaps

Research Methodolo gy



Key Results

- Brands using strategic branding saw:
 - **25% rise** in brand preference
 - **30% increase** in profitability
- Strong correlation between physician engagement and prescriptions
- Digital outreach boosted brand recall by up to 30%
- Emotional storytelling improved patient trust and retention



Discussion Summary

- Trust and emotional value are key to brand transformation
- Branded generics succeed when they go beyond cost-based competition
- Physicians, pharmacists, and patients influence brand adoption
- Brands with digital presence and pharmacist alignment outperform others

Conclusion

- Branding is not just marketing—it's a trust-building tool
- Premium positioning is possible even in cost-sensitive markets
- Strategic branding transforms generics into power brands
- Perception, not price, ultimately drives prescriptions



THANKYOU

