
SYNOPSIS

Dissertation Topic:

**Transforming Branded Generics into Power Brands: A
Framework for Building Premium Positioning in India's
Price-Sensitive Market**

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Abstract:

This dissertation delves into the strategic transformation of branded generics into power brands within India's unique price-sensitive pharmaceutical market. The research examines the challenges and strategies involved in enhancing brand equity for generics, which are often perceived as lower quality alternatives. By employing a mixed-method approach, including case studies and expert interviews, this study identifies key success factors that lead to effective brand positioning. The findings reveal that a focus on quality assurance, value-driven marketing, and strong relationships with healthcare professionals can significantly improve brand perception and market performance. This dissertation provides a framework for pharmaceutical companies to navigate the complexities of branding in a competitive environment, ultimately enhancing both consumer trust and accessibility to essential medications.

Introduction:

The pharmaceutical sector in India presents a complex landscape characterized by a vast array of branded generics and a highly price-sensitive consumer base. Branded generics are marketed not just for their therapeutic benefits but also as trusted alternatives to premium branded drugs. Understanding the factors that contribute to their positioning as power brands is critical for companies seeking to thrive in this competitive market.

Hemodiafiltration (HDF): Hemodiafiltration is a form of blood purification that can be used for the treatment of acute as well as chronic renal failure³. It utilizes a combination of diffusive and convective solute transport through a highly permeable dialysis membrane⁴. HDF combines the principles of hemodialysis and hemofiltration—diffusion and

convection— and has been recognized for its potential clinical benefits and increased efficiency on solute removal compared to conventional hemodialysis

Literature Review

The landscape of pharmaceutical branding, particularly in the context of branded generics, has been extensively studied, revealing a myriad of insights regarding effective marketing strategies. Existing research emphasizes the necessity for tailored approaches that consider the unique attributes of branded generics. These products, positioned as cost-effective alternatives to patented medications, often face inherent challenges in consumer perception. Notably, studies indicate that consumers frequently associate branded generics with lower efficacy or quality, despite evidence demonstrating their bioequivalence to branded drugs.

Research has shown that effective branding strategies can significantly influence consumer choices. For instance, the concept of quality signalling, where brand attributes suggest a certain level of effectiveness or trustworthiness, plays a critical role in shaping consumer attitudes. Marketing campaigns that successfully communicate these qualities have been shown to improve acceptance and influence prescribing behaviours among healthcare professionals. In a study conducted by Suryawanshi et al. (2017), it was demonstrated that educational initiatives aimed at healthcare providers positively affect their willingness to prescribe branded generics, thereby enhancing market presence and trust in these products.

Moreover, the impact of pharmacists as intermediaries in the healthcare ecosystem cannot be overstated. Literature highlights how pharmacists' recommendations can substantially sway consumer decisions, making them key stakeholders in the promotion of branded generics. Effective training and relationship-building with pharmacists are cited as essential strategies for pharmaceutical companies aiming to bolster their brand recognition and consumer trust. Despite these insights, a significant gap remains in the literature concerning comprehensive frameworks that guide companies in transforming branded generics into well-recognized power brands. Existing studies tend to focus on individual marketing tactics or consumer perceptions in isolation, lacking a holistic view of the strategic integration required for successful brand positioning.

Furthermore, while some research explores branding in the context of healthcare products, there is limited empirical evidence detailing the specific pathways through which branded generics can achieve the status of power brands in the Indian market.

This gap highlights a need for more directed research that encompasses not only the marketing strategies but also the operational and relational dynamics between pharmaceutical companies, healthcare providers, and consumers. The current study aims to address this lack by developing a tactical framework that integrates these dimensions, providing actionable insights for transforming branded generics into trusted, premium brand offerings in India's competitive pharmaceutical landscape.

Gap in Literature: This gap highlights a need for more directed research that encompasses not only the marketing strategies but also the operational and relational dynamics between pharmaceutical companies, healthcare providers, and consumers.

Aim And Objective:

The primary objective of this research is to develop a strategic framework for transforming branded generics into power brands. Secondary objectives include identifying key branding strategies and addressing market challenges faced by companies in the Indian pharmaceutical sector.

Research Methodology:

1. **Study Design:** This study employs a mixed-method approach, incorporating both qualitative and quantitative research methodologies.
2. **Data Sources:** Data is gathered from a variety of sources, including academic literature, industry reports, and interviews with key stakeholders in the pharmaceutical industry.
3. **Data Collection:** A systematic literature review is complemented by firsthand interviews with pharmaceutical marketers and healthcare professionals
4. **Data Analysis:** Data is analyzed qualitatively to identify common themes and quantitatively to assess the impact of branding strategies on market performance.
5. **Ethical Considerations:** All research adheres to ethical guidelines, ensuring confidentiality and integrity while engaging with participants.

6. **Limitations:** The study recognizes potential limitations concerning the generalizability of findings and the evolving nature of the pharmaceutical market.

7. **Timeline:** A detailed project timeline outlines phases of research, data collection, analysis, and dissemination to ensure efficient progress.

Conclusion:

The research concludes with a discussion of the framework developed for transforming branded generics into power brands, emphasizing its applicability in enhancing the competitive edge of pharmaceutical companies in India. Recommendations for future research highlight the need for longitudinal studies to assess the long-term impacts of branding strategies on consumer trust and market dynamics.

References:

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