
SYNOPSIS

Dissertation Topic:

**Transforming Branded Generics into Power Brands: A Framework for
Building Premium Positioning in India's Price-Sensitive Markets: A
Review of Secondary Data**

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Positioning in India's Price-Sensitive Markets: A Review of Secondary Data**

ABSTRACT

In India's fiercely competitive pharmaceutical business, this dissertation offers a strategy framework for turning branded generics into power brands. Despite their clinical equivalency to patented medications, branded generics frequently experience commoditization, minimal brand equity, and limited trust, even while they dominate market share by volume. In order to comprehend how value-based branding, emotive storytelling, scientific validation, and stakeholder involvement may aid in the development of premium positioning, the study employs a mixed-method approach that combines qualitative interviews and quantitative data analysis.

Effective case studies like Dolo 650, Livogen, and Sporlac provide valuable insights into how branding components like digital amplification, physician interaction, patient education, and retail alignment affect consumer preference and financial success.

In order to help pharmaceutical companies differentiate their goods beyond pricing and build patient trust and loyalty over time, the research suggests a five-pillar system.

INTRODUCTION

Nearly 75% of the pharmaceutical business in India is made up of branded generics, but they face significant obstacles because of price wars, fragmented branding, and low quality perception. Despite being just as effective as their branded counterparts, branded generics are sometimes viewed as less effective. In order to attain premium status and market distinctiveness, this study investigates how Indian pharmaceutical companies might enhance such items through strategic branding.

LITERATURE REVIEW

The literature emphasizes the discrepancies between the perceived and actual quality of branded generics, the importance of doctor endorsements, and the effects of digital interaction and emotional branding. Brand reinvention requires emotional identification, regulatory transparency, and prescriber trust, according to studies. Case studies demonstrate how regular branding expenditures can make generics a household name.

GAP IN LITERATURE

Though numerous studies address branded generics and pharmaceutical marketing, few provide a comprehensive, actionable framework tailored to the Indian context that focuses on converting branded generics into long-term power brands.

AIM AND OBJECTIVE

- To develop a strategic framework to transform branded generics into premium-positioned power brands.
- To analyze stakeholder perceptions, market dynamics, and the effectiveness of branding strategies.

- To evaluate the financial and perceptual impact of brand repositioning in the pharmaceutical sector.

RESEARCH METHODOLOGY

1. Study Design: Mixed-method study involving qualitative and quantitative data.
2. Primary Data: Semi-structured interviews with physicians, pharmacists, marketing executives, and product managers.
3. Secondary Data: Industry reports (IQVIA, McKinsey), case studies, regulatory guidelines (NPPA, CDSCO), and peer-reviewed articles.
4. Analysis: Thematic content analysis and correlation studies between branding efforts and brand outcomes (e.g., sales, recall, profitability).
5. Ethical Considerations: Anonymity and informed consent for all participants; proper citation of secondary data.
6. Limitations: Limited sample size, potential perception bias, and access to proprietary sales data.

CONCLUSION

To increase confidence, visibility, and choice for branded generics, the dissertation suggests a five-pillar branding model: Scientific Validation, Physician Engagement, Emotional Branding, Retail Integration, and Digital Outreach. The results show that patient adherence and brand loyalty are influenced by impression rather than just price. Indian pharmaceutical companies may transform generics into reputable, high-value brands that will help patients and advance their businesses with consistent investment and stakeholder-centric branding.

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