

INTERNSHIP REPORT AT IIHMR UNIVERSITY

**BRAND-BUILDING STRATEGIES FOR BRANDED GENERICS IN INDIA'S
PRICE-CONSCIOUS MARKET**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in Pharmaceutical Management

by

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Under the Supervision and Guidance of

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INTERNSHIP REPORT

1. Introduction

Branded generics represent a significant segment of the Indian pharmaceutical market, offering affordable alternatives to innovator drugs while still carrying a recognizable brand identity. During my internship with B-Black Belt Brand Builders, a consultancy specializing in pharmaceutical branding, I focused on understanding how branded generics can be transformed into power brands. The internship provided exposure to brand strategy, market segmentation, physician engagement tactics, and digital outreach methods used in promoting branded generics. My primary role involved market analysis, competitor benchmarking, and evaluating perception gaps among healthcare professionals and patients.

2. Objectives of the Internship

- To understand branding strategies used in marketing of generic pharmaceutical products.
 - To evaluate the perception and acceptance of branded generics among healthcare professionals.
 - To analyze market positioning and pricing patterns of selected branded generics.
 - To identify challenges in creating trust and differentiation in a price-sensitive market.
 - To suggest branding frameworks for power positioning of selected generic molecules.
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3. Organizational Profile

IIHMR University, Jaipur, is a premier institution in India dedicated to health management education and research. Established in 1984 and recognized as a university in 2014, it specializes in hospital, health, pharmaceutical, and development management.

Key Highlights:

Programs Offered: MBA (Health, Pharma, Development, Analytics), MPH (with Johns Hopkins), Ph.D., and Executive courses.

Schools: Health Management, Pharmaceutical Management, Development Studies, Public Health, Digital Health.

Research Hub: 500+ major national and international projects; WHO Collaborating Centre; DST-recognized.

Global Collaborations: Johns Hopkins, WHO, UNICEF, and others.

Campus: 14.37-acre residential campus in Jaipur with modern infrastructure and facilities.

Accreditations: UGC-recognized, NAAC 'B' grade, AICTE-approved.

The university fosters innovation in public health and healthcare systems through interdisciplinary education, high-impact research, and global engagement.

4. Services Provided by the Organization

1. 🎓 **Academic Programs** – MBA, MPH (with Johns Hopkins), Ph.D., and Executive Education.
 2. 🔬 **Research** – Public health, pharma, and development research; government and international projects.
 3. 🎓 **Training** – Capacity building and short-term training for professionals and organizations.
 4. 🌐 **Consultancy** – Health systems, hospital management, pharma strategy, and impact evaluation.
 5. 📚 **Knowledge Resources** – Advanced library, digital databases, publications, and e-learning tools.
 6. 🤝 **Collaborations** – Partnerships with global institutions (WHO, UNICEF, Johns Hopkins, etc.).
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5. Key Works Undertaken During Internship

- conducted brand perception surveys with healthcare professionals and pharmacists in Tier 2 and Tier 3 cities.
- Collected secondary data on sales performance and market share of top branded generics in therapeutic areas like antibiotics, pain management, and vitamins.
- Compared MRP differences and analyzed profit margins between branded, branded generic, and unbranded generics.

- Reviewed branding campaigns of successful generics like Dolo 650, Livogen, and Sporlac for pattern analysis.
- Identified emotional branding gaps and suggested story angles for three underperforming brands.

Assisted in creating a draft brand storybook and digital strategy framework for a calcium supplement brand.

- Highlighted regulatory and perception challenges limiting wider physician adoption of branded generics.
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6. Key Learnings from the Internship

- Perception and trust play a greater role than price in the prescription of branded generics.
 - Emotional branding and storytelling can help transform a generic product into a power brand.
 - Consistent HCP engagement through CMEs and scientific data helps build brand loyalty.
 - Many pharmaceutical companies underutilize digital tools like WhatsApp health bots and e-pharmacy partnerships.
 - Branding success requires cross-functional coordination between medical, marketing, and sales teams.
 - A brand's identity must go beyond its composition—it should stand for quality, empathy, and patient-centricity.
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