

NAME: NAINA SONI

ROLL NO.: 0534

BATCH: MBA-PM15

1. TITLE:

Transforming Branded Generics into Power Brands: A Strategic Study in the Indian Pharmaceutical Market

2. INTRODUCTION:

Branded generics form the backbone of India's pharmaceutical market, offering cost-effective alternatives to patented drugs while retaining brand identity. However, these products often face challenges related to poor perception, lack of differentiation, and intense price competition, which hinder their market potential.

This study is based on my internship with **B-Black Belt Brand Builders**, a strategic pharmaceutical consultancy that assists companies in transforming branded generics into strong, trust-driven power brands. The study aims to assess current branding practices, evaluate stakeholder perceptions, and recommend strategies to improve market positioning and long-term brand equity for selected branded generics.

3. RESEARCH QUESTION:

How can strategic branding enhance the perception, trust, and market performance of branded generics in India?

4. OBJECTIVES:

- To evaluate current branding practices of pharmaceutical companies dealing in branded generics.
- To assess perceptions of healthcare professionals (HCPs) and pharmacists regarding branded generics.
- To identify the challenges that prevent branded generics from gaining brand loyalty and trust.
- To propose a strategic framework for building premium positioning for branded generics.
- To analyze how storytelling, emotional branding, and HCP engagement influence brand success.

5. HYPOTHESIS:

Strategic branding of generics can significantly improve physician trust, patient confidence, and market performance, enabling branded generics to evolve into power brands despite price sensitivity.

STUDY DESIGN:

This is a descriptive, observational, and analytical case study conducted during an internship at B-Black Belt Brand Builders.

SETTING:

The study was conducted with the support of B-Black Belt Brand Builders, evaluating branding strategies across multiple pharmaceutical brands in India.

a. Inclusion Criteria:

- Product managers, marketing professionals, and branding consultants in the pharmaceutical industry.
- Prescribing doctors and pharmacists with experience in handling branded generics.
- Secondary data from pharmaceutical reports and branding case studies.

b. Exclusion Criteria:

- Professionals unrelated to pharmaceutical marketing.
- Unbranded or purely commodity generic manufacturers.

c. Study Tools:

- Semi-structured questionnaires for marketing professionals and HCPs.
- Interviews with brand managers and consultants.
- Review of published branding campaigns and perception surveys.

DURATION OF STUDY:

The internship and research were conducted over a period of 3 months.

SAMPLE SIZE:

A minimum of 50 participants including HCPs, marketing professionals, and pharmacists were interviewed or surveyed.

SAMPLING TECHNIQUE:

Purposive sampling was used to select relevant stakeholders directly involved in branding and prescribing branded generics.

DATA COLLECTION PROCEDURE:

- Collection of insights through surveys and expert interviews.
- Analysis of case studies from successful branded generics.
- Review of marketing materials, branding frameworks, and perception reports.