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**DEFINING BRAND SUCCESS IN THE  
PHARMACEUTICAL INDUSTRY IN INDIA**

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**ABSTRACT**

**PURPOSE**

*Companies across the globe are changing their offerings constantly as demanded by the market. Changing customer preferences, technological change and altering government policies are some of the contributing factors fueling the need for developing new products. But risks associated with the development of new products are high. This is also true for the pharmaceutical industry in India. This paper analyzes the It brand success in the Indian pharmaceutical industry on eight recommended parameters. The author opines that if companies try to identify the role of a new product and what it is expected to achieve before framing new product strategy; many of the problems would perhaps be redressed. Whether it is to protect market share or to meet specific return on investment or to get a foothold in the new market must be clarified from the beginning. This paper discusses various strategies employed in the pharmaceutical industry on set parameters.*

**DESIGN/METHODOLOGY/APPROACH**

*This paper draws upon earlier research undertaken by the author, his experience from pharmaceutical industry, and published works of other researchers.*

**FINDINGS**

*The analysis of this paper indicates that if companies could identify the role of a new product and its expected contribution, many of their problems would be addressed.*

***RESEARCH LIMITATIONS/IMPLICATIONS***

*The research was limited to the author's ability to examine research literature in the field of brand management. However, the study indicated that competition and economic liberalization had a significant impact on brand success in the pharmaceutical industry in India. Therefore perhaps, defining brand success was only discussed on relative terms.*

***PRACTICAL IMPLICATIONS***

*This paper would perhaps provide corporate executives necessary insight to understanding brand development intricacies. This could perhaps help them to consider what exactly they looked for while developing new products.*

***ORIGINALITY/VALUE***

*This paper may fulfill an identified need and would probably support corporate executives to frame right brand strategy.*