



Scienxt Journal of Pharmaceutical Sciences
Vol-1 || Issue-1 || Year-2023 || Jan-June || Pg:13-24

The evolving pharmaceutical marketing environment in India

Aniruddha Lahiri

Assistant Professor (Humanities) Department of Pharmacognosy and General Pharmacy
Dr. B.C. Roy College of Pharmacy & Allied Health Sciences, Durgapur, West Bengal, India

Email: anirudh0209ajs@gmail.com

<https://doi.org/10.5281/zenodo.10054143>

Abstract:

The Indian pharmaceutical sector, which has extensive expertise in the difficult disciplines of drug production & technology, is one of the fastest expanding industries in the nation today. However, because the age of blockbuster pharmaceuticals is ended, new introductions are declining, and many patents are expiring, the sector is currently going through a fast transformation. Since they only have so much time to interact with prescribers (doctors), pharmaceutical salespeople, also known as "Medical representatives" (MRs), who serve as the foundation of the Indian pharmaceutical industry, are finding it extremely difficult to compete. Pharma firms today may thrive in this fiercely competitive industry if they use technological solutions like ERP, CRM, SCM, mobility solutions, etc. It is now required that people adopt new technologies; it is no longer a choice. This conceptual paper has been written in context of the paradigm shift from traditional mode of marketing to customer relationship management (CRM) based marketing strategy, in the field of Pharma marketing in India, with this as a major premise in understanding the marketing and sales in the field of Pharma marketing in India.

Keywords:

Medical Representatives (MRs), Prescribers (Doctors), Prescription behaviour, Pharma CRM, API (Active Pharmaceutical ingredient), ROI (Return on investment).