

Pharmaceutical Industry in India: Its Growth, Structure and Advantages

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ABSTRACT

India's domestic pharmaceutical market is estimated at US\$ 42 billion in 2021 and likely to reach US\$ 65 billion by 2024 and further expand to reach~US\$ 120-130 billion by 2030. The counter infective section is the main sign with~14% piece of the pie of the absolute homegrown pharma business and keeps on seeing twofold digit development. Different sections that are filling in twofold digit incorporate diabetes, cardiovascular sickness and respiratory. Thus, the present study is about discussing Pharmaceutical Industry in India with special reference to its growth, structure and advantages.

Keywords: *Pharmaceutical Industry, Growth, Structure, Advantages.*

INTRODUCTION

The Indian pharmaceutical industry has expanded drastically in the last three decades. The Pharmaceutical industry in India is an extremely fragmented market with severe price competition and government price control. The Pharmaceutical industry in India meets around 70% of the country's demand for bulk drugs, drug intermediates, pharmaceutical formulations, chemicals, tablets, capsules, orals and injectible. There are approximately 250 large units and about 8000 Small Scale Units, which form the core of the pharmaceutical industry in India. The Indian pharmaceutical industry, which had little technological capabilities to manufacture modern drugs locally in the 1950s, has emerged technologically as the most dynamic manufacturing segment in the Indian economy in the 1990s. When the product patents on Pharmaceutical products were abolished in India in 1972, the Indian industry was not a significant player either in the domestic or the overseas market. It was largely confining its activities to reverse engineering and thriving on developing new processes for the existing products and catered mostly to the domestic market. In the last two decades, the Pharmaceutical companies have gained a firm footing in the market; their share of the domestic market has risen from 10 per cent in the early 1970s to over 80 per cent now. India has also emerged as a major supplier of drugs to the international markets, particularly over the past decade.

A major factor that contributed to the rapid growth of the Pharmaceutical industry is that through skilful innovations in production processes, the Indian companies could make cheap copies of patented drugs and sell them at very low prices compared to anywhere else in the world. However, this favorable business environment will now undergo a change to favor drug MNCs because of their size and heavy R&D budgets. Under the new IPR regime, the challenge for Indian small pharmaceutical firms is to remain innovative as they were under the earlier regime. Three Amendments in March 1999, June 2002 and April 2005 on the Patent Act 1970 had been carried out to bring Indian patent regime in harmony with the requirements of TRIPS. These new policies have a number of implications for the survival and growth of small pharmaceutical firms' today. This new IPR regime had extended patent protection to products in drugs, food and chemicals sectors, besides increasing the duration of patent term to 20 years. The burden of proof has been reversed in the case of a process patent and patent owner may not produce the product locally.

INDIAN PHARMACEUTICAL INDUSTRY: AN OVERVIEW

The Indian pharmaceutical industry is one of the world's biggest, positioning fourth as far as volume and thirteenth regarding an incentive in the worldwide pharmaceutical market. The Indian pharmaceutical industry is described by a large number of producers (more than 20,000 enlisted, starting at 2003). These are prevalently little producers, concentrating on either dynamic pharmaceutical fixings (APIs) or plans. Until the point when the appearance of item licenses in January 2005, just process licenses were relevant in India, which successfully made it an ease, conventional market. Therefore, producing ability and effectiveness were the main prerequisites to take an interest

in this industry, making low hindrances of section.

The Indian Pharmaceutical Industry today is in the front rank of India's science based businesses with far reaching capacities in the intricate field of medication produce and innovation. Indian pharmaceutical industry has assumed a key job in advancing and maintaining improvement in the indispensable field of prescriptions. It brags of value makers and numerous units have been affirmed by administrative experts in USA and U.K. Worldwide organizations related with this division have invigorated, helped and initiated this dynamic advancement in the previous 58 years and put India on the pharmaceutical guide of the world.

The Indian Pharmaceutical Industry is no not as much as an example of overcoming adversity as it has given work to millions and made the medications accessible to the tremendous populace of the nation at extremely reasonable costs. The Indian pharmaceutical industry with a household showcase turnover of Rs 18,000 Crores and developing at five percent according to the MAT - ORG September 2003 is balanced for a change in outlook. The Indian pharmaceutical industry has traveled through a few periods of high points and low points. The advancement and development of the Indian pharmaceutical industry has been to a great extent driven by administrative powers - the DPCO (Drug Price Control Order), which controlled the costs of mass medications and definitions, and the Indian Patent Act, which conceded process licenses yet not item licenses.

Pharmaceutical Business appeared in India in the year 1901 when Bengal Chemicals and Pharmaceutical Company began its generation in Calcutta. From that point forward there is no thinking back and today India has turned out to be one of the main pharmaceutical items fabricating country. This reality would end up obvious by the present situation of the business, wherein it isn't simply taking care of the expanding demand of the enormous populace of the nation, yet in addition sending out the items to other creating and created nations of the world including the USA.

Historical perspective of Pharmaceutical Industry in India

The Indian Pharmaceuticals area has made some amazing progress, being nearly non-existing amid 1970, to a noticeable supplier of medicinal services items, meeting right around 95% of nation's pharmaceutical needs. The local pharmaceutical yield has expanded at a compound development rate (CAGR) of 13.7% for every annum. As of now the Indian pharmaceutical industry is esteemed at around \$ 8.0 billion. Comprehensively, the Indian business positions fourth as far as volume and thirteenth as far as esteem. Indian pharmaceuticals industry has more than 20,000 units. Around 260 comprise the sorted out segment, while others exist in the little scale part.

Beginning from the earliest starting point of repacking imported crude materials; the Indian pharmaceutical industry has graduated to end up a net outside trade worker, making its quality felt in the worldwide pharmaceutical field. India is the fourth biggest maker of mass medications and details as far as volumes however not as far as esteem. Indian medications have the refinement of being the most focused as far as value making much acid reflux the MNCs. Disregarding the amazing insights of the Indian pharmaceutical industry, our per capita utilization of medications is one of the least on the planet and just 30 percent of the populace for the most part in the urban territories approaches current medications. The deficiencies of the Indian pharmaceutical industry are in the fields of R&D and new medication revelation.

Features of Indian Pharmaceutical Industry

Following are the key features of Indian Pharmaceutical Industry:

Independent to take care of the household demand

Looking to the highlights of Indian Population, as, gigantic size, dominant part of lower pay gathering, less close to home spending plan for therapeutic treatment, unfavorable climatic conditions, and so on, it is vital that they get quality medicinal treatment and restorative items, that as well as at reasonable costs. Indian Pharmaceutical Industry is known as a Success Story, since it has served the number of inhabitants in the nation disregarding the above constraining highlights.

The pharmaceutical business in India meets around 70% of the nation's interest for mass medications, sedate intermediates, pharmaceutical details, synthetic compounds, tablets, containers, orals and injectibles. More than 85% of the plans created in the nation are sold in the local market. India is to a great extent independent if there should arise an occurrence of definitions. Some lifesaving, new age under-patent details keep on being transported in, particularly by MNCs, which at that point advertise them in India. Generally, the measure of the local definitions advertise is around Rs160bn and it is developing at 10% p.a.

The pharmaceutical business today is in the front rank of India's science-based enterprises, with far reaching capacities in the mind boggling field of medication assembling and innovation. It is a leader in the third world regarding innovation, quality and scope of medications produced. All kinds of prescriptions – going from basic agony easing pills to refined antimicrobial and complex cardiovascular mixes are currently made in the nation.

These have made India genuinely independent in this field.

Huge Size

More than 20,000 enlisted pharmaceutical makers exist in the country. The main 250 pharmaceutical organizations control 70% of the market with market pioneer holding about 7% of the piece of the overall industry. Over the four decades between 1969-70 and 1998-99 the quantity of specialty units occupied with the generation of medications and pharmaceuticals developed almost ten times from 2257 to 20053 (OPPI, 1998-99). Indian Pharmaceutical Industry is one of the biggest and most exceptional among the creating nations.

Development in Exports

More than 60% of India's mass medication creation is traded. The equalization is sold locally to different formulators. India's pharmaceutical fares are to the tune of Rs87bn, of which details contribute about 55% and the rest 45% originates from mass medications. In money related year 2000, trades developed by 21%. India's pharmaceutical imports were to the tune of Rs20.3bn in monetary year 2001. Imports have enrolled a CAGR of just 2% in the previous 5 years. Import of mass medications have backed off in the ongoing years. The fares of Pharmaceuticals amid the year 1998-97 were Rs 49780 million. From a pitiful Rs 46 Crs. worth of Pharmaceuticals, Drugs and Fine Chemicals sends out in 1980-81, pharmaceutical fares has ascended to around Rs 6152 Crs. (Prov.1998-99), an ascent of 11.91% against the most recent year sends out. Among the aggregate Exports of India, the rate offer of Drugs, Pharmaceuticals and Fine Chemicals amid April-October (2000-2001) was 4.1%, an expansion of 7%. Fares have been ascending at around 30% CAGR over most recent five years. There is a move in fare profile towards esteem included plans from low esteem mass drugs.

India traded medications and pharmaceuticals to in excess of 200 nations in 1998-99. The offer of Indian fares to the USA stayed eleven percent throughout the years 1994- 95 to 1998-99. Fares to Germany and Hong Kong expanded by about two rate focuses, though that to Russia descended by seven rate focuses. In 1998-99, medications and pharmaceuticals established 28 percent of India's fares to Vietnam, 21 percent to Nepal and 20 percent to Nigeria. To the extent the significant exchange coalitions are worried, in 1998-99 Latin American Integration Association had the biggest consolidated offer (14.7 percent), trailed by ASEAN (8.1 percent), CIS (7.6 percent) and SAARC (6.1 percent) nations in a specific order. The procedure of financial changes presented in India in 1991 had a reasonable emphasize on exchange and industry progression, monetary change and macroeconomic adjustment. Globally, the mid nineties turned out to be a watershed, with the endorsement at the 1994 GATT summit of the Dunkel recommendations, which visualized exceptional changes in the licensed innovation laws and speculation arrangements of India, which were known to have indulgent principles and feeble implementation instruments. The created nations were resolute that numerous parts of IPRs were 'exchange related' and therefore must be debatable at the multilateral level. India's residential program of advancement, combined with the worldwide weight for stricter administrative standards, has re-imagined the shapes of the business condition confronting numerous enterprises, including pharmaceuticals.

Medication Price Control Order

Makers are allowed to create any medication properly affirmed by the Drug Control Authority. The Drug Pricing Control Order (DPCO) has been the grindstone around the neck of Indian industry as it has seriously confined benefit and thus advancement. Nonetheless, the administration has been loosening up controls in a moderate yet dynamic way. The range of control of DPCO has descended from 90% out of 1980s to half in 1995 and is probably going to be additionally diminished according to the most recent proposed changes. The focal government remained a key impact and a controlling component toward India's pharmaceutical industry. The internal looking arrangements embraced by legislators since autonomy had hindered remote direct venture into Industries of India, and pharmaceuticals were no special case. The Drug Price Control Order (DPCO) was set up in 1985, empowering the legislature to direct medication costs for 143 fundamental medications, with the reason for guaranteeing the accessibility of meds at low costs. Value controls disturbed free-showcase powers assist in light of the fact that there was no influence over the cost of any crude materials required for assembling drugs. In 1999, there were 76 mass medications under the DPCO and around 260 details that utilization these mass fixings.

In a nation of just about one billion individuals, value controls filled in as a methods for guaranteeing that even the poorest approached drugs. A medication would be controlled if its general yearly turnover surpassed \$1.05 million or if there were under five mass medication makers or ten plan makers of that particular medication. Nonetheless, with the advancement of the business, the administration felt unequivocally urged to disintegrate the value controls for normal market financial evaluating. The principle contention against the DPCO was that it didn't leave any degree for adequate comes back to be reinvested in innovative work. Residential firms contended that except if the allowable overall revenues expanded, they would be not able to be focused in 2005 when item patent enactment produced results and they could never again create duplicates of existing drugs.

Licenses and the Patent Act (which conceded process licenses yet not item licenses)

Patent alludes to an official report giving the holder the sole ideal to make, utilize or offer a development and

keeping others from replicating it. The essential commitment in the region of licenses is that, innovations in all fields of innovation whether items or procedures will be patentable in the event that they meet the three trial of being novel, including a creative advance and being equipped for modern application. Notwithstanding the general security exemption, which applies to the whole TRIPS Agreement, particular avoidances are allowable from the extent of patentability. These are accessible in the regions of innovations whose business abuse is to be averted to secure open request or ethical quality, human, creature vegetation or wellbeing or to dodge genuine preference to nature. Also, we can reject from patentability indicative, helpful and careful techniques for the treatment of human and creatures, plants and creatures other than microorganisms, and basically natural process for the generation of plants and creatures other than non-organic and miniaturized scale natural procedures. To meet our TRIPS commitments as on 1.1.2000, the Patents (Second Amendment) Bill, 1999 has been presented in the Parliament in December 1999 and is before the Joint Committee of the Houses.

Licenses are conceded after extensive time and cash have been put resources into a specific development. At one outrageous, the patent speaks to an essential property right conceded to the innovator in acknowledgment of an accomplishment. Under such a framework, the designer is conceded the select ideal to abuse the patent for an assigned timeframe. Under the TRIPS, the term is twenty years from the date of petitioning for the patent. General society intrigue is limited and is perceived just by distribution of the patent to advance further information in the field of the innovation. This is commonly the perspective of the created, industrialized nations of the world. At the other extraordinary are those nations that don't ensure any sort of protected innovation. In this way, on account of licenses, the creator does not get any type of security and a work might be duplicated with exemption. By and large, the slightest created and poorest nations fall into this category. The development of the Indian pharmaceutical industry in the course of the most recent three decades or so is, as it were, because of the 1970 Act, which permitted the local advertising of protected items without a permit. By following a procedure patent framework, India's pharmaceutical industry has honed its capability in connected research for creating generation process innovation.

The Indian Patents Act (IPA) of 1970 just perceived process licenses. In this manner, the market turned out to be profoundly focused with amazingly low medication costs. Medication costs in India were some of the time 1/tenth of U.S. prices. Patents assume a critical job in empowering Research and Development. The new WTO decides infer that India should change to an item patent administration post 2005 from its current procedure patent administration. This would modify the situation in the Indian market throughout the following 10-15 years.

The generation of pharmaceutical items expanded a few times between the mid 1970s and mid 1990s, and the nation could achieve close independence in mass medication creation. Likewise, the time slack between new item presentation on the planet advertise by the designer and in the Indian market by local makers was observed to be just around 4.5 years by and large (Keayla, 1994). For most Indian organizations, more than 20 percent of offers originated from items that were under two years old. 13 Patent applications recorded declined from 5100 out of 1970-71 to a yearly normal of around 3500 somewhere in the range of 1985 and 1992, amid the post-1995 period patent applications expanded two-overlay when contrasted with the earlier years. Two eminent parts of this significant ascent in patent applications after 1995 are:

- (i) This demonstrates the reasonable favorable position the new IPR administration would offer to remote firms, who are as of now supplied with R&D capacities; and
- (ii) The quantity of Indian patent applications has surely expanded, a substantial number having originated from open part associations, eminently, the CSIR and IITs.

TRIPS (Trade Related Aspects of Intellectual Property Rights)

Proposed and formalized by a select gathering of industrialized nations path in 1883 (and in this manner updated in 1967), in what is known as the Paris Convention for Protection of Industrial Property, worldwide legitimate insurance for licensed innovation rights (IPRs) wound up conspicuous on the worldwide monetary motivation just in 1986, amid opening summit for the Uruguay Round of the General Agreement on Tariffs and Trade (GATT). The IPR administration, as usually alluded to in the writing, is a super suggestion on extensively authorizing and managing, on a worldwide scale, insurances for licenses, copyrights, plans and the whole arrangement of protected innovation. The partners who might whenever influenced incorporate assembling segment, government, and so forth. This is particularly the situation when the exercises include the supposed learning based divisions, e.g., biotechnology, pharmaceuticals and microelectronics. The appearing of the World Trade Organization (WTO) in 1995, through the Final Act of the Uruguay Round of GATT transactions, has presented impressive difficulties to part states, particularly those named creating nations or minimum created nations (LDCs). Among these difficulties is the need to suit the arrangements of the much discussed Trade-Related Aspects of Intellectual Property Rights (TRIPs) Agreement. The Agreement sets out least principles to be embraced by the gatherings, however they are allowed to give higher measures of security. A change time of five years is accessible to every single creating nation to offer impact to the arrangements of the TRIPS Agreement. This period finished on 1.1.2000. No transitional period is accessible, in any case, for allow of national treatment and most-favored-country treatment.

Nations that did not give item licenses in specific zones of innovation as on 1.1.1995, can defer the allow of item licenses in those regions for an additional five years i.e. up to 1.1.2005.

The move far from the licenses and Design Act of 1911, that was both 'exploitative' and surrounded to serve the western entrepreneur/colonialist interests, was laden with extreme discussions in people in general circle as additionally both the Houses of the Parliament. The strain to concoct another patent law in 1970 originated from the way that 'various cases featured that remote patent proprietors were neither utilizing their licenses for local fabricate nor enabling them to be utilized by nearby firms' (Kumar 2003). As S. Velaraman, the executive of the Indian Patent Office and a key driver behind the institution of the Patents Act of 1970, watched, 'We are not against patent. What's more, we are set up to pay good permit expenses. Be that as it may, we in India can't manage the cost of imposing business models.

Dichotomous Structure of Industry

Because of the way in which the pharmaceutical business has developed in India, it has brought about an unmistakably dichotomous industry structure. Few extensive ventures and MNC auxiliaries have come to coincide with an expansive number of little units. These two general gatherings have unmistakable styles of working as they not just work at significantly unique levels innovative and administrative advancement, yet in addition get to altogether different market portions. These components generally decide their positions with reference to TRIPs-related issues.

Classification of pharmaceutical manufacture

Manufacturers are engaged in the mechanical or chemical transformation of inorganic and organic substances into new products. The below given figure describes about the classification of pharmaceutical manufacture:

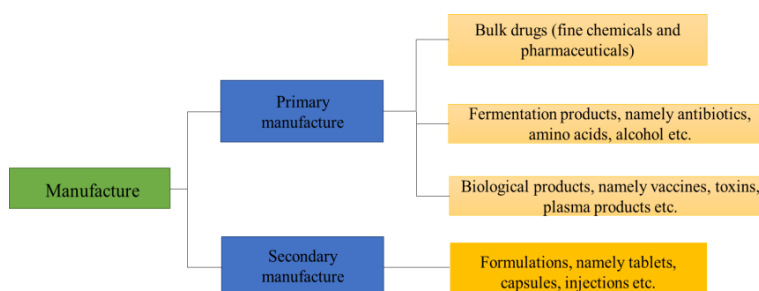


Figure-1: Classification of pharmaceutical manufacture.

Structure of pharmaceuticals sector in India

The pharmaceutical industry is currently divided into three tier structure. Large MNCs operate as originator drug companies and generic companies along with large Indian generic companies. Medium and small scale industries are also engaged in production of branded generics and contract manufacturing related activities. Structure of pharmaceutical sector in India can be better discussed with the following figure:

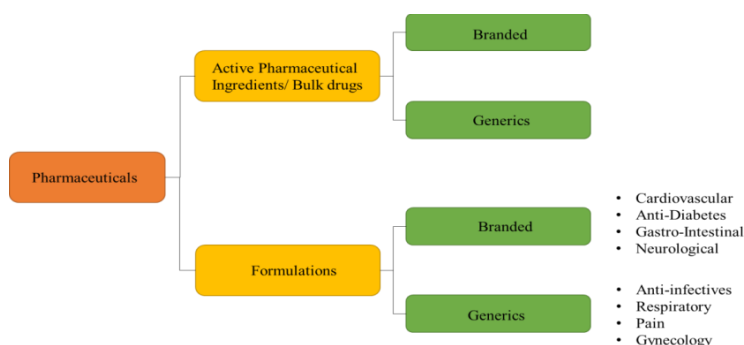


Figure-2: Structure of pharmaceuticals sector in India.

Growth of pharmaceuticals sector in India

The Indian pharma industry has accomplished critical development in both homegrown and worldwide business sectors. From contributing only 5% of the medication utilization in 1969 (95% offer with the worldwide pharma), the portion of "Made in India" prescriptions in Indian pharma market is currently a powerful 80% in 2020. All the more significantly, during a similar period, the nation has additionally settled driving situation in the worldwide. The pharma area has been contributing fundamentally to India's monetary development as one of the best 10 areas in decreasing import/export imbalance and drawing in the Foreign Direct Investment (FDI). The medications and

drugs area pulled in combined FDI inflow worth US\$16.54 billion in recent decade. It is of prime significance additionally because of the exchange overflow it conventional drugs scene and is presently known as the "Drug store of the world". The pharma business in India offers over 20% by volume of the worldwide generics market and 62% of the worldwide interest for vaccines. Famously called the "model of reasonable medical care," the business has altogether contributed towards further developing general wellbeing result, both in India and across the globe has been creating with drugs sends out representing US\$20.7 billion and imports at US\$2. billion. The business utilizes over 2.7 million individuals either straightforwardly or indirectly, and positions third as far as volume and fourteenth as far as worth around the world.

India's domestic pharmaceutical market is estimated at US\$ 42 billion in 2021 and likely to reach US\$ 65 billion by 2024 and further expand to reach ~US\$ 120-130 billion by 2030. The counter infective section is the main sign with ~14% piece of the pie of the absolute homegrown pharma business and keeps on seeing twofold digit development. Different sections that are filling in twofold digit incorporate diabetes, cardiovascular sickness and respiratory. The homegrown market has developed at 2.2% during Apr-Sep2020 contrasted with a similar period last year regardless of a lazy beginning to the year because of the pandemic.

Indian pharma industry has grown 10 times in the last two decades driven by its strength in the global generics space.

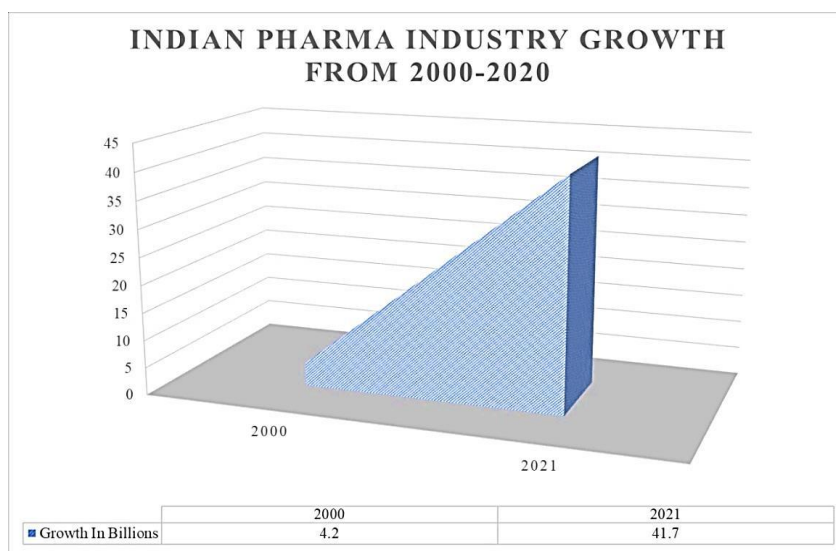
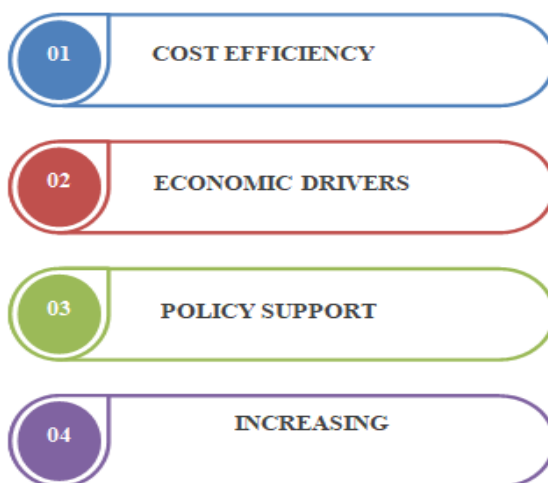


Figure-3: Increase in Indian drug market 2000-2021

PHARMACEUTICAL MARKET ADVANTAGES IN INDIA

There are so many pharmaceutical market advantages in India. Some of them are discussed as under:



Cost Efficiency

Low cost of production and R&D boosts efficiency of Indian pharma companies, leading to competitive exports. Indian pharma export reached US\$16.28 billion in FY20.

As of 2020, India's cost of production is ~33% lower than that of the US.

India's ability to manufacture high quality, low priced medicines, presents a huge business opportunity for the domestic industry.

Economic Drivers

Economic prosperity to improve drug affordability.

Increasing penetration of health insurance to drive expenditure on medicine.

With increasing penetration of pharmacies, especially in rural India, OTC drugs will be readily available.

Policy Support

In February 2021, the government approved a production-linked incentive (PLI) scheme for the pharmaceuticals sector from FY21 to FY29. The scheme is expected to attract investments of Rs.15,000 crore (US\$2.07billion) into the sector. It is also expected to lead to incremental sales of Rs.2,94,000 crore (US\$40.63billion) and exports of Rs.1,96,000 crore (US\$40.63billion) between FY23 and FY28.

Increasing Investments

The foreign direct investment (FDI) in flows in the Indian drugs and pharmaceuticals sector stood at US\$17.75 billion between April 2000 and December 2020.

ELEMENTS (PHILOSOPHY) OF MARKETING MANAGEMENT

The key elements of the marketing concept are:

- a) Focusing marketing action oriented to customers.
- b) Integrating the marketing function with those R&D, production and finance.
- c) Earning profits through marketing performance.
- d) Maintaining the long-run survival and growth of the firm.

REVIEW OF LITERATURE

Neeraj Dixit (2010)¹ depicted that the Indian pharmaceutical industry is one of the leading industries not only in India but also in the world. This industry meets approximately 95 per cent of the country's pharmaceuticals needs. The present turnover of the Indian pharmaceutical industry is US \$ 9 billion of which share of exports is 40 per cent. Compared to the global picture the Indian pharmaceutical industry ranks 4th position in terms of volume which is highly significant and it is growing at the compound growth rate 13.7 per cent per annum.

Kotler, (2012) In the pharmaceutical industry, empirical research showed that the aim of marketing mix strategy related to (4P's) is to satisfy the consumers needs, the marketing mix strategy need to pay more attention of pharmaceutical companies to achieve physician's satisfaction. The framework of marketing mix (4P's) (product, price, promotion and place) has become acceptable marketing model in the all industries including pharmaceutical industry, because of the extraordinary effect on marketing practices

G Nair (2016)² focused on Indian Patent Law and Pharmaceutical Industry has concluded that the Indian Patent Act 1970 was instrumental in providing the impetus for laying foundations of a strong manufacturing base of both formulations and bulk actives (as well as intermediates) in India and it helped National pharmaceutical industry to grow at a double digit pace. Author has also discussed post TRIPS development in Indian Patent Laws and it's Impact of Indian pharmaceutical Industry.

Pankaj, et al (2016)³ stated in their study on "digital pharmaceutical marketing: A study" that the pharmaceutical companies utilize social media sites or the ecommerce sites as digital marketing platform. However, all the pharmaceutical companies cannot sell their products online. They produce the prescription drugs that cannot be sold online. They study further found that in future the digitalization will become the backbone of pharmaceutical industry. The patients and the health care teams would provide the communication platform for brands. The traditional one way relationship will change to two way relationship with the help of digitalization on this sector.

Sidra Kanwal Ali, et al. (2019)⁴ depicted that availability of economical quality medicines is always required for chronic disease management. Price differences among multiple brands of a product do not essentially displays low quality for the more affordable brand, however in a few occurrences it appears. Glimepiride, an oral anti-diabetic drug, is produced by several national and multinational industries in Pakistan with considerable cost variation. The study aimed to evaluate the quality and economy of various Glimepiride brands available in Karachi, specifically of public sector hospitals. For this, eight glimepiride brands were collected and analyzed for the pharmaceutical quality using physical parameters, disintegration test, dissolution profile, spectrophotometric assay and content uniformity. Pharmacoeconomic assessment was also carried out such as availability, affordability and price variation. A profound discrepancy was observed among the prices of selected brands. All of the products found to be equivalent to the reference product except G5, the most inexpensive and highest consumed product of a public

sector hospital. Study concludes that products with higher quality and lesser price can be used as a substitute to the costly brands while availability of a substandard product looks for consideration of pertinent authorities to assure the distribution of quality medicines.

Micheline Khazzaka. (2019)⁵ revealed that drug companies rely on their marketing activities to influence physicians. Previous studies showed that pharmaceutical companies succeeded to manage physicians prescribing behavior in developed countries. However, very little studies investigated the impact of pharmaceutical marketing strategies on prescribing pattern in developing countries, middle-eastern countries. The objective of this research was to examine the influence of drug companies' strategies on physicians' prescription behavior in the Lebanese market concerning physicians' demographic variables quantitatively. Moreover, this study tested whether Lebanese physicians considered gifts and samples acceptance as an ethical practice. Sampling was done by using a non-probability method. An online cross-sectional study was conducted through WhatsApp. A self-administered questionnaire survey was conducted during the months of February and March 2018. Cronbach's Alpha reliability coefficient was calculated. Data were statistically analyzed by using IBM SPSS statistics

version 24 software. Chi-square and Cramer's v tests were used to finding sign correlation, and Spearman test was used to measure the strength and direction of a relationship between variables. Results found that pharmaceutical marketing strategies are correlated to physicians' prescribing behavior. It is demonstrated that the majority of the promotional tools tested were mostly or sometimes motivating physicians to prescribe promoted drugs. The major tools that physicians agreed to be mostly motivated by are visits of medical representatives and drug samples while sales calls made by pharmaceutical companies are the less influential tool. Regarding gift acceptance, this study demonstrated that physicians consider gifts' acceptance as a non-ethical practice. Results showed that most physicians use free samples to treat their patients. We demonstrated that there is a relationship between physicians' prescribing pattern and their age, gender and the location of practice. Findings of this study provided an insightful work, serving as one of the first humble steps in the imminent direction of merging this paper with the previous literature. From a managerial perspective, pharmaceutical marketing managers of drug companies can use the research findings to design better their strategies directed to the Lebanese physicians who can also benefit from the results obtained.

OBJECTIVES OF THE STUDY

1. To study the Indian Pharmaceutical Industry.
2. To discuss the Features of Indian Pharmaceutical Industry.
3. To analyze the Classification of pharmaceutical manufacture.
4. To overview the Structure of pharmaceuticals sector in India.
5. To discuss the Elements (Philosophy) of Marketing Management.

RESEARCH METHODOLOGY

The Methodology is a doctrinal research strategy that outlines the way in which a research work is to be undertaken and, among other things, identifies the methods to be used in it. The present study is done with the help of secondary sources i.e. books, magazines, journals and websites etc.

CONCLUSION

The pharmaceutical industry discovers develops, produces, and markets drugs or pharmaceutical drugs for use as medications to be administered to patients (or self-administered), with the aim to cure them, vaccinate them, or alleviate symptoms. Pharmaceutical companies may deal in generic or brand medications and medical devices. They are subject to a variety of laws and regulations that govern the patenting, testing, safety, efficacy and marketing of drugs.

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