Preface

As the Indian Pharma Industry grows more and bigger players gear up to bring global blockbusters in the Indian market, the competition is definitely going to heat up. Many of these MNCs are collaborating with Indian companies, which often offer as much as 30% to 50% savings in total drug discovery and development costs.

Companies in India offer two types of opportunities for drug discovery and development: outsourcing and true collaborations. The outsourcing model entails an alliance between one or more entities to perform discrete tasks or specific operations and processes previously done in-house. In this model, the company soliciting the research typically maintains control over the technology and related assets, including intellectual property.

My research talks about the market structure and pricing behavior of the firm. I had tried my best for giving the analysis as per my topic into the depth of the study.

The research has included the hypothesis and other statistical tools to make a healthy report with proper judgments’, recommendations and conclusion for the same.