PREFACE

The Indian Pharmaceutical Industry is playing a vital role in the economic development of country. The Industry is poised for high consistent growth over the next few years, driven by a multitude of factors. One of the important factors among these is the advertisement. The advertisement for pharmaceutical products could be for medicines that are to be dispensed against the prescription of a physician or Over the Counter (OTC) medicines that are used to treat minor ailments and does not require a physician’s prescription. While many pharmaceutical companies have successfully deployed a plethora of strategies to target the various customer types, recent business and customer trends are creating new challenges and opportunities for increasing profitability.

Considering this situation, the researcher has decided the goals of this study as to analyze the changes in the marketing trends of prescription-based medicines, to study its impact on stakeholders, to know their expectations from pharma companies and to guess the probable future marketing trends of prescription-based medicines in Ahmednagar District. The Researcher has also verified whether- i. Stakeholders are satisfied or not with the changing marketing trends? ii. Changing marketing scenario has adversely affected the prescription habits of doctors or not? iii. Chemists and Stockists are satisfied or not with the trade-margins and promotional schemes offered by pharma companies?

The thesis consists of five chapters and six appendices as shown below:

**Chapter 1** deals with the subject matter and research area of the study. It gives an overview of the purpose and background of the study. It deals with the Introduction, Rationale of the study and Statements of the research problems.

**Chapter 2** describes research objectives, hypotheses, scope, limitations and research methods applied in this study in order to collect and analyze data. The chapter also contains review of literature, which sets the academic tone of the research. The literature review was done using data collected from marketing journals, pharma magazines and books, internet websites and thesis on pharma marketing, and newspapers, etc.
Chapter 3 presents the description of Profile of Indian Pharmaceutical Market, which deals with Indian scenario in context to the Pharmaceutical Industry. It emphasizes on introduction to Indian Pharmaceutical Industry, its history & evolution, overview of various Pharma companies, size and growth of Indian Pharmaceutical Sector, share of various segments of Pharmaceutical Industry, Major Indian Pharma Players, Current and future prospects, etc.

Chapter 4 deals with research methodology and review of literature. The primary data was collected from stakeholders like Allopathic Doctors, Chemists and Stockists Medical Representatives and Managers using personal interviews with the help of four different structured Questionnaires.

For the analysis and interpretation of data following tools and methods are used:
- Tabulation, Classification, Percentage & Average methods and Graphs / Pie-charts.
- The responses of open ended questions were categorized in to groups and then analyzed systematically correlating with the objectives and the hypotheses.

Chapter 5 presents the conclusions of the research work that have been drawn on the basis of data analysis and interpretations done of the collected data. Some expedient recommendations have also been mentioned in the end.

There are six appendices in the thesis as mentioned below:

1. Appendix A. Questionnaire for Doctors,
2. Appendix B. Questionnaire for Chemists,
3. Appendix C. Questionnaire for Stockists,
4. Appendix D. Questionnaire for Medical Representatives and Managers
5. Appendix E. Glossary
6. Appendix F. Bibliography

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