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India is a prominent and rapidly growing presence in global pharmaceuticals. It is the largest provider of generic medicines globally, occupying a 20% share in global supply by volume, and also supplies 62% of global demand for vaccines. India ranks 3 rd worldwide for production by volume and 14 th by value.

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Policies and strategies related to every aspect of 4ps or marketing mix of Pharmaceutical Companies running their business in India are tried to find out. In

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Market Size. Indian pharmaceutical sector is expected to grow to US\$ 100 billion, while medical device market is expected to grow US\$ 25 billion by 2025. Pharmaceuticals export from India stood at US\$ 20.70 billion in FY20. Pharmaceutical export includes bulk drugs, intermediates, drug formulations, biologicals, Ayush and herbal products and surgical.

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the country the largest provider of generic medicines globally and expected to expand even further in coming years.

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The Indian Pharmaceutical Market (IPM) is one of the fastest growing markets globally, growing at a rate of 10% per annum*, despite recent impact of demonetization and GST roll-out.

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