



Marketing strategy of mankind pharma Pvt.Ltd.

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Abstract

This study explores the marketing strategies employed by Mankind Pharma, one of India's leading pharmaceutical companies known for its aggressive pricing, deep market penetration, and consumer-focused branding. The research analyzes how the company leverages a combination of cost leadership, rural outreach, product diversification, and direct-to-consumer advertising to maintain its competitive edge in the Indian pharmaceutical market. Mankind Pharma's strategic use of mass media, doctor engagement, and over-the-counter (OTC) product branding has contributed significantly to its rapid growth. Special attention is given to its successful positioning in the low-cost generic segment and its expansion into lifestyle and wellness products. The paper also evaluates the impact of digital marketing and the company's entry into international markets. Through this comprehensive analysis, the study offers insights into how effective marketing can drive growth in a highly regulated and competitive industry.

Keywords: Digital marketing, pharma branding, market segment, customer trust, aggressive pricing

Introduction

Mankind Pharma, founded in 1995, has emerged as one of India's fastest-growing pharmaceutical companies, known for its unique approach to marketing and distribution. Unlike many of its competitors, Mankind has built its success on a combination of affordable pricing, extensive rural outreach, and a strong focus on consumer needs. With a vision to provide quality medicines at accessible prices, the company has successfully penetrated both urban and rural markets, offering a diverse portfolio that ranges from prescription drugs to over-the-counter (OTC) products and wellness brands. The company's marketing strategy is rooted in cost leadership, aggressive promotional campaigns, and a deep understanding of the Indian consumer. By minimizing marketing spend per product while maximizing reach through doctor engagement and mass media advertising, Mankind Pharma has disrupted traditional pharmaceutical marketing norms. Additionally, its emphasis on direct-to-consumer communication and brand loyalty has enabled it to compete with multinational giants in both therapeutic and lifestyle segments. This paper aims to analyze the key marketing strategies that have contributed to Mankind Pharma's growth, evaluate their effectiveness in the Indian context, and explore future opportunities and challenges in an increasingly competitive and regulated market.

Company Profiles

Mankind Pharma Ltd., established in 1995 by R.C. Juneja and Rajeev Juneja, is one of India's leading pharmaceutical companies, headquartered in New Delhi. The company was founded with the mission to provide quality medicines at affordable prices, aiming to serve the common man and improve healthcare access across India. Over the years, Mankind Pharma has evolved from a small startup into a major player in the pharmaceutical and healthcare sector, offering a wide range of products including prescription medicines, over-the-counter (OTC) drugs, and wellness products. Its diverse portfolio spans therapeutic areas such

as antibiotics, antifungals, cardiovascular, gastrointestinal, dermatology, and fertility treatments. The company is also well known for its strong OTC brands like Manforce (condoms), Prega News (pregnancy test kits), and Gas-O-Fast. With a vast distribution network and a strong presence in rural and semi-urban markets, Mankind Pharma has consistently maintained a focus on affordability, accessibility, and customer-centricity. The company has also expanded internationally, exporting to over 20 countries, and continues to invest in R&D and innovation. In 2023, Mankind Pharma went public with a successful IPO, marking a significant milestone in its growth journey.

Literature Review

The study of marketing strategies in the pharmaceutical industry has gained increasing relevance, particularly in the context of emerging markets like India. Mankind Pharma stands out as a unique case due to its unconventional yet highly effective marketing model. Several researchers and industry analysts have examined the company's growth trajectory, driven by its emphasis on affordability, deep market penetration, and consumer-focused branding.

According to Sharma and Gupta (2020): Mankind Pharma's cost-leadership strategy has played a crucial role in making healthcare more accessible in India's rural and semi-urban regions. The authors argue that the company's success lies in its ability to maintain low prices without compromising on quality, a practice supported by its large-scale manufacturing units and efficient supply chain.

Patel (2019): explores the company's brand positioning and promotional strategies, especially in the over-the-counter (OTC) segment. Products like Prega News, Manforce, and Gas-O-Fast have been marketed using mass media channels, targeting the end consumer directly—an uncommon practice in the traditionally doctor-driven Indian pharmaceutical

market. This approach has allowed Mankind to build strong brand recall and customer loyalty.

Further, a report by EY (2021): highlights the company’s strength in doctor engagement and field force efficiency. Mankind’s medical representatives focus not only on promoting products to healthcare professionals but also gathering insights from the field, which feed into product development and strategic planning.

Kumar and Mehta (2022): emphasize the company’s digital transformation and adoption of modern marketing tools. While Mankind was initially slow to adopt digital platforms, recent efforts have shown a shift towards online branding, influencer marketing, and digital outreach, especially for its wellness and FMCG products.

Research Methodology

The research methodology adopted for this study is designed to comprehensively analyze the marketing strategies of Mankind Pharma and assess their effectiveness in the Indian pharmaceutical market. A mixed-method approach has been used, combining both **qualitative and quantitative** research methods to ensure a holistic understanding of the subject.

Research Desing

The study follows a descriptive and exploratory research design. It is descriptive in nature as it aims to detail the marketing practices of Mankind Pharma, and exploratory because it seeks to uncover the underlying factors that contribute to the success of its strategies. A flexible research design provides opportunity for considering many different aspects of a problem considering appropriate. The purpose of the research study is of the Descriptive type.

Descriptive study

Descriptive study is undertaken in many circumstance when there is interest in knowledge. The characteristic of certain groups such a age, sex, educational level, occupation or income, interested in knowing the proportion of in a given population who have behaved in a particular manner, making the projection of certain things or determining the relationship between two or more variable , descriptive study may be block design ,Latin square design simple and complex factorial designs , In this project the Randomized sample design should be implemented for the research purpose.

Data collection Method

Collection of data is the first step in statistic the data collection process follows the formulation of research design including the sample plan, data, which can be secondary or primary, can be collected using variety of tools. Once the research has been designed, the next step is selection of the source of the data.

Primary Source of the Data

Primary source of the data refer to the data collected directly from the market place, traders. The data collected from the primary source is most reliable and helps to overcome the limitation of the secondary data. Primary data involves direct collection of the data by direct interaction

Secondary Source of the Data

It includes the information collected from the secondary source i.e. from already available data. It includes information collected from the printed journals, published reports, news item, sales report etc.

Data Analysis

After studying Marketing strategy of Mankind Pharma survey was conducted, in the first phase of survey the total number of doctors and their category was determined. the finding of surveys is as follows. The analysis of Mankind Pharma’s marketing strategies is based on both primary and secondary data collected from consumers, retailers, medical representatives, and publicly available company and industry reports. The data has been categorized into key strategic areas to assess their effectiveness.

Analysis

From the above graph it shows that the G.P. Doctors having major involvement in the categorisation of the doctors. The survey was limited to sample size 100 doctors only.

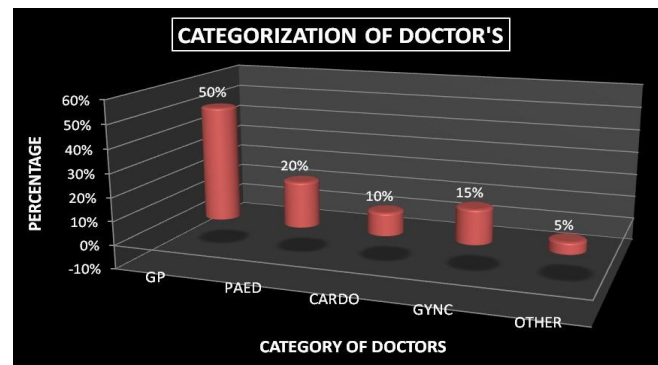


Fig :1

Analysis

In the prescription generation by Dr’s per day, the G.P. generated more prescriptions per day as he treats all types of patients than the other specialist person.

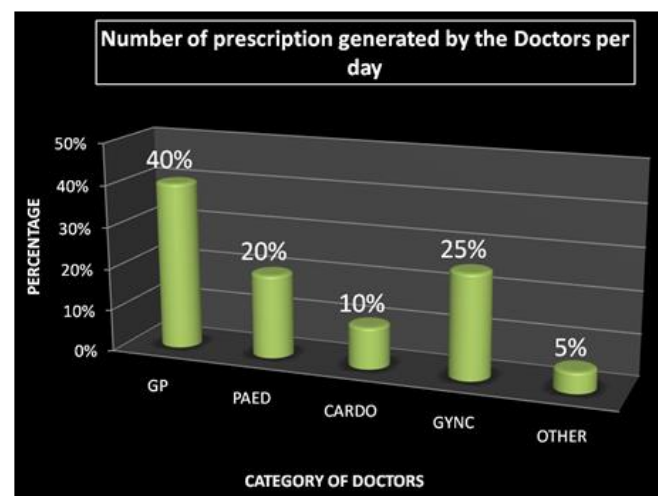


Fig :2

Analysis

In this graph, it is observed that the majority of the Doctor come to know about the product from the MR.

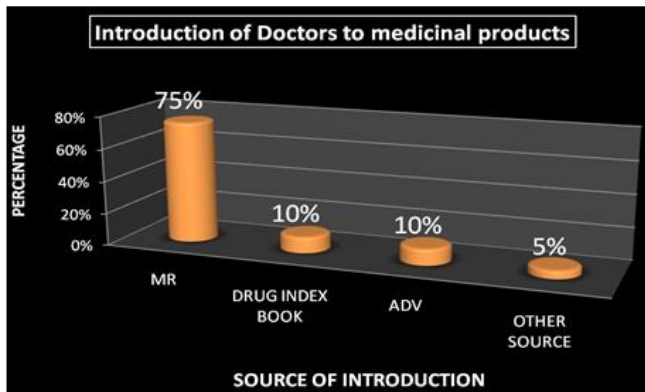


Fig: 3

Analysis

From the pie chart it is clear that most of the Chemist get aware of the product through Medical Representative appointed by the company.

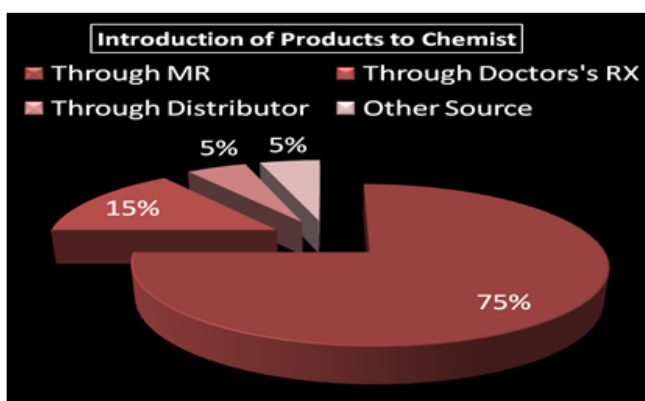


Fig: 4

Analysis

In this graph it is cleared that majority of doctors prescribed the product by Brand Name.

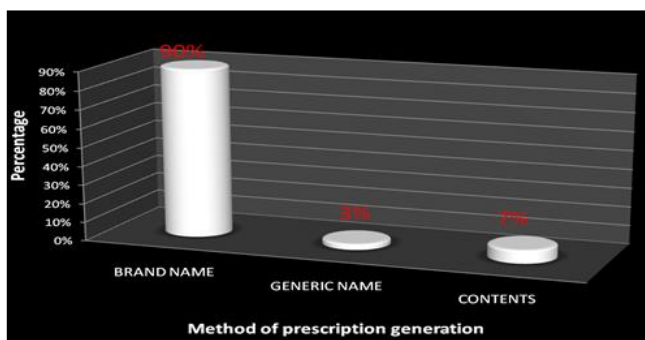


Fig: 5

Finding

Mankind Pharma, one of India's leading pharmaceutical companies, has employed a mix of traditional and modern marketing strategies to establish a strong market presence across urban and rural India. The company is known for its cost-effective marketing and deep consumer understanding, especially in tier-2 and tier-3 cities. One of its key strategies is regional television advertising, where it allocates around 60% of its TV ad budget to regional channels to connect with local audiences using culturally relevant messaging. In addition, Mankind has significantly increased its focus on

digital platforms, expanding its digital marketing spend to about 30–35% of its total budget. This includes targeted social media campaigns, influencer collaborations, and e-commerce promotions on platforms like Amazon and Flipkart.

Mankind Pharma has also adopted innovative tools like artificial intelligence for personalized outreach. A notable example is the AI-generated avatar of actress Anushka Sharma used to send customized thank-you messages to pharmacists via WhatsApp—an approach that increased engagement and loyalty among retail partners. Furthermore, the company engages directly with healthcare professionals through email marketing, conference participation, and medical seminars. CSR initiatives such as health camps, education funding, and environmental efforts also form an integral part of Mankind's brand strategy, helping to build a responsible and trustworthy image. Their strategic partnerships, like branding on SpiceJet aircraft, show a creative approach to mass visibility. Overall, Mankind Pharma's success lies in its ability to blend affordability, accessibility, and culturally rooted marketing with innovation and digital integration.

Conclusion

Mankind Pharma's marketing strategies serve as a compelling case study in how a pharmaceutical company can achieve rapid growth and widespread brand recognition through a well-rounded, innovative, and inclusive approach. The company's emphasis on affordability and accessibility has allowed it to penetrate deeply into India's rural and semi-urban markets—segments often underserved by larger, global pharmaceutical players. Through strategic regional television advertising, Mankind ensures its messaging resonates with diverse linguistic and cultural audiences, enhancing local brand recall. The decision to allocate a significant portion of its ad budget to regional channels is a testament to its localized focus, which has proven highly effective in a country as diverse as India.

In the digital realm, Mankind Pharma has shown remarkable adaptability by increasing its online presence and leveraging emerging technologies. Its use of AI-generated avatars for personalized outreach, as seen in its campaign featuring actress Anushka Sharma, exemplifies the company's forward-thinking approach to customer and retailer engagement. Additionally, its digital campaigns across platforms like Facebook, Instagram, and Flipkart have helped it reach younger, tech-savvy consumers while simultaneously supporting online sales and brand visibility. Moreover, Mankind's direct engagement with healthcare professionals through targeted communication, medical conferences, and continuing education initiatives further reinforces its credibility in the medical community. The company's commitment to Corporate Social Responsibility (CSR), including health camps, educational support, and environmental campaigns, not only enhances public goodwill but also strengthens emotional connections with its brand.

References

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