



# *Winning the Off-Patent Game:* **Strategic Roadmaps for Successful Generic Launches in India**



 Speaker

**Mr. Sudhakar Hodge**  
Deputy General Manager,  
Sun Pharma



 Speaker

**Dr. Abhijit Trailokya**  
Head Medical Affairs Indoco  
Remedies Ltd. Mumbai & Vice  
Chairperson, Medical Team, IDMA



 Speaker

**Mr. Ashish Jain**  
CEO & Founder, Medgini  
And Data Incite

# CONTENTS

## Winning the Off-Patent Game: Strategic Roadmaps for Successful Generic Launches in India

<b>Chapter 1 UNDERSTANDING THE OFF-PATENT OPPORTUNITY</b>	03
<b>Chapter 2 SEGMENTATION FOR GENERIC SUCCESS</b>	04
<b>Chapter 3 DEMAND &amp; TRADE INTELLIGENCE BEFORE LAUNCH</b>	05
<b>Chapter 4 BUILDING A DIFFERENTIATED PRODUCT STRATEGY</b>	06
<b>Chapter 5 PRICING STRATEGY IN COMPETITIVE MARKETS</b>	07
<b>Chapter 6 EXECUTION EXCELLENCE: FIELD &amp; MARKET READINESS</b>	08
<b>Chapter 7 DOCTOR, CHEMIST &amp; PATIENT ALIGNMENT</b>	09
<b>Chapter 8 KEY TAKEAWAYS &amp; THE WAY FORWARD</b>	



# Understanding the Off-Patent Opportunity

As highlighted by Mr. Sudhakar and Dr. Abhijit, the off-patent phase represents one of the most dynamic opportunities in the Indian pharmaceutical market. It not only improves affordability and accessibility for patients but also creates a highly competitive environment for pharma companies.

As our speakers emphasized, success in this phase is not guaranteed by entry alone. It requires a strategic understanding of market timing, competitive intensity, and execution readiness.

- Off-patent launches significantly expand patient access through reduced pricing
- High competition due to multiple simultaneous generic entries
- Early movers often capture disproportionate market share
- Market maturity and therapy evolution influence opportunity size
- Requires alignment across marketing, sales, and supply chain

Brand Contexting



Story Contexting



Situation Contexting



**Power Tip:** Treat off-patent entry as a strategic launch, not a routine extension



Are you entering the off-patent market early—or entering without a clear advantage?



# Segmentation for Generic Success

As our speaker Mr. Sudhakar explained, segmentation is the first critical layer in winning the off-patent game. He structured segmentation into four key buckets—practitioner, pharmacist, product, and people—forming the foundation for market understanding.

As highlighted by him, effective segmentation ensures that companies do not take a one-size-fits-all approach but instead tailor strategies based on real market dynamics.

- Practitioner segmentation defines prescription behaviour patterns
- Pharmacist insights reveal real-time demand and substitution trends
- Product segmentation depends on therapy and competition intensity
- Internal team readiness (people) impacts execution effectiveness
- Geography-based segmentation drives focused market penetration



**Power Tip:** Build segmentation models that integrate both doctor and chemist insights



Is your segmentation strategy data-driven or assumption-driven?



# Demand & Trade Intelligence Before Launch

As emphasized by Mr. Sudhakar, understanding demand before launch is not optional—it is foundational. He highlighted the importance of validating market demand at both doctor and chemist levels before committing to a generic launch.

As our speakers discussed, trade intelligence acts as an early indicator of product movement, helping companies estimate real opportunity size and avoid misaligned launches.

- Assess disease prevalence and growth trajectory
- Validate demand through chemist-level movement data
- Analyze innovator brand sales and partner distribution
- Evaluate therapy competition and alternative treatments
- Use historical off-patent trends as benchmarks



**Power Tip:** Cross-validate demand using both prescription and retail data



Are your launch decisions backed by ground-level validation or market assumptions?



# Building a Differentiated Product Strategy

As highlighted by Mr. Sudhakar, in a market where pricing quickly becomes similar across competitors, differentiation becomes the true driver of success. He emphasized that product positioning, branding, and perceived value play a decisive role.

As our speakers explained, differentiation is not just about innovation—it is about creating relevance in a crowded market.

- Strong product naming and branding enhance recall
- Quality perception influences doctor and patient trust
- Unique selling propositions must go beyond pricing
- Patient-centric initiatives can drive preference
- Technology and service layers can create differentiation



**Power Tip:** Focus on perceived value, not just functional value



What makes your product stand out when price is no longer a differentiator?



# Pricing Strategy In Competitive Markets

As discussed during the webinar, pricing in off-patent markets often converges rapidly, with many players launching at significantly lower prices than innovator brands. However, as Mr. Sudhakar highlighted, pricing alone cannot sustain competitive advantage.

As emphasized by Dr. Abhijit, strategic pricing must balance accessibility with brand positioning and long-term sustainability.

- Most generics launch at significantly reduced price points
- Price matching is common across competitors
- Aggressive pricing without strategy can erode margins
- Pricing must align with brand positioning
- Trade margins influence chemist push



**Power Tip:** Design pricing strategies that support both adoption and profitability



Is your pricing strategy reactive—or strategically aligned with your brand?



# Doctor, Chemist & Patient Alignment

As emphasized by both Mr. Sudhakar and Dr. Abhijit, success in generic launches depends on aligning three critical stakeholders—doctors, chemists, and patients. Each plays a unique role in influencing adoption and continuity.

**As our speakers highlighted, companies that integrate strategies across these stakeholders build stronger and more sustainable brands.**

- Doctor engagement drives prescription generation
- Chemist influence impacts substitution and availability
- Patient affordability enhances adherence
- Integrated communication improves trust
- Multi-stakeholder alignment accelerates market penetration

[Click Here](#)



**Power Tip:** Create strategies that simultaneously address all three stakeholders



Are your strategies aligned across the ecosystem—or operating in silos?



# Key Takeaways & The Way Forward

## Critical Takeaways:

- Off-patent success requires strategy, not just speed
- Differentiation is critical in price-matched markets
- Trade intelligence drives smarter launch decisions
- Execution excellence determines long-term success

## Start

- Build integrated doctor–chemist–patient strategies
- Invest in data-driven demand validation

## Stop

- Relying only on pricing as a competitive lever
- Entering markets without clear differentiation

## Continue

- Strengthening field force capabilities
- Leveraging market insights for continuous optimization

**Winning the off-patent game requires a structured and insight-driven approach that integrates market intelligence, strategic planning, and execution excellence. Platforms like Medgini enable pharma companies to bridge the gap between strategy and execution by connecting real-time insights across doctors, chemists, and patients—ensuring more informed and impactful decisions.**



**Power Tip:** In off-patent markets, speed matters—but structured execution wins.