



Case Study

LOYALTY PROGRAM

One example of a successful **trade loyalty program** in India by Alembic Pharmaceuticals Limited is the "Premium Partner Club" program. Alembic Pharmaceuticals Limited is a leading pharmaceutical company in India with a wide range of products in various therapeutic areas.

- The **Premium Partner Club** program is a trade loyalty program designed to reward and incentivize top retailers, who sell selected Alembic's products in acute therapy. The program operates on a points-based system where participants earn points for their sales of Alembic's products.
- The points earned by participants can be redeemed for various rewards such as merchandise, **travel vouchers**, and cash incentives. The program also includes various promotional activities and training programs for participants to improve their knowledge and sales skills.
- The Premium Partner Club program has been successful in increasing sales and improving brand **loyalty among trade** partners. The program has also helped to build stronger relationships between Alembic and its trade partners, leading to increased trust and better cooperation.
- One notable aspect of the Premium Partner Club program is its focus on technology. The program includes a web portal that allows participants to track their points, redeem rewards, and access training materials on their smartphones. The portal also includes features such as product catalogs and order management tools to help participants manage their business more efficiently.
- Overall, the Premium Partner Club program is a great example of how **pharma companies** in India can use trade loyalty programs to incentivize and reward their trade partners while leveraging technology to enhance their engagement and experience.