



# Impact Of Marketing Mix On Shilpa Medicare Limited

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## ➤ Introduction

Shilpa Medicare Limited, headquartered in Raichur, Karnataka, is a leading Indian pharmaceutical company with a strong global presence. Established in 1987 as Shilpa Antibiotics Limited and renamed in 2003, the company has evolved from a small-scale API manufacturer into a fully integrated pharmaceutical enterprise. Today, it specializes in oncology, biologics, formulations, and contract development and manufacturing services (CDMO), with approvals from major regulatory bodies such as the USFDA, EMA, CDSCO, and ANVISA.

## ➤ Company Profile

Shilpa Medicare operates across multiple segments:

- **APIs:** Oncology and non-oncology APIs such as Capecitabine, Gemcitabine, and Erlotinib.
- **Formulations:** Tablets, capsules, injectables, and oral disintegrating films.
- **Biologics & Biosimilars:** Monoclonal antibodies, recombinant proteins, and fusion proteins.
- **CDMO Services:** End-to-end solutions for global pharmaceutical companies.

Recent milestones include approval for NorUDCA tablets (world's first therapy for NAFLD) and completion of Phase 1 trials for Recombinant Human Albumin.

### ➤ OBJECTIVES OF STUDY

- 1.To examine how product features and innovation influence adoption by doctors and patients.
- 2.To investigate how physical evidence (packaging, labeling, certifications) affects credibility.
- 3.To “provide recommendations” for “improving marketing” mix strategies for long-term success.
- 4.To analyze the influence of customer (doctor/patient) feedback on marketing strategies.
- 5.To study the competitive impact of other pharma companies' marketing mix on the product's market performance.

### ➤ Research Overview

The study titled “Impact of Marketing Mix on Shilpa Medicare Limited” evaluates how the seven elements of the marketing mix—Product, Price, Place, Promotion, People, Process, and Physical Evidence—affect the company's performance, customer satisfaction, and competitive advantage.

- **Methodology:** Primary data was collected from 100 respondents, including doctors, pharmacists, professionals, and students, through structured questionnaires. Secondary data came from company reports, journals, and online sources.
- **Analysis:** Data was interpreted using percentages and graphical representat

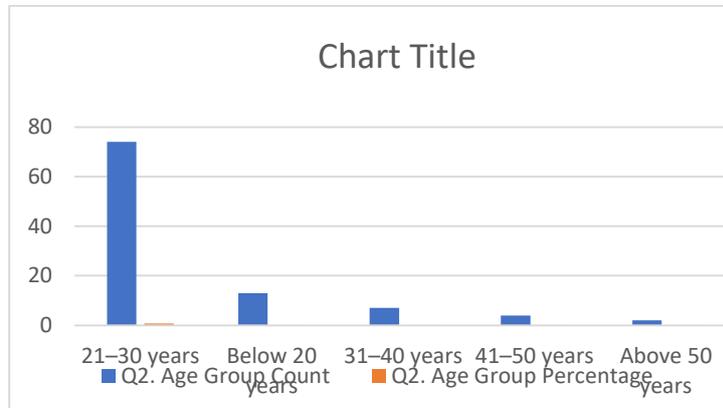
➤ DATA ANALYSIS AND INTERPRETATION

4.1 Demographic Profile of Respondents

Table 4.1:

1. Age Group

Response	Count	Percent age
21–30 years	74	74%
Below 20 years	13	13%
31–40 years	7	7%
41–50 years	4	4%
Above 50 years	2	2%
Total	100	100%



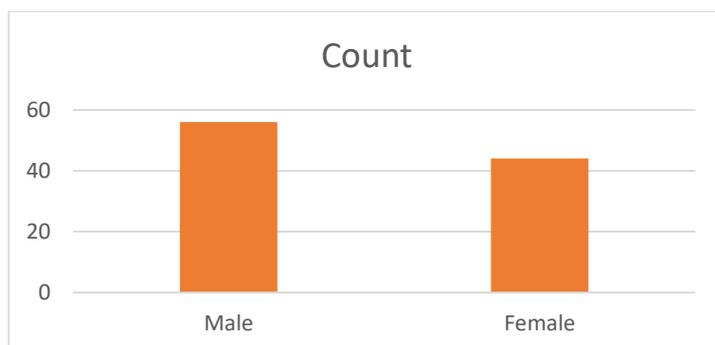
INTERPRETATION

The survey audience is overwhelmingly concentrated in the 21–30 years ‘age bracket’, “which accounted for” the vast majority of responses (74 out of 100). This strong demographic bias means the preferences and feedback, particularly concerning digital engagement and price sensitivity, are heavily influenced by this young adult segment. Responses from other groups were much smaller: Below 20 years (13), 31–40 years (7), 41–50 years (4), and Above 50 years

Table 4.2:

2. Gender

Response	Count	Percentage
Male	56	56%
Female	44	44%
Total	100	100%



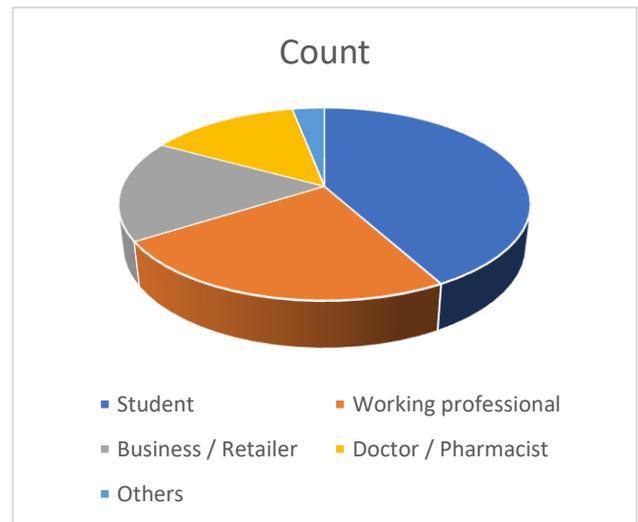
## INTERPRETATION

The gender distribution showed a clear majority of Male respondents (56) compared to Female respondents (44). While both genders are significantly represented, the overall data reflects a slight bias toward the male consumer perspective

**Table No. 4.3**

### 3. Occupation

Response	Count	Percentage
Student	42	42%
Working professional	24	24%
Business / Retailer	17	17%
Doctor / Pharmacist	14	14%
Others	3	3%
Total	100	100%



## INTERPRETATION

The largest occupational group is Student (42 respondents), which strongly correlates with the dominant young adult age group. This was followed by Working professional (24), Business / Retailer (17), and Doctor / Pharmacist (14). The high representation of students and professionals reinforces the importance of accessible pricing and targeted digital communication.

**Table No. 4.4**

### 4. Which feature of Shilpa Medicare medicines do you value the most?

Response	Count	Percentage
Safety of the medicine	42	42%
Affordable price	30	30%
Fast relief/effectiveness	12	12%
Availability in stores	10	10%
Variety of product options	6	6%
Total	100	100%



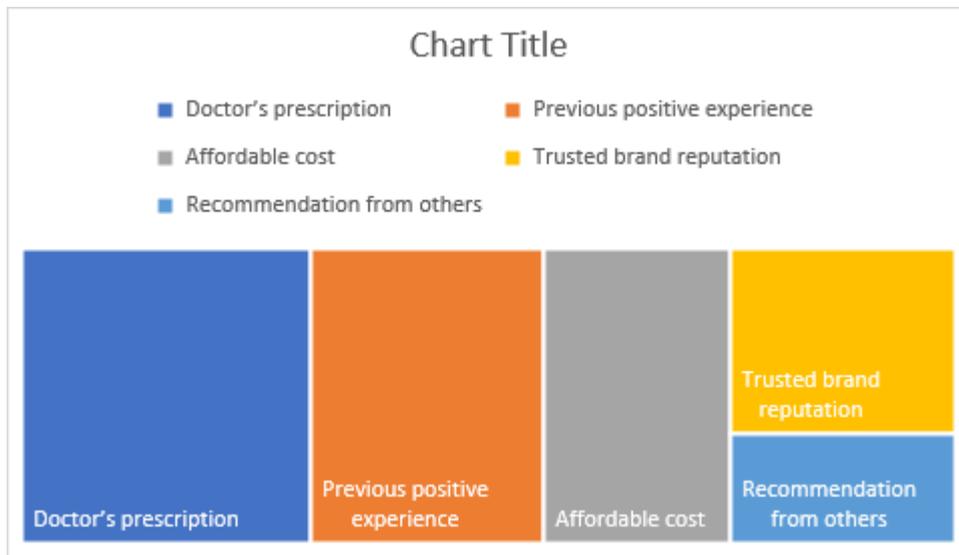
**INTERPRETATION**

The most valued feature is the Safety of the medicine (42 responses), indicating that health assurance and product integrity are the primary concerns for consumers. Affordable price (30) is the second most valued feature, but its position after safety suggests customers prioritize quality and low risk over cost alone. Other features like Fast relief/effectiveness (12) and Availability in stores (10) were less critical.

**Table No. 4.5**

**5. What influences your decision the most to buy Shilpa Medicare products?**

Response	Count	Percentage
Doctor’s prescription	31	31%
Previous experience positive	25	25%
Affordable cost	20	20%
Trusted brand reputation	15	15%
Recommendation from others	9	9%
Total	100	100%



**INTERPRETATION**

The most powerful influence on the initial purchase decision is the Doctor’s prescription (31 responses). This finding underscores the essential role of medical professionals as key gatekeepers and trust-builders for the brand. Previous positive experience (25) and Affordable cost (20) follow, suggesting that while doctor influence initiates purchases, personal satisfaction and price are crucial for reinforcement.

**Table No. 4.6**

**1. When choosing medicines, which factor matters most to you?**

Response	Count	Percentage
Safety and fewer side effects	32	32%
Lower price	26	26%
Doctor’s advice	20	20%
Easy dosage	15	15%
Wide availability	7	7%
Total	100	100%



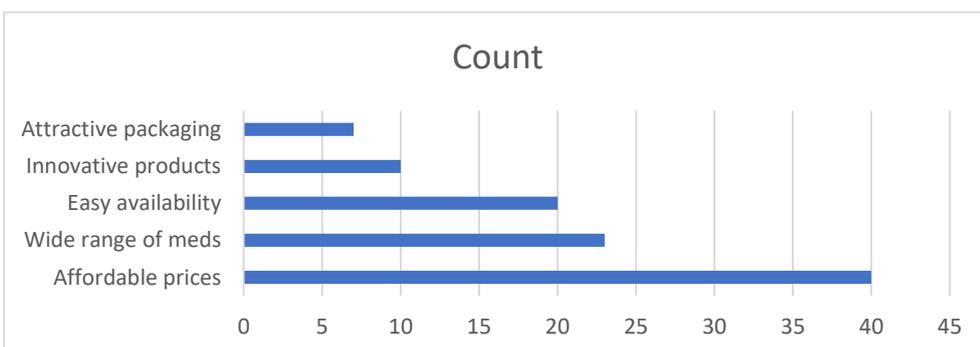
**INTERPRETATION**

The most important deciding factor is Safety and fewer side effects (32 responses). Lower price (26) is a very close second, confirming that consumers seek a necessary balance between efficacy, risk minimization, and cost when selecting medicine. Doctor’s advice (20) is also a strong factor, but remains secondary to the core concerns of safety and pricing

**Table No. 4.7**

**7. How would you describe Shilpa Medicare’s product quality compared to other brands?**

Response	Count	Percentage
Excellent	46	46%
Good	32	32%
Average	20	20%
Below avg	2	2%
Not sure	0	0%
Total	100	100%



## INTERPRETATION

Product quality receives an extremely positive rating, with the highest segment describing it as Excellent (46 responses). Combined with those who rated it as Good (32), a total of 78 out of 100 respondents view the quality favorably. The overwhelmingly positive perception establishes product quality as a core competitive advantage for the brand.

## LIMITATIONS OF THE STUDY

- The study is confined to **Shilpa Medicare Limited**, hence the findings cannot be generalized to the entire pharmaceutical industry.
- Due to **time constraints**, the “research was carried” “out within a limited period”, “which may not capture” long-term impacts of the marketing mix.
- The “data was collected” “using **convenience sampling**”, which may result in bias and may not fully represent the views of all stakeholders.
- The study mainly focuses on the **4Ps of marketing mix**; other factors like people, process, and physical evidence (7Ps model) are not considered.
- **Respondents’ opinions** may be subjective and influenced by personal bias, which could affect the accuracy of primary data.
- Secondary data used in “the study is based” on **available reports and literature**, which “may not reflect the” most recent developments in the industry.
- The “scope of the study” is limited to **a specific geographical area and organizational context**, reducing its applicability to broader markets.

### ➤ **Key Findings**

- **Product Quality:** 78% of respondents rated Shilpa’s products as excellent or good, highlighting quality and safety as the most significant factors for customer satisfaction.
- **Pricing:** 60% of respondents felt Shilpa’s products are priced lower than competitors, reinforcing affordability as a major strength.
- **Distribution:** Suggestions included improving accessibility through wider distribution networks.
- **Promotion:** Respondents emphasized the need for stronger visibility, recommending social media campaigns and free samples in hospitals.
- **Customer Care:** Packaging, labelling, and responsiveness to feedback were positively rated, strengthening Shilpa’s reputation.

### ➤ **SWOT Analysis**

- **Strengths:** Strong expertise in oncology, diverse product portfolio, global regulatory approvals, robust R&D with over 200 patents, and promoter holding of 44.23%.
- **Weaknesses:** Heavy reliance on oncology APIs, smaller scale compared to competitors, and vulnerability to foreign exchange fluctuations.
- **Opportunities:** Rising demand for oncology drugs, biologics, and biosimilars; expansion of CDMO services; government initiatives supporting biotech growth.
- **Threats:** Intense competition from Cipla, Dr. Reddy's, Aurobindo, and Natco; regulatory risks; dependence on imported raw materials, especially from China.

### ➤ **Future Prospects**

Shilpa Medicare is actively expanding its global footprint through strategic partnerships and regulatory approvals. Notable initiatives include:

- EMA approval for Rivaroxaban Oro dispersible Film.
- Establishment of a joint venture manufacturing facility in Saudi Arabia.
- Projected revenue growth of 20.9% per annum and earnings growth of 47.5% per annum.

The company's focus on innovation, affordability, and quality positions it as a strong competitor in the pharmaceutical industry.

### ➤ **Conclusion**

The study concludes that Shilpa Medicare's integrated marketing mix approach has significantly contributed to its success. By prioritizing product innovation, affordability, and quality, the company has built trust among healthcare professionals and patients. To sustain its competitive edge, Shilpa must enhance promotional activities, expand distribution channels, and continue investing in R&D.

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