

Challenges And Opportunities For The Pharmaceutical Marketing In India

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The pharmaceutical industry in India ranks 3rd in the world terms of volume and 14th in terms of value. According to the Department of Pharmaceuticals, Ministry of Chemicals and Fertilizers, the total turnover of India's pharmaceuticals industry between 2008 and September 2009 was US\$21.04 billion. Hyderabad, Mumbai, Bangalore and Ahmedabad are the major pharmaceutical hubs of India. The domestic market was worth US\$13.8 billion in 2013.