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Generic vs Branded Strategy

Pharmacy & Chemist Retail

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a generic-vs-branded strategy — the margin and patient-savings case for generics, substitution rules, Jan Aushadhi/generic-store angle, and building patient trust in generics. Use it to grow generic sales. For a dedicated generic store use the Jan Aushadhi Setup tool (P13).

Purpose of this tool & output

Grow generic sales and margin responsibly

How the output is used

Use it to grow generic sales and margin responsibly — a generic-versus-branded strategy that helps patients and margin.

Important cautions

Quality generics carry higher margins and save patients money, but substitute only where legally permitted, with quality/reputable sources and appropriate consent — never compromise quality or the prescriber intent inappropriately. Building patient/prescriber trust in generics is the key barrier in India. Confirm substitution rules.

Companion documents

- Pharmacy Product Mix Planner
- OTC & Self-Care Range Guide
- Wellness, Nutraceutical & FMCG Range
- Surgical & Medical Consumables Range
- Chronic Care Range & Program
- Pharmacy Private Label Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.