Parallel Session 7

Assessing Optimum Pricing in the In Market

Sangita Salunke, Sanofi, India and Gauri Pathak, Kantar Health, In





Assessing Optimum Pricing i the Indian Market

EphMRA 2011 Pharmaceutical Market Research Conference

Sangita Salunke, Deputy Director, Market Research, Sanofi Group-India Gauri Pathak, General Manager India, Kantar Health





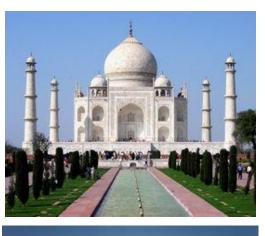
Agenda for the Presentation

- Introduction to India and its healthcare market
- Emerging trends in Indian healthcare and opportunities for pharmaceutical companies
- The pricing dilemma for pharmaceutical companies (global prices or local prices)
- How market research can help





India...a Land of Diversity and Contrast







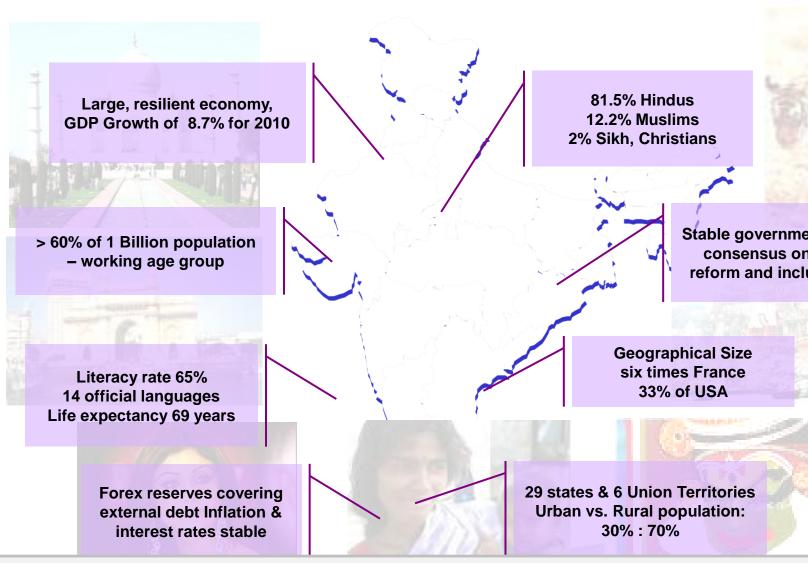








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