Inditech For Indian Pharma Managers

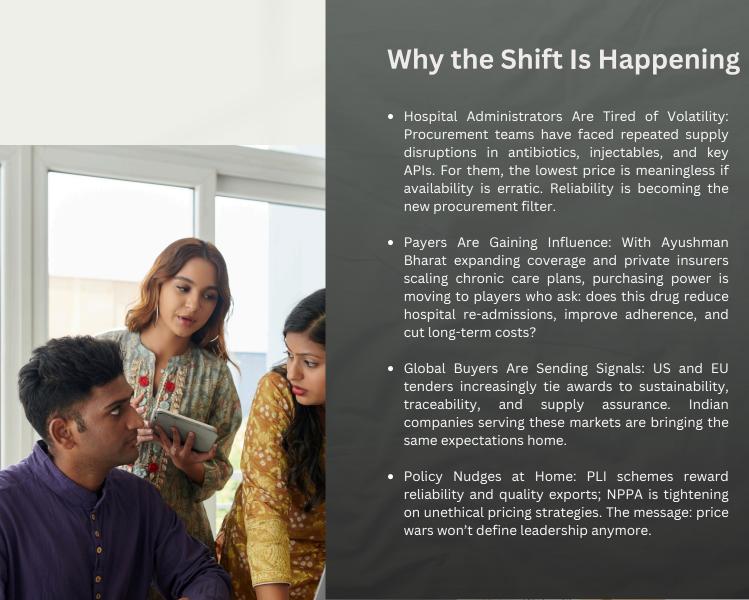
Newsletter

From Volume to Value: India Pharma's Quiet Shift in Incentives

For years, Indian pharma's growth engine was volume — win tenders with the lowest bid, saturate territories, push reps to move boxes. That formula worked in a country where access was the only priority. But as 2025 unfolds, subtle but significant signals show a new reality: procurement and prescribing decisions are tilting toward value, not just volume.



PUBLICATION NO. 2025 09 034





What "Value" Really Means

For managers, the shift to value isn't abstract. It plays out in three ways on the ground:

- Reliability as Sales Currency: Hospitals and top prescribers now weigh supply assurance almost as heavily as clinical profile. A rep who brings honest ETA updates earns trust that no discount can buy.
- Adherence as Differentiator: Chronic therapies (diabetes, cardiovascular, oncology) are seeing a rise in hospital-linked adherence programs. Managers who equip reps with reminder tools, packaging cues, or digital follow-ups stand out.
- Evidence as Persuasion: Even simple real-world data e.g., 200 patients with stable HbA1c over six months on your brand can tilt hospital and payer decisions in your favor.

What This Means for Indian Pharma Managers

The traditional playbook — "push more, cut price, beat competition" — will not secure long-term wins. What managers need to internalize is this:

- Credibility is the new margin: Doctors and hospitals will forgive a backorder if you were upfront, but not if you over-promised and failed.
- Partnership beats transaction: Hospitals are beginning to see pharma not just as suppliers but as outcome partners. Managers who shift the conversation to adherence and patient benefit elevate their teams above price talk.
- Metrics will follow mindset: Fill Rate %, OTIF reliability, and early-warning supply dashboards are no longer "supply chain KPIs" they are frontline sales tools.

The Manager's Playbook

- Coach reps to sell reliability: Every stock-out update is an opportunity to show transparency. Credibility compounds.
- Build micro-adherence pilots: Even a simple SMS follow-up program in one city can become your proof-of-concept to hospitals.





Inditech For Indian Pharma Managers

- Use supply metrics in reviews: Present hospital procurement heads not just with sales numbers, but with service reliability metrics.
- Spot value-sensitive accounts: Tier-1 hospitals, large insurers, and export-aligned buyers are already judging suppliers by more than price. Focus here first.

Bottom Line:

India pharma's quiet shift from volume to value is real — and accelerating. Managers who continue to play the old price-war game will face diminishing returns. Those who reframe reliability, adherence, and evidence as frontline sales levers will not only protect credibility but also unlock growth in a market where trust is becoming the ultimate differentiator.

