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Pharma brands gain momentum in September 2026 as Electral, Brilinta lead value-volume growth

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FDCâ??s Electral emerged as one of the strongest-growing brands in the month

Several leading pharmaceutical brands recorded strong year-on-year growth in both value and unit sales during September 2026, with FDC's Electral, AstraZeneca's Brilinta and Sun Pharma's Pantocid among the notable performers, according to data from Pharmarack Technologies.

FDC's Electral emerged as one of the strongest-growing brands in the month, with sales value increasing 64.9 per cent and units rising 70.3 per cent year-on-year. AstraZeneca's Brilinta recorded 43.5 per cent value growth and 38.9 per cent unit growth, while Sun Pharma's Pantocid grew 39.9 per cent in value and 41 per cent in units.

Cipla's Foracort also delivered strong momentum, with value sales up 37.7 per cent and units up 17 per cent. IPCA Laboratories' Zerodol SP recorded 34.7 per cent value growth and 16.3 per cent unit growth during the month.

Other brands showing double-digit growth in both value and units included Torrent's Chymoral Forte, which grew 30.4 per cent in value and 19.1 per cent in units; Sun Pharma's Rosuvas, up 31.6 per cent and 21.9 per cent, respectively; and Cipla's Dytor, which increased 21.1 per cent in value and 13 per cent in units.

Among the larger brands, USV's Glycomet GP recorded 23 per cent value growth and 15.9 per cent unit growth, while Abbott's Ryzodeg posted 22.4 per cent and 22.3 per cent growth, respectively. Mankind's Manforce and Abbott's Vertin also recorded healthy double-digit growth in both measures.

Sheetal Sapale, Vice President – Commercial, Pharmarack Technologies, said the September numbers point to broad-based momentum across several established brands, with the strongest performers combining value expansion with underlying unit growth. The performance of brands such as Electral, Brilinta, Pantocid and Foracort indicates that growth was not limited to price-led expansion but was also supported by increased volumes.

The September performance comes against a strong longer-term backdrop for several brands. On a MAT September 2026 basis, Eli Lilly's Mounjaro remained the standout performer, recording 336 per cent value growth and 93.2 per cent unit growth. IPCA's Zerodol SP grew 29 per cent in value and 19.6 per cent in units, while AstraZeneca's Brilinta recorded 27.9 per cent value growth and 21.5 per cent unit growth.

Sun Pharma's Pantocid also maintained strong MAT momentum, with 27.5 per cent value growth and 27.8 per cent unit growth, while Torrent's Chymoral Forte grew 23.9 per cent in value and 14.5 per cent in units.

The data indicates that, despite variations across therapeutic categories and brands, a number of established brands continued to achieve simultaneous expansion in both sales value and prescription volumes during September 2026.

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