

## Lupin, Sun Pharma, Cipla and Dr.Reddy's Laboratories top India's Most Reputed Pharmaceutical list

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Mumbai based Lupin Pharmaceuticals tops in Reputation in the Pharmaceutical sector leading India's Most Reputed Pharmaceutical Brands list. Sun Pharma is the second Most Reputed Brand with a 52% lower Brand Rep Score and Cipla is at 3rd position with a Brand Rep Score 28% behind the previous ranked. At India's fourth Most Reputed Pharma Brand is Dr.Reddy's behind 71% in terms of Brand Rep points. Among global brands GSK leads the way followed by Pfizer with a Brand Rep Score 73% below the leader among International pharmaceutical companies.

Abbott's Brand Rep Score was 12% lower, ranking it India's 3rd Most Reputed among International brands. There were 41 Domestic and 17 International pharmaceutical brands listed in the study by BlueBytes conducted in association with TRA Research (both part of the Comniscient Group) which released 'India's Most Reputed Pharmaceutical Brands 2016'.

This report is the second in the India's Most Reputed Brands series, and the company is set to launch a report each month covering different sectors. The study evaluates brand's Brand Reputation by analyzing media perception and consumer perceptions.

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"India's Reputation as the largest producer of generic drugs in the world has become vulnerable in light of the changing patent regime in the country. Reports say that by 2020, India is likely to be among the top three pharmaceutical markets by incremental growth and sixth largest market globally in absolute size.

Reputation is defined as a measure of the effectiveness of transmitted belief about attitudes showcasing Respect - and our report measures the consumer Respect for a brand and also its transmission by measuring the media quotient. Given the

importance of this sector for the economy and to the public, brands should concentrate on building and maintaining their Reputation to stay ahead in the changing world," said Pooja Kaura, Chief Spokesperson for India's Most Reputed Brands.

India's Most Reputed Pharmaceutical Brands was a study conducted within the Pharmaceutical industry with BlueBytes analyzing news of 58 pharma brands in all the major English and Hindi print media (newspapers and magazines) across 9 cities as a representative of the news across all media. A total of 24,414 articles pharma news were analyzed between July 15, 2015, and July 16, 2016. In addition to news analysis, the consumer's perception was also studied and this part of the analysis was contributed by TRA Research, which interviewed 2,500 consumer-influencers on the aspect of Respect. The 60-page, soft-bounded report is available for Rs. 999/-.