



Scope for Market Expansion of Alkem's Jupiros (Rosuvastatin) in the Local Market: A Retailer-Driven Study

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Received: 27 December 2025

Revised: 10 January 2026

Accepted: 29 January 2026

ABSTRACT:

Cardiovascular diseases are increasing significantly in India, which will continue to drive the need for statins like rosuvastatin. Although Alkem Laboratories has a significant corporate presence, the overall penetration of Jupiros (Alkem's branded Rosuvastatin) at the retail level varies across regional micro-markets. This study assesses the opportunity for expanding Jupiros' market share at the retail level through an evaluation of a selected regional micro-market of the Ratnagiri District in Maharashtra. The research methodology adopted for this study used a descriptive and analytical approach, utilizing primary data from a structured questionnaire distributed among 37 retail pharmacy outlets in the local market region. Descriptive statistical methods, along with graphical analysis and a Chi-square test were employed to investigate relationships between prescription generation and stock holding/dispensing practices. Results indicate that low prescription volume is the primary determinant inhibiting stocking and dispensing of Jupiros, although trade margins were reported as being satisfactory, and that there were sufficient supplies of the product available to meet current demand. Overall, it can be concluded that the retail performance of Jupiros is largely driven by the prescriptions generated, and therefore there is a greater need for the pharmaceutical company to engage physicians more effectively and to implement targeted retail strategies to improve the last-mile performance of their brands.

Keywords: Cardiovascular diseases, Jupiros, Micro-market study, Retailer-driven study

1. INTRODUCTION:

Cardiovascular diseases have evolved into one of India's most critical health challenges, and now they are no longer limited to a few regions or older age groups. Previously, it began as a health issue affecting individuals, but now it has expanded into a much larger social and economic problem. In 2024, according to reports, approximately 64 million individuals were living with cardiovascular conditions. A noticeable factor behind this rise is the early appearance of hypertension and dyslipidemia among people who are still in their most active working years. This epidemiological shift is inherently linked to rapid urbanization, long hours of desk-based work, reduced physical activity, and a gradual shift away from traditional diets. As a result, demand for long-term therapeutic treatment, mainly such as statins, has experienced double-digit growth annually, which clearly reflects the growing burden of chronic cardiovascular conditions in India.

Over the past decade, Indian pharmaceutical companies have undergone a substantial transformation. Earlier, most companies focused on acute therapeutic segments. Today, the focus has shifted towards the chronic segments, supported by data-driven approaches and long-term therapeutic demand. Alkem Laboratories has strengthened its presence, ranking at the 5th position in the Indian domestic formulation market with a market share of 4.1% in the nine months of FY 2025.

As the anti-infective and gastrointestinal market is historically dominated by Alkem, its strategic trajectory is increasingly defined by its expansion into the chronic therapeutic areas, mostly cardiology and diabetology. Alkem's Jupiros is the potent formulation of statin (Rosuvastatin), serving as a cornerstone in the cardiac portfolio. Alkem has the systemic corporate growth and the therapeutic efficacy of rosuvastatin in mitigating cardiovascular risks, but there exists significant untapped market potential at the local retail level that has yet to be captured. This report presents a retailer-driven analysis based on primary survey responses from 37 local pharmacies, with the objective of examining retail-level dynamics influencing the market performance of Jupiros in the selected study area.



2. Market Overview and Competitive Dynamics

The Alkem's organizational strength is clear in its financial flexibility (resilience). The organization reported a 12.4% year-on-year growth in domestic sales in the 2nd quarter of the 2026 fiscal year, reaching 27.66 billion rupees. From the total sales, nearly 70% is from this domestic revenue, showing the vital importance of the Indian market. Alkem shows the leadership in the acute segment, ranking 1st in Anti-infectives and 3rd in Gastrointestinal. It provides the concrete foundation for its expansion in the chronic segment. However, in the cardiac segment, currently Alkem shows the 28th rank. This study seeks to bridge this gap by analysing the local retail environment, where the actual dispensing/sale of Jupiros occurs.

The pharmaceutical market in India is characterized by a high degree of fragmentation and the unique trust in the "branded generics". In the Western markets there is a clear distinction between patented innovators and unbranded generics; the Indian market is mostly dominated by the generic molecules marketed under distinct brand names. In the Indian Pharmaceutical Market (IPM) by value, the branded generics account for approximately 87%. The environment where primary drivers of commercial success, like brand building, medical representative (MR) activity, and physician persuasion, are created by this structure. In this scenario, Jupiros must compete not only on price but also on the "perceived quality" and "doctor demand" generated through intensive field engagement.

3. Research Gap

Although there is available literature on lipid-lowering therapies and the cardiac pharmaceutical market, there is still very limited focus on evaluating individual brands from the retailer's perspective, even though we know that retail pharmacies play a key role in product availability and dispensing decisions. Most studies primarily focus on clinical effectiveness, physician prescribing behaviour, and overall market performance.

Furthermore, rosuvastatin is widely prescribed, yet there is limited practical research that explains how prescription generation, stocking decisions, dispensing frequency, and substitution behaviour play out at the retail pharmacy level. Retailers are often treated as passive players, despite their strong influence on brand movement.

This paper presents the scope for market expansion with the help of retailer-driven, single-brand analysis of Alkem's Jupiros (Rosuvastatin) by offering practical insights into last-mile factors that influence how the brand actually performs in the market.

4. Product Profile

Rosuvastatin is a potent, long-acting synthetic HMG-CoA reductase inhibitor. It is primarily indicated for the reduction of LDL cholesterol, total cholesterol, and triglycerides in patients with dyslipidemia. The drug's high affinity for HMG-CoA reductase receptors and favorable pharmacokinetic profile result in superior lipid reduction at relatively lower dosages. That is why it serves as a fundamental component in long-term therapeutic regimens designed to manage and mitigate chronic cardiovascular risks. Jupiros is Alkem Laboratories branded generic formulation of rosuvastatin, and the company launched it to broaden its reach in chronic therapies. Jupiros is commercially available in standard prescribed dosages that are often prescribed, and it maintains a mid-range price point among branded generics in India and competes with established rosuvastatin brands. Jupiros is mainly prescription-driven, and its retail performance is influenced by factors such as physician preference, trade margins, distributor availability, and retailer stocking decisions.

5. Problem Statement

The number of deaths from cardiovascular diseases (CVD) is rising all around the world, with over 17.5 million people dying each year. The single most important and modifiable risk factor for this disease is the presence of dyslipidemia. In India the percentage of people that have dyslipidemia is very high, with nearly 79% of people having some kind of lipid parameter abnormality. The first line of treatment for the pharmacological management of dyslipidemia is statins (HMG-CoA reductase inhibitors). Rosuvastatin has been shown to be highly potent, and therefore high-intensity doses of 20 to 40 mg can lower LDL cholesterol by 50% or greater. While the commercial success of a product such as Jupiros is certainly impacted by the molecular profile of the product, the dynamics of the Indian retail pharmacy sector and physician prescribing behaviours are just as influential in determining the commercial success of the product.

6. Objectives

1. To assess the scope for expanding the market presence of Alkem's Jupiros (Rosuvastatin) in the local retail market through retailer-driven insights.



2. To measure the market coverage and competitive positioning of Jupiros relative to other major Rosuvastatin brands in the Devrukh, Jakadevi, and Ratnagiri regions.
3. To measure and compare the preference for prescriptions of Jupiros with that of competing Rosuvastatin brands from Sun Pharma, Mankind Pharma, and Macleods across the study area.
4. To identify the key factors influencing the market penetration of Jupiros, including prescription rates, physician preference, MR engagement, and patient demand.
5. To assess retailers' perceptions of Jupiros with respect to margins, demand, product movement, and commercial viability.
6. To examine the role of promotional activities and field force engagement in shaping the retail performance of Jupiros in the local market.
7. To analyse the competitive positioning of Jupiros in terms of pricing, brand recall, and substitution behaviour.

7. Scope of Study

The present study is confined to the Ratnagiri district of Maharashtra. For the purpose of the study, we selected retail pharmacies located in rural and semi-urban areas. The researcher is interested in studying the retail-level marketing and performance of pharmaceutical products, with special reference to Jupiros (Rosuvastatin) marketed by Alkem Laboratories Ltd.

The study focuses on the marketing practices of branded generic pharmaceutical products in the cardiovascular segment. With regard to pharmaceutical marketing, important elements influencing retail performance, such as product availability, pricing, prescription demand, promotional support, and distribution practices, have been covered.

The role of medical representatives (MRs) in pharmaceutical marketing has also been included within the scope of the study. The impact of these influencers on retailer engagement, product awareness, and prescription-driven demand has been assessed as a means to measure the value of these influencers to brand performance at the retail level.

This research is limited to a retailer's viewpoint and does not assess the clinical effectiveness of the medication nor evaluate the outcome of patients who have taken this medication. The results of this research are meant to be used to create insight into retail marketing dynamics and challenges that exist in executing branded generic products within the Chronic Cardiovascular Therapy Segment.

8. Literature Review

Mordor Intelligence reports that there are strong and favorable trends toward 2031 for the Indian pharmaceutical market with respect to the expanding burden of chronic diseases and the development of the country's healthcare infrastructure as a whole; this growth pattern presents significant opportunities for well-established companies such as Alkem Laboratories to grow their presence in smaller micro-regional markets.

IQVIA Quarterly Insights (2025) reported that the cardiac therapy category, including statin products, remains one of the most successful categories for therapeutics in India; they further stated that although the entire category is growing, the success of individual products such as Jupiros will continue to depend significantly on successfully penetrating the retail market and competing effectively against other products in the same competitive environment.

According to a Bhimavaram (2025) study, 66.4% of consumers still favour branded drugs over generic ones, mostly because they are worried about their efficacy and safety. For a product like Jupiros, this foundation of consumer confidence in "branded" quality is a vital commercial asset. Despite this preference, the study also found that more than 70% of participants believe that brands and generics are of a higher caliber, underscoring the need for pharmaceutical companies to consistently engage healthcare professionals in order to maintain strong brand equity.

The Alkem Laboratories Annual Report (2024-2025) outlines the company's strategic focus on bolstering its chronic portfolio, specifically in the cardiovascular and diabetology segments. In order to propel growth for well-known brands like Jupiros, the report highlights the significance of extending reach into semi-urban and regional markets.

The Indian Journal of Pharmacy Practice reported drug use patterns and found that there are notable differences in treatment adherence and patient behaviour between rural and urban populations. According to their research, about 40.3% of participants seek drug information from pharmacists, highlighting the retailer's significant role as a "gatekeeper" who can affect brand preference at the point of sale.



ResearchGate (2025) evaluated the economic value of statins in India, and along with that, it stated that hypercholesterolemia is a major risk factor for cardiovascular disease. Significant "percent cost variations" between various branded and generic forms of the same statin molecule were found by the analysis. Considering the price sensitivity of the Indian market, companies such as Jupiros need to strike a balance between competitive pricing and clinical trust in order to continue to be viable for both the retailer and the price-conscious patient.

9. Research Methodology

9.1. Research Design:

A descriptive and analytical research design is used in this study to perform a performance analysis of Alkem's Jupiros (Rosuvastatin) from a retailer-driven perspective. The research design is focused on interpreting raw data gathered from the field in order to identify market penetration constraints and appraise the effectiveness of prevailing commercial approaches.

9.2. Sampling Techniques:

A targeted sampling technique was used. From the defined geographical cluster, specifically 37 pharmacies were selected. To provide professional insights into the market, the survey targeted key stakeholders, including pharmacists and retail managers.

9.3. Data Collection Tools:

Primary data was collected using a structured survey instrument to measure the following five key performance indicators (KPIs):

1. Current stocking situation and reason for non-stocking.
2. Local prescription and lead prescribed brands.
3. Dispensing share and observed substitution.
4. MR effectiveness and promotional activities.
5. Trade margin and patient loyalty.

9.4 Geographical Scope:

The study was conducted in the Ratnagiri district of Maharashtra, India. Regions of Ratnagiri, Jakadevi, Devrukh, and Sadavali are included in the scope. To provide a representative snapshot of semi-urban retail dynamics, these specific locations were selected. This region was chosen due to the increase in lifestyle-related cardiovascular disease conditions in the Konkan belt. This makes it a strategic micro-market for evaluating the accessibility and adoption of essential statin therapies.

9.5. Data Analysis Tools

From 37 retail pharmacies, data was collected and analysed using a combination of descriptive and inferential statistical tools, selected to ensure analytical rigor and clarity.

9.6. Descriptive Statistical Analysis:

The study primarily involves descriptive statistical tools to analyse data collected from retail pharmacies. The analysis utilizes percentages and frequency counts to illustrate retailer behavior and reported practices. Key metrics such as dispensing frequency, substitution behavior, and perceptions of profitability are derived from this data. Staff involvement levels, known as MR engagement, also appear in similar forms across the analysis.

9.7. Graphical Analysis:

Graphical tools such as bar graphs, stacked bar charts, and pie charts represent important links, particularly between how often drugs were prescribed and whether they're stocked, as well as major reasons for non-stocking and substitution behaviour.



9.8. Inferential Statistics (Chi-Square Test):

To check the research hypotheses, a Chi-Square (χ^2) Test of Independence was applied to understand how local prescription rates connect with retailer stocking decisions. This approach helped confirm the strength of what was discovered through actual data analysis.

9.9. Importance Performance Analysis (IPA) Framework:

An IPA matrix was used to map key brand attributes, such as prescription pull and trade margins, into strategic quadrants. This helped prioritize areas requiring immediate attention and those performing satisfactorily from the retailer’s perspective.

9.10. Peer Comparison Matrix:

A peer comparison matrix helped rank Jupiros next to top-selling rosuvastatin competitive brands sold locally, showing where it stands compared to others.

9.11. Software Used:

All data tabulation, graphical representation, and statistical analysis were conducted using Microsoft Excel 365.

Table 1: Questionnaire Response of Study Participants

Questionnaire Response of Study Participants				
Sr. No.	Questions	Type of Response	Count(n)	Percentage (%)
1.	Average Monthly Cardiac Prescriptions Received	<10	8	21.6
		10–25	14	37.8
		26–50	7	19
		50-70	8	21.6
		>70	0	0
2.	Which are the Top 3 brands of Rosuvastatin prescribed by doctors in this area?	Lipirose	23	22.12
		Rozavel	15	14.42
		Rosushine	9	8.65
		Rozustat	9	8.65
3.	Are you currently stocking Jupiros (Alkem)?	Yes	8	21.6
		No	29	78.4
4.	If “No”, What is the main reason?	Low Prescription Rate	27	93
		Poor Supply Chain	0	0
		Low Awareness by MR	1	3.5
		Low Margin	0	0
		Low Prescription Rate & Low Awareness by MR	1	3.5
5.	How often do you dispense Jupiros compared to competitor brands?	Very High	0	0
		Moderate	1	4
		Low	24	96
6.	How often is a Jupiros prescription substituted for another brand?	Always	0	0
		Often	2	8
		Occasionally	7	28
		Never	16	64
7.	If you substitute Jupiros, what is the most frequent reason?	Availability: Stock not consistently available from the stockist.	0	0
		Trade Push: Higher retailer margins/schemes on competitor brands.	2	22.2
		Affordability: Patient requested a cheaper price point.	1	11.1
		Doctor Preference: Doctor specifically requested a different brand.		



			6	66.7
8.	Do patients ask for Jupiros by name for repeat purchases?	High (Strong loyalty)	3	15.8
		Moderate	0	0
		Low (Price-sensitive)	16	84.2
9.	How frequently does the Alkem Medical Representative visit your pharmacy?	Weekly	0	0
		Fortnightly	0	0
		Monthly	19	51.4
		Irregular	10	27
		Monthly 2 times	3	8.1
		Never	5	13.5
10.	Does the MR provide information of the cardiac products including Jupiros?	Yes, consistently	5	13.5
		Sometimes	19	51.4
		Never	13	35.1
11.	Please rate your satisfaction with Alkem's Margins for cardiac products:	Satisfied	26	70.3
		Neutral	10	27
		Dissatisfied	1	2.7
12.	Compared to the competitors MR, Akem's Promotion is?	Stronger	8	21.6
		Same	22	59.5
		Weaker	7	18.9

10. Results and Data Analysis

10.1. Participant Profiles and Prescribing Environment:

Pharmacies in the study area vary in terms of their size and type, including rural drugstores and retail-based pharmacy outlets such as Wellness Forever; therefore, the number of cardiac prescription orders received on an average monthly basis can provide some insight into the potential for Jupiros to capture a significant share of this market.

Table 2: Monthly Cardiac Prescription Volume across Surveyed Pharmacies

Monthly Cardiac Prescriptions	No. of Pharmacies
<10	8
10-25	14
26-50	7
50-70	8
>70	0

Source: Primary Data.

In this prescribing environment there are just a handful of major brands of rosuvastatin that have been identified by local doctors as being among their top three preferred brands; those include Mankind (Lipirose), Sun Pharma (Rozavel, Rosuvas), and Macleods (Rozustat, Rosumac); in fact, in many pharmacies, such as Soljai Medical Stores and Nishikant Medical, the only top three brands were those of the three other competitors, indicating a strong brand loyalty.

10.2. Stocking pattern:

The most significant result from the survey is the extremely low level of Jupiros being stocked in pharmacy stores. Out of the 37 stores that were surveyed (21.6%), 8 stated they were currently stocking the product. For the remaining 78.4%, the majority of which (93.5%) cited as the reason for not carrying Jupiros is due to the "prescription rate being too low."

There appears to be a major demand-side problem regarding the prescriber's use of the name "Jupiros", because if the prescribers in the Ratnagiri area are not prescribing "Jupiros," then there is no motivation for the pharmacy stores to keep it in stock. The dispensing frequency data supports this; a significant 96% of the respondents indicated a "low" dispensing frequency for Jupiros versus competing products.



Fig 1: Stocking Status of Jupiros across Retail Pharmacies

Source: Primary Data.

10.3. Key reasons for non-stocking:

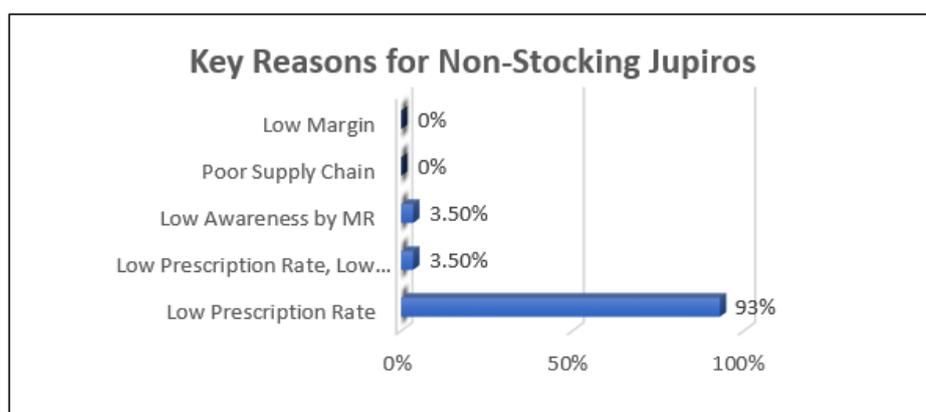


Fig 2: Primary Reasons for Non-Stocking of Jupiros among Retailers

Source: Primary Data.

Analysis of Stocking Constraints:

Figure 2 demonstrates that the primary factor prohibiting stocking of Jupiros is the low prescription rate. A total of 93% of the retailers said a lower prescription rate was their primary reason for not carrying Jupiros. These statistics show that there is an overwhelming demand-side constraint that keeps Jupiros off retailer shelves, rather than being limited by trade or supply.

Still, only a small number of stores said they lacked enough MR awareness that is just 3.5 percent. Another group, also exactly 3.5 percent, blamed both lower prescription volumes and not knowing enough about Jupiros methods for skipping it. What stands out? No respondents identified insufficient profit margins or problems with shipping as a barrier. The absence of negative responses suggests that pricing and supply chain logistics are not primary barriers to stocking.

Since just under one-fifth of stores carried Jupiros, about 21.6 percent, the issue isn't lack of distribution. Yet stores often say they refill prescriptions infrequently, which slows demand. That suggests fewer prescriptions get written in the first place. So low prescription volume accounts for weak shelf presence. Stock levels depend more on doctor habits than retailer choices.

10.4. Competitor Landscape:

Mankind, Sun Pharma, and Macleods dominate the competitive landscape. Mankind's Lipirose is particularly prominent because of its aggressive mass-market pricing and extensive distribution network. Brands like Rozavel and Rosuvas of Sun Pharma benefit from the company's undisputed leadership in the Indian cardiac market. Even though Alkem is a larger overall entity than Macleods,



it finds Jupiros overshadowed by Macleods Rosumac and Rozustat in the surveyed region. This difference reflects the "segment specificity" of pharmaceutical power. In the specialized therapeutic areas, brand dominance is not reflected by the corporate size.

Table 3: Distribution of Leading Rosuvastatin Brands Prescribed Locally

Local Competitor Presence	Company	Local Mentions
Lipirose	Mankind Pharma	23
Rozavel / Rosuvas	Sun Pharma	20+
Rosumac / Rozustat	Macleods Pharma	15+
Jupiros	Alkem Laboratories	1

Source: Primary Data.

10.5. Field Force Optimization:

Soljai Medical Stores, Abir Medical Stores, Bombay Stores, etc., all explicitly cited that "low prescription rate" is the main reason for not stocking the Jupiros. Along with that, Jugai Medical Jakadevi and Yuvraj Medical Ratnagiri responded "Low Awareness by Medical Representative" as a contributing factor. The data indicates that by evolving field engagement model from frequency-based approach to a more qualitative the scope for expansion can be maximized. The surveyed data highlights that Alkem's MR visits are most frequently monthly (51.4%) or irregular (27%). In a competitive market like the cardiac segment, to maintain the "top-of-mind" awareness among the retailers and physicians' is very crucial.

10.6. High Margin Satisfaction vs. Low Patient Loyalty

The gap between customer demand and channel satisfaction is one of the data's most important conclusions.

- **Margin Satisfaction:** 70.3% of pharmacies expressed they were "Satisfied" with Alkem's margins for cardiac products, while 27% said they were "Neutral." Just 2.7% said they were not satisfied.
- **Patient Demand:** 84.6% of respondents stated that there is "low (price-sensitive)" or no patient demand for Jupiros by name for repeat purchases, even though high retailer satisfaction with the brand's profitability was reported.

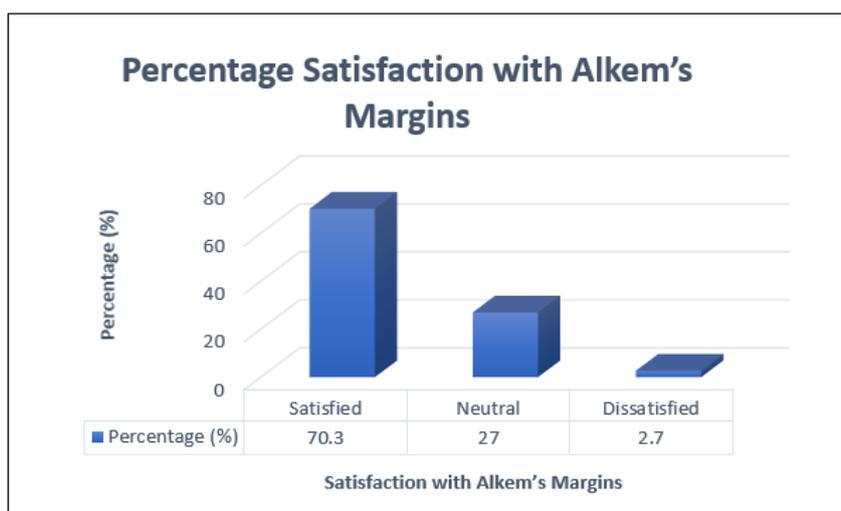


Fig 3: Retailer Satisfaction Levels with Trade Margins for Jupiros

Source: Primary Data

11. Hypothesis:

Null Hypothesis (H₀): There is **no significant relationship** between the local prescription rate and the retailer's decision to stock Alkem's Jupiros.



Alternative Hypothesis (H₁): There is a significant relationship between the local prescription rate and the retailer's decision to stock Alkem's Jupiros.

Table 4: Observed Frequency

Stocking Decision	Sufficient Prescription Rate	Low Prescription Rate	Row Totals
Stocked	7	1	8
Not Stocked	2	27	29
Column Totals	9	28	37

Table 5: Expected Frequency for Prescription Rate and Stocking Decision

Stocking Decision	Sufficient Prescription Rate	Low Prescription Rate	Row Totals
Stocked	1.95	6.05	8
Not Stocked	7.05	21.95	29
Column Totals	9	28	37

Table 6: Chi-Square Calculations

Cell Category	Observed (O)	Expected (E)	(O-E)	(O-E) ²	E(O-E) ²
Stocked / Sufficient Rx	7	1.95	5.05	25.5	13.08
Stocked / Low Rx	1	6.05	-5.05	25.5	4.21
Not Stocked / Sufficient Rx	2	7.05	-5.05	25.5	3.62
Not Stocked / Low Rx	27	21.95	5.05	25.5	1.16
Total Sum (X ²)	37	37	0	—	22.07

Result: The Table Value for the 5% level is 3.84; Calculated Value is 22.07.

Since the calculated value (22.07) is substantially greater than the critical value (3.841), we **reject the Null Hypothesis (H₀)**.

Statistical Inference: There is a statistically significant relationship between the local prescription rate and the retailer's decision to stock Jupiros. The p-value is significantly less than 0.05 ($p < 0.001$), indicating that the result is highly significant and not due to random chance.

12. Discussion:

The retailer-driven analysis provides insight into the retail-level execution for Alkem's Jupiros, outlining the disparity between commercial potential and market execution. Although trade margins are reasonable, and Alkem has provided reasonable supply chain support, the overall retail execution for Jupiros continues to be limited by factors on the demand side of the equation.

12.1 Prescription-Driven Retail Behaviour:

The findings clearly demonstrate that the decision to stock and recommend products at the retail level is based almost entirely upon prescription writing volume. Therefore, despite reasonable trade margins, there are many instances in which retailers do not choose to stock Jupiros because of low-volume prescriptions being written in their respective chronic cardiac segments, and it appears that retailers in this therapeutic area are generally responding to physician prescription-writing habits, versus solely responding to trade promotions.

12.2. Retailer Recommendation Behaviour and Trade Expectations

Retailers indicated a conditional willingness to either recommend or substitute Jupiros, specifically with stronger trade programs such as a 10 + 1 offer or other forms of additional incentive. These expectations reflect the push-pull dynamics associated with pharmaceutical marketing, where trade incentives may facilitate short-term movement of a product; however, the consistent volume of prescriptions written will ultimately determine the long-term success of a product.



12.3. Role of MR Engagement in Brand Visibility

Regular and effective MR visits were observed to be a fundamental requirement by retailers. Rare contact reduces the recall and trust in the brand, particularly within such a competitive statin category. By ensuring that Jupiros stands out as a preferred therapeutic option in the competitive statin category, the brand's **top-of-mind recall** among retailers can be enhanced.

12.4. Profitability Without Movement

Although retailers expressed satisfaction with Alkem's trade margins (70.3%), this profitability did not translate into increased inventory levels due to the lack of prescription pull. This identifies a 'Profitability Paradox' where high retail satisfaction serves as a stable foundation, yet requires a synchronized increase in prescription pull to catalyse true market expansion.

12.5. Strategic Implications

Based on the discussion, it can be inferred that the retail performance of Jupiros can be enhanced by a mixed strategy to generate prescriptions, increase MR engagement, and provide selective trade schemes. The findings underscore the importance of recognizing the retailer as an active decision-maker. The implications for last-mile performance require careful consideration of product management at the retail level.

12.6. Importance-Performance Analysis (IPA)

An Importance-Performance Analysis (IPA) framework can be utilized to quantify these findings. The IPA model maps various attributes into four quadrants based on their perceived importance to the user and their current performance level. For Alkem's Jupiros, as retailers are satisfied with the margins, the "Retailer Margin" attribute falls into the "Keep up the Good Work" quadrant (High Importance, High Performance). As the "Prescription Rate" is the critical bottleneck preventing stocking and sales, it falls into the "Concentrate Here" quadrant (High Importance, Low Performance). Even though consistent visits are occurring (51.4% monthly), they are not yielding the desired output in terms of prescriptions; thus, "MR Visit Frequency" aligns with the "Overkill" quadrant or "Low Priority", this suggests a need for qualitative improvement.

Table 7: IPA Matrix Framework

IPA Matrix Attribute (Jupiros)	Performance Level	Strategic Priority
Retailer Margin Satisfaction	High	Maintain
Local Prescription Rates	Low	Top Priority
Patient Brand Awareness	Low	Build
MR Visit Consistency	Moderate	Qualitative Focus

12.7. Limitations of the study:

The major limitations are the following:

- Geographic Limitation:** The study used a targeted sample confined to the Ratnagiri District of Maharashtra, India; while the study provides detailed information about the micro-market, the results cannot be directly generalized to other regional or national pharmaceutical markets in India due to different prescribing practices, competition and supply chain characteristics.
- Retailer-Focused:** The study has focused on retail pharmacist/manager's perspective towards decision-making with regards to stockholding, trade margin and branding of Jupiros. No primary data were collected from physicians regarding factors influencing prescriptions, nor did the study evaluate patient compliance or therapeutic efficacy of Jupiros.
- Single Brand Analysis:** The study analysed the market performance of single branded generic Jupiros (Rosuvastatin). Since the focus was at a last mile level, it does limit the potential for comparison of the overall statin segment based solely on secondary data.

13. Conclusion:

This retail-initiated study helps to deliver targeted knowledge about the market performance of Alkem's BRAND Jupiros (Rosuvastatin) within the selected micro-market of Ratnagiri district. The findings validate that despite Alkem's good corporate image and fair margins, Jupiros last-mile retail presence in Ratnagiri is not capturing this potential due to a prescription-led bottleneck. It is the demand-side forces, and not price, margin, or supply chain limitations, that are capping the brand's momentum.



The research shows that retail pharmacies are active decision-makers and stock based on physician prescriptions and patient demand. The limited use of Jupiros in prescriptions might mostly influence the availability and dispensing of Jupiros, thus demonstrating a prescription-led growth of chronic cardiac treatment. While high retail margins provide a strong foundation for trade loyalty, they act as the passive driver; true market expansion requires integrated approach that activates physician advocacy alongside retail satisfaction.

Taking a retailer-oriented approach, this study offers practical implications for the last-mile distribution practice of branded generics. Implications drawn highlight the importance of focused physician engagement, intensification of field force efforts, and specific retail tactics to improve Jupiros' local market effectiveness. On the whole, the research underscores the importance of retail pharmacies in driving real-world brand development and offers a scalable blueprint for pharmaceutical companies to achieve their last-mile presence.

14. Conflict of interest:

This study was undertaken independent of Alkem Laboratories Ltd., or any other pharmaceutical company. It was neither commissioned, sponsored nor funded. The purpose of the study was to examine the market performance of a branded generic (Jupiros) Rosuvastatin, in a local micro-market, as an exercise of the Post Graduate Management Project. Authors also affirm that there are no commercial relationships, affiliations, or financial interests that could be considered a conflict of interest, or that could have affected the outcome or interpretation of study findings.

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How to cite this article:

Sahil Vadake et al. *Ijppr.Human*, 2026; Vol. 32 (2): 197-208.

Conflict of Interest Statement: All authors have nothing else to disclose.

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