

Pharmaceutical Industry in India – PEST Framework Analysis

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Abstracts

The Indian pharmaceutical industry is one of the fast growing sectors of the Indian economy and has made rapid strides over the years. From being an import dependent industry in the 1950s, the industry has achieved self-sufficiency and gained global recognition as a producer of low cost high quality bulk drugs and formulations. Leading Indian companies have developed infrastructure in over 60 countries including developed markets like US and Europe. In the recent past, several pharmaceutical companies have demonstrated that they possess the ability to engage in commercially viable research and development activities and become significant players in the international market.

Aruvian's R'search analyzes the Pharmaceutical Industry in India in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

Contents

A. EXECUTIVE SUMMARY

B. INTRODUCTION TO THE INDUSTRY

B.1 Industry Definition

B.2 Industry Profile

B.3 Industry Structure

B.4 Future Outlook

C. PEST FRAMEWORK ANALYSIS

C.1 Political Aspects

C.2 Economic Aspects

C.3 Social Aspects

C.4 Technological Aspects

D. GLOSSARY OF TERMS

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