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Mounjaro Emerges as Top Brand of November as Pharmarack Reports Robust India Pharma Market Growth

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Mounjaro surged to the forefront of the India Pharma Market (IPM) in November, securing the number one brand position for the month and signalling a major shift in market momentum. Its exceptional rise, fuelled by strong demand and sustained prescription traction, also enabled the brand to enter the top 20 at the MAT (Moving Annual Total) level, marking a significant milestone in its growth trajectory.

Pharmarack Technologies, releasing its latest performance insights for November, reported strong overall industry expansion. Sheetal Sapale, Vice President (Commercial), Pharmarack Technologies, said “The India Pharma Market delivered a 9.1 per cent value growth in November, with most top players registering strong double-digit gains. All three growth parameters remained positive, signalling sustained momentum across therapeutic categories.”

While Augmentin and Glycomet-GP maintained their long-standing first and second positions at the MAT level, November brought noteworthy changes within the monthly rankings. Mounjaro claimed the top spot for the month, outpacing several established brands. Its accelerated demand pushed it into the top 20 at the MAT level, underscoring its rising market influence.

A number of leading brands posted strong double-digit value and unit growth in November. Established names such as Augmentin,Thyronorm, Duolin, Telma, & Cilacar delivered broad-based expansion. In the 21–40 ranking segment, brands including Levipil, Lantus, Brilinta, Dytor and T Bact show a robust double-digit gain in both value and units.

The combination of strong monthly performance, sustained MAT growth, and expanding leadership across major brands continues to reinforce the IPM’s stability. Demand across both chronic and acute therapies remains healthy, reflecting confidence from prescribers and patients.

“November has been an encouraging month for the industry. Leading brands are demonstrating resilience and momentum, and we expect this trajectory to continue as India’s healthcare ecosystem strengthens further,” Sheetal Sapale concluded.