BioSpectrum
the business of Bi
24 years of leveraging the business of Bio
www.biospectrumindia.co

Brilinta emerges the fastest-growing brand with sharp 26% value & 15.1%-unit growth in IPM MAT Jan 2026

11 February 2026 | News

Top 10 ranked brands by MAT January 2026 sales continued to be dominated by established corporate portfolios



The Indian Pharmaceutical Market (IPM) recorded total sales of Rs 2,42,184 crore in MAT January 2026, registering a value growth of 8.0 per cent and unit growth of 0.7 per cent, according to PHARMARACK. Against this backdrop, several corporate brands significantly outperformed the market, driven by strong value and volume expansion across chronic and specialty therapies.

AstraZeneca's Brilinta emerged as the fastest-growing large brand, delivering a sharp 26.0 per cent value growth and 15.1 per cent unit growth, with MAT sales of Rs 418 crore, far exceeding the overall IPM growth rate.

Torrent's Cilacar also recorded a standout performance with 21.4 per cent value growth and 11.9 per cent unit growth, supported by Rs 558 crore in MAT revenues, while Cipla's Dytor posted 20.8 per cent value growth and 9.9 per cent unit growth, generating Rs 404 crore in annualised sales. Among chronic therapy leaders, Glenmark's Telma reported 15.7 per cent value growth alongside an impressive 17.1 per cent unit growth, with MAT sales of Rs 559 crore, while Abbott's Vertin recorded 18.1 per cent value growth, supported by positive volume traction, achieving Rs 396 crore in MAT sales.

Mid-sized and emerging brands such as Emcure's Zostum and Intas' Levera also outpaced the IPM average, reinforcing the breadth of brand-led growth in the market.

In terms of brand leadership, the top 10 ranked brands by MAT January 2026 sales continued to be dominated by established corporate portfolios. GSK's Augmentin retained its leadership position with MAT sales of Rs 899 crore, followed by USV's Glycomet GP at Rs 885 crore and Cipla's Foracort at Rs 841 crore, reflecting sustained strength in respiratory and chronic therapies. Alkem's Pan ranked fourth with Rs 822 crore in MAT sales, while Abbott's (Novo) Mixtard secured the fifth position with Rs 795 crore, supported by steady demand in diabetes care. Himalaya's Liv.52 ranked sixth with MAT sales of Rs 739 crore, followed by Eli Lilly's Mounjaro at Rs 713 crore, which continues to scale rapidly within a short span. Alkem's Clavam, IPCA's Zerodol SP, and Alkem's Pan D completed the top 10 list with MAT sales of Rs 702 crore, Rs 693 crore, and Rs 690 crore respectively, underscoring the continued dominance of multi-therapy corporate brands at the upper end of the IPM.