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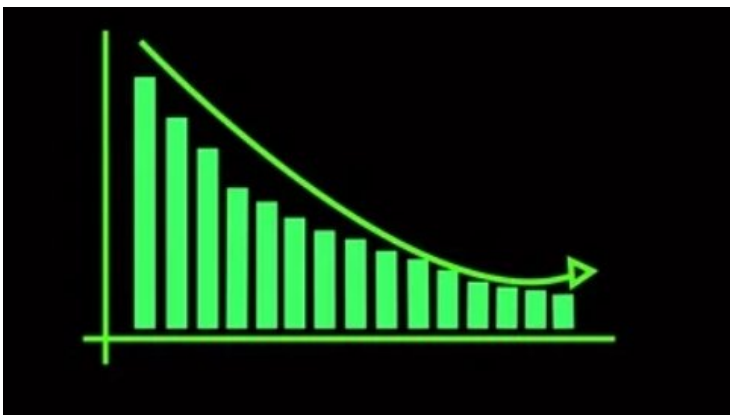
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12 of top 40 pharma brands post single-digit or negative growth in July: Pharmarack

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Janssen's Ultracet recorded the weakest performance among the top 40 brands



While several leading pharmaceutical brands delivered strong double-digit growth in July 2026, 12 of the top 40 brands recorded single-digit value growth or a decline, highlighting the uneven performance across India's branded pharmaceutical market, according to Pharmarack Technologies.

Sharing insights on the market, Sheetal Sapale, Vice President – Commercial at Pharmarack Technologies, noted that the overall market continued to show encouraging growth, although performance varied significantly across individual brands.

Janssen's Ultracet recorded the weakest performance among the top 40 brands, with July value sales declining 9.3 per cent to Rs 42 crore. Unit sales fell 16.3 per cent. The brand also recorded a 0.7 per cent decline in value on a MAT basis. Franco's Dexorange was the second-weakest performer, with value sales declining 6.6 per cent to Rs 41 crore, accompanied by an 8.4 per cent decline in units.

Aristo Pharma's Monocef recorded a 3.3 per cent decline in value to Rs 52 crore, while units fell 4.6 per cent. Abbott's Mixtard, despite being the seventh-largest brand by MAT sales, recorded an 11.5 per cent decline in July value to Rs 60 crore, although its units increased 8.2 per cent. GSK's T Bact was almost flat, growing just 0.1 per cent in value to Rs 41 crore, despite a 2.6 per cent decline in units.

Among brands that remained in positive territory, Mankind's Manforce grew just 1.8 per cent to Rs 46 crore, while Sanofi India's Lantus increased 2 per cent to Rs 44 crore. Other low-growth brands included FDC's Electral, up 6.3 per cent; Apex's Zincovit, up 6.4 per cent; Himalaya's Liv.52, up 6.6 per cent; Alkem's Pan D, up 7.5 per cent; and Aristo Pharma's Pantop, up 8.1 per cent.

The weak performance of these brands contrasts with the 12.1 per cent value growth recorded by the overall IPM in July. Several of the low-growth brands also reported declining units, suggesting that volume pressure remains a challenge for some established products.

At the other end of the spectrum, Eli Lilly's Mounjaro retained the No. 1 position among the top 40 brands, recording July sales of Rs 110 crore and 157 per cent value growth. Sun Pharma's Rosuvas grew 32.1 per cent, while Cipla's Dytor and Torrent's Cilacar grew 26.4 per cent and 35.3 per cent, respectively.

The July data points to a clear divergence in brand performance: while several brands are driving double-digit market expansion, 12 of the top 40 brands are growing at single-digit rates or declining, making brand-level performance considerably more uneven than the headline IPM growth suggests.

12 brands with single-digit or negative value growth

Rank	Company	Brand	July sales (in Cr)	Value growth (in %)	Unit growth (in %)
1	Janssen	Ultracet	42	-9.3	-16.3
2	Franco	Dexorange	41	-6.6	-8.4
3	Aristo Pharma	Monocef	52	-3.3	-4.6
4	Abbott	Mixtard	60	-11.5	8.2
5	GSK	T Bact	41	0.1	-2.6
6	Mankind	Manforce	46	1.8	-3.3
7	Sanofi India	Lantus	44	2.0	0.1

8	FDC	Electral	42	6.3	9.8
9	Apex	Zincovit	36	6.4	-4.8
10	Himalaya	Liv.52	72	6.6	-3.7
11	Alkem	Pan D	61	7.5	-2.2
12	Aristo Pharma	Pantop	41	8.1	1.0

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