



Brand Penetration of non-steroidal hormonal preparations in an Urban Market (A study conducted at Patna with special reference to Yamini from Lupin Ltd.)

Ankita Sinha*, Ity Saraf*, Jasmine Kuar Sachdeva*, Dr. Subroto Guha**

*B.A.-III (2007-2010), Department of Advertising, Sales Promotion and Sales Management,
Patna Women's College, P.U., Patna

**Lecturer, Department of Advertising, Sales Promotion and Sales Management,
Patna Women's College, P.U., Patna

Non-steroidal hormonal preparations are a part of new product development within the domain of Pharma Marketing. Market penetration of such products, needs to be strategically plan and this study envisages the plans and modalities adopted by the pharma marketers for penetrating into urban markets with such preparations, exclusively within the segment concerning gynaecologist and clinicians specializing in treating infertility.

Key words: Brand Penetration, Non-steroidal hormonal preparation.
