

A Study on Doctor's Perception of Malladi Drugs and Pharmaceuticals Ltd –Ranipet

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Abstract: *This study investigates doctors' perceptions of Malladi Drugs and Pharmaceuticals Ltd, a key player in India's pharmaceutical industry, focusing on product quality, efficacy, safety, customer support, and ethical practices. Employing a descriptive research design, data were gathered from 58 doctors using structured questionnaires via convenience sampling. The findings underscore the need for Malladi to enhance transparency, innovation, and communication to bolster trust. Recommendations include strengthening ethical practices, investing in R&D, and optimizing logistics to elevate Malladi's reputation and competitiveness in the Indian pharmaceutical market.*

Keywords: Drug Industry, Para Medical Employee Engagement, Productivity, Leadership, Communication, Skill Development, Motivation

