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Mounjaro (Eli Lilly) leads IPM for Dec 2025 as No.1 brand with sales of Rs 105 Cr: Pharmarack

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Followed by Foracort (Cipla) at No.2 with Rs 90 crore, driven by heightened demand for respiratory therapies

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India's pharmaceutical market continued to demonstrate strong momentum in December 2025, with notable shifts among top-performing brands. While Augmentin (GSK) and Glycomet GP (USV) retained their leadership positions at the MAT December 2025 level, recording sales of Rs 889 crore and Rs 871 crore respectively, the monthly rankings for December showed significant movement, according to PHARMATRAC MAT December 2025 report.

According to the report Mounjaro (Eli Lilly) emerged as the No.1 brand for the month with sales of Rs 105 crore, followed by Foracort (Cipla) at No.2 with Rs 90 crore, driven by heightened demand for respiratory therapies amid worsening pollution conditions. Augmentin ranked third for the month with Rs 82 crore, while Glycomet GP stood fourth at Rs 78 crore, both delivering strong double-digit value growth.

Sharing the details in her presentation on IPM 2025 Sheetal Sapale, Vice President – Commercial, Pharmarack Technologies said "Several leading brands across chronic and acute therapies reported robust performance during the month. Zerodol SP (IPCA), Duolin (Cipla), Telma (Glenmark) and Cilacar (JB Chemicals) posted strong double-digit growth in both value and unit terms, reflecting sustained prescriber and patient traction. Chronic care leaders such as Thyronorm (Abbott), Lantus (Sanofi India) and Brilinta (AstraZeneca) continued to strengthen their positions, supported by healthy MAT growth trends."

She further observed that brands in the rank 21–40 bracket also showed encouraging momentum in December. Levipil (Sun

Pharma), Dytor (Cipla), T-Bact (GSK) and Levera (Intas) registered double-digit growth in both value and volumes, underscoring broad-based demand across key therapy areas. Overall, the December 2025 data highlights a market shaped by seasonal respiratory demand, steady chronic therapy consumption and continued dominance of established brands at the MAT level, even as newer products reshaped monthly rankings.