

Market Rival Analysis of Antibiotic (Augmentin) in Kota

By

Ankit Bairwa

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2017-2019



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TO WHOMSOEVER MAY CONCERN

This is to certify that **Mr. Ankit Bairwa** student of MBA Pharmaceutical Management, The IIHMR University, Jaipur has undergone internship training at **GlaxoSmithKline**, from 18th February 2019- 15th May 2019.

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in partial fulfilment of the course requirements.

I wish him all success in all his future endeavours.

A handwritten signature in dark ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula

Dean of Pharmaceutical Management

The IIHMR University, Jaipur

THE IIMMR UNIVERSITY, JAIPUR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled "**Market Rival Analysis of Antibiotic (Augmentin) in Kota**" and submitted by **Mr. Ankit Bairwa** Enrollment No. **0093** under the supervision of **Dr. Sandeep Narula Dean, School of Pharmaceutical Management** for award of MBA in Pharmaceutical Management of the University carried out during the period from **18th Feb 2019** to **15th May 2019** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Ankit Bairwa

Signature

ACKNOWLEDGEMENT

I hereby wish to take the opportunity to express my gratitude to **Dr. Sandeep Narula**, Dean of Pharmaceutical Management, The IIHMR University, Jaipur for allowing to undertake my dissertation project on “**Market Rival Analysis of Antibiotic (Augmentin) in Kota**”.

I wish to convey my deepest regards and thanks to my project guide **Dr. Sandeep Narula**, for her all help, timely guidance and feedback in spite of a very busy schedule. He always managed to find time for me during the tenure of my project.

I am extremely thankful to my project mentor **Mr. Pranav Uppal**, Area Business Manager, Fortior division, GSK Ltd. For their valuable suggestions, support and keen interest throughout the study that helped me out in completion of the study.

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EXECUTIVE SUMMARY

The Amoxicillin is an Antibiotic that originally was considered to be a subspecies of penicillin, but later research made it to be mixed clavulanic acid in order to prevent from beta lactamase enzyme secreted by the bacteria which is done by the GSK for the very first time in the world. It is a broad-spectrum antibiotic. It is used to prevent and treat bacterial infections of upper and lower respiratory tract infections.

This study is conducted by GlaxoSmithKline Ltd., for promotion of a formulation for all age group patients, as they conducted a market assessment survey including 100 Doctors (including super specialty).

This study helps to understand the market structure of Kota, physician's prescription pattern and preferences, and some perceptions of doctors regarding the Augmentin. Study also includes the competitor analysis of some major brands that has already been established and captured the market at broader levels.

Introduction

Anti-microbials, otherwise called antibacterials, are meds that pulverize or hinder the development of microscopic organisms. They incorporate a scope of ground-breaking drugs and are utilized to treat illnesses brought about by microbes. Anti-microbials can't treat viral diseases, for example, chilly, influenza, and generally hacks. This article will clarify what anti-toxins are, the way they work, any potential symptoms, and anti-infection opposition.

Quick realities on anti-microbials

- Alexander Fleming found penicillin, the main regular anti-microbial, in 1928.
- Antibiotics can't battle viral contaminations.
- Fleming anticipated the ascent of anti-microbial opposition.
- Antibiotics either slaughter or moderate the development of microbes.
- Side impacts can incorporate the runs, a resentful stomach, and queasiness.

Anti-infection agents are a typical drug that specialists endorse to battle microorganisms. Anti-infection agents are ground-breaking prescriptions that battle certain contaminations and can spare lives when utilized appropriately. They either prevent microorganisms from recreating or annihilate them. Before microscopic organisms can duplicate and cause side effects, the resistant framework can commonly murder them. White platelets (WBCs) assault hurtful microscopic organisms and, regardless of whether manifestations do happen, the invulnerable framework can generally adapt and fend off the contamination. At times, nonetheless, the quantity of unsafe microbes is over the top, and the resistant framework can't battle them all. Anti-toxins are helpful in this situation. The primary anti-microbial was penicillin. Penicillin-based anti-toxins, for example, ampicillin, amoxicillin, and penicillin G, are as yet accessible to treat an assortment of diseases and have been around for quite a while. A few sorts of present day anti-infection agents are accessible, and they are normally just accessible with a medicine in many nations. Topical anti-infection agents are accessible in over the counter (OTC) creams and salves.

Opposition

Some medicinal experts have worried that individuals are abusing anti-infection agents. They additionally trust that this abuse contributes toward the developing number of bacterial contaminations that are getting to be impervious to antibacterial prescriptions. As indicated by the Centers for Disease Control (CDC), outpatient anti-toxin abuse is a specific issue. Anti-toxin use seems, by all accounts, to be higher in certain locales, for example, the Southeast. Utilization of carbapenems, a noteworthy class of last-line anti-toxins, expanded altogether from 2007 to 2010. Alexander Fleming, talking in his Nobel Prize acknowledgment discourse in 1945, stated: "At that point there is the threat that the oblivious man may effectively underdose himself and by presenting his organisms to non-deadly amounts of the medication, make them safe." As the man who found the principal anti-microbial very nearly 70 years prior anticipated, tranquilize obstruction is beginning to end up ordinary.

How do anti-infection agents work?

There are various sorts of anti-infection, which work in one of two different ways:

- A bactericidal anti-infection, for example, penicillin, slaughters the microorganisms. These medications more often than not meddle with either the development of the bacterial cell divider or its cell substance.
- A bacteriostatic prevents bacterium from increasing.

Uses

Anti-infection agents are ineffectual against infections. A specialist endorses anti-microbials for the treatment of a bacterial disease. It isn't compelling against infections. Know whether a disease is bacterial or viral serves to successfully treat it. Infections cause most upper respiratory tract contaminations (URTIs, for example, the basic cold

and influenza. Anti-toxins don't neutralize these infections. In the event that individuals abuse anti-microbials or use them mistakenly, the microscopic organisms may end up safe. This implies the anti-infection turns out to be less compelling against that sort of bacterium, as the bacterium has had the option to improve its guards. A specialist can recommend a wide range anti-infection to treat a wide scope of diseases. A restricted range anti-toxin is just compelling against a couple of kinds of microscopic organisms. A few anti-infection agents assault oxygen consuming microscopic organisms, while others neutralize anaerobic microbes. Vigorous microscopic organisms need oxygen and anaerobic microorganisms don't. Now and again, a human services proficient may give anti-infection agents to forestall as opposed to treat a disease, as may be the situation before medical procedure. This is the 'prophylactic' utilization of anti-infection agents. Individuals regularly utilize these anti-microbials before entrail and orthopedic medical procedure.

Anti-infection agents generally cause the accompanying symptoms:

- Diarrhoea
- Nausea
- Vomiting
- Rashes
- Upset Stomach
- With certain anti-microbials or delayed use, contagious contaminations of the mouth, stomach related tract, and vagina
- Less normal reactions of anti-toxins include:
 - formation of kidney stones, when taking sulphonamides
 - abnormal blood coagulating, when taking a few cephalosporins)
 - sensitivity to daylight, when taking antibiotic medications
 - blood disarranges, when taking trimethoprim

- deafness, when taking erythromycin and the aminoglycosides
- Some individuals, particularly more seasoned grown-ups, may encounter entrail irritation, which can prompt extreme, bleeding looseness of the bowels.
- In less normal occurrences, penicillins, cephalosporins, and erythromycin can likewise cause aroused entrails.

Sensitivity

A few people may build up an unfavorably susceptible response to anti-infection agents, particularly penicillins. Symptoms may incorporate a rash, swelling of the tongue and face, and trouble relaxing. Unfavorably susceptible responses to anti-infection agents may be prompt or postponed excessive touchiness responses. Any individual who has an unfavorably susceptible response to an anti-toxin must advise their specialist or pharmacist. Reactions to anti-microbials can be not kidding and once in a while deadly. They are called anaphylactic responses. Individuals with diminished liver or kidney capacity ought to be mindful when utilizing anti-infection agents. This may influence the kinds of anti-infection agents they can utilize or the portion they get. Moreover, ladies who are pregnant or bosom bolstering ought to talk with a specialist about the best anti-microbials to take.

Collaborations

People taking an anti-toxin ought not take different meds or home grown cures without talking with a specialist first. Certain OTC drugs may likewise collaborate with anti-infection agents. A few specialists propose that anti-infection agents can diminish the adequacy of oral contraceptives. Be that as it may, look into does not by and large help this. In any case, individuals who experience loose bowels and regurgitating or are not taking their oral prophylactic amid ailment as a result of an irritated stomach may find that its viability diminishes. In these conditions, avoid potential risk.

How to use

- People must not stop a course of anti-infection agents part of the way through. If all else fails, they can approach their specialist for guidance.
- People as a rule take anti-infection agents by mouth. In any case, specialists can manage them by infusion or apply them legitimately to the piece of the body with disease.
- Most anti-toxins begin battling disease inside a couple of hours. Complete the entire course of prescription to avert the arrival of the contamination.
- Stopping the drug before the course has completed expands the hazard that the microbes will wind up impervious to future medications. The ones that endure will have had some introduction to the anti-infection and may thus create protection from it.
- An singular need to finish the course of anti-toxin treatment even after they see an improvement in side effects.
- Do not take a few anti-infection agents with specific sustenances and beverages. Take others on an unfilled stomach, about an hour prior to suppers, or 2 hours after. Adhere to the guidelines accurately for the prescription to be viable. Individuals taking metronidazole ought not drink liquor.
- Avoid dairy items when taking antibiotic medications, as these might upset the assimilation of the drug.

What occurs on the off chance that I miss a portion?

Accept the missed portion when you recall. Skirt the missed portion in the event that it is nearly time for your next booked portion. Try not to take additional drug to make up the missed portion.

What occurs on the off chance that I overdose?

Look for crisis therapeutic consideration or call the Poison Help line at 1-800-222-1222. Overdose can cause sickness, heaving, stomach torment, looseness of the bowels, skin rash, sluggishness, hyperactivity, and diminished pee.

Augmentin reactions

Get crisis therapeutic assistance in the event that you have indications of a hypersensitive response to Augmentin: hives; troublesome breathing; swelling of your face, lips, tongue, or throat.

Call your specialist on the double on the off chance that you have:

- severe stomach torment, looseness of the bowels that is watery or ridiculous;
- pale or yellowed skin, dull shaded pee, fever, disarray or shortcoming;
- loss of hunger, upper stomach torment, jaundice (yellowing of the skin or eyes);
- easy wounding or dying;
- little or no pee; or
- severe skin response - fever, sore throat, swelling in your face or tongue, consuming in your eyes, skin torment pursued by a red or purple skin rash that spreads (particularly in the face or chest area) and causes rankling and stripping.

Regular Augmentin reactions may include:

- diarrhea
- nausea or regurgitating
- skin rashes or hives
- vaginitis

Industry Profile

Indian Pharmaceutical Industry:

The Indian pharmaceutical industry as of now best the diagram among India's science-based businesses with wide running abilities in the perplexing field of medication assembling and innovation. An exceedingly sorted out area, the Indian pharmaceutical industry is assessed to be worth \$ 4.5 billion, developing at around 8 to 9 percent every year. It positions extremely high among all the underdeveloped nations, as far as innovation, quality and the tremendous scope of prescriptions that are fabricated. It ranges from straightforward cerebral pain pills to refined anti-microbials and complex cardiovascular mixes; pretty much every kind of medication is presently made in the Indian pharmaceutical industry. The Indian pharmaceutical segment is very divided with in excess of 20,000 enrolled units. It has extended radically over the most recent two decades. The Pharmaceutical and Chemical industry in India is a very divided market with serious value rivalry and government value control. The Pharmaceutical business in India meets around 70% of the nation's interest for mass medications, sedate intermediates, pharmaceutical details, synthetic substances, tablets, cases, orals and injectibles. There are roughly 250 enormous units and around 8000 Small Scale Units, which structure the center of the pharmaceutical business in India (counting 5 Central Public-Sector Units). The Government has likewise assumed an imperative job in the advancement of the India Software Industry. In 1986, the Indian government declared another product strategy which was intended to fill in as an impetus for the product business. This was followed in 1988 with the World Market Policy and the foundation of the Software Technology Parks of India (STP) plot. Likewise, to draw in outside direct venture, the Indian Government allowed remote value of up to 100 percent and obligation free import on all sources of info and items. The product business being the primary part of the IT Industry in India has additionally helped the IT division in India to develop at a decent pace. According to the procedures occurring in the product business the fate of the India Software Industry looks encouraging. The Indian pharmaceutical industry which is worth US \$ 3.1 billion is developing at the rate of 14 percent for every annum.

Indian Pharmaceutical Industry-Future Perspectives:

Future patterns of Indian pharmaceutical industry appear to be in positive tone. Shopper spending on social insurance administrations and items has expanded in India because of the expanding moderateness, moving malady designs and unobtrusive medicinal services changes. Medicinal services spending plan of a normal Indian family unit is required to develop from 7% in 2005 to 13% in 2025. The future patterns of Indian pharmaceutical industry can be recorded as under.

Government Initiative:

100 percent remote direct venture (FDI) is permitted under the programmed course in the medications and pharmaceuticals part including those including utilization of recombinant innovation. (DIPP) The Government intends to set up a US\$ 639.56 million investment (VC) store to give a lift to sedate revelation and fortify the pharma foundation in the nation. As per Mr. Ashok Kumar, Secretary, Department of Pharmaceuticals, the Government had issued an outflow of intrigue (EoI) for specialized and money related offers for the determination of a worldwide dimension expert (GLC) for the arrangement of a nitty gritty undertaking report (DPR) so as to create India as a medication revelation and pharma advancement center point by 2020. The Drugs and Pharmaceuticals Manufacturers Association has gotten an on a basic level endorsement for its proposed extraordinary financial zone (SEZ) for pharmaceuticals, mass medications, dynamic pharmaceutical fixings (APIs) and plans to be situated at Nakkapallimandal in Visakhapatnam locale, as indicated by an administration official statement. As per Mr Srikant Kumar Jena, Union Minister of State for Chemicals and Fertilizers, the Department of Pharmaceuticals has arranged a "Pharma Vision 2020" for making India one of the main goals for start to finish medicate disclosure and advancement and for that reason gives imperative help by method for world class foundation, globally focused logical labor for pharma innovative work (R&D), adventure support for research in general society and private space and such different measures.

Company Profile

GlaxoSmithKline is a worldwide social insurance organization which takes part in exploring, creating and assembling of pharmaceutical meds, immunizations and purchaser human services items. It works through the accompanying four sections: Pharmaceuticals, Pharmaceuticals R&D, Vaccines and Consumer Healthcare. The Pharmaceuticals portion looks into, creates and makes accessible prescriptions that treat an assortment of genuine and endless infections. The Vaccines portion produces pediatric and grown-up antibodies to anticipate a scope of irresistible infections including, hepatitis A and B, diphtheria, lockjaw and challenging hack, measles, mumps and rubella, polio, typhoid, flu and bacterial meningitis. The Consumer Healthcare section advertises a scope of customer wellbeing items dependent on logical development. The organization was established in 1715 and is headquartered in Brentford, the United Kingdom.

The Company centers around its examination crosswise over six regions: Respiratory maladies, human immunodeficiency infection (HIV)/irresistible sicknesses, Vaccines, Immuno-aggravation, Oncology and Rare ailments. The Company builds up a scope of doctor prescribed meds, immunizations and shopper human services items.

Our Vision, Mission and Strategy

Vision "The chance to have any kind of effect to a large number of lives each day."

Mission "Help individuals to do more, feel better, live longer."

Strategy "We are centered around the conveyance of four vital needs to accomplish our main goal. Everybody at GSK has a task to carry out in conveying our vital needs."

Our Goal is to be a standout amongst the most imaginative, best performing and believed social insurance organization on the planet.

Our qualities and desires

Our qualities and desires work connected at the hip to direct our activities and basic leadership, so we can end up one of the world's most creative, best performing and believed medicinal services organizations.

Our qualities: We are glad for our qualities. They are non-debatable and advise all that we do.

Tolerant center is about continually making the best choice for patients and shoppers and taking a stab at the most astounding quality.

Straightforwardness encourages us manufacture trust with one another and with society by being straightforward and open about how and what we do.

Regard implies supporting partners and the networks around us, and grasping assorted variety and singularity, so we would all be able to accomplish incredible things.

Uprightness is about how we anticipate the most noteworthy moral practices of ourselves as well as other people.

Our desires: To flourish in a regularly changing world and accomplish our motivation, we have to adjust a portion of our practices to keep us focused, all while remaining consistent with our qualities. That is the reason we have our four desires.

Bravery implies setting high aspirations, setting a quickened pace, settling on choices notwithstanding when it's troublesome and talking up when we see a chance to improve.

Responsibility is tied in with taking proprietorship, organizing work that underpins our technique and conveying what we guarantee.

Advancement urges us to bring the outside in and gain from others, and to request and give criticism, so we can ceaselessly develop as people, groups and as an association.

Collaboration is pretty much we all working better together on adjusted goals, seeing how our work adds to our Innovation, Performance and Trust needs, reassuring decent variety of reasoning and rousing one another.

The Company's meds portfolio items incorporate “Augmentin, Calpol, Neosporin, Adartrel, Bactroban, Ceftin, Daraprim, Eumovate, Flixonase, Imigran, Jalyn, Lamictal, Malarone, Naramig, Otoposporin ear drops, Pentostam, Relenza, Seretide, Tracrium, Ultiva, Valtrex, Wellbutrin and Zinetac.”

Its immunizations portfolio items incorporate “Ambirix, Bexsero, Cervarix, Encepur, Fendrix, Havrix, Infanrix, Kinrix, Menhibrix, Pandemrix, Quinvaxem, Rabipur, Synflorix, Twinrix and Varilrix.”

Its shopper social insurance items are sorted as relief from discomfort, oral wellbeing, respiratory, sustenance/gastro intestinal and skin wellbeing. Its relief from discomfort item class incorporates brands, for example, Voltaren, Panadol and Excedrin. Its oral wellbeing item class incorporates brands, for example, Sensodyne, parodontax, polident, biotene and aquafesh. Its respiratory item class incorporates brands, for example, Flonase, conta

RESEARCH

Objectives:

- To find out most selling Antibiotics class of drugs in Kota, Rajasthan.
- To find out most selling Antibiotic strength in Kota, Rajasthan.
- To find out the Attributes influencing Drs to prescribe Penicillin Class of Antibiotics.

Research Methodology:

- Study Design: Descriptive Study.
- Sampling: Non-Probability (convenience Sampling).
- Target Respondent: From various Govt. & Private hospitals - Orthopaedic, Paediatricians, ENTs, Gynaecologists, Dentists and General Practitioners.
- Sample area: Kota in RAJASTHAN
- Tools Used for Data Collection: Direct Questionnaire method.
- Type of Questionnaire: Semi-Structured.
- Type of Questions: closed and open ended.

Research Plan:

- Data Source: - Primary data (Through Questionnaires and meeting with respondents) and Secondary data (Through Company website, various research articles and publications).
- Data was triangulated using both Primary and Secondary approach.
- Data Collection Type: - Qualitative and Quantitative.
- Sample size: No. of Doctors 100.
- Duration of Study: - 3 months.
- Data Analysis Techniques: Microsoft Excel.

Literature Review

1. Harlow, UK. Anthony. R et. All (2014) “Amoxicillin/clavulanate (Augmentin) is a broad-spectrum antibacterial that has been available for clinical use in a wide range of indications for over 20 years and is now used primarily in the treatment of community-acquired respiratory tract infections. Amoxicillin/clavulanate was developed to provide a potent broad spectrum of antibacterial activity, coverage of beta-lactamase-producing pathogens and a favourable pharmacokinetic/pharmacodynamic (PK/PD) profile. These factors have contributed to the high bacteriological and clinical efficacy of amoxicillin/clavulanate in respiratory tract infection over more than 20 years. This is against a background of increasing prevalence of antimicrobial resistance, notably the continued spread of beta-lactamase-mediated resistance in *Haemophilus influenzae* and *Moraxella catarrhalis*, and penicillin, macrolide and quinolone resistance in *Streptococcus pneumoniae*. The low propensity of amoxicillin/clavulanate to select resistance mutations as well as a favourable PK/PD profile predictive of high bacteriological efficacy may account for the longevity of this combination in clinical use. However, in certain defined geographical areas, the emergence of *S. pneumoniae* strains with elevated penicillin MICs has been observed. In order to meet the need to treat drug-resistant *S. pneumoniae*, two new high-dose amoxicillin/clavulanate formulations have been developed. A pharmacokinetically enhanced tablet dosage form of amoxicillin/clavulanate 2000/125 mg twice daily (available as Augmentin XR in the USA), has been developed for use in adult respiratory tract infection due to drug-resistant pathogens, such as *S. pneumoniae* with reduced susceptibility to penicillin, as well as beta-lactamase-producing *H. influenzae* and *M. catarrhalis*. Amoxicillin/clavulanate 90/6.4 mg/kg/day in two divided doses (Augmentin ES-600) is for paediatric use in persistent or recurrent acute otitis media where there are risk factors for the involvement of beta-lactamase-producing strains or *S. pneumoniae* with reduced penicillin susceptibility. In addition to high efficacy, amoxicillin/clavulanate has a well known safety and tolerance profile of the two new high-dose formulations are not significantly different from those of conventional formulations. Amoxicillin/clavulanate is included in guidelines and recommendations for the treatment of bacterial sinusitis, acute otitis media, community-acquired pneumonia and

acute exacerbations of chronic bronchitis. Amoxicillin/clavulanate continues to be an important agent in the treatment of community-acquired respiratory tract infections, both now and in the future.”

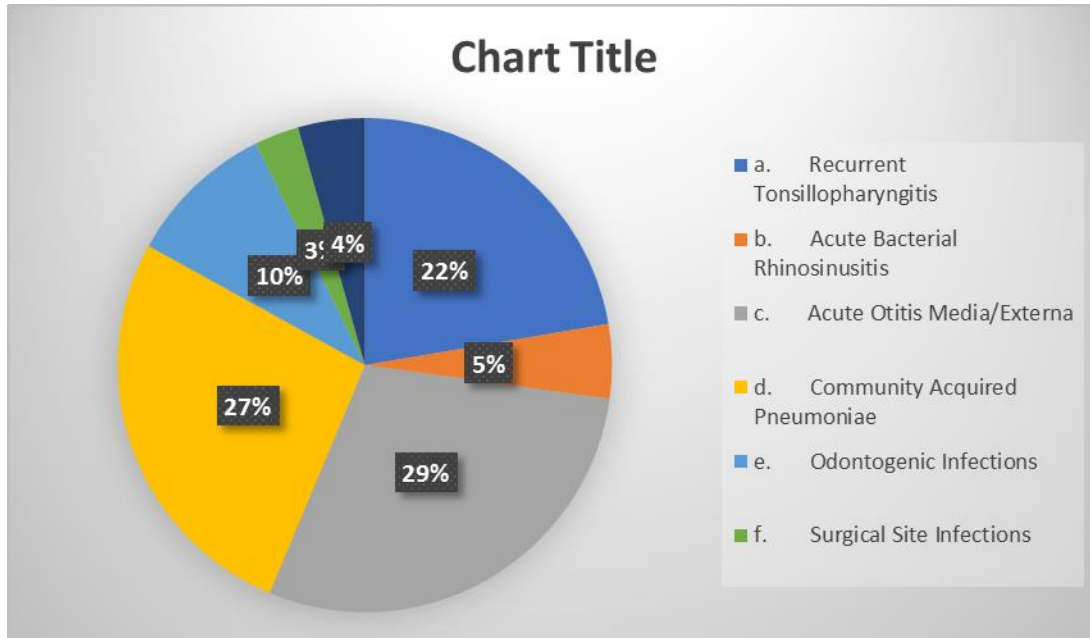
2. Rolinson GN. (2017) “Bacterial resistance to the beta-lactam group of antibiotics is frequently due to the production of beta-lactamase which brings about the inactivation of the antibiotic. Clavulanic acid is a naturally occurring inhibitor of beta-lactamase which is capable of rendering penicillin- and cephalosporin-resistant organisms sensitive. The compound is obtained by fermentation from *Streptomyces clavuligerus*. Clavulanic acid shows some structural similarity to the penicillins and cephalosporins and functions as a progressive inhibitor of a wide range of beta-lactamases including those found in *Escherichia coli*, *Klebsiella aerogenes*, *Proteus* species, *Bacteroides fragilis*, *Haemophilus influenzae*, *Neisseria gonorrhoeae* and *Staphylococcus aureus*. Clavulanic acid is well absorbed when given by mouth and a formulation with amoxycillin (Augmentin; Beechams) is now available for clinical use.”

3. Tkachuk VN (2015) “Augmentin (amoxycillin/clavulanate) was used in the treatment of 88 patients with mild and moderate infections of the urogenital organs. The drug was administered in a single dose of 375 mg thrice daily for 6 to 12 days. The renal function in 62 patients (70.5 per cent) was normal and in 26 patients (29.5 per cent) the chronic renal insufficiency latent stage was stated (the decrease of the glomerular filtration up to 55-70 ml/min). When augmentin was used before lithotripsy in 35 patients for 6 days, all the laboratory and clinical indices came to normal in 30 patients (85.7 per cent) and only in 4 patients (11 per cent) leukocyturia and in 1 patient bacteriuria persisted. When augmentin was used in 26 patients before adenomectomy or after transurethral resection for 7 to 9 days, all the indices came to normal in 13 patients (50 per cent) and in the other 13 patients leukocyturia persisted, while no bacteriuria was recorded. When augmentin was used in the treatment of 19 patients with pyelonephritis exacerbation during the postoperative period for 7 to 12 days, all the clinical and laboratory indices came to normal in 13 patients (68.4 per

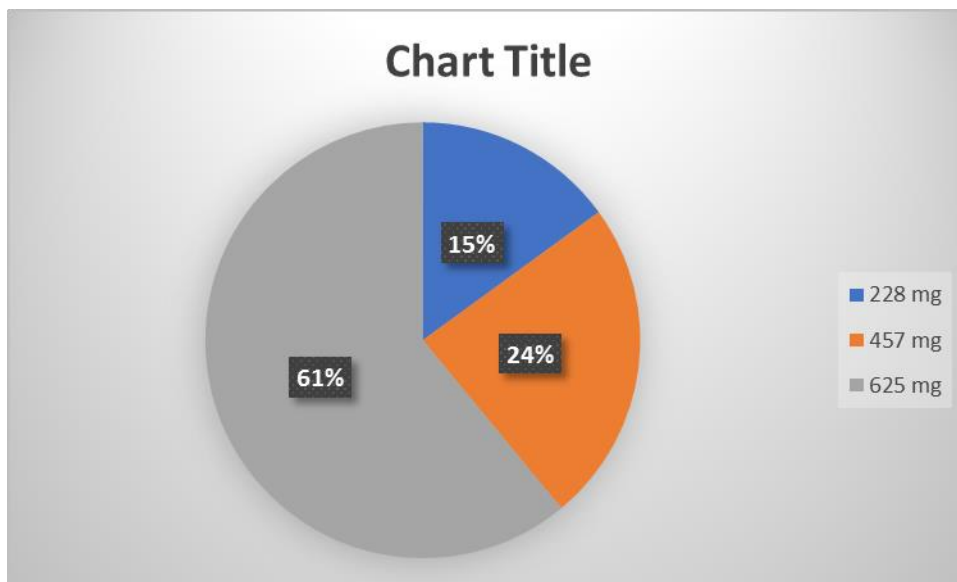
cent), leukocyturia persisted in 6 patients and bacteriuria persisted in 2 patients. When augmentin was used in the treatment of 8 patients with acute orchiepididymitis for 7 to 10 days, the clinical effect was stated in all the patients. As a rule, the drug was well tolerated by the patients.”

DATA ANALYSIS

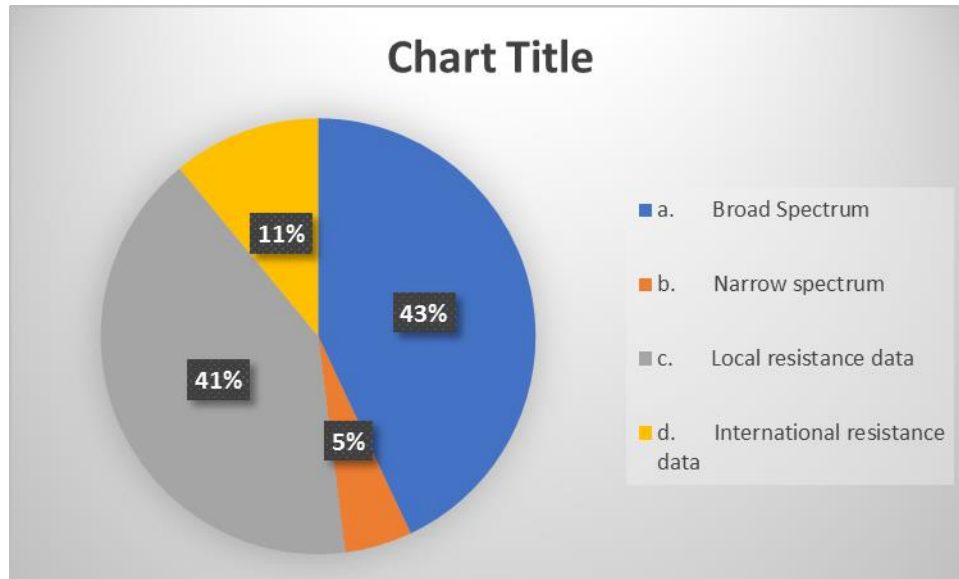
Q 1. Doctor in which indication do you prefer most, Pencillin Antibiotics?



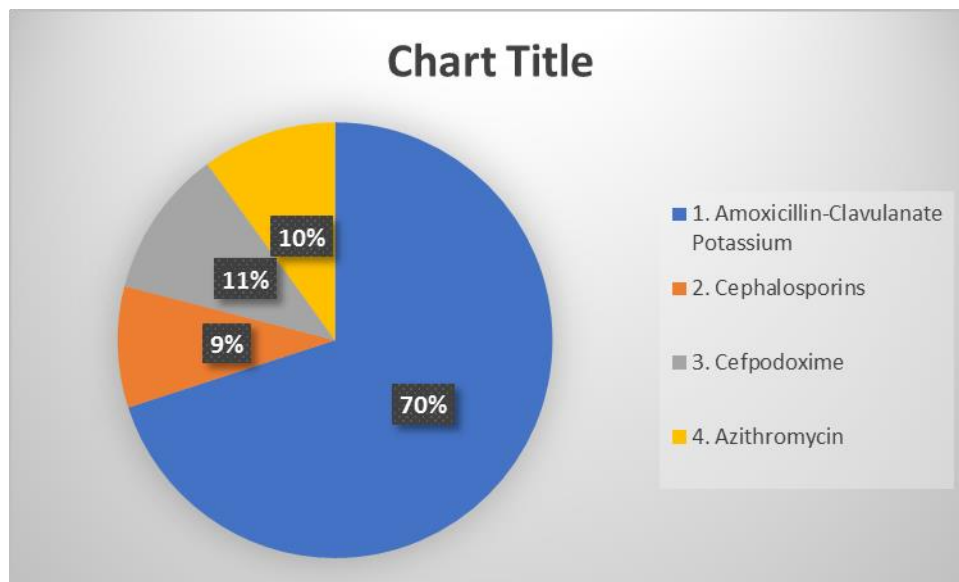
Q 2. Doctor what is the preferred dosage and duration of the treatment?



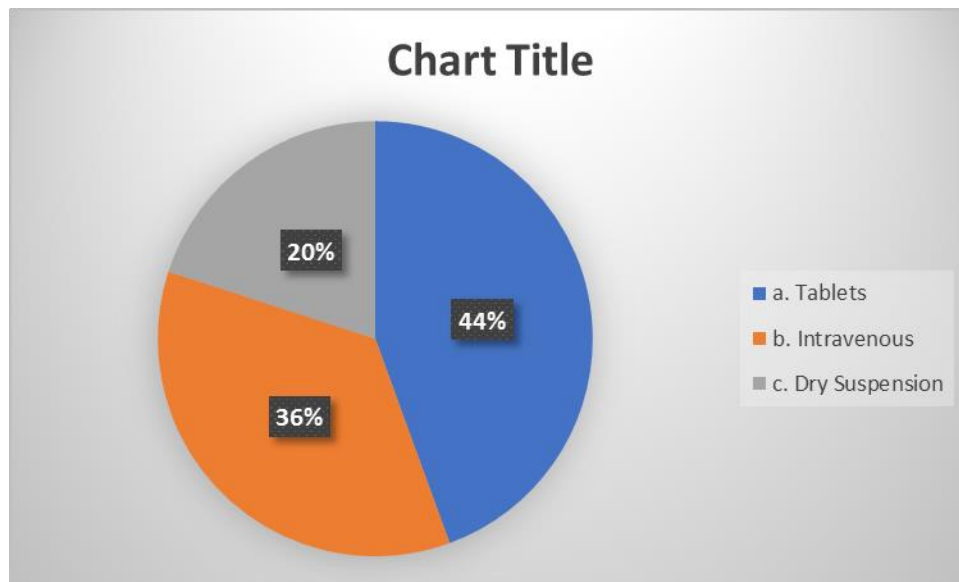
Q 3. Doctor according to you, what are the attributes of ideal Penicillin Antibiotic?



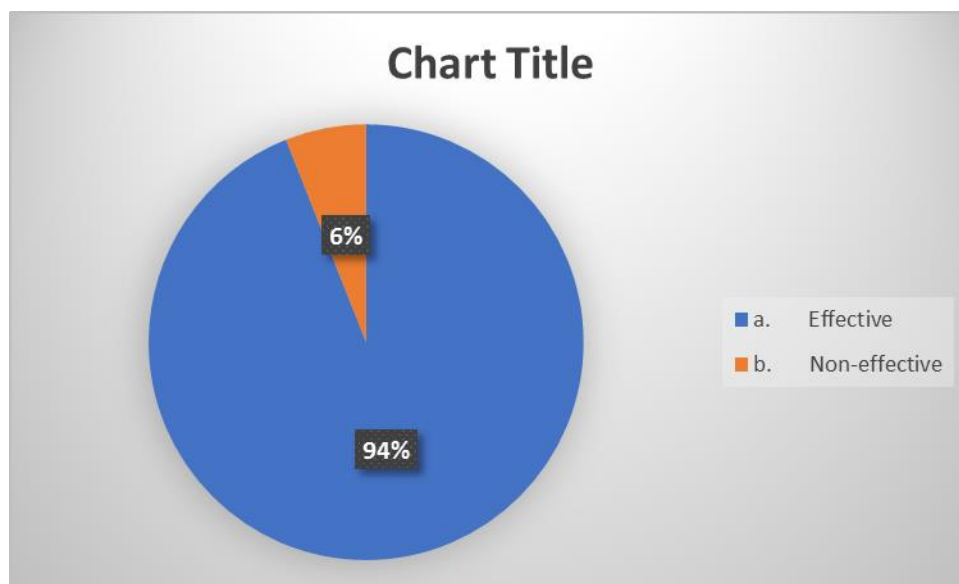
Q 4. Which brands do you use the most in treatment of above indication?



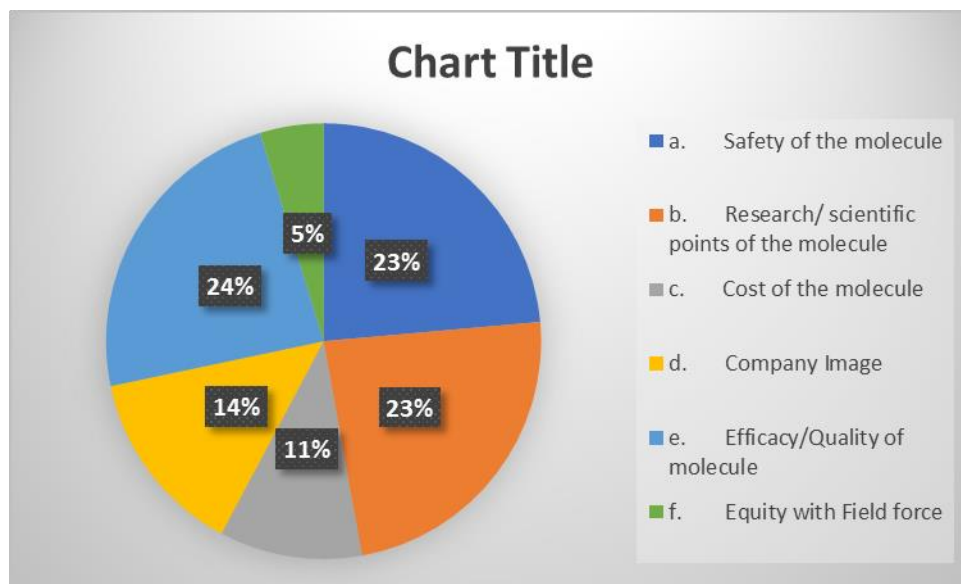
Q 5. Doctor which is the most accepted form of drug by patients?



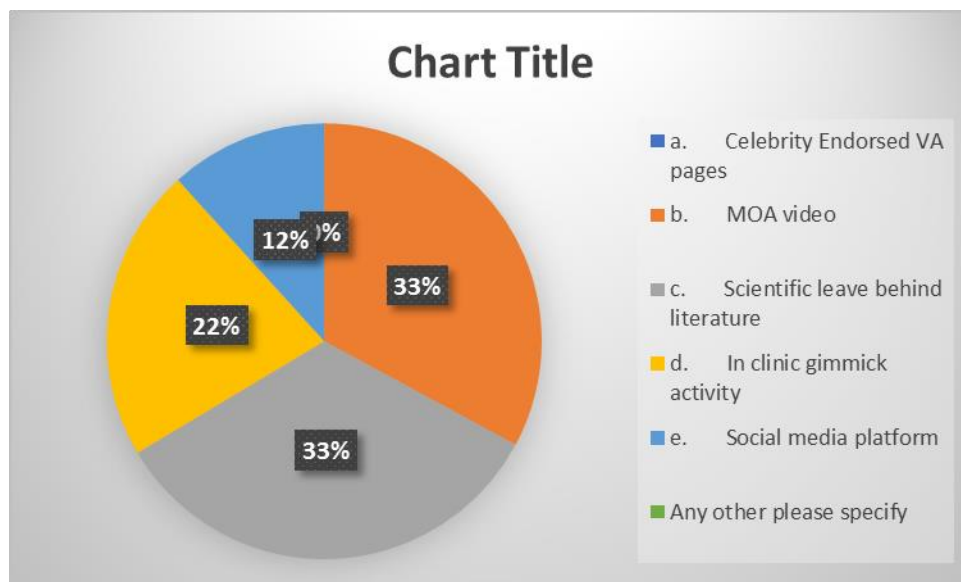
Q 6. Doctor what comes to your mind when you hear the Co-Amoxyclav?



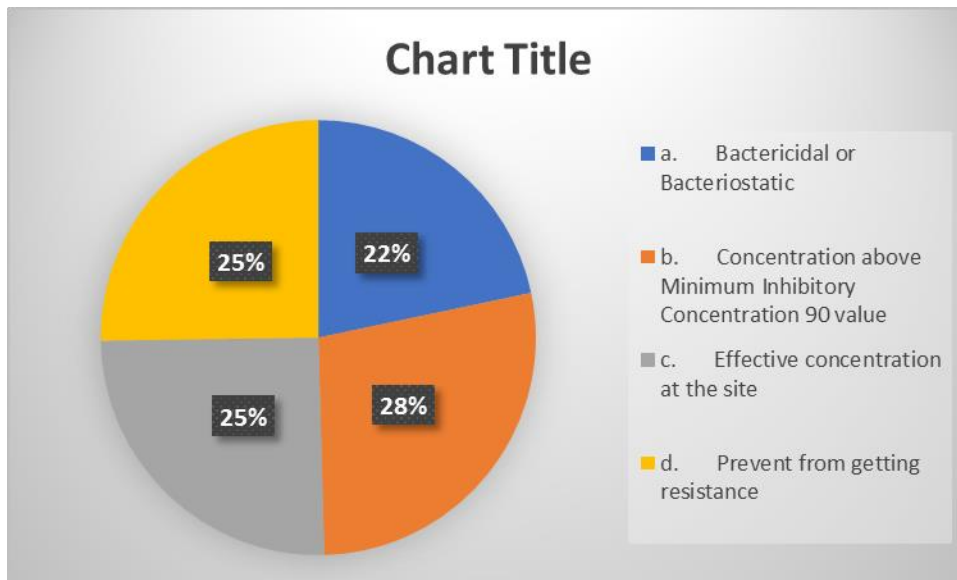
Q 7. Doctor which of the following attributes influences your Rx?



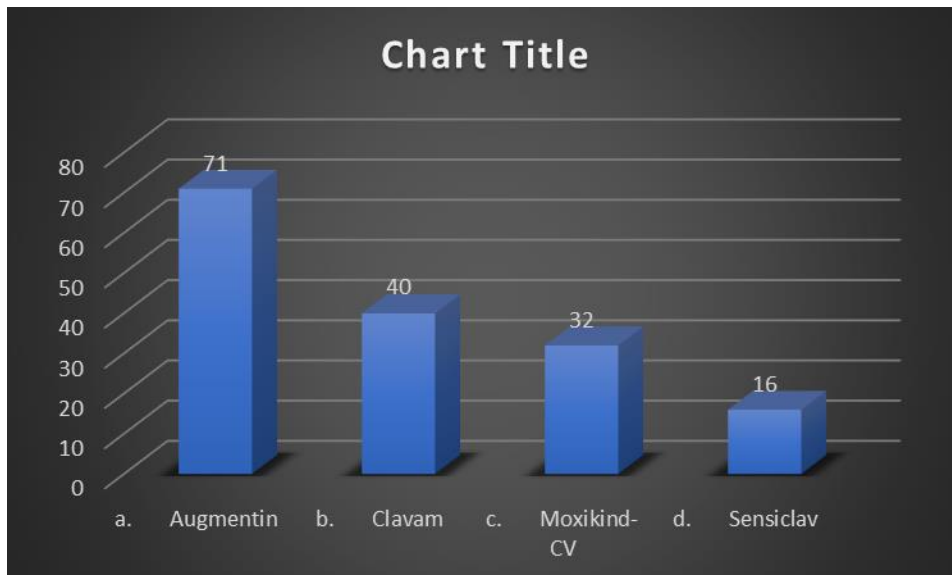
Q 8. Doctor which of the following activities will help you in prescribing the Co-amoxiclav?



Q 9. How does the use of Co-Amoxyclav help in treating the above-mentioned infections?



Q 10. Which brand do you preferred to prescribe Co-Amoxyclav?



CONCLUSION

From this study it was concluded that most of the Paediatrician, Orthopaedics, Gynaecologists and Dentists preferably use Co-Amoxyclav, preferably first line treatment. It was also concluded that *Co-Amoxyclav* are most effective in the treatment of bacterial infections of lower and upper respiratory tract infections. The Paediatricians, Orthopaedics, Gynaecologists and Dentists keep in mind the attributes while generating prescription are efficacy/quality of the molecule, safety of the molecule, scientific points of the molecule, cost of the molecule and company image as well. The activities like In clinic gimmick activity, scientific behind literature, mode of action can also help in inducing prescription.

On the other hand, it was found that the most available and selling brand is Augmentin than after Clavam further Moxikind-CV and others on prescription.

RECOMMENDATIONS

- To identify the key opinion leader and serve with more frequently, excellent customer service.
- To prepare the promotional strategies, visual aids, scientific behind literatures as per the outcome of the physicians.
- To provide the water for reconstitution where its missing its consumers and to increase its sales figures to new hike.
- Try to provide the discounts or schemes to the retailers and dispensing physicians atleast at par compared with the other companies.

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