

A STUDY ON MARKET ASSESSMENT OF DEPIN: MARKET RESEARCH STUDY

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of the degree of

Master of Business Administration (MBA)

in

Pharmaceutical Management

By

Ketaki Suresh Dongare

IIHMR-U/02/2021-23/0307

MBA PM-13

Under the Supervision and Guidance of

Dr. Saurabh Kumar Banerjee

Dean and Associate Professor

School of Pharmaceutical Management

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2023

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DECLARATION BY STUDENT

I hereby declare that this dissertation titled **A STUDY ON MARKET ASSESSMENT OF DEPIN: MARKET RESEARCH STUDY** is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Date: /06/2023

Place: Jaipur

Signature

Ketaki Suresh Dongare

IIHMR-U/02/2021-23/0307

MBA PM-13

IIHMR University, Jaipur



CERTIFICATE OF COMPLETION

This is to certify that Ketaki Suresh Dongare in partial fulfillment of the requirements for the award of the degree of MBA Pharmaceutical Management from the IIHMR University, Jaipur has successfully completed her internship at IIHMR University during February 20- May 19, 2023.

Place:

Preceptor/Head of the Organization

Date:

IIHMR University, Jaipur



CERTIFICATE FROM THE FACULTY GUIDE

This is to certify that dissertation titled **A STUDY ON MARKET ASSESSMENT OF DEPIN: MARKET RESEARCH STUDY** is a record of the research work undertaken by Ketaki Suresh Dongare in partial fulfillment of the requirements for the award of the degree of MBA Pharmaceutical Management from the IIHMR University, Jaipur under my guidance and supervision and his/her approach to the research study has been sincere, scientific, and analytical.

Date: / /2023

Place: Jaipur

Signature of Guide

Dr. Saurabh Kumar Banerjee

Dean and Associate Professor

School of Pharmaceutical
Management

IIHMR UNIVERSITY, Jaipur

ABSTRACT

Hypertension, or high blood pressure, is a common medical condition that affects millions of people worldwide. It is a significant risk factor for cardiovascular disease, stroke, and other health complications, making it a major public health concern. Antihypertensive drugs are the primary treatment for hypertension, and they work by reducing blood pressure to prevent these health risks. Nifedipine, a calcium channel blocker and a common hypertension medication, is one of these medicines. It functions by reducing blood pressure and minimising the risk of cardiovascular illnesses by relaxing the blood vessels. This study seeks to offer a thorough examination of the Depin (nifedipine) market, covering market drivers, analytical models, and important players in the sector.

Pharmaceutical businesses, decision-makers, and healthcare professionals will benefit from this study because it will give them market insights and help them make decisions on how to develop, sell, and distribute Depin and other antihypertensive medications.

Key words: SWOT Analysis, Market volume, competitive landscape, and Market analysis of Depin's immediate rivals.

ACKNOWLEDGEMENTS

I would like to sincerely thank and appreciate everyone who has helped me along the way with my dissertation. Without their unwavering support and encouragement, completing this research work would not have been possible. I would like to acknowledge the following individuals and organizations:

First and foremost, I extend my deepest gratitude to my Mentor, Dr. Saurabh Kumar Banerjee, for their invaluable guidance, expertise, and constant encouragement. I appreciate their mentorship, perseverance, and commitment.

I would want to express my gratitude to the city's chemists, whose assistance has been crucial to the success of my research. Their experience, insightful observations, and thorough analysis significantly increased the breadth and rigour of this research. I owe them for investing their time and effort in my job.

I am also grateful to my family and friends for their unfailing support, understanding, and love during this difficult path. Their faith in me and support during times of doubt were my guiding lights. I am grateful for their sacrifices and ongoing drive.

I would want to conclude by expressing my sincere gratitude to everyone who helped with this dissertation, whether directly or indirectly. Your assistance, direction, and inspiration.

Thank you all for being a part of this significant milestone in my life.

Ketaki Suresh Dongare

Table of Contents

SR. NO.	TITLE	PAGE NO.
1	INTRODUCTION	1-4
2	OBJECTIVE	5-6
3	REVIEW OF LITERATURE	7-9
4	METHODOLOGY	10-12
5	RESULT AND DISCUSSION	13-38
6	CONCLUSION	39-40
7	BIBLIOGRAPHY	41-42
8	ANNEXURE	43

LIST OF FIGURES

Fig. no.	Figure	Page No.
1.1	Depin	2
5.1	SWOT Analysis of Depin	17
5.2	Bar graph representing awareness about the product	20
5.3	Graph representing participants response for dosage form	22
5.4	Market value of different brands	26
5.5	Different dosage strength	28
5.6	Pie chart representing chemist's response for availability of Depin	30
5.7	Bar graph representing participants perception about price	31
5.8	Brands price per unit	32
5.9	Pie chart presenting participants response for issues	34
5.10	Bar graph representing competitive advantage	35
5.11	Pie chart representing expectations of the pharmacists	37

LIST OF TABLES

Table no.	Table	Page no.
5.1	Awareness among the participants	19
5.2	Response on common dosage form prescribed by doctors	20
5.3	Different brands available in market	23-24
5.4	Market Value of brands	24
5.5	No. of participants for different dosage strengths	26
5.6	No. of participants response for availability of Depin	28
5.7	No. of participants responded for price	30
5.8	Top selling brands price per unit	31
5.9	Participants response for the issues related to supply of Depin	33
5.10	No. of participants responded for competitive advantage	34
5.11	Participants expectation from the company	36

LIST OF ABBREVIATION

FY	Fiscal Year
CCBs	Calcium Channel Blockers
ARBs	Angiotensin Receptor Blockers
ACEI	Angiotensin Converting Enzyme Inhibitors
SWOT	Strengths, Weaknesses, Opportunities, and Threats
CVD	Cardiovascular Disease
RA	Rheumatoid Arthritis
APIs	Active Pharmaceutical Ingredients
USP	Unique Selling Proposition
WHO	World Health Organization
UN	United Nations
RAN	Rastriya Arogya Nidhi
NHP	National Health Policy

Chapter 1

INTRODUCTION

About the company¹:

A renowned Indian pharmaceutical firm and fully integrated global healthcare provider is Zydus Lifesciences Limited (formerly Cadila Healthcare Limited). The organisation has extensive healthcare knowledge and solid capabilities in every area of the pharmaceutical value chain. Midst Indian pharmaceutical firms, Zydus has established a reputation for providing comprehensive and complete health solutions, ranging from formulations to active pharmaceutical ingredients, animal health products, and wellness product.

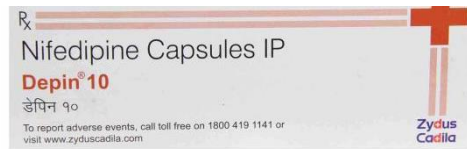
The company was founded in the 1950s. The business was established in 1952 by the late Mr. Ramanbhai Patel, a first-generation businessman and pioneer in the Indian pharmaceutical industry. In 1995 the group was reorganized and under the protection of the Zydus group he created Cadila Healthcare. In 1995 he had a modest turnover of Rs 250 crore, but the group has achieved significant financial growth and in FY21 he recorded a turnover of over Rs 17000 crore.

Zydus Healthcare Limited is a subsidiary of Zydus Lifesciences Limited (formerly Cadila Healthcare Limited). His parent company, Zydus Lifesciences Limited, has a long history and tradition in the healthcare sector. Zydus Lifesciences Ltd.'s India operations were incorporated on 2nd August 1989 and on 1st April 2016 as Zydus Healthcare Limited, a fully-fledged sales and marketing organization. The company experiences a strong reputation among Indian pharmaceutical businesses for supporting comprehensive and entire healthcare solutions.

About the Product^{1,9}:

Depin is utilized to cure high blood pressure (hypertension) and avoid angina (heart-related chest pain). It is a member of the calcium channel blocker drug subclass. It drops blood pressure and soothes the heart. This assist in preventing heart attacks and strokes. This product comes in different strengths.

Fig. 1. Depin.



Advantages of Depin:

- To treat high blood pressure (hypertension):

Depin relaxes blood vessels, allowing blood to flow further simply throughout the body. This drops blood pressure and reduces the risk of future stroke, heart attack, and kidney diseases. Although no direct benefit is usually felt from taking this drug, it does have long-term health benefits.

- To prevent angina (heart-related chest pain):

Depin lessens blood vessels, allowing blood to flow more easily throughout the body. Since the heart receive more oxygen as a result, angina (chest discomfort) is less likely to occur. Current chest pain should not be treated with this medication. Used to prevent or reduce angina attacks. For this medication to be effective, it must be taken regularly as directed.

- To prevent heart attacks:

Depin lowers blood pressure and makes it simpler for the heart to pump blood covering the body. This lowers the chance of having a heart attack. It can also lower the chance of death when given promptly after a heart attack. For this drug to be effective, it must be taken regularly.

- For stroke prevention:

Depin eases the chance of future stroke. It lowers blood pressure and makes it relaxed for the heart to send blood around the body. This lessens the chance of stroke.

Hypertension – An Ever-Growing Burden

Hypertension remains a major public health problem in India, posing a significant risk to the population and a major cause of disease burden and mortality. The alarming prevalence, affecting approximately one in three adults in India, makes hypertension one of the most common ailments in India. This trend is not limited to India. The number of people suffering from hypertension worldwide has doubled since 1990, to a whopping 1.3 billion. Unfortunately, this epidemic is responsible for a stunning 10.4 million deaths each year worldwide.

Hypertension is identified when blood pressure measurements are steadily 130/80 mm Hg or higher. However, effective treatment of this condition requires a multi-pronged approach combining lifestyle changes and pharmacotherapy. Routine variations performance an important role in managing hypertension and employing certain strategies can significantly improve outcomes. These include cutting back on salt ingestion, boosting potassium ingestion from vegetables as well as fruits, maintaining a well weight, restricting alcohol consumption, plus stopping smoking.

Effective treatment of high blood pressure often requires drug therapy in addition to lifestyle adjustments. Multiple classes of drugs are usually prescribed, either alone or in combination. Drugs most commonly used to treat hypertension comprises of calcium channel blockers (CCBs), angiotensin receptor blockers (ARBs), angiotensin converting enzyme inhibitors (ACEI), beta blockers, alpha blockers, and I have a diuretic. Each drug class has a unique mechanism of action, allowing medical professionals to tailor treatment regimens based on the specific needs and circumstances of individual patients.

Given the growing burden and prevalence of hypertension, prioritizing recognition, prevention and early detection is critical. Public health initiatives and awareness campaigns play an important role in promoting healthy lifestyles, regular blood pressure monitoring and timely interventions. By taking proactive steps to combat high blood pressure, we can work together to reduce the negative health effects associated with this common condition and improve the overall well-being of people around the world.

Calcium channel blockers, also known as calcium channel blockers, are prescription drugs commonly used to treat heart problems such as angina pectoris, high blood pressure, heart rhythm abnormalities, and other blood disorders, especially various cardiovascular conditions. is. These blockers act by inhibiting voltage-gated calcium channels, resulting in calcium limitation in cardiac and smooth muscle cells.

Treatment of hypertension requires special attention in the elderly, children, pregnant women, and patients with comorbid hypertension. Combination therapy is often required to achieve the desired blood pressure values. Several studies have investigated antihypertensive drug prescribing patterns in this patient population. In a prospective observational study conducted in elderly antihypertensive patients, the most prescribed drug classes were CCB (37%) and ACEI (21%), and the most commonly prescribed drug was amlodipine. (37%).

Depin is a nifedipine drug that belongs to the class of calcium channel blockers and works by interfering with the movement of calcium within the arterial wall. Nifedipine is worked specially to treat high blood pressure, arrhythmia, and angina pectoris. In addition, it has several other therapeutic uses, such as ryanoid syndrome, headaches, etc.

Factors such as rising geriatric population, rising healthcare costs, emergence of chronic diseases such as heart failure, arrhythmias, and hypertension, and health awareness are driving the market growth. However, strict government regulations and drug side effects such as hypotension, stomach ulcers, and heart failure hinder the market growth. The ongoing research and development activities are expected to open up new growth opportunities.

Chapter 2

OBJECTIVE

The Depin market is characterized by pharmaceutical company involved in the production and distribution of Depin products. This is an intensified market as there are several companies that manufactures Nifedipine drug. These companies compete based on factors such as product performance, safety, pricing and brand reputation. In addition, technology development, research and development and strategic cooperation play an important role in shaping the market landscape. The general objective of the research is to find out the market prospective of Depin (Nifedipine drug) in the city. The detailed objectives are:

- To Study Depin Market in India.
- To Find Out the top brands of Nifedipine and its analysis of the Market price of other brands.
- To conduct the SWOT analysis for Depin.

The research problem under consideration entails a comprehensive exploration of the Depin market in India, with a primary focus on three specific objectives. To begin, the goal is to investigate the Depin market in India, investigating several variables such as market size, growth potential, customer preferences, and market trends using Porter's model. The second goal is to locate the medicine nifedipine's most popular brands on the Indian market and compare their market costs to those of competing brands. Conducting a SWOT analysis to better understand the internal and external variables impacting the Depin market is the study's ultimate objective.

Understanding the Depin market in India and conducting a thorough SWOT analysis can be very beneficial for pharmaceutical companies, healthcare professionals, and politicians. Analysing the market's strengths and weaknesses might help identify areas for market growth and improvement. Analysing top brands and market prices can also help with understanding market dynamics, pricing plans, and consumer preferences.

This study provides a thorough insight of the Depin market in India, including its leading brands, market rates, and SWOT analysis. The results of this study can aid in the

pharmaceutical industry's market positioning, strategic planning, and informed decision-making.

Research Question:

1. Who are Depin's competitors in the market?
2. What is the market value trend of Depin compared to different brands?
3. What are Depin's competitive advantages?

Chapter 3

REVIEW OF LITERATURE

Research Article: Antihypertensive Drugs Market in India² : Swagata Kumar Sahoo, Anupam Khungar Pathni, Ashish Krishna, Andrew E. Moran, Jennifer Cohn, Sanchit Bhatia, Nilesh Maheshwari, and Bhawna Sharma.

Utilising a sizable national representative dataset for the private pharmaceutical industry, antihypertensive medication sales in India were examined. Additionally, information from the five states (Punjab, Madhya Pradesh, Kerala, Telangana, and Maharashtra) that are the focus of significant programmes to treat hypertension was looked at.

Prescription Trend in Antihypertensive Drugs in Mumbai and Suburbs³
Desai GV, Desai NS, D'souza DM, Kumar MS, Ningoo MS, Shah RS, Majumdar AS.
This survey-based investigation was carried out in both hospital and retail pharmacies. The replies that were received were then assessed, and statistical comparisons were made.

Antihypertensive drug development: current challenges and future opportunities⁴
Peter U. Feig MD, Sophie Roy PhD, Robert J. Cody MD

The need for novel antihypertensive medications is growing as a result of rising obesity and diabetes rates as well as an ageing population. The difficulties and possibilities inherent in each phase of the development of new antihypertensive drugs are highlighted in this review. This paper makes some predictions concerning potential future obstacles to the development of innovative antihypertensive drugs.

Development and characterization of different dosage forms of nifedipine/indomethacin fixed dose combinations⁵

Eman Ashour, Ahmed Almotairy, Mashan Almutairi, Mohammed AlYahya, Michael A. Repka

According to studies, 1.3 million Americans—or 40 out of every 100,000 people—have rheumatoid arthritis (RA) at any given time. Studies have indicated that 84% of RA patients are at risk of developing hypertension, and in certain circumstances, the effects of RA may also extend to cardiovascular disease (CVD). The objective of this project is to design and create several dosage forms of the fixed-dose combination (FDC) of

nifedipine and indomethacin, including capsule-in-capsules and three-dimensional (3D) printed tablets.

The intended FDC formulation may advance the quality of life by boosting accordance among patients and minimising the need for the use of multiple medications.

Antihypertensive Drugs in Croatia: What Changes the Drug Usage Patterns?⁶

Marta Kucan MSc, BPharm, Jasenka Mrsic-Pelcic PhD, Dinko Vitezic PhD.

It could be feasible to pinpoint prospective factors that could have an impact on changes in antihypertensive drug prescribing patterns by looking at national trends in the controlling the hypertension. Given the rising costs of treating hypertension, drug therapy options for hypertensive patients have important therapeutic and financial implications. This specific study intended to detect and investigate trends in the use of antihypertensive medications in Croatia from 2000 to 2016 in order to assess variations in prescribing patterns and the mean price per recommended daily dosage (DDD). There it was.

Cost effectiveness of antihypertensive drugs and treatment guidelines.⁷

Marta Kučan, Igor Lulić, Jasenka Mršić Pelčić, Vladimir Mozetič & Dinko Vitezić .

The Markov model used in the study has five different medical conditions. Cost numbers are compiled by the Croatian Health Insurance and include the typical cost of prescription drugs, hospital care, and general medical care. The first probability of cardiovascular mortality risk was 2% and the initial probability of heart failure risk was 1% in this study, which was done independently in 65-year-old men and women. Results were presented as an increase in QALYs and the corresponding cost savings in euros.

Virtual Clinical Trials Guided Design of an Age-Appropriate Formulation and Dosing Strategy of Nifedipine for Paediatric Use⁸

Dilawar Khan, Raj Badhan, Daniel J. Kirby, Simon Bryson, Maryam Shah, and Afzal Rahman Mohammed

Nifedipine's quick commencement of action causes a quick reduction in blood pressure as well as adverse effects related to the reflex sympathetic nervous systems (SNS) operation. activation, including tachycardia and a worsening of cerebral and myocardial

ischemia. Therefore, it is not advised to use short-acting nifedipine preparations. However, it's important to note that there aren't any modified release nifedipine formulations authorised for use in kids, and there aren't many clinical trials with data on paediatric pharmacokinetics. successfully created his twice-daily He 450 g/kg dose method and 5 mg extended-release mini-tablets with a 24-hour release time. The resultant formulations provide versatile alternatives for dosage, enhance patient compliance by lowering the requirement for frequent dosing, and enhance patient safety by maintaining efficient and steady medication plasma levels for a prolonged period of time.

Chapter 4

METHODOLOGY

This methodology describes the steps taken to collect and analyse data for research topic " Investigation study on Depin's Market Assessment " The purpose of this study is to study his Depin's competitors in the market. The methodology used is a quantitative research approach involving a survey of chemists selling Depin in the market. This methodology is divided into the following sections: Study design, sample selection, data collection, data analysis, and ethical decision-making. An online survey has been constructed and studied to understand the Nifedipine market utilizing a convenient and random sampling method. It will be implemented from April to May 2023. Only one answer from each respondent was recorded.

Research Design:

- Study type: Descriptive study
- Data source: Primary and secondary research
- Data collection technique: Survey form
- Data collection tool: Researcher administered Semi structured questionnaire.

Sample Selection:

- Target population: Dispensing Pharmacist
- Sampling method: non-probability convenience sampling
- Sample size: 102 Dispensing Pharmacist (at 95% Confidence Interval and 8% Margin of error)
- Study Location: Major city

This research study will use a descriptive research design to explore the topic Investigation study on Market Assessment of Depin. Both primary and secondary research data sources will be used to collect comprehensive information. Primary data will be collected using survey forms as the data collection technique. Researchers personally completed a semi-structured questionnaire to ensure consistency and clarity in the responses received.

The target population of this study will be pharmacists. A non-probability-based simplified sampling method can be used for participant selection. This method will allow researchers to easily access and contact pharmacists working in the target group.

A sample size of 102 pharmacists is determined based on 95% confidence intervals and her 8% error bars. This sample size was chosen to adequately represent the target population and ensure the reliability of the study findings.

This research work will be conducted in a large city chosen for its accessibility and importance in the context of the research topic. The survey will conduct at 102 retail pharmacies in the city to ensure pharmacist diversity in different settings.

To analyse the collected data, I will use MS Excel Office 365, a widely used spreadsheet software. The tool made it easier to organize, calculate and visualize data, enabling efficient analysis and interpretation of results.

This research study will conduct over a specific period from April 2023 to May 2023. This period will give the researcher enough time to conduct the study, collect the necessary data, perform the analysis and draw meaningful conclusions within three months.

Data Collection:

Data will be collected using survey questionnaire. Survey questionnaire will include questions related to the products availability, other brands available in the market, dosage strengths, average sales value, key competitive advantage etc. objective as well as subjective questions will be used.

Data Analysis:

To analyse the collected data different statistical methods will be used. Mainly MS Excel software can be used for different graphical representation in the study.

ETHICAL CONSIDERATION:

The research was carried out according to the necessary research standards. The study's respondents were given enough time to express their real opinions on the research issues. The respondents' consent was obtained, and proper authorization was also made sure for

the use of the information they provided. If the responder did not want to have their identify revealed, it was shown. The publication of the respondent's identity was based on their consent. Utilisation of subordinate data from sources was accredited with the proper citations.

Chapter 5

RESULTS AND DISCUSSION

This section presents the results and analysis of research conducted to examine the competitive landscape of Depin. The purpose of this study was to gain insight into the market dynamics, competition, and factors affecting Depin's success in terms of both value and volume.

Findings and Discussion:

SWOT Analysis for Depin:

The following SWOT analysis specifically examines the Depin brand of nifedipine, which is produced by Zydus Lifesciences:

Strengths:

❖ Established Brand:

With a long history of helping patients and healthcare professionals, Depin has become a world leader in the pharmaceutical industry. It has developed a good reputation and trust over time among the medical community and people looking for efficient therapies.

❖ Efficacy and Safety:

The nifedipine formulation used by Depin has continuously shown high efficacy in the treatment of angina pectoris and hypertension. Significant proof of successful outcomes is provided by clinical studies and real-world experience. Depin has additionally shown a particularly strong safety profile when used as prescribed, ensuring the well-being and peace of mind of patients.

❖ Diverse product range:

Depin takes great pleasure in providing a variety of formulations to satisfy the demands of various patients. These formulations, which offer adaptability and customised treatment options, include immediate-release and extended-release

tablets. While extended-release tablets offer controlled and prolonged medicine release, enabling simple once-daily administration, immediate-release pills quickly relieve symptoms. Depin aspires to accommodate various patient preferences and enhance therapeutic outcomes by providing a range of formulations.

Weaknesses:

❖ Generic Competitors:

Numerous nifedipine generics are fiercely competing with Depin, which could provide problems for market share and price policy. Health professionals and patients may choose less expensive solutions when generic alternatives become available, which could harm Depin's market share. Depin may need to emphasise its established brand reputation, effectiveness, and other differentiators in order to compete against this competition and keep its client base.

❖ Limited Differentiation:

It can be challenging to distinguish Depin from other nifedipine products. Depin has earned market acceptance and reputation, but it might find it difficult to emphasise the special qualities, advantages, or selling aspects that make it stand out from other drugs of a similar nature. Depin uses its constant efficacy, safety profile, depth of clinical experience, and accessibility of numerous formulations in this competitive market to set itself apart and convey its value to healthcare professionals and patients. can be predicted.

❖ Side effects:

Depin shares the same negative effects as other nifedipine medications, including drowsiness, hot flashes, headaches, and peripheral edoema. These side effects may affect patient compliance and treatment adherence. Depin is able to spend in patient education initiatives to provide thorough information on potential side effects and how to treat them in order to solve this issue. Patients can comprehend the expected effects of medications and make wise treatment decisions with the aid of clear communication and advice. Additionally, medical

personnel can be crucial in controlling these adverse effects, guaranteeing patient health, and promoting Depin usage indefinitely.

Opportunities:

❖ Growing market:

Depin will profit from the market for hypertension and cardiovascular illness, which is constantly expanding. The number of potential patients who could gain from Depin's efficient treatment choices is growing as chronic diseases spread throughout the globe. Depin can enhance its market share and assist more individuals in improving their health by gaining access to this expanding market.

❖ Emerging Markets:

Depin has a substantial chance to extend its footprint in emerging countries because of the rising demand for cardiovascular drugs in these regions due to their developing economies and better healthcare systems. Depin will be able to access new patient groups and develop long-term growth potential by strategically entering these markets and establishing a strong presence. Depin's success will also be increased by customising marketing tactics to the unique requirements and cultural traits of new regions.

❖ Patient Education and Awareness:

Zydus Cadila can invest in a large-scale educational campaign to educate patients and providers about the benefits and proper use of Depin. Zydus Cadila empowers individuals to play an active role in cardiovascular health by educating patients about hypertension, angina, and the importance of proper medication adherence. Similarly, educational efforts by health care providers may lead to a better understanding of Depin's efficacy, safety profile and role in treating cardiovascular disease. By promoting awareness and knowledge, Zydus Cadila fosters more informed patients and healthcare communities, ultimately improving patient outcomes and increasing trust in Depin as a reliable treatment option can do.

Threats:

❖ Regulatory changes:

The marketing and sales of Depin could be significantly impacted by changes in regulatory guidelines and safety issues related to nifedipine and calcium channel blockers. New regulations and safety warnings from regulatory agencies may require additional studies, warnings, or restrictions on the use of these drugs. Adhering to the latest guidelines and addressing potential safety concerns promptly and transparently is critical for Depin to maintain its market position and ensure patient safety. Closely monitoring regulatory developments and actively working with regulators will help Depin to effectively manage potential challenges.

❖ Intense competition:

The pharmaceutical industry is characterized by intense competition, and Depin faces challenges not only from other brands of nifedipine, but also from a wide range of antihypertensive drugs. Competitors are constantly striving to develop innovative formulations and treatments. Therefore, it is important for Depin to differentiate by highlighting its established brand reputation, clinical efficacy, safety profile and patient satisfaction. By investing in research and development, exploring new delivery mechanisms, and using real-world evidence to demonstrate superior results, Depin has become the preferred choice among healthcare professionals and patients despite a competitive environment. position can be established.

❖ Pricing pressure:

A cost-conscious healthcare system and the availability of generic alternatives could significantly push Depin's prices, which could have an impact on company profitability. Cost effectiveness and value-based pricing are becoming more and more important to healthcare systems, payers, and patients. To overcome these obstacles, Depin may use tactics like price reductions, marketing campaigns, and partnerships with healthcare professionals to show the practical and financial

benefits of its goods. Depin's special qualities, advantages, and cost-effectiveness will also be successfully communicated, which will ease pricing pressure and guarantee that the medication is still accessible and inexpensive for people who require it.

Fig 5.1. SWOT Analysis

Strengths	Weaknesses
Established Brand	Generic Competitors
Efficacy and safety	Limited Differentiation
Diverse product range	Side effects
Opportunities	Threats
Growing market	Regulatory changes
Emerging Markets	Intense competition
Patient Education and Awareness	Pricing pressure

PORTER 5 Forces Analysis of Depin:

Porter's Five Forces Analysis is a framework for assessing industry competitive dynamics and attractiveness. Let's apply this analysis to his Depin brand manufactured by Zydus.

❖ Competitive Rivalry:

The pharmaceutical sector is known for its fierce competition. The medicine nifedipine is produced and sold by a large number of businesses, which has resulted in fierce competition. Other generic and branded nifedipine products compete with Zydus Lifescience's Depin brand, which may put pressure on prices and necessitate differentiation.

❖ Bargaining Power of Suppliers:

The supplier power in the pharmaceutical sector varies. Zydus Cadila will rely on suppliers of raw materials, packaging elements, and active pharmaceutical ingredients (APIs) as a manufacturer of the Depin brand. The cost of manufacturing and profitability at Zydus Lifescience can be impacted by the pricing and availability of certain raw materials. The suppliers may have some power if there aren't many of them or if there aren't enough alternatives.

❖ Bargaining Power of Buyers:

Hospitals, pharmacies, and end consumers are just a few examples of the powerful buyers in the pharmaceutical sector. It is possible to contrast and select several nifedipine brands based on elements like cost, efficacy, and brand reputation. To stand out and draw customers, Zydus Lifescience's Depin brand must offer competitive pricing and value.

❖ Threat of new entrants:

There may not be much of a danger from new competitors in the pharmaceutical sector. The industry is heavily regulated, necessitating large expenditures for R&D, clinical testing, and regulatory clearances. The distribution networks, intellectual property rights, and brand awareness of well-known pharmaceutical corporations are frequently very strong. The Depin brand may profit from some entry-level restrictions, but it should watch out for future competitors and disruptive technologies.

❖ Threat of Substitutes:

Alternatives to nifedipine medications may provide a moderate concern. Nifedipine is frequently used for high blood pressure and angina, however there may be other medications and treatments available. Depin brand needs to show effectiveness and set itself apart from rivals through elements including formulation, practicality, and patient compliance.

Awareness about the Depin:

Table 5.1: Awareness among the participants

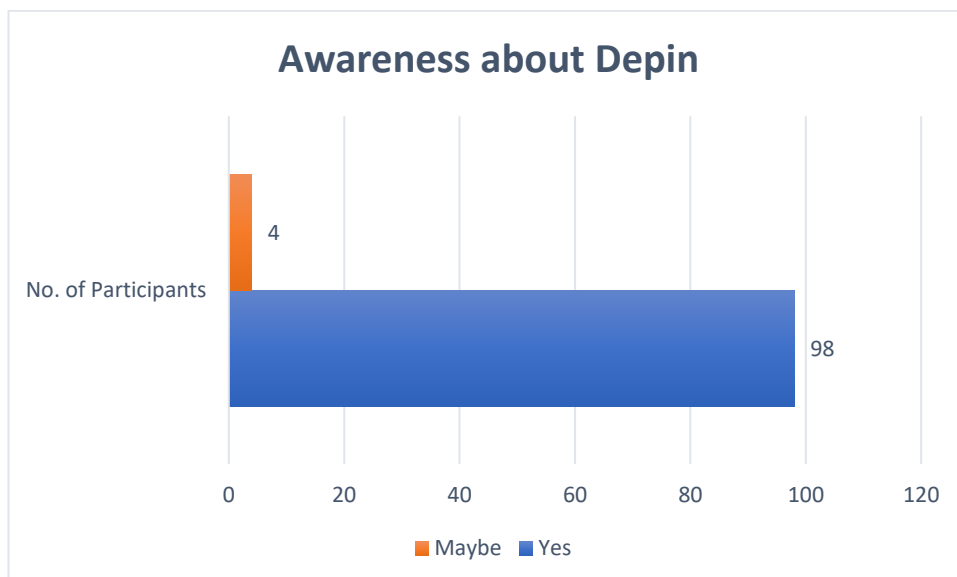
Awareness about Depin	No. of participants
Yes	98
Maybe	4
Total	102

Discussion:

- The insightful data presented in this table clearly shows that the overwhelming majority - 96.1% of participants - already knew about Depin. This high visibility suggests that the product has built a strong presence and is widely recognized by its target audience. On the other hand, the remaining 3.9% of participants who expressed partial knowledge indicated that Zydus was effective in reaching a diverse group of people, including those who only knew partially about the product. I'm here. It shows a comprehensive marketing strategy covering various market segments.
- Furthermore, the table not only highlights recognition, but also Zydus Depin's remarkable positioning in a crowded market. Effective product positioning in the face of fierce competition requires a combination of market research, strategic branding, and targeted advertising. Zydus' success in positioning him for Depin is evidenced by the high percentage of attendees who are already product familiar. This shows that Zydus effectively communicated Depin's value proposition and his USP, capturing the attention and interest of potential customers.
- Zydus ability to differentiate Depin and increase brand awareness in such a crowded market with an abundance of alternatives is admirable. This not only shows the effectiveness of your marketing efforts, but also that your product successfully reached the needs and preferences of your target market. Zydus' well-executed positioning strategy is believed to have contributed to Depin's strong market presence, allowing the company to stand out from its competitors and gain a favorable position in consumers' minds.
- Overall, the data presented in this table not only highlights Depin's name recognition, but also demonstrates Zydus' outstanding market positioning capabilities. It exemplifies the strategic approach that has allowed Depin to grow in an intensified market.

In summary this table indicate that 96.1% of participants are familiar with Depin while the remaining 3.9% participants implies partial awareness. This table signifies that Zydus positioned the product very well in the crowded market.

Fig. 5.2. Bar graph representing awareness about the product



Dosage form prescribed by doctor:

Table 5.2: Response on common dosage form prescribed by doctors

Dosage form	No. of participants
Capsule	85
Tablet	17
Total	102

Discussion:

- In addition to the valuable insights in the previous information, this table contains other notable information. This indicates that a clear majority of participants, 83.3%, responded that capsules were the most frequently prescribed form of medication by physicians. In contrast, 16.7% of her participants said tablets were their preferred prescription option. This analysis revealed a general tendency for physicians to favor capsules as their preferred mode of drug delivery.
- The information in the table helps to clarify the factors that led to this prescribing pattern. This leads us to the conclusion that doctors prefer capsules due to a

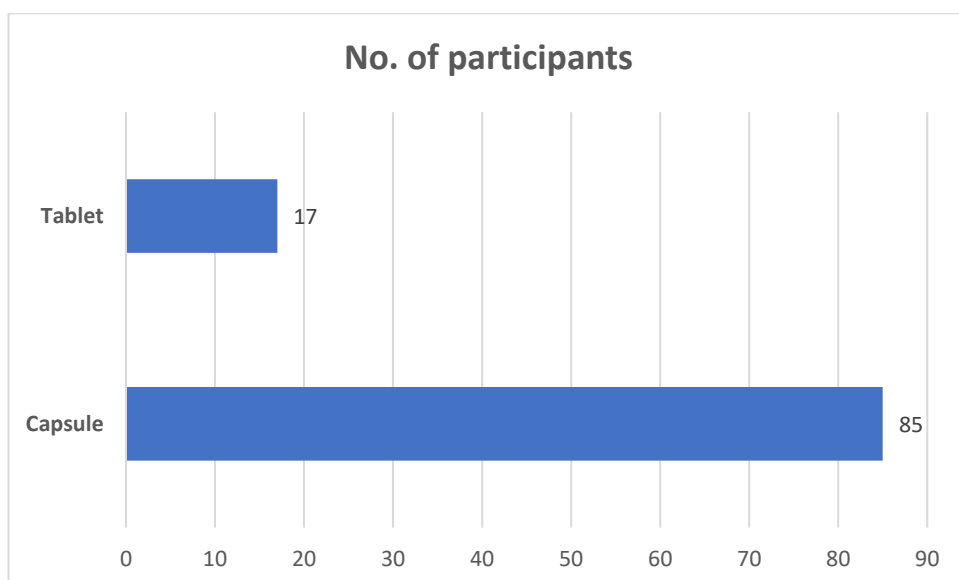
number of benefits like better bioavailability and quicker effect. Capsules are frequently designed to make it easier for the body to absorb and assimilate the active substances, increasing the therapeutic efficacy. Additionally, the gelatinous casing of the capsule shields the substance inside from deterioration, preserving its stability and efficacy. These elements work together to create capsules a more practical and successful method of giving medications to patients.

- The significant importance that capsules play in doctors' prescription practises is a significant result because it shows a clear preference for this particular dose form. Numerous variables, such as patient compliance, convenience of administration, and therapeutic considerations, influence this preference. To improve treatment outcomes and guarantee a comfortable patient experience, doctors may opt for capsules.
- The information in this table not only emphasises how frequently capsules are prescribed, but it also shows how crucial it is to comprehend the variables that affect prescription choices in the medical industry. Pharmaceutical businesses and healthcare providers can use this information to align their product offerings and plans with trends in prevailing drug preferences, which is useful information for both parties.

In summary, the analysis of the table highlights that a significant proportion of participants reported capsules as the most commonly prescribed form of medication by physicians. This preference can be attributed to capsule benefits such Higher bioavailability and faster effect. Understanding these prescribing patterns can help develop and promote medicines in ways that are tailored to the needs and preferences of healthcare professionals, ultimately improving patient outcomes.

Overall, this table depicts that 83.3% participants says that most of the doctors prescribes capsule, however 16.7% participants says table is the commonly prescribed. This analysis highlights capsule is majorly prescribed by physicians due to higher bioavailability, faster action etc.

Fig. 5.3. Graph representing participants response for dosage form



Competitive Landscape:

Depin is a calcium channel blocker that is given to patients of angina and high blood pressure. It eases blood vessel tension and improves blood flow. Depin is marketed as a tablet and capsule.

The increased incidence of hypertension and heart disease is driving the demand for nifedipine. The World Health Organisation (WHO) estimates that 1.13 billion people worldwide have hypertension, and that 1.56 billion will have it by 2025. One of the main factors boosting the market for nifedipine is the growing elderly population. By 2050, there will be 2.1 billion people in the globe who are 60 or older, up from 962 million in 2017. This prediction comes from the United Nations (UN).

- The foremost players operating in the nifedipine market are J.B. Chemicals and Pharmaceuticals Ltd, Torrent Pharmaceuticals Ltd., Zydus Lifesciences, Unichem Laboratories, Abbott Healthcare Pvt Ltd, Bayer India Ltd, Alkem Laboratories Ltd.
- J.B. Chemicals and Pharmaceuticals Ltd is one of the leading players in the nifedipine market. The company offers nifedipine under the brand name Nicardia.
- Torrent Pharmaceuticals Ltd. is another leading player in the nifedipine market. The company offers nifedipine under the brand names Calcigard. Torrent also offers a product in tablet and capsule form.

- Abbott is a leading player in the global nifedipine market. The company offers nifedipine under the brand name Cardules.
- Intas Pharmaceuticals is another player in the market under brand name Cardipin.
- Calbloc is another Nifedipine brand manufactured by Unichem Laboratories.
- Knoll healthcare also entered into nifedipine market with the brand Nefidinol.
- Niferil is other player entered into nifedipine market.

The market value was calculated using the retailed based model:

There are approximately 102 retail pharmacies in the city, so the average number of pharmacies is calculated to be 102. The primary survey yielded values for monthly sales, selling prices, and average strips sold. The combined survey data was used to calculate the market size and market value of each brand present in the market. The result is shown in the figure.

Table 5.3: Different brands available in market

Brands	Manufacturer	Price (INR)	Approx Sales/Month (strips)	Market Volume	Market Value
Depin	Zydus Lifesciences	57	160*15	2400	9120
Nicardia	J. B. Chemicals	64	250*15	3750	16000
Calcigard	Torrent Pharmaceuticals	42	240*10	2400	10800
Cardipin	Intas Pharmaceuticals	11	140*10	1400	1540
Niferil	USV Pvt Ltd	8	130*10	1300	1040
Calbloc	Unichem Laboratories	20	140*10	1200	2400
Cardules	Abbott	40	150*10	1500	6000

Nefidinol	Knoll Healthcare	23	135*10	1350	3105
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Comparison of Market Value of different brands:

Table 5.4: Market Value of brands

Brands	Market Value (INR)
Depin	9120
Nicardia	16000
Calcigard	10800
Cardipin	1540
Niferil	1040
Calbloc	2400
Cardules	6000
Nefidinol	3105

Discussion:

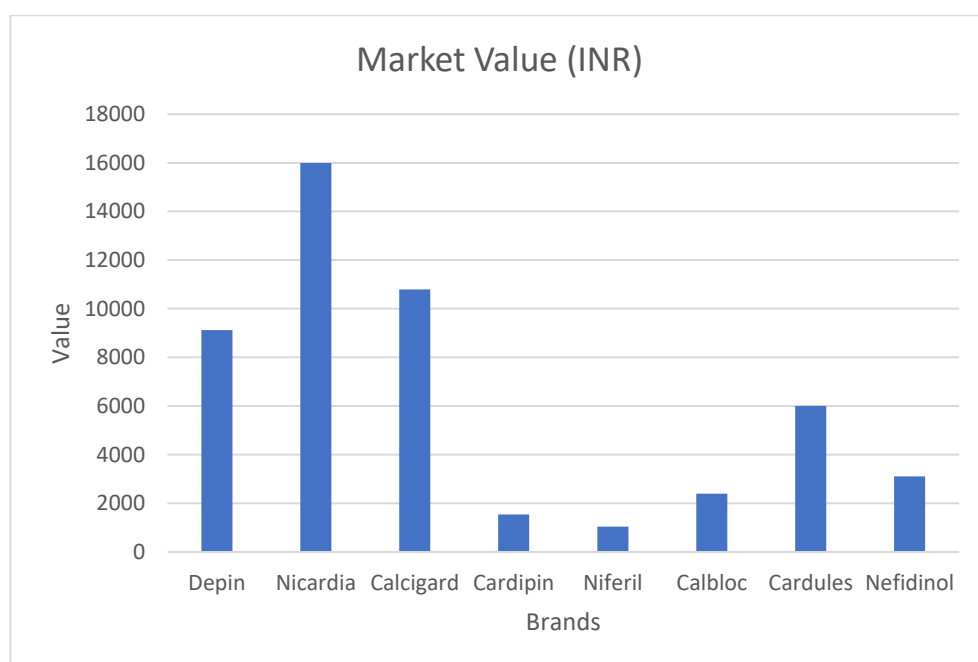
- The information in the table offers insightful information on market trends, particularly in regard to various product positioning. The table reveals that among the mentioned products, Nicardia has the largest market value, followed by Calcigard, Depin, Cardules, and Calbloc. This list of competitors lists Depin's primary rivals in the market and illustrates the level of competition in that area.
- Nicardia has the largest market value, which shows that the business has a sizable market share and is well-known in the sector. His status as a leader illustrates Nicardia's capacity to hold the interest and confidence of both patients and healthcare professionals. Effectiveness, brand reputation, marketing strategy, and general product performance may all play a role in this.
- In terms of market capitalization, Calcigard comes in second place after Nicardia. This shows that the business has a sizable market share and is regarded as a key player in the sector. His Calcigard is a direct rival to Depin, hence it is possible that these two medications will target similar patient demographics or treat related illnesses.

- In terms of market capitalization, Depin holds a remarkable position among its rivals as the third-placed company. Although your market value might not be the best, being in the top tier shows your market significance and appeal. The same rating between this medicine and Calcigard shows that Depin is directly competing for market share with it, either aiming to treat the same patient populations or providing therapeutic efficacy that is comparable.
- In the table, Cardules and Calbloc are listed as Depin's rivals, trailing Nicardia, Calcigard, and Depin in terms of market value. These products nevertheless have a market, despite their significantly decreased market value, and patients and medical experts may consider them to be a good alternative or option.

Understanding the competitive landscape is critical for pharmaceutical companies as it allows them to assess their market position, identify potential threats and devise effective strategies to maintain or increase their market share. Competitor rankings and market value analysis provide valuable insights into market dynamics and support the decision-making process related to product development, marketing strategy and overall business strategy.

In summary, the data in the table highlight the market valuation of various products, with Nicardia at the top, followed by Calcigard, Depin, Cardules and Calbloc. The ranking helps identify Nicardia, Calcigard, Cardules and Calbloc as his main Depin direct competitors and highlights the competitive environment in which Depin operates. Such insights are crucial for pharmaceutical companies to assess their market position and formulate effective strategies to maximize their market share.

Fig 5.4. Market value of different brands



The research discovered the maximum recommend brand of Nifedipine was Nicardia followed by Calcigard, Depin and Cardules.

Distribution of Different dosage Strengths of nifedipine brands:

Table 5.5: No. of participants for different dosage strengths

Dosage strengths	No. of participants
5mg	21
10mg	66
20mg	69
30mg	11

Discussion:

- The table also includes additional data that sheds light on participant preferences for the dose strength of each medicine. According to the data, 67.6% of participants said the appropriate dose was 20 mg, and 64.7% said the recommended strength was 10 mg. Furthermore, 20.5% of his participants stated that their prescription dose was 5 mg, while 10.8% stated that the suggested strength was 30 mg.
- The most often prescribed dose concentration and the one with the highest percentage of participant responses, according to analysis of this table, was 20

mg. This shows that when prescription medications, health care practitioners frequently select this dose. The success of the 20 mg dose in treating the intended diseases, the availability of clinical evidence to support its use, and established prescribing guidelines are likely some of the reasons for its popularity.

- Soon later, a sizable percentage of participants mentioned the intensity of his 10 mg dose. This supports its ranking as the second most popular dose strength by showing that it is also a frequently prescribed alternative. It's possible that a number of factors, such as a patient's particular requirements, the severity of the ailment, and potential side effects, contributed to the popularity of the 10 mg strength.
- Despite having lower participant response rates, the 5 mg and 30 mg dose strengths are remain important in the landscape of prescribing. 20.5% of responses were for the 5mg strength, which indicates that a sizable portion of participants admitted to taking the recommended dosage. Although reported by a smaller percentage of participants, the 30 mg strength is also significant because it represents a particular subset of prescriptions within the research population.
- Understanding the most often recommended dose strengths is crucial for medical practitioners because it enables them to make judgements based on clinical efficacy, patient demands, and safety profiles. It is significant. Additionally, we assist pharmaceutical firms in the production and marketing of their medications, making the most popular dose strengths easily accessible.

In summary, the data in the table indicate that the most commonly prescribed dose strength is 20 mg, followed closely by 10 mg. This information reveals the prescribing patterns of medical professionals and provides valuable insights to physicians, pharmaceutical companies, researchers and others. By considering the spread of these dose intensities, stakeholders can optimize treatment plans, streamline manufacturing processes, and contribute to improved patient outcomes.

Fig 5.5. Different dosage strength

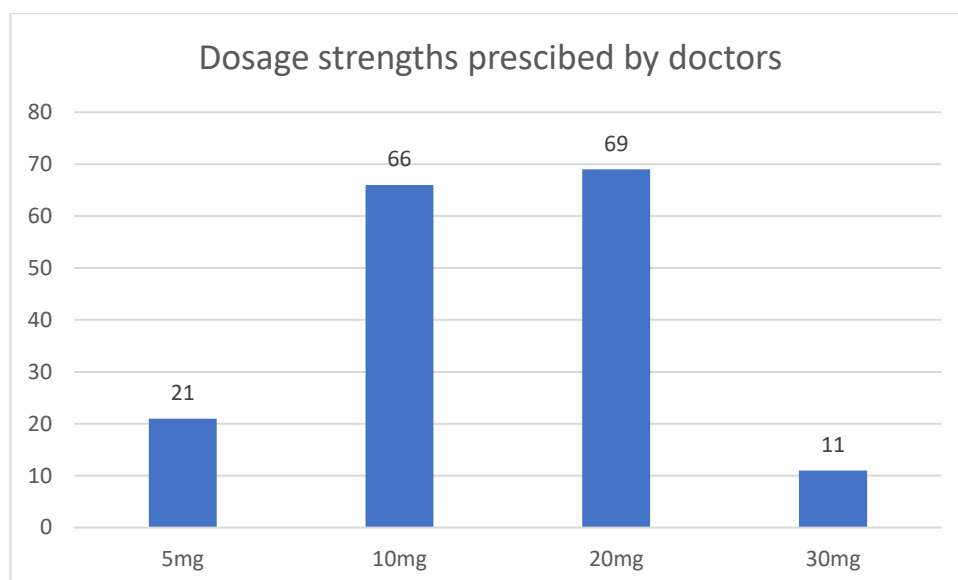


Figure shows different dose concentrations within nifedipine market. The extremely recommended strengths for Nifedipine molecule are 10mg and 20mg.

Availability of Depin:

Table 5.6: No. of participants response for availability of Depin

Availability of Depin	No. of Participants
Widely available and easy to procure	85
Occasionally out of stock	12
Difficult to find	5

Discussion:

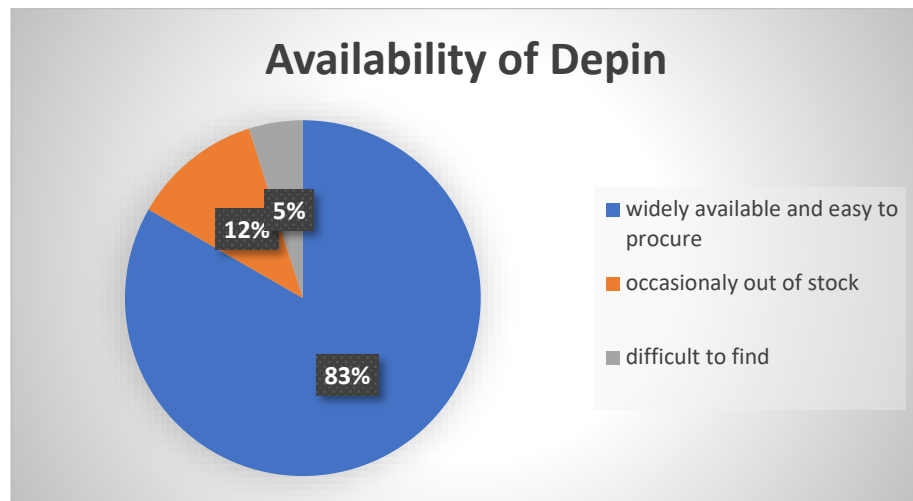
- Based on the information provided, the data shows that approximately 83% of respondents confirm that Depin is widely used and easily available in the market. This high proportion reflects the availability and accessibility of Depin, which is of great importance to patients who depend on the drug for their health care. There are several factors that ensure Depin's availability on the market.
- First, an established and efficient supply chain plays a key role in ensuring widespread availability of Depin. A reliable supply chain management system enables a smooth flow of medicines from manufacturers to retailers, pharmacies and ultimately to patients. Effective coordination and logistics within the supply chain will help avoid bottlenecks and ensure sufficient Depin inventories to meet demand.

- In addition, the presence of a sales network plays an important role in increasing Depin's availability. These distributors act as intermediaries between manufacturers and various pharmacies and medical facilities, helping streamline the distribution process. Their presence and efficient operations allow Depin to reach different regions and points of sale, making it easily accessible to patients across a wide geographic area.
- Depin's brand reputation also contributes to its availability. Well-established brands with good reputations tend to attract more retailers and pharmacies. Retailers and pharmacies are more likely to stock and promote medicines that are recognized and trusted by healthcare professionals and patients. The Depin brand's strong reputation has led retailers and pharmacies to stock his Depin, increasing its availability.
- Additionally, Depin's affordability plays a key role in its wide availability. When medicines are competitively priced and affordable to more people, they become more accessible to patients. The manufacturer's affordable pricing policies and strategies can contribute to Depin's wide availability and make Depin accessible to a wider patient population.

Finally, Depin's efficacy as a drug to treat target diseases contributes to its popularity and availability. If a drug consistently gives good results and is supported by clinical evidence, health professionals are more likely to prescribe it. Depin's effectiveness in treating targeted medical conditions contributes to its high demand and availability in the market.

In conclusion, the information provided in this paragraph reveals that about 83% of respondents think his Depin is extensively utilised and accessible. A well-established supply chain, distributor presence, positive brand reputation, price, and efficacy data all contribute to Depin's accessibility. The combination of these factors makes Depin available to patients who need it, ultimately contributing to improved health.

Fig. 5.6. Pie chart representing chemist's response for availability of Depin



Price in comparison with top selling brands:

Table 5.7: No. of participants responded for price

Price	No. of participants
Less affordable	5
More affordable	70
Similarly priced	27
Total	102

Discussion:

- The data in the table, which is an addition to the information given, shows how participants assess product affordability in comparison to top competitors. The majority of participants—68.6%—said they were less expensive than their leading rivals. This demonstrates that most people think the product has a pricing advantage, making it a more cost-effective choice for customers.
- Because so many participants thought the product was inexpensive, it is likely that the company's pricing approach has successfully positioned the good as a viable choice in the market. The availability and appeal of a product are directly impacted by its affordability, which can play a significant role in customer decision-making. However, it's noteworthy that 26.5% of participants believed the product's price was comparable to that of its top rivals. This implies that a sizable segment of the market believes that product cost is comparable to other accessible options. This answer indicates that the product is in a strong position to provide

comparable value for its price and maintain its position as a contender in its market.

- Contrarily, 4.9% of respondents indicated that the cost is less than that of rivals. This shows that a small percentage of consumers are willing to spend more for this product than for its primary rivals. This answer highlights how crucial it is to maintain a balance between perceived value and affordability, since price selections can have a big impact on how consumers feel and what they decide to buy.

Overall, the information in the table demonstrates that most respondents thought this product was more reasonably priced than its primary rival, reiterating its status as a cost-effective choice.

Fig. 5.7. Bar graph representing participants perception about price

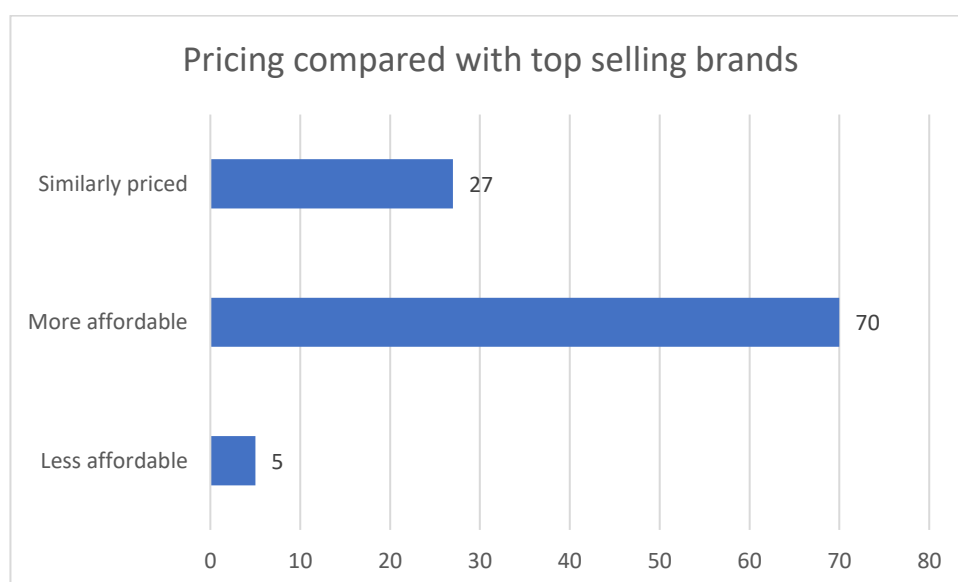


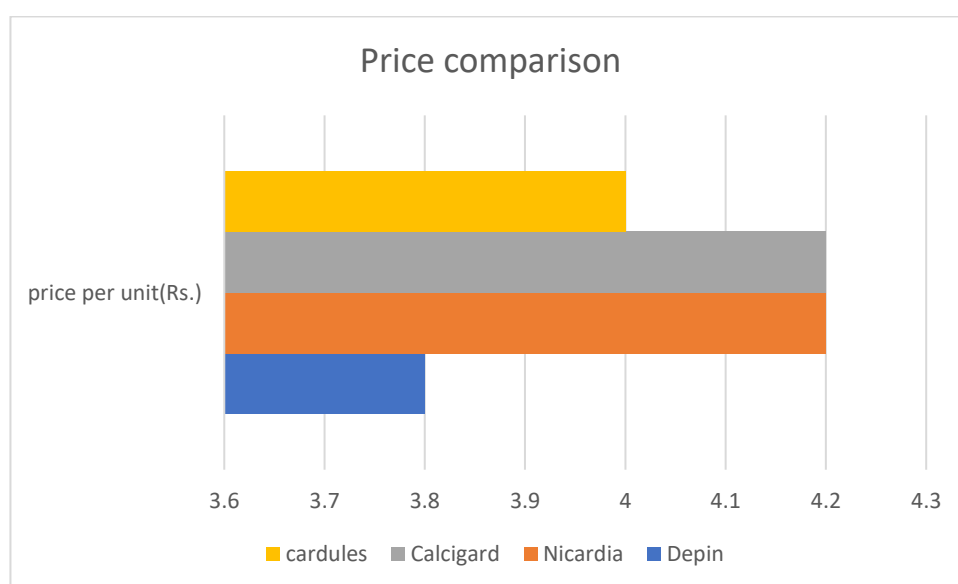
Table 5.8: Top selling brands price per unit

Top brands	Price per unit
Depin	3.8
Nicardia	4.2
Calcigard	4.2
Cardules	4

- This table provides further information, displaying that the unit prices for Depin are Rs. 3.8, Nicardia's are Rs. 4.2, Calcigard are Rs. 4.2, and Cardules are Rs. 4. This information demonstrates the competitive pricing environment for these goods and enables comparison. Regarding their pricing policy.
- Nicardia, Calcigard, and Cardules are all higher priced than Depin, which stands out as being inexpensive at Rs 3.8 per unit. Given the escalating market competition, Depin's reasonable pricing is noteworthy. Depin offers itself as a desirable and cheap alternative for customers by charging less per unit than its main rivals. The significance of Depin's pricing approach resides in its capacity to strike a balance between value and affordability. Depin offers a price advantage that may entice price-conscious customers with lower unit costs than its rivals. This advantageous pricing strategy portrays Depin as a desirable substitute that provides comparable therapeutic effects at a lower cost.

In conclusion, it can be seen from the unit price information provided by Depin, Nicardia, Calcigard, and Cardules that Depin's pricing approach is more affordable than those of its main rivals. This indicates that Depin has adopted a favourable pricing strategy, positioning it as a cost-effective and alluring choice for customers. Depin's pricing strategy conforms to consumer expectations by providing lower unit costs, enabling it to effectively compete in the face of heightened competition.

Fig. 5.8. Brands price per unit



This graph represent the price of Depin per unit is Rs. 3.8, Nicardia per unit is Rs. 4.2, Calcigard per unit is Rs. 4.2 and Cardules per unit is Rs. 4. This signifies that Depin's pricing strategy is absolutely perfect over this intensified competition.

Issues related to the supply or procurement of Depin:

Table 5.9. Participants response for the issues related to supply of Depin.

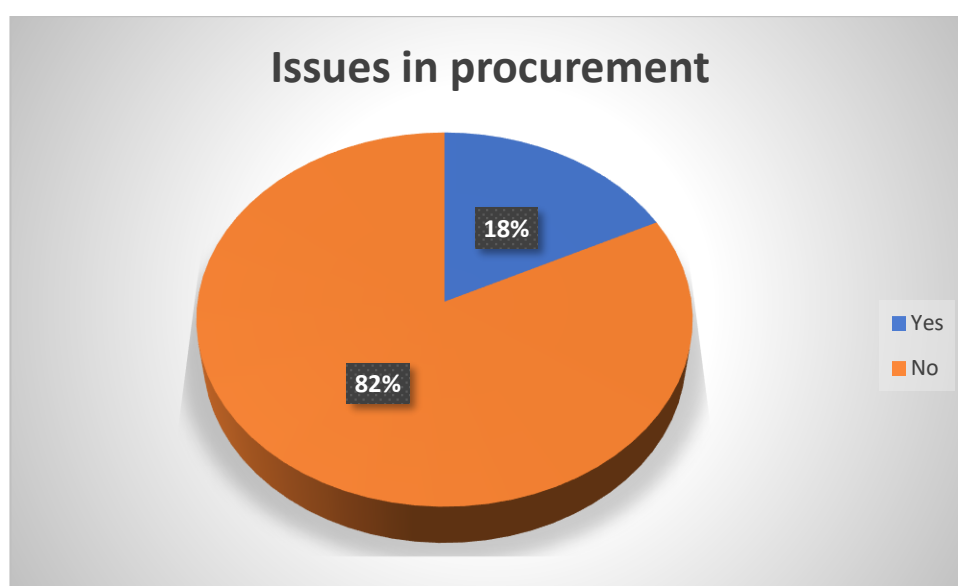
Any issues	No. of participants
Yes	18
No	84
Total	104

Discussion:

- Supplementing the information provided, the data presented in the table show that 82% of participants had no difficulty in procuring or selling Depin. This high percentage clearly indicates that the majority of participants experienced a smooth and efficient drug procurement process. This result speaks to the effectiveness of his supply chain management implemented by Zydus, ensuring a seamless flow of his Depin from production to end-user.
- The fact that the majority of participants reported no problems sourcing or supplying his Depin highlights the resilience and efficiency of Zydus' supply chain. A well-maintained supply chain is critical to the pharmaceutical industry as it ensures the timely delivery of medicines to healthcare providers, pharmacies and ultimately patients in need. To satisfy Depin's demand and continue providing for patients' medical requirements, the supply chain must run efficiently.
- In contrast, 18% of her participants reported difficulty or problems receiving the amount of Depin they ordered. In particular, these challenges related to delays in deliveries by wholesalers, inventory stores, or other companies involved in the distribution process. While this percentage is in the minority, it still means that there have been instances where the supply chain has struggled to deliver Depin of ordered quantities within the expected time frame.

In summary, the data in the table show that the majority of participants had no problems sourcing or supplying his Depin, demonstrating the efficiency of Zydus supply his chain. However, a small number of participants reported problems related to late delivery. This highlights the importance of continuously monitoring and improving our supply chain to ensure a seamless flow from Depin to healthcare providers and patients. Maintaining an efficient supply chain will allow Zydus to continuously meet demand for her Depin, ultimately contributing to improved patient outcomes and satisfaction.

Fig. 5.9. Pie chart presenting participants response for issues



Competitive advantage compared to other brands:

Table 5.10: No. of participants responded for competitive advantage

Competitive advantage	No. of participants
efficacy and effectiveness	27
price and affordable	57
brand reputation	49
doctor recommendation	56

Discussion:

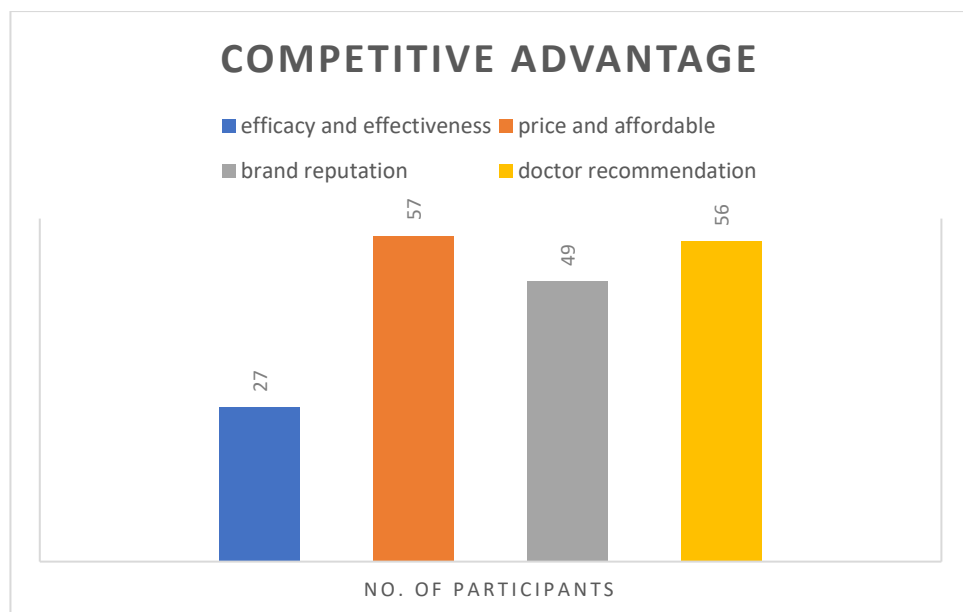
- Complementing the information provided, the data presented in the table highlight Depin's competitive advantage over other brands, mainly due to its affordability.

About 55.9% of participants cite price as the main advantage of Depin. This suggests that Depin's affordability plays an important role in influencing consumers' purchasing decisions.

- The doctor's suggestion, it should be mentioned, is a significant additional component that affects the consumer's choice to acquire Depin. A little over 54.9% of survey respondents said they primarily buy Depin on a doctor's suggestion. The outcomes support the confidence medical experts have in the standing and efficacy of the Depin brand. Physicians have a significant impact on patient and prescription selections since they are a dependable source of medical information. Medical professionals recognise and suggest Depin due to its excellent brand recognition and efficacy, which has been demonstrated.

In conclusion, the facts in the table demonstrate that Depin's low price gives it a competitive edge over other brands. A sizable portion of respondents cited price as a benefit, demonstrating the consequence of pricing on end user preference. Additionally, the importance of brand reputation and efficacy is highlighted by the fact that physician recommendations are crucial in Depin purchases. Depin is able to preserve its competitive advantage and attract both healthcare professionals and patients by juggling pricing, brand reputation, and efficacy.

Fig.5.10. Bar graph representing competitive advantage



Specific support from the manufacturer:

Table 5.11. Participants expectation from the company

Expect Support from the No. of participants manufacturer	
Yes	98
No	4
Total	102

Discussion:

- In addition to the information provided, the data presented in the table show that when asked if they would like to receive specific marketing materials or support from Zydus, a clear majority of participants, approximately 96%, responded positively which indicates that this high percentage reflects participants' interest and willingness to participate in marketing efforts and receive additional support from companies.
- The fact that so many participants expressed a desire for specific marketing materials and support provides Zydus with an opportunity to effectively engage and communicate with its target audience. This demonstrates the company's potential to provide valuable information, resources and support that can further enhance participants' understanding and experience of the product.
- By listening to participants' preferences, Zydus can create customized marketing materials and support mechanisms that address participants' specific needs and concerns. This may include providing educational materials, product brochures, instructional videos, access to online resources, and even direct communication channels for personalized support. Such initiatives can strengthen the brand-customer relationship and foster trust and loyalty among participants.

A small percentage of responders (around 4%), however, disagreed when asked if they would prefer to receive specific marketing materials or support from Zydus. Although a small portion, it is crucial for Zydus to acknowledge and respect this group's preferences. These individuals might already be knowledgeable about the product or they might want to learn more. A majority of participants, or 96%, indicated an interest in obtaining particular marketing materials and help from Zydus, according to the statistics in the table.

Fig.5.11. Pie chart representing expectations of the pharmacists



Depin is an efficient calcium channel blocker that is frequently prescribed to treat hypertension, angina, and other cardiovascular problems. It has a strong reputation among medical professionals for lowering blood pressure and enhancing heart health. Because cardiovascular disorders are becoming more prevalent in the world, the market is gradually expanding. There is a rising need for efficient medications to treat hypertension and its complications due to an ageing population and changing lifestyles.

Since COVID-19, the trend toward using calcium channel blockers has accelerated with an increase in acute and chronic health conditions. Increased availability and accessibility of health care services has also expanded the patient base for these agents.

Market growth in Asia-Pacific emerging countries such as China, India, and South Korea due to factors such as rising incidence and prevalence of cardiovascular disease, premature birth, high patient numbers, and increasing medical infrastructure, especially in Asian countries is expected to be promoted. According to a study published by the AHA journal, the prevalence of cardiovascular disease in India in 2016 was estimated at 54.5 million.

In addition, the favorable support of the government will also lead to the expansion of the market. For example, India's National Health Policy of 2017 (NHP 2017) aimed to reduce

premature cardiovascular disease deaths by 25% by the end of 2025 by screening and treating more than 80% of her hypertensive patients. Additionally, the Rastriya Arogya Nidhi (RAN) program provides financial assistance to patients below the poverty line. Such efforts will further increase market demand.

Overall, the nifedipine drug market is projected to perceive substantial growth in the forthcoming years, owing to ongoing research and development activities, increasing medical spending, and growing awareness of cardiovascular disease.

Chapter 6

CONCLUSION

Over a billion people worldwide are affected by hypertension, the leading cause of death. ARBs, ACEi, beta-blockers, and diuretics are the other three antihypertensive medication families that are commonly used in combination with calcium channel blockers as a first-line treatment for hypertension.

Depin is a nifedipine drug widely used to treat hypertension, angina pectoris and other cardiovascular diseases. In latest years, the demand for nifedipine has steadily boosted due to the prevalence of hypertension and coronary artery disease, especially in developing countries.

Firstly, using SWOT analytical model strengths, weakness and upcoming opportunities are identified. This model will help to construct better marketing strategies. In addition to the SWOT analysis model, market research reveals that Depin is up against tough competition from other nifedipine medications like Cardules, Nicardia, and Calcigard. The established and devoted consumer bases of these brands make it challenging for new competitors to enter the market. However, there is a chance to increase Depin's market share with a successful go-to-market plan.

J.B. Chemicals and Pharmaceuticals Ltd, Torrent Pharmaceuticals Ltd, Zydus Lifesciences, Unichem Laboratories, Abbott Healthcare Pvt Ltd, Bayer India Ltd, and Alkem Laboratories Ltd are a few pharmaceutical companies that have joined the nifedipine industry. These businesses include Torrent Pharmaceuticals GmbH and J.B. Chemicals and Pharmaceuticals Ltd. market chief. This demonstrates the competitive climate in which Depin competes, emphasising the need for a solid marketing plan to set it apart from rivals and draw in clients.

Additionally, vendors are crucial to the prescription procedure in the fiercely competitive market for cardiovascular drugs. Medical practitioners' prescribing choices might be significantly influenced by their expertise and persuasiveness. Consequently, putting money into a skilled and competent sales crew may be essential to increasing Depin's market share. Due to the rising incidence of hypertension and coronary artery disease,

demand for nifedipine is still rising, although market rivalry is still severe. Depin has established itself as a top option for treating cardiovascular illness among doctors and patients by utilising SWOT analysis, creating a successful go-to-market strategy, and concentrating on constructing a strong sales staff. I was successful in defending my stance.

Nifedipine is marketed by several companies such as J.B. Chemicals and Pharmaceuticals Ltd, Torrent Pharmaceuticals Ltd., Zydus Lifesciences, Unichem Laboratories, Abbott Healthcare Pvt Ltd, Bayer India Ltd, Alkem Laboratories Ltd. Under different brands. Among these companies, the market leaders in terms of market value are J.B. Chemicals and Pharmaceuticals Ltd and Torrent Pharmaceuticals Ltd. Nicardia, Calcigard and Cardules are the biggest competitors of Depin.

For all new entrants, the market seems to be very difficult as the loyalty of older brands is well established. Market entry strategies could be implemented to maximize market share. Salespeople play an important role in prescription generation in this competitive market.

Chapter 7

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Annexures

In this research journey, google form is floated to the chemist. Online survey questionnaire is used as study tool in this process. Here the survey form link is attached.

https://docs.google.com/forms/d/e/1FAIpQLSdOFT64w0xOaSoKPLdk5llus8JTqmWse04466ni7Zv7i-Ze-A/viewform?usp=sf_link

Also, plagiarism report will be added.