

A STUDY ON MARKET ASSESSMENT OF DEPIN: MARKET RESEARCH STUDY



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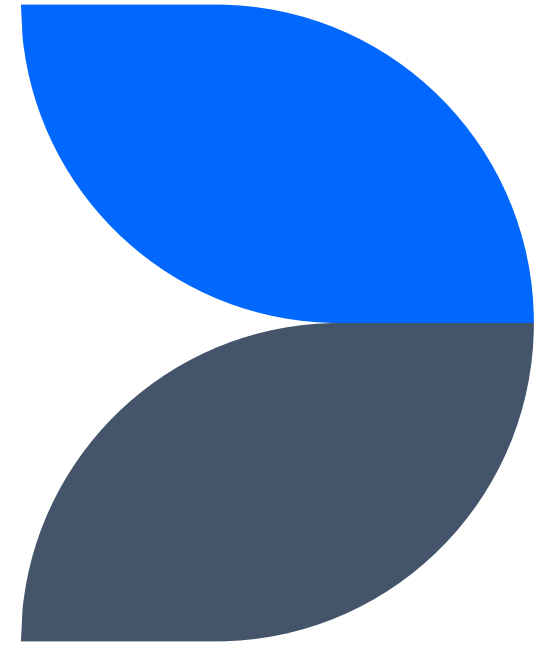
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1. INTRODUCTION



Hypertension – An Ever-Growing Burden

- Drugs most commonly used to treat hypertension include calcium channel blockers (CCBs), angiotensin receptor blockers (ARBs), angiotensin converting enzyme inhibitors (ACEI), beta blockers, alpha blockers, and a diuretic.
- In a prospective observational study conducted in elderly antihypertensive patients, the most prescribed drug classes were CCB (37%) and ACEI (21%).

- Among these drugs, nifedipine is a popular antihypertensive drug belonging to the class of calcium channel blockers. It works by relaxing the blood vessels, thereby lowering blood pressure and reducing the risk of cardiovascular events.
- Market driving Factors such as —
 - rising geriatric population
 - rising healthcare costs,
 - emergence of chronic diseases such as heart failure, arrhythmias, and hypertension
 - health awareness.



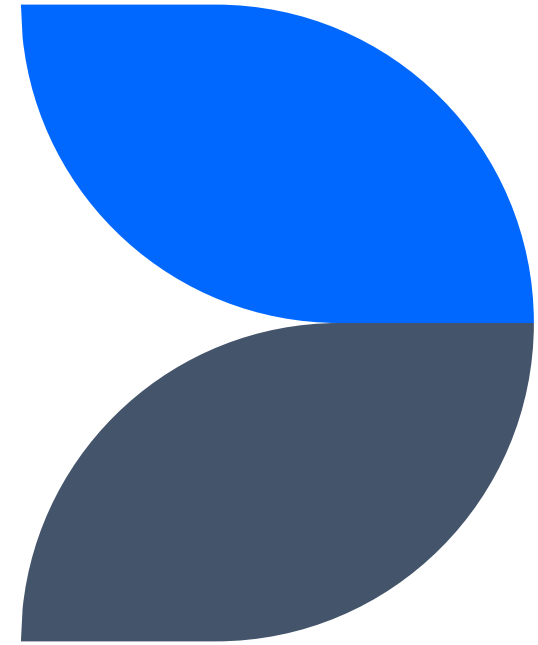
Depin is a nifedipine medication used to treat high blood pressure (hypertension) and prevent angina (heart related chest pain). It belongs to a class of drugs known as calcium channel blockers. It lowers blood pressure and soothes the heart. This helps prevent heart attacks and strokes.

Benefits of Depin:

- To treat high blood pressure (hypertension)
- To prevent angina
- To prevent heart attacks
- Stroke prevention

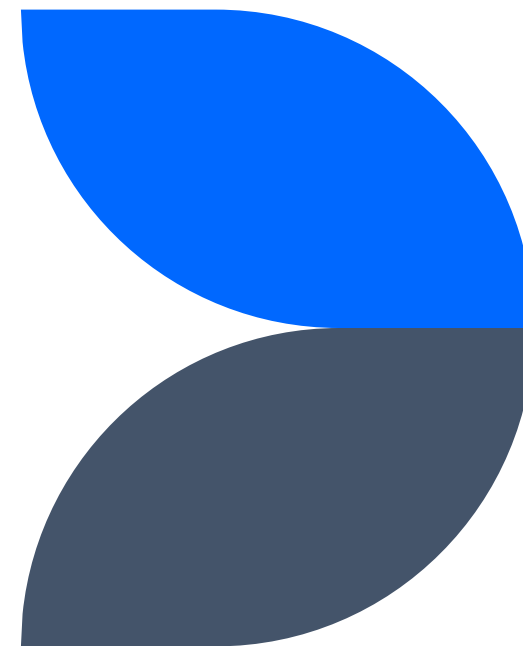


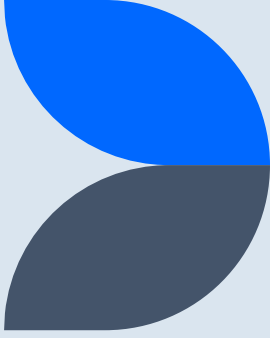
2. OBJECTIVES



- ❑ To study Depin market in India.
- ❑ To find out the top brands of nifedipine and its analysis in terms of market price with other brands.
- ❑ To understand the strength and weakness of the brand using SWOT analysis

3. METHODOLOGY





Research Design:

- **Method:** Cross sectional survey
- **Data source:** Primary research

Sample Selection:

- **Target population:** Dispensing Pharmacist
- **Sampling method:** non-probability convenience sampling
- **Sample size:** 102 Dispensing Pharmacist

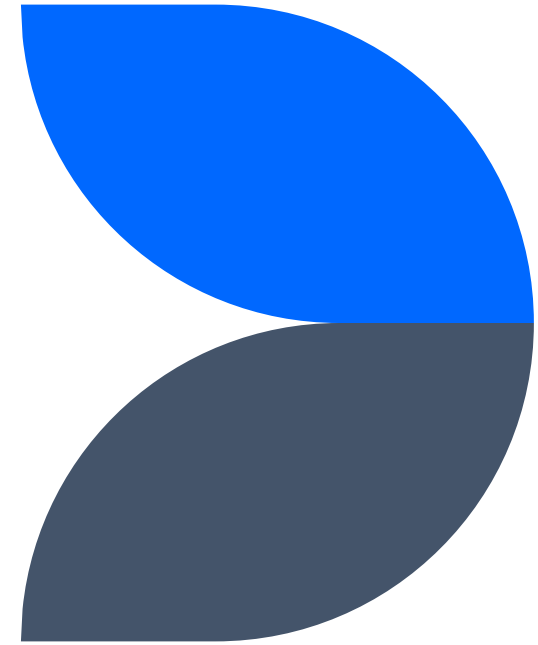
Data collection:

- **Data collection tool:** Survey form

Data Analysis:

- **MS Excel software** used for different graphical representation in the study

4. RESULT ANALYSIS

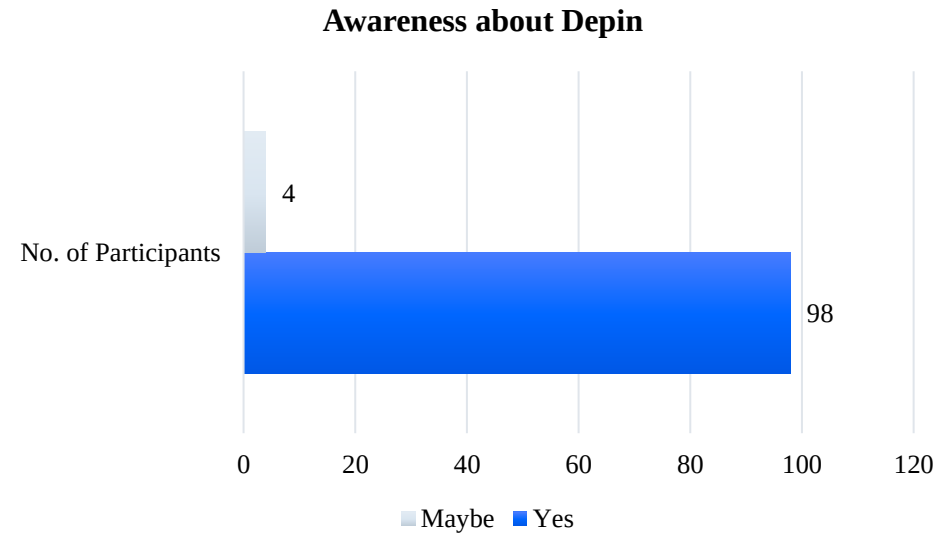


SWOT Analysis

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

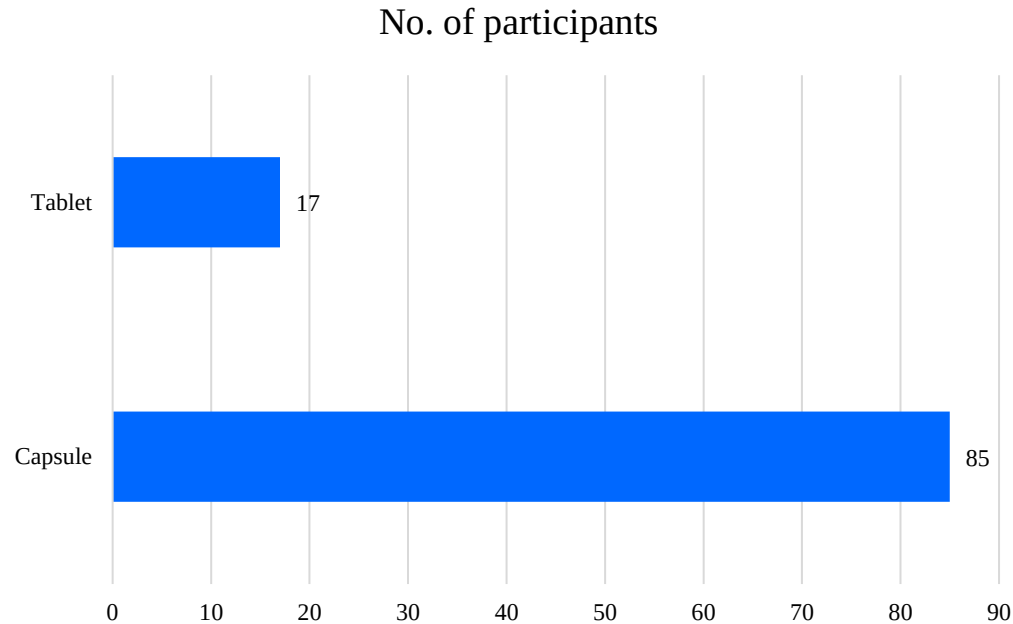
Awareness about the Depin

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



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.

Dosage form prescribed by doctor

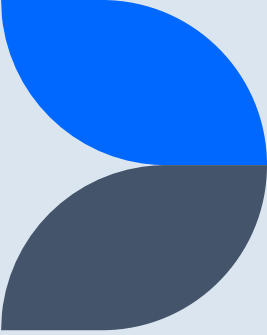


This figure depicts that 83.3% participants says that most of the doctors prescribes capsule, however 16.7% participants says table is the commonly prescribed.

This analysis highlights capsule is majorly prescribed by physicians due to higher bioavailability, faster action etc.

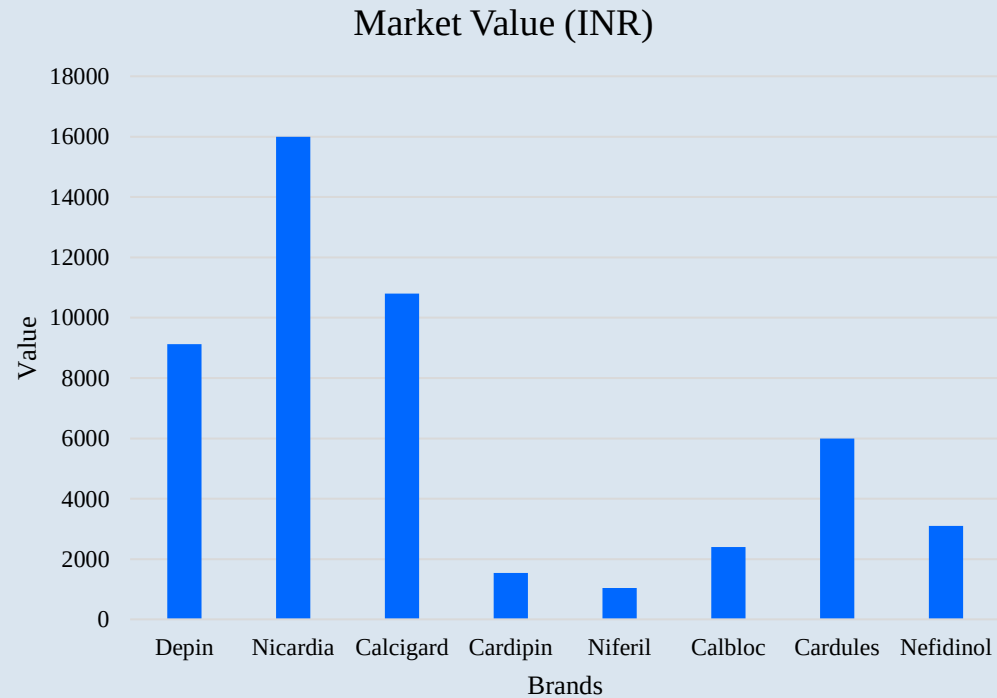
Competitive Landscape

- Major players are J.B. Chemicals and Pharmaceuticals Ltd, Torrent Pharmaceuticals Ltd., Zydus Lifesciences, Unichem Laboratories, Abbott Healthcare Pvt Ltd, Intas pharmaceuticals etc.
- J.B. Chemicals and Pharmaceuticals Ltd – Nicardia
- Torrent Pharmaceuticals Ltd. – Calcigard
- Abbott- Cardules
- Unichem Laboratories- Calbloc
- Intas Pharmaceuticals – Cardipin



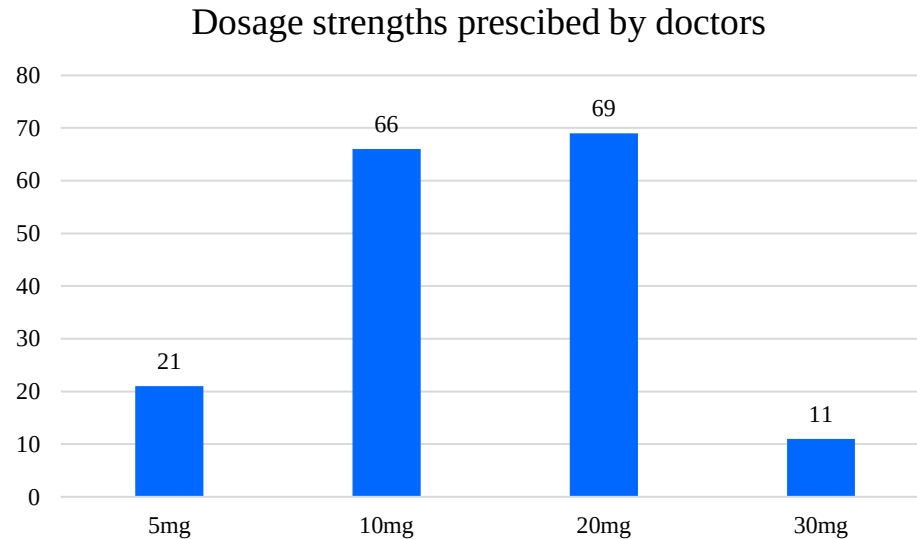
Brands	Manufacturer	Price (INR)	Market Volume	Market Value
Depin	Zydus Lifesciences	57	2400	9120
Nicardia	J. B. Chemicals	64	3750	16000
Calcigard	Torrent Pharmaceuticals	42	2400	10800
Cardipin	Intas Pharmaceuticals	11	1400	1540
Niferil	USV Pvt Ltd	8	1300	1040
Calbloc	Unichem Laboratories	20	1200	2400
Cardules	Abbott	40	1500	6000
Nefidinol	Knoll Healthcare	23	1350	3105

Market Value of different brands



- This figure highlights that Nicardia has the highest market value in the market followed by Calcigard, Depin, Cardules and Calbloc.
- This signifies that top direct competitors of Depin are Nicardia, Calcigard, Cardules and Calbloc.

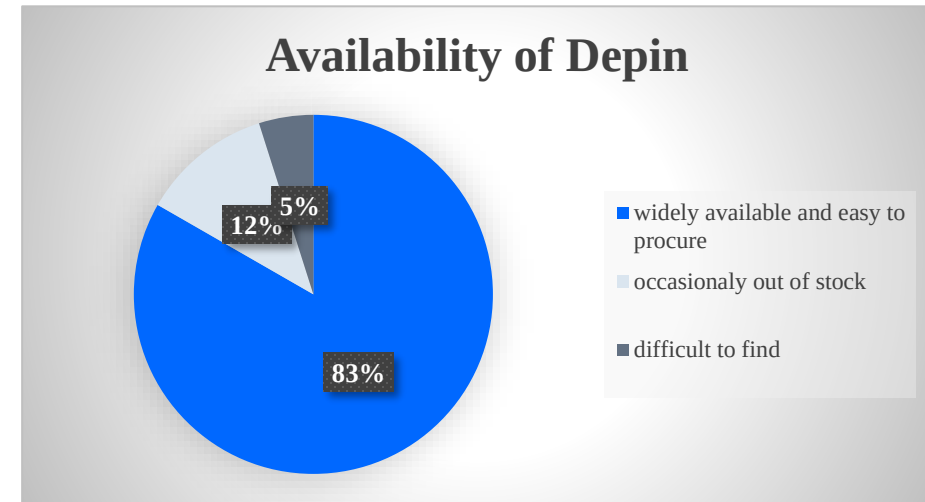
Different dosage Strengths



This figure indicates 67.6% participants says 20mg, 64.7% says 10mg, 20.5% says 5mg, 10.8% says 30mg.

This table reveals that most prescribed dosage strengths are 20mg followed by 10mg.

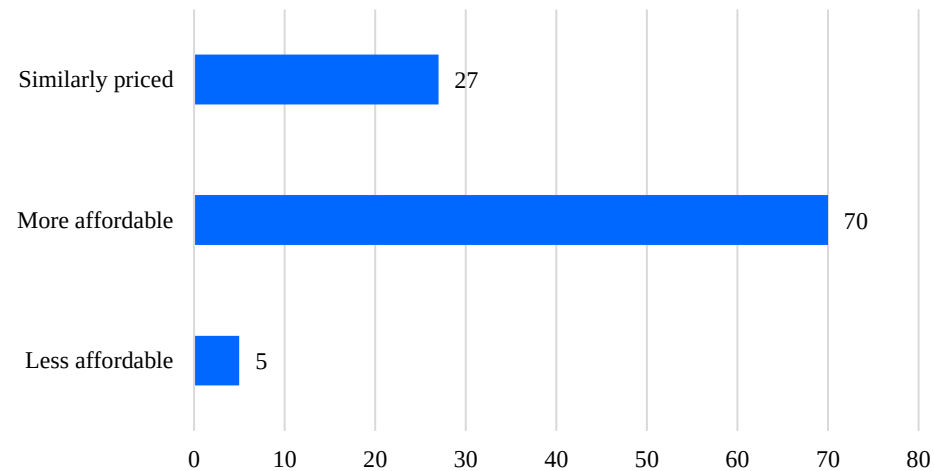
Availability of Depin



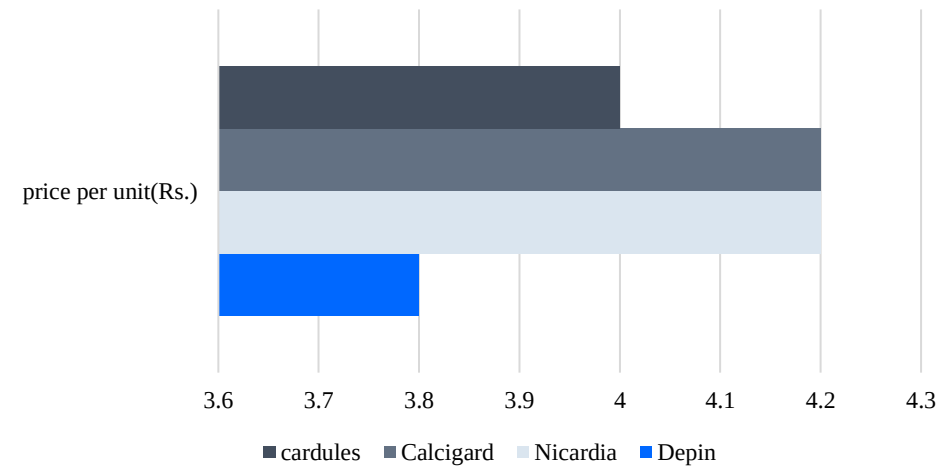
The figure shows that approximately 83% of respondents believe that Depin is widely available and easily procurable.

Price in comparison with top selling brands

Pricing compared with top selling brands

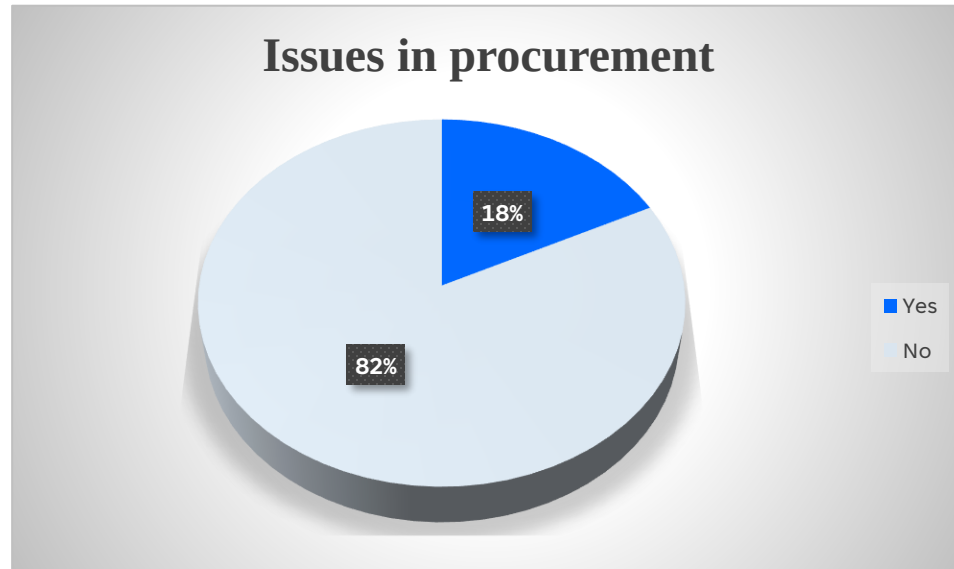


Price comparison



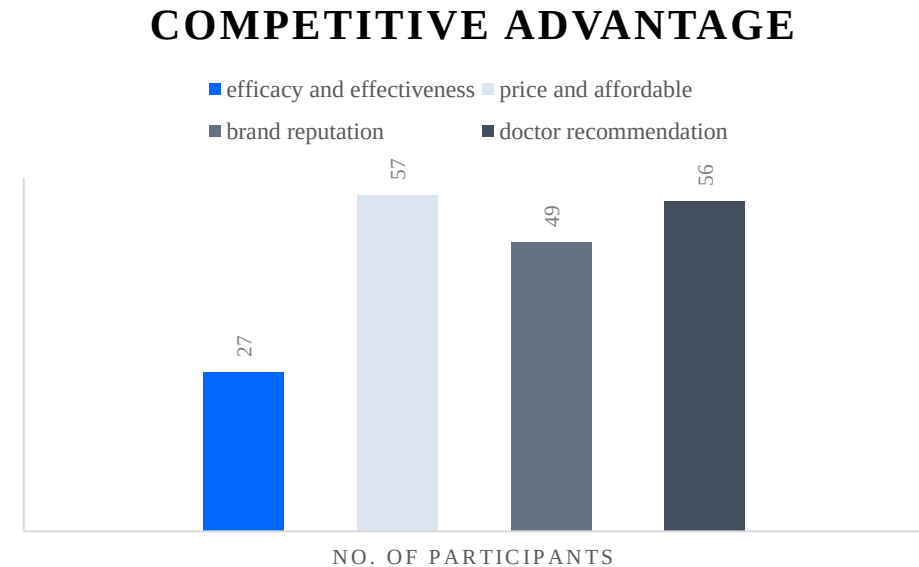
High percentage of more affordable suggest that pricing strategy is effective in positioning it as competitive option in market.

Issues related to the supply or procurement



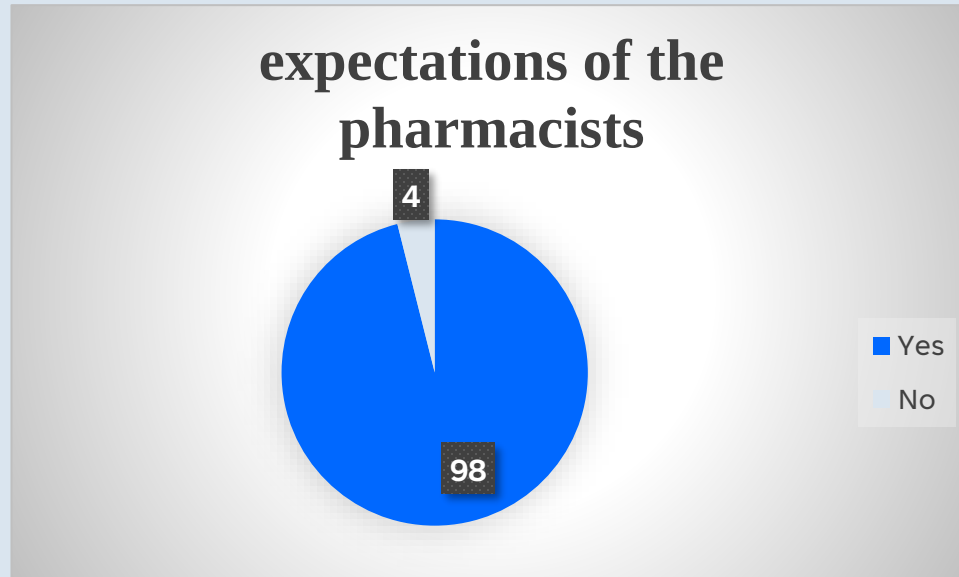
The high percentage clearly indicates that the majority of participants experienced a smooth and efficient drug procurement process.

Competitive advantage



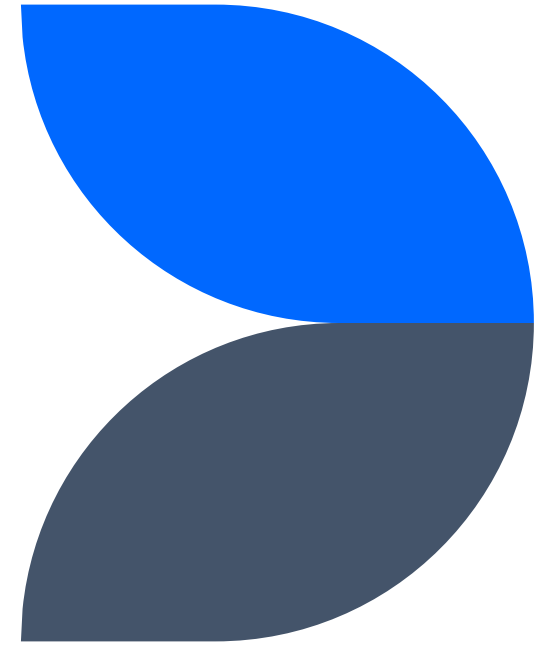
Depin has a competitive advantage over other brands due to its affordable price.

Specific support from the manufacturer



Approximately 98%, responded positively which indicates that this high percentage reflects participants' interest and willingness to participate in marketing initiatives and receive additional support from company.

5. CONCLUSION



“

Market analysis shows that Depin faces stiff competition from other nifedipine brands such as Nicardia, Calcigard and Cardules.

”

“Salespeople play an important role in prescription generation in this competitive market. Therefore, investing in a well-trained and knowledgeable sales team could be a key factor in growing Depin's market share.”



Thank You!