

Market Assessment of Antiulcerent drugs in bareilly budaun moradabaad and rampur in u.p



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Introduction

- According to latest WHO data published in may 2015 peptic ulcer disease deaths in India reached 85487 or 0.96 % of total deaths.
- The age adjusted death rate is 9.12 per 100,000 of population ranks India 26 in the world.
- Interestingly, those at the highest risk of contracting peptic ulcer disease are those generations born around the middle of the 20th century.
- Ulcer disease has become a disease predominantly affecting the older population, with the peak incidence occurring between 55 and 65 years of age.
- In men, duodenal ulcers were more common than gastric ulcers; in women, the converse was found to be true.
- Thirty-five percent of patients diagnosed with gastric ulcers will suffer serious complications.
- Although mortality rates from peptic ulcer disease are low, the high prevalence and the resulting pain, suffering, and expense are very costly.



Research objective

- To find out the most selling anti ulcerent brands
- To find out the most selling anti ulcerent dosage form
- To find out the most selling anti ulcerent dosage strength
- To find out the most selling combination of anti ulcerent drugs
- To find out the most selling OTC drugs



Methodology

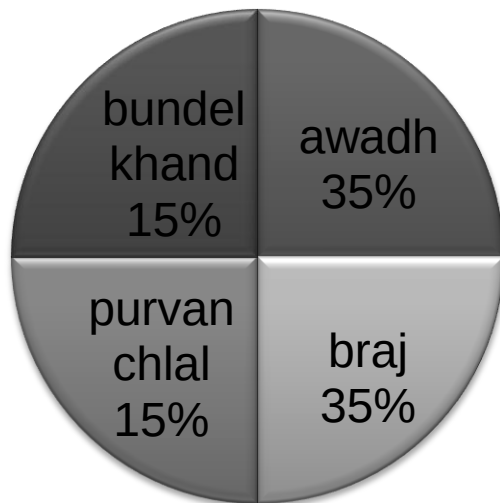
- **Study Design:** Descriptive study.
- **Sampling method:** Non probability convenience sampling.
- **Sample population studied:** chemist of selected cities
- **Sample size** - 200
- **Study area:** Uttar Pradesh (Budaun, Bareilly , Moradabad, Rampur)
- **Tools and Techniques-** A questionnaire consisting of Open and Close ended questions was used as a tool.
- **Time duration-** 5months [Jan-May, 2015].



Finding and data interpretation

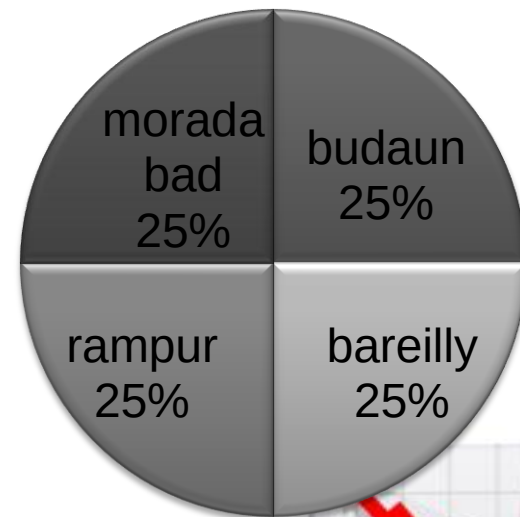
- Part of U.P

part of U.P



- City covered in braj region

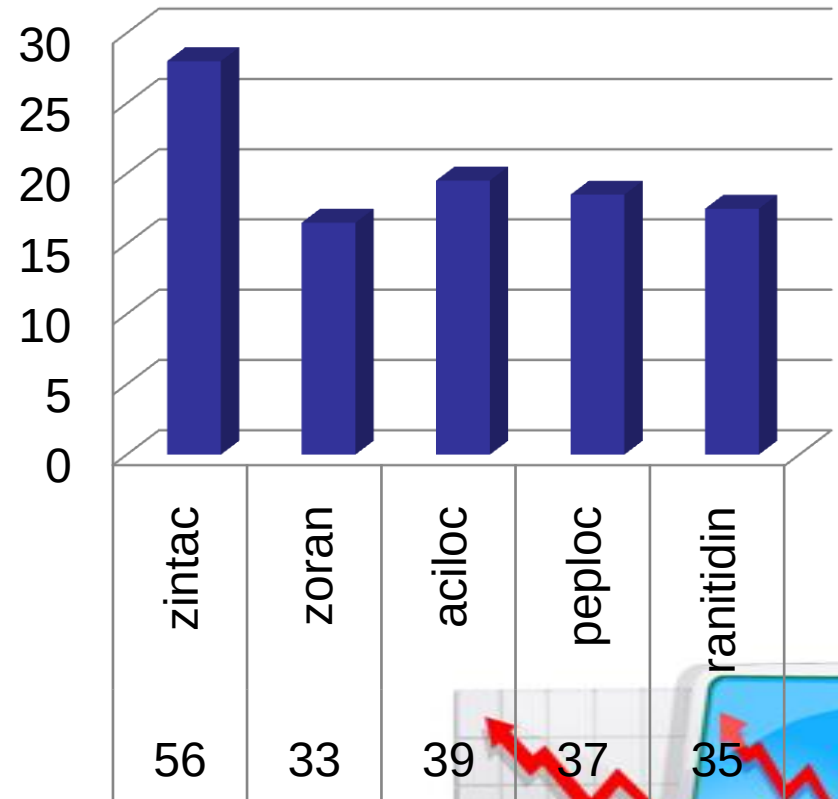
City covered in braj region



The most selling brand of anti ulcerent in braj region

No of chemist	Brand	Total %
56	Zintac	28
33	Zoran	16.5
39	Aciloc	19.5
37	Peploc	18.5
35	Ranitidine	17.5

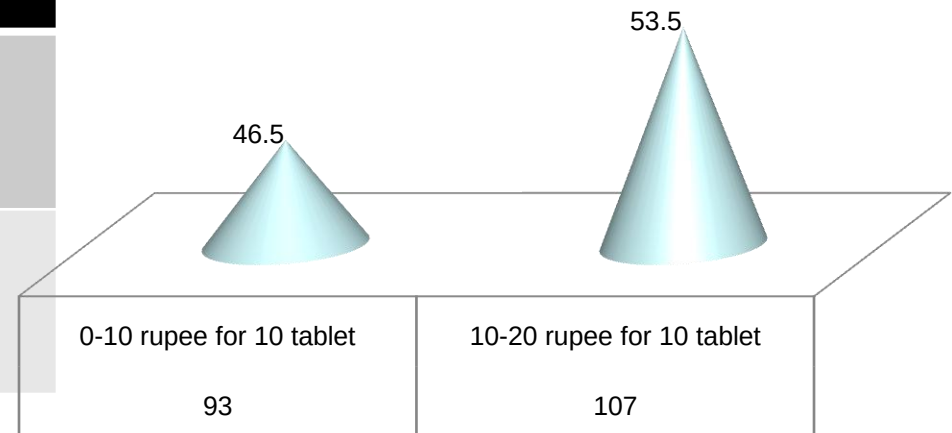
most selling brand



Most selling price for 10 tablets of strip

most selling price for 10 tablet

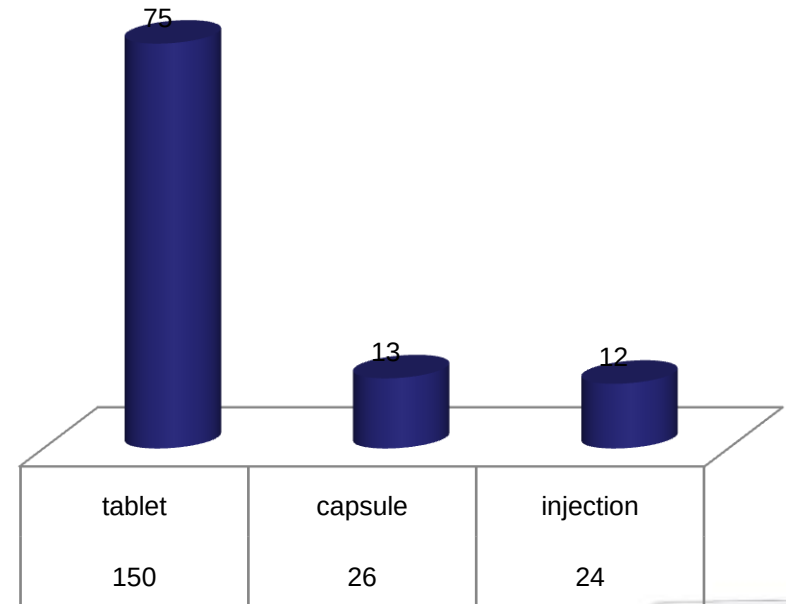
No. of chemist	Price for ten tablets	Total %
93	0-10 rs for ten tablets	46.5
107	10-20 rs for ten tablets	53.5



The most selling dosage form

No of chemist	Dosage form	Total %
150	Tablet	75
26	Capsules	13
24	Injection	12

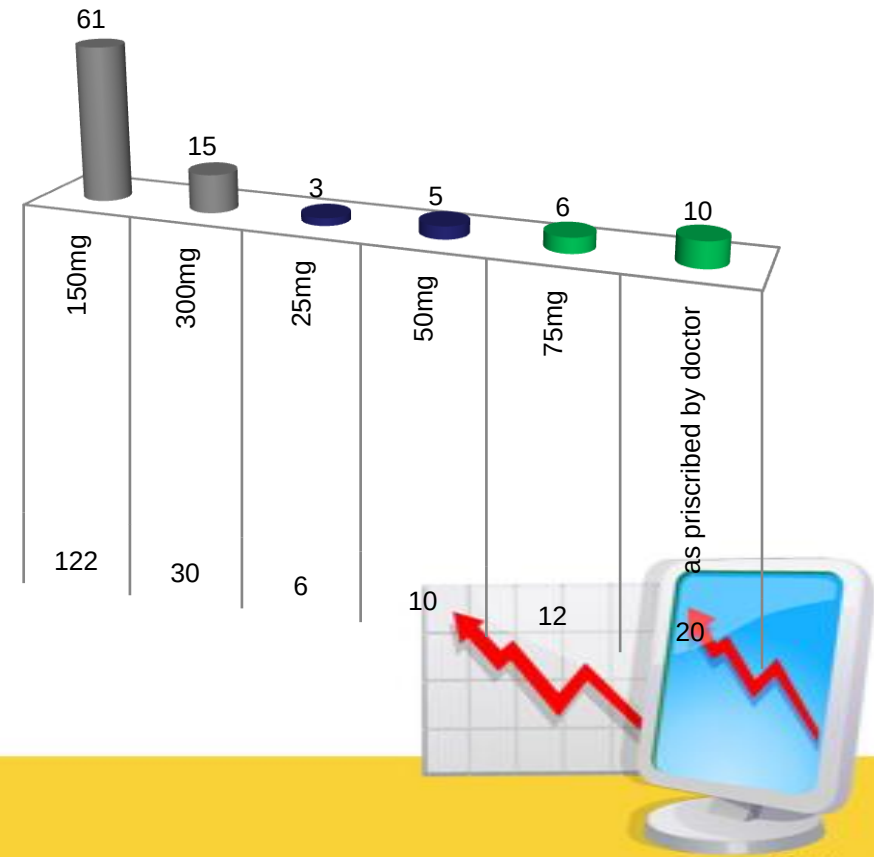
most selling dosage from



The most selling dosage strength

No of chemist	Dosage strength	Total %
122	150mg	61
30	300mg	15
6	25mg	3
10	50mg	5
12	75mg	6
20	As prescribed by doctor	10

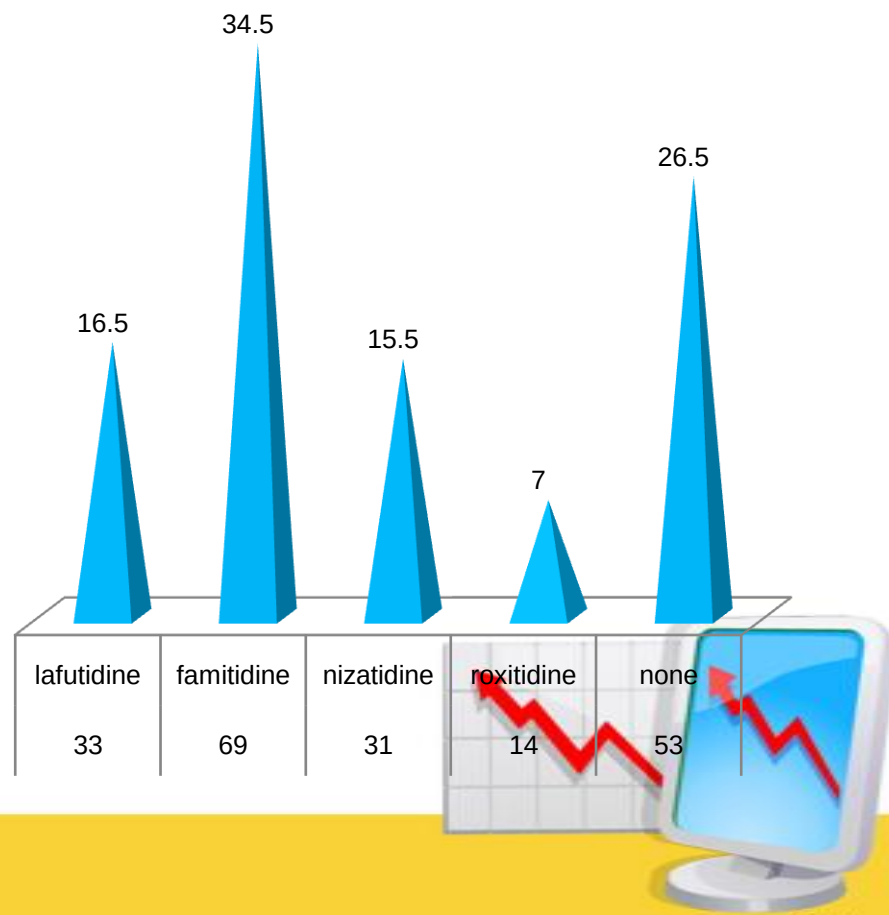
most selling doseage strength



Most selling molecules against PPI

No of chemist	Molecules	Total %
33	Lafutidine	16.5
69	Famitidine	34.5
31	Nizatidine	15.5
14	Roxitidine	7
53	None	26.5

most selling compititor of PPI



Most selling OTC antiulcerent

No of chemist	OTC drugs	Total %
12	Rabiprazole	6
26	Rablet	13
25	Omeprazole	12.5
20	Lycopin	10
15	Lanzole	7.5
37	Zintac	18.5
18	Rabiford	9
21	Omez d	10.5
26	None	13

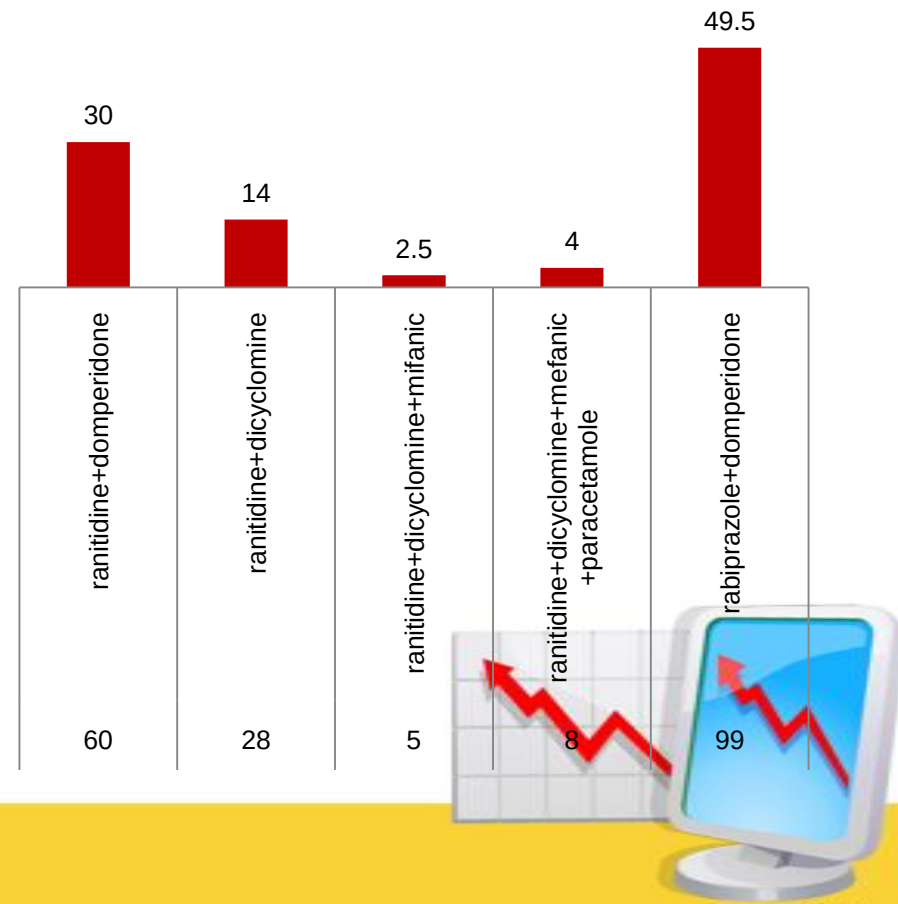
most selling OTC ulcerent



Most selling antiulcerent in combination

No. of chemist	Combination of antiulcerent	Total %
60	Ranitidine+domperidone	30
28	Ranitidine+dicyclomine	14
5	Ranitidine+dicyclomine+mifanin	2.5
8	Ranitidine+dicyclomine+mifanin+paracetamol	4
99	Rabiprazole+domperidone	49.5

most selling antiulcerent in combination



Conclusion

- The most selling brand of anti ulcerent in braj region was zintac
- Most selling price for 10 tablets of strip 10-20 rs was in braj region
- The most selling dosage form in braj region was tablet
- The Most selling molecules against PPI was famitidine in braj region
- The most selling dosage strength was 150 mg of tablet and 50 mg for capsules in braj region
- The Most selling OTC antiulcerent was zintac in braj region
- The Most selling antiulcerent in combination was rabiprazole + domeperidone
- 10 % chemist give as strength of dose as prescribed by doctor
- 13 % chemist do not give any drug to patient without prescription



Thank you

