



Dissertation Presentation

By Prem Agrawal



Topic :-

**Assessing Market Access Strategies for Empagliflozin 10/25mg
Tablet A Comparative Analysis of Domestic Markets Type 2 DM**



ROADMAP





INTRODUCTION

- The prevalence of Diabetic Mellitus is increasing world wide due to lifestyle changes and increasing obesity so to contribute to the treatment of DM we have produced the drug Empagliflozin (Empagliflozin) 10/25 mg
- The sodium-glucose co-transporter-2 (SGLT-2) enzyme is present in the proximal tubules of the kidneys and is how empagliflozin functions. Empagliflozin decreases renal reabsorption of glucose and raises urine excretion of glucose through SGLT2 inhibition.

MARKET REPORT

BRANDS	COMPANY	PROD_LNCH	MAT MAR'20	MAT MAR'21	MAT MAR'22	MAT MAR'23	CAGR%	FEB'22	FEB'23	MAR'21	MAR'22	Jan'23	Feb'23	MAR'23	MAT GR	MTH GR	MS% Mar'23
EMPAGLIFLOZIN			351.53	392.86	366.24	338.77	-68%					25.38	26.38	28.19	-7.5	6.8	100
JARDIANCE	BOEHRINGER INGELH.	201510	235.31	257.59	233.04	226.05	-68%	17.93	18.22	20.81	19.29	16.34	18.22	19.17	-3%	-1%	67%
GIBTULIO	LUPIN LIMITED	201609	116.23	133.01	117.29	96.15	-72%	8.46	6.60	10.32	8.95	7.37	6.60	7.34	-18%	-18%	28%
EMPAONE	MSN LABS	202110	0.00	0.00	0.51	7.94	1451%	0.09	0.97	0.00	0.19	0.92	0.97	1.06	1451%	446%	2%
OBORAVO	CIPLA	202011	0.00	2.26	13.01	6.07		1.25	0.31	0.64	1.18	0.51	0.31	0.35	-53%	-71%	2%
VICRA	DR REDDYS LABS	202110	0.00	0.00	2.39	1.83		0.33	0.03	0.00	0.51	0.06	0.03	0.03	-23%	-94%	1%
COSPIAQ	TORRENT PHARMA*	202212	0.00	0.00	0.00	0.73		0.00	0.25	0.00	0.00	0.19	0.25	0.25	#DIV/0!	#DIV/0!	0%
Grand Total			351.533	392.8616	366.2376	338.771		28.066	26.3842	31.775	30.129	25.384	26.384	28.19			

- 
- In March 2022 market share of Empa was 0.51
 - In March 2023 market share was 7.94
 - CAGR calculated is 1451%
- 



Objective

- The study additionally correlates the impact on health while using gliflozins.
- To reconsider the role of empagliflozin in DM prevention among patients.
- To follow marketing strategies made for the sales team.



RESEARCH DESIGN

- Research type: Primary research
- Study design: Descriptive
- Sampling method: Random Sampling
- Study Area: Hyderabad.
- Sample size: 50 doctors
- Sample selection: The Sample is Collected from different specialties of the Doctor.
- Data Collection: Quantitative data collection.
- Study Duration: 3 Months

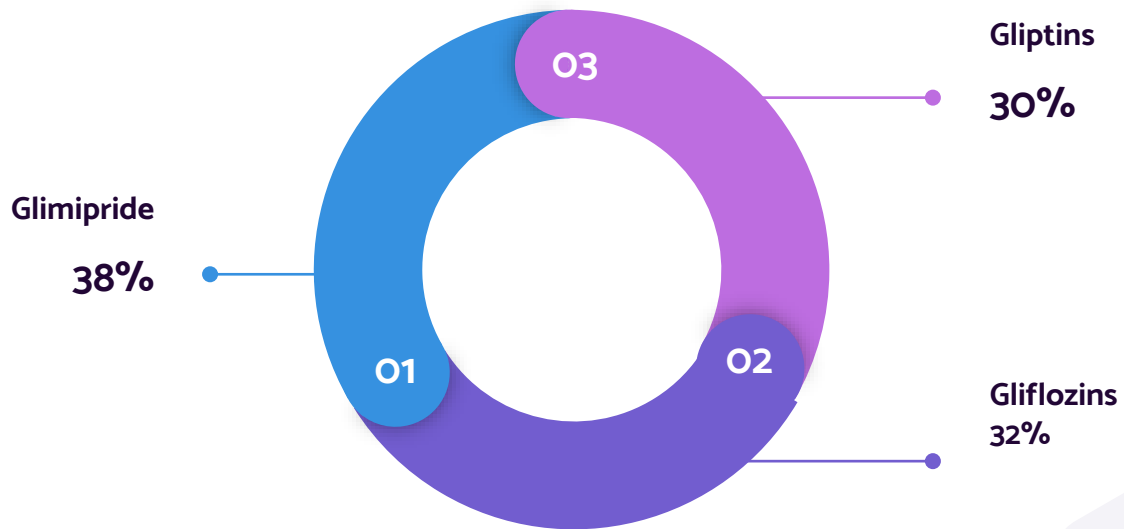


Methods and Material

A Cross-Sectional survey method was conducted for a period of three months (March 2023- May 2023) for a study on the prescription habit of doctors treating diabetes in India. Data was collected from a random selection of doctors using a cross-sectional survey methodology. who treat diabetes in India. The sample size of the study is 70. After collecting the data, the data was analyzed using descriptive statistics



DOCTORS PREFERENCE





Discussion

- While conducting the survey mostly nephron doctors were using empa over other gliptins as this can be given to patients having eGFR more than or equal to 20, So this helps them to treat worse kidney conditions in patients
- Cardiologist prefer this drug when they are seeing that patient have the risk of heart failure so this drug help in HF reduction and hospitalization

THANKS!

Any questions?

You can find me at:

- ◆ Prem.j21@iihmr.in