

**“MARKET RESEARCH ANALYSIS OF CHYMORAL FORTE:
UNDERSTANDING THE POTENTIAL FOR A POPULAR
ENZYME BASED DRUG.”**

Dissertation Submitted to



The IIHMR University, Jaipur

for the partial fulfillment for the award of

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Administration (MBA)

in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

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2023

DECLARATION BY STUDENT

I hereby declare that this dissertation title “MARKET RESEARCH ANALYSIS OF CHYMORAL FORTE: UNDERSTANDING THE POTENTIAL FOR A POPULAR ENZYME BASED DRUG” is the Bonafede record of my original research work. I declare that for the purpose of awarding any degree or diploma, it has not been submitted to another university or institution. The text has appropriately acknowledged any information that was taken from other people's published or unpublished works.

(Signature)

Sachin Kumar

Date: 20/05/2023

CERTIFICATE

This is to certify that Sachin Kumar "is a record of the research that (Sachin Kumar) carried out under my direction and supervision as part of the prerequisites for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur. His approached the research topic with an honest, analytical, and scientific method.

Place: Jaipur

Preceptor/Head of the Organization

Amrit Kumar

Date: 20/05/2023

Name of the organization

Amrit Medical Agency

CERTIFICATE

This is to certify that the dissertation titled “MARKET RESEARCH ANALYSIS OF CHYMORAL FORTE: UNDERSTANDING THE POTENTIAL FOR A POPULAR ENZYME BASED DRUG” is a record of the research work completed by (Sachin Kumar) as a part of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur, under my direction and supervision. His approach to the research study has been sincere, scientific, and analytical.

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School Dean
IIHMR University, Jaipur

Date: 20/05/2023

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Thank You.

Sincerely,

Sachin Kumar

Roll no. – 0333

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Abstract

Background: This market research report comprehensively analyzes the market for Chymoral Forte, a pharmaceutical formulation containing trypsin and chymotrypsin. Chymoral Forte has gained significant popularity in the medical field due to its anti-inflammatory and fibrinolytic properties. The paper examines Chymoral Forte's market size, growth drivers, competitive environment, and untapped potential. The results of the study show that there is an increasing need for Chymoral Forte in a few medical specialties, such as surgery, orthopedics, and dermatology. Chymoral Forte Tablet 20's belongs to the group of medicines called proteolytic enzymes. It is primarily used to relieve severe pain and swelling in postoperative wounds and other inflammatory conditions. In a few cases, it may be prescribed for digestive aid. Chymoral Forte Tablet 20's contains Trypsin-chymotrypsin. What is the introduction of Chymoral Forte?

Chymoral Forte is an anti-inflammatory, non-steroidal medicine. It is used to relieve pain and swelling that occurs after any surgery. This medicine is used for cataract surgery, necrotic tissues, hand fractures, burns, and other medical conditions that cause swelling and pain.

Methodology: - Chymoral Forte Tablet is an enzyme. It works by breaking down proteins into smaller fragments, thereby making them available for absorption into the blood. Once absorbed, it increases blood supply in the affected area and reduces swelling.

Conclusion: - According to market research, there is an increasing demand for the Chymoral Forte tablet, a pharmaceutical formulation that comprises both trypsin and chymotrypsin. A growing number of surgical procedures and variables including the prevalence of inflammatory diseases are contributing to the market's growth. Chymoral Forte has proven to be a successful drug for treating postoperative edema, inflammation, and chronic inflammatory diseases in a variety of medical specialties. Market expansion and the creation of cutting-edge formulations to meet patient demands are other potentials. Insights into major competitors and their market strategies are provided by the competitive landscape study.

Keywords: - Chymoral Forte, trypsin, chymotrypsin, market research, market size, growth factors, therapeutic uses, anti-inflammatory, fibrinolytic, surgical procedures, chronic inflammatory conditions, competitive landscape, market expansion, innovative formulation

Chapter 1

Introduction:

Trypsin and chymotrypsin are the two main active ingredients in the medicinal medication Chymoral Forte. These are serine proteases, a class of proteolytic enzymes required for a variety of physiological processes. Chymoral Forte's properties, modes of action, therapeutic applications, dosage, side effects, and safety precautions will all be covered in this study.

The oral drug called Chymoral Forte is frequently recommended to treat inflammatory diseases and edema brought on by surgery, trauma, and other medical ailments. Due to its effective anti-inflammatory and fibrinolytic qualities, it is widely utilized in the fields of surgery, orthopedics, and dermatology. The synergistic effect of trypsin and chymotrypsin in Chymoral Forte increases its therapeutic potential.

Trypsin, a serine protease that is produced by the pancreas, is necessary for dissolving proteins. By eliminating inflammatory mediators and dissolving proteins into more absorbable peptides, trypsin decreases inflammation in Chymoral Forte and aids in absorption. Additionally, it enhances blood circulation, which has the dual benefits of accelerating healing and reducing edema. Chymotrypsin, another serine protease identified in Chymoral Forte, possesses comparable proteolytic characteristics. By acting on specific peptide bonds, mainly involving aromatic or large hydrophobic amino acids, it aids in the breakdown of proteins, reduces tissue swelling, and speeds up wound healing. Its anti-inflammatory actions are caused by the inhibition of pro-inflammatory cytokines such as interleukin-1 and tumour necrosis factor-alpha.

Chymoral Forte offers a more thorough proteolytic impact because of the combination of trypsin and chymotrypsin. Their combined effects help degrade necrotic tissues, fibrin clots, and inflammatory exudates, which are frequently found in surgical wounds and injuries. As a result, inflammation is reduced, pain is lessened, and normal tissue structure and function are sooner restored.

For therapeutic purposes, Chymoral Forte is used in a variety of medical settings. It is usually given after surgery to assist in reducing edema, inflammation, and hematoma after the procedure. It is also used in the treatment of chronic inflammatory illnesses such as bursitis, tendinitis, and arthritis. Chymoral Forte is also used in the treatment of sports injuries, sprains, strains, and fractures since it hastens the healing process and lowers pain and swelling.

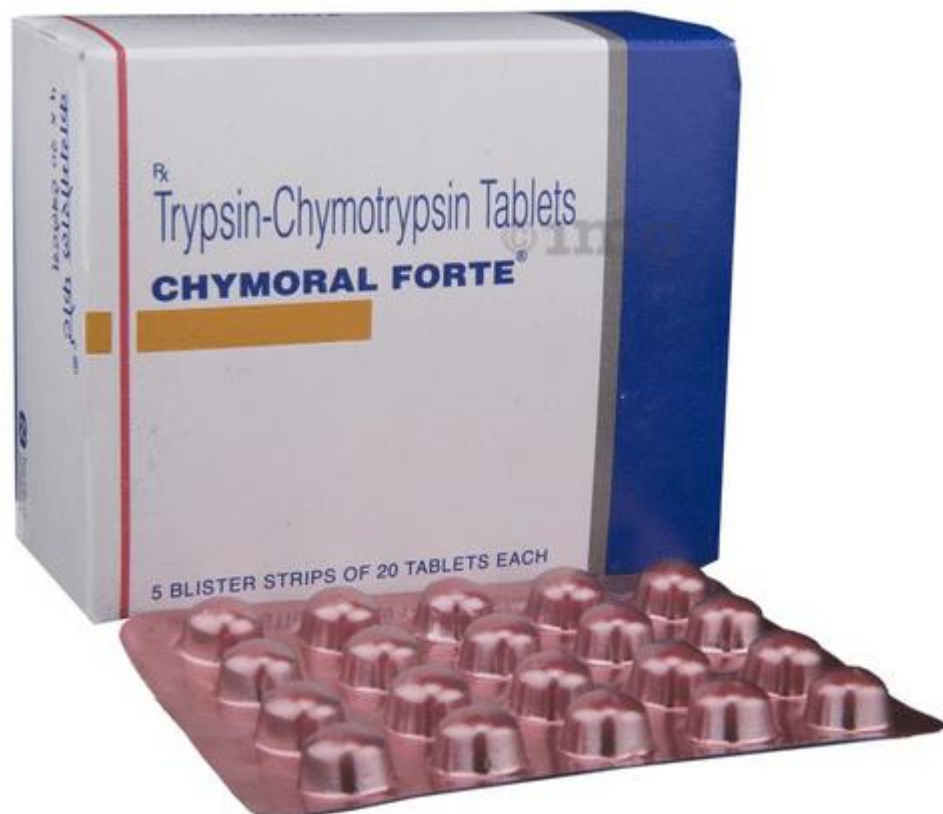
Chymoral Forte comes in tablet form, and the dosage is as follows. Symptom severity and the individual condition being treated may affect the recommended dosage. Adults are often prescribed one pill, given three times a day orally, preferably after meals. It is crucial to adhere to a healthcare professional's instructions regarding the recommended dosage and course of treatment.

Even though Chymoral Forte is typically thought to be safe, there are some possible adverse effects to be aware of. Constipation, vomiting, and diarrhoea are typical gastrointestinal side effects. Although uncommon, allergic reactions can also happen and present as skin rashes, itching, or swelling. It's critical to stop taking the drug and get

medical help if any side effects appear. When using Chymoral Forte, specific safety measures must be taken. Trypsin, chymotrypsin, or any other ingredient in the formulation should not be used by anyone who has a history of trypsin or chymotrypsin hypersensitivity. Except when specifically directed by a healthcare provider, it is not advised to be used during pregnancy or lactation.

1.1 Lifestyle advice of Chymoral Forte tablet: -

- Avoid vigorous exercise since it can exacerbate your arthritis-related joint discomfort.
- Fish oils and turmeric can also assist to reduce tissue inflammation. Instead, you should stretch and engage in low-impact cardiovascular activities like swimming, biking, and treadmill walking. By using light weights, you can also develop your muscle strength.
- Get enough sleep, since relaxing the muscles might help them become less inflamed and swollen.
- Eat fish such as salmon, trout, tuna, and sardines. These fish are abundant in omega-3 fatty acids, which reduce the production of cytokines, which might cause inflammation.
- Sitting posture is crucial, especially if you suffer from pain and inflammatory issues. Try to sit as little as possible and just briefly (10–15 minutes). To reduce pain at the back of your curve, use back support, such as a towel rolled up. Maintain a straight angle between your knees and hips. In addition, if necessary, a footrest is available.



Fact box: -

Chemical Class: - Protease Digestive Enzymes

Habit Forming: - No

Therapeutic Class: - PAIN ANALGESICS

Action Class: - Proteolytic Enzymes

1.2 Benefits of Chymoral Forte**In pain relief**

After surgery or any type of damage, Chymoral Forte Tablet provides pain relief. The number of specific molecules in the body that alert us to pain increases as a result of an injury. By lowering these chemical levels, Chymoral Forte Tablet works to lessen pain.

To benefit the most, take it exactly as directed. Avoid taking more or for longer than necessary because doing so can be risky. You should use the shortest duration and lowest effective dose. This will make it easier for you to carry out your regular tasks and will improve your quality of life by making it more active.

Tips for Chymoral forte quickly: -

- Chymoral Forte Tablet helps treat inflammation-related illnesses and post-operative wound pain and edema.
- Take it before a meal or as your doctor prescribes.
- Stop using Chymoral Forte Tablet at least two weeks before an anticipated surgery since it may prevent blood from clotting properly.
- Let your doctor know if you have issues with your blood clotting system, liver, or kidneys.

Chapter 2

REVIEW OF LITERATURE

Sr.no	Title	Authors	Objective	Result
1.	Trypsin-chymotrypsin (Chymoral Forte D.S.) preparation-induced modification of cytokine levels in burn patients.	Mary Babu, Mathangi Ramakrishnan, Kushal Mittal, Ravikumar, Dilip Shah, and Kushal Mittal	To mediate and control immunological and inflammatory responses, Both natural and specialised immunity's effector phases involve the production of cytokines.	On the day of admission, serum samples taken from patients who received Trypsin-Chymotrypsin had considerably greater IL-6 and IL-1 levels than they did on the tenth day.
2.	A study comparing the efficiency and tolerability of trypsin with chymotrypsin, serratio peptidase, and trypsin, bromelain, and rutoside in the treatment of wounds.	Piyush Gavai, Deepak Langade, Dheeraj Sonawane, and Ajay Chandanwale	The proper function of the body's inflammatory processes can be maintained by systemic enzyme therapy, which can also hasten the healing process.	In comparison to 12% and 8% with S and 12% and 8% with TBR, the overall assessment of response to therapy for efficacy and tolerability was assessed to be good to excellent in 88% and 92% of the patients on TC, respectively.
3.	Chymotrypsin's perioperative significance in surgical patients and proteases and tissue repair	Shirin Palli and Suhas Kondreddy	Since the dawn of time, proteolytic enzymes have been used to hasten tissue repair, and chymotrypsin has a variety of clinical applications, including oral trypsin and combination therapy for surgical patients.	Improved scar looks less need for additional suturing, less post-operative edema, seroma and hemorrhage, development, pain, and infection.

4.	Human burn injury-induced acute-phase proteins and trypsin: chymotrypsin (Chymoral forte DS) preparation effects	BM Ramakrishnan, B Latha, V Jayaraman, and M Babu	Chymoral forte DS's anti-inflammatory properties are demonstrated by the variations in serum acute-phase proteins between the control and treated groups.	According to the studies, Chymoral forte DS has an anti-inflammatory effect, this is shown in differences between the control and treatment groups' serum acute-phase proteins.
5.	Diarrhoea in Exclusively Breastfed Neonates: A Chymotrypsin (Chymoral Forte) Adverse Drug Event	Jayendra R Gohil, Drashty K Gandhi	A healthy full-term new born delivered by Caesarean Section was seen with diarrhoea at two weeks of age. His mother was prescribed enzymes Chymoral and Serratiopeptidase to speed up wound healing and reduce stitch edema.	The mother was advised to stop the enzymes, drink more water, and breastfeed more often to increase breast milk output.
6.	Chymotrypsin preparation's ability to reduce oxidative injury in burn burns using trypsin.	Mathangi Ramakrishnan, V. Jayaraman, Mary Babu, and B. Latha	An enzyme preparation therapy was found to diminish tissue damage, which in turn lowered the liberation of radicals. increased enzymatic and non-enzymatic levels of antioxidants then effectively scavenged free radicals.	Trypsin: chymotrypsin treatment decreased tissue tearing, which effectively scavenges free radicals.

7.	Maxillofacial Trauma: Trypsin-Chymotrypsin Anti-Inflammatory Efficacy: A Double-Blind Randomized Clinical Trial	Vivek D. Menon and M R Muthusekhar, doctors	The maxillofacial region is particularly vulnerable to trauma, leading to injuries to skeletal components, dentition, and soft tissues. During wound healing, fibronectin and fibrin form a clot, and plasmin breaks down the fibrin barrier.	A combination of trypsin and chymotrypsin lowers inflammation and fibrinolytic buildup. Additionally, it can be utilized to control inflammation brought on by a variety of illnesses and reduce post-operative edema.
8.	A prospective comparison study is being conducted on diclofenac and its use in conjunction with a number of proteolytic enzymes in the orthopedic department of a tertiary care teaching hospital to evaluate their efficacy, safety, and cost-effectiveness.	Hetal V. Kacha, Shailesh G. Mundhava, Dr. Amita R. Kubavat, and Shahenaz M. Malek	Diclofenac, serratiopeptidase, and chymotrypsin/trypsin should be evaluated for their usefulness, safety, and cost-effectiveness in lowering swelling and discomfort after upper and lower limb fractures.	The study comprised 150 patients who had broken upper- and lower-limb bones. There were 50 patients in each group who were recruited. Group 1 individuals were on average 41.26 group 2 individuals were on average 40.44 years old, while group 3 participants were 42.26 years old.
9.	Using monofilament absorbable suture versus monofilament non-absorbable tertiary care	Sarav C. Shah, Rahul Rathwa, Kirtan Gosai, Karan R. Patel, and Adeesh P. Jain	Comparing the post-operative outcomes between monofilament non-absorbable and monofilament absorbable suture	There were 152 individuals studied, 76 in each group, who had either a

	government hospital in Lichtenstein tension-free hernia repair, a comparison was made.		material in Lichtenstein hernioplasty.	unilateral or bilateral inguinal hernia. In the non-absorbable suture group, the mean visual analogue scale score for chronic groyne discomfort at three months was higher than in the monofilament absorbable group (1.30.9 v/s 0.950.8, p-value 0.05).
10.	A pilot study examined the impact of vitamin D serum concentration on the outcomes of third molar extraction.	Samra Korac, Irmina Tahmiscija, Lajla Hasic-Brankovic, Nermin Mameledzija, Naida Hadziabdic, and Aida Dzankovic	To ascertain if basal serum vitamin D levels have a substantial impact on clinical parameters related to post-extraction wound healing following surgical removal of impacted/semi-impacted third molars.	There were 23 patients treated as part of this study, 19 (83%) of them were female and 4 (17%) were male. Their median age was 22.47 years (SD: 5.15). The measured range for 25(OH)D was 7.55ng/ml to 33.69ng/ml.

Chapter 3

RESEARCH OBJECTIVES AND QUESTIONS

3.1 Research Objective:

Primary Objective: Market Research of Chymoral Forte

Secondary Research:

- To Study the Chymoral Forte Market and practice patterns in Haryana
- To Find Out the top brands of Chymoral forte and its analysis of the market share of other brands.

Scope of Study: The scope of this study on Chymoral Forte encompasses the following aspects:

- **Market Analysis:** The study focuses on analyzing the market size, growth factors, and trends associated with Chymoral Forte. It examines the demand for Chymoral Forte in various medical fields, such as surgery, orthopedics, and dermatology.
- **Therapeutic Uses:** The study explores the therapeutic uses of Chymoral Forte, including its effectiveness in managing postoperative edema, hematoma, inflammation, and chronic inflammatory conditions. It also investigates its application in the treatment of sports injuries and other related conditions.
- **Dosage, Side Effects, and Precautions:** The study provides information on the recommended dosage, potential side effects, and precautions associated with the use of Chymoral Forte. It highlights important considerations for healthcare professionals and patients.
- **Competitive Landscape:** The study examines the competitive landscape of the Chymoral Forte market, including key players, their product portfolios, and strategic initiatives. It identifies the major stakeholders in the industry and their role in shaping the market dynamics.
- **Future Opportunities:** The study explores future opportunities for Chymoral Forte, such as geographic expansion into new regions and the development of innovative formulations. It analyses the potential for growth and expansion within the market.

3.2 Research Question:

1. What is the market size of Chymoral Forte and Doctor Preferences?
2. What is the Major Drug Use in Inflammation and Pain?
3. What if you forget to take a Chymoral tablet?

CHAPTER-4

STUDY DESIGN, SAMPLE DESIGN AND METHODOLOGY

4.1 STUDY DESIGN:

Study type: Descriptive Study

Data source: Primary and Secondary research

Data collection Technique/ Tools:

Primary research: Structured Questionnaire

Secondary Research: Data from different articles and journals

Data Analysis Tool: Research Data Analysis Using Excel.

4.2 SAMPLE DESIGN:

Research type: Primary and Secondary research

Study design: Descriptive study

Sampling method: Random Sampling

Study Area: Sirsa, Bathinda, Talwandi Sabo, mandi Kalanwali

Sample size: 100 Subjects

Both online and offline data collection was done. Online data were collected by sending questionnaires to social media groups like Telegram, WhatsApp, Gmail, and Facebook. Offline data is collected from the neighborhood, college study groups, doctors and retail pharmacy shops.

Sample selection: The Sample is Collected from different cities in Haryana and Punjab.

Data Collection: Quantitative data collection.

Study Duration: 3 Months

4.3 METHODOLOGY:

The market research analysis will be conducted using both primary and secondary data. Primary data will be collected through surveys and interviews with healthcare professionals, pharmacists, and patients. Secondary data will be collected through the analysis of published research articles, sales data, and reports from pharmaceutical companies.

Chapter- 5

Results and Discussions

Q 1. What factors influence your decision to purchase a tablet chymoral forte?

11 responses

- Price
- Active dose
- Mode of action and Lesser side effect
- Cost
- Pricing factor, Brand, Quality
- Fast relief reaction
- Brand quality pricing factor

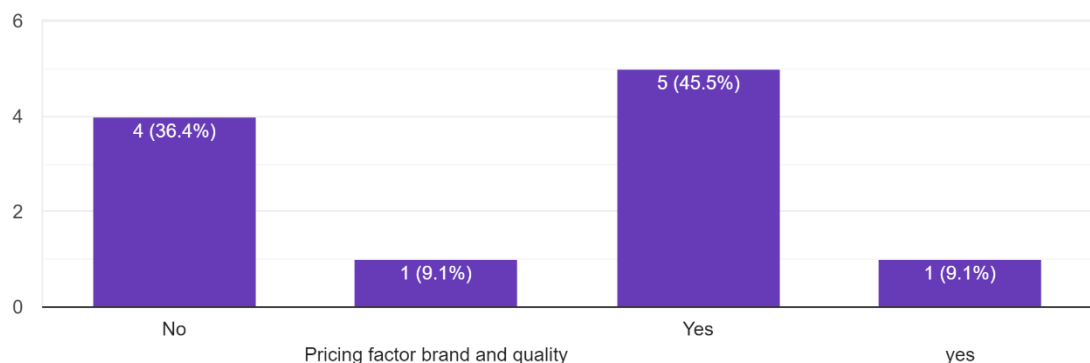
Chymoral Forte tablets are typically prescribed for the treatment of inflammatory and edematous conditions. If you have a medical condition that requires this type of medication, it may be a factor in your decision. Doctor's recommendation: Your healthcare provider's recommendation is crucial. They will consider your medical history, symptoms, and other relevant factors to determine if Chymoral Forte is the appropriate medication for you.

- Doctor recommended
- Never purchased before

Q 2.

Have you ever purchased tablet chymoral forte?

11 responses



In the study out of 11 responses, 6 subjects (54.6%) have purchased chymoral forte tablets once in their life. 4 subjects never bought the tablets which is roughly 36.4%. one response was regarding pricing factors and brand quality.

Q 3. From where do you usually purchase tablet chymoral forte?

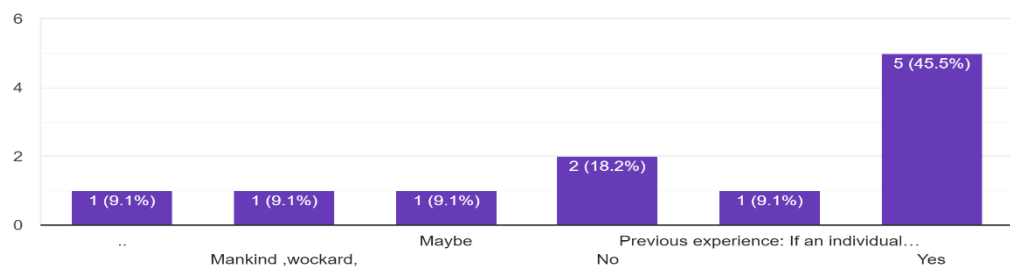
10 responses

- Local drugstore
- Physical Pharma store
- Medical store
- Hypothetical- pharmacy store
- Pharmacy
- Offline Medical store
- Pharmacy shop
- Pharmacy
- pain

Q 4.

Brand reputation affects your decision of purchasing tablet chymoral forte?

11 responses

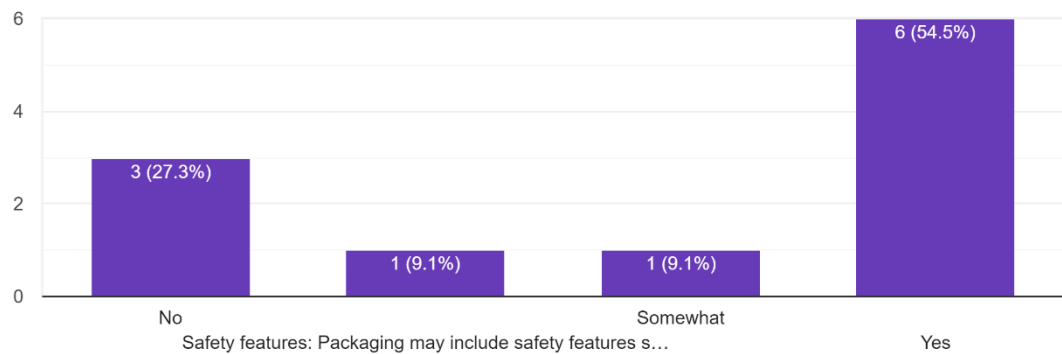


The above diagram shows the statistics of whether the brand name is an important decisive factor while purchasing the tablet, 6 out of 11 responses were affected by the brand factor. 2 out of 11 responses were not affected by the brand factor and rest 3 were inconclusive.

Q 5.

Packaging/ Labelling affects your decision of purchasing tablet chymoral forte?

11 responses

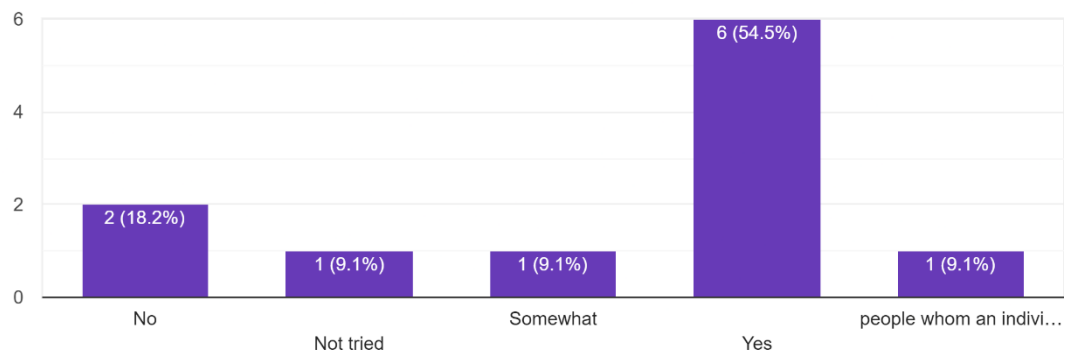


While studying whether the packaging/ labelling is an important deciding factor while purchasing the tablet, 6 out of 11 responses were dependent upon the packaging/ labelling. 3 out of 11 responses were not affected while one response was partially affected. One was inconclusive.

Q 6.

Recommendation from Friends/family/influencers affects your decision of purchasing tablet chymoral forte?

11 responses

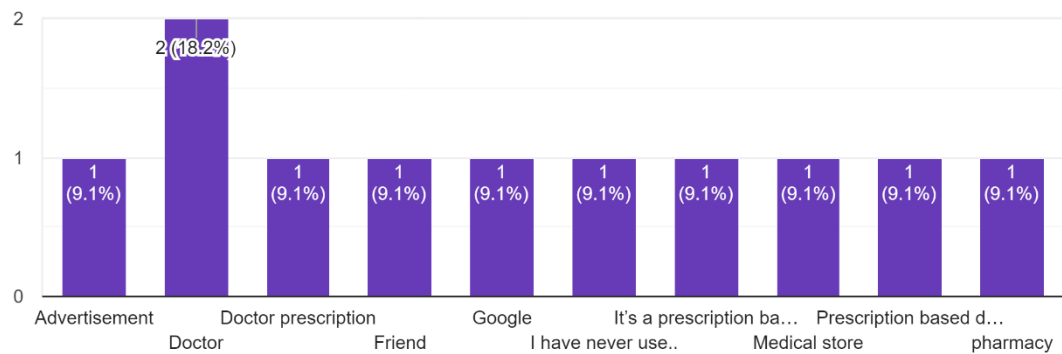


The above bar diagram shows that 6 out of 11 peoples' (54.5%) decisions were affected by recommendations of friends/family/influencers. 2 out of 11 decisions were not influenced and 1 out of 11 were somewhat effective. Rest 2 responses were inconclusive.

Q 7.

How you came to know about this product

11 responses



Bar diagram showing responses about how subjects came to know about the product chymoral forte tablet. 3 out of 11 were prescribed by the treating doctor, 2 were prescription based, 2 out of 11 was directly sold by pharmacy/ medical store. One each were discovered by internet services, advertisement and on suggestion of a friend. 1 response was inconclusive.

Q 8. What source of information you rely on while making a purchase decision for tablet chymoral forte?

9 responses

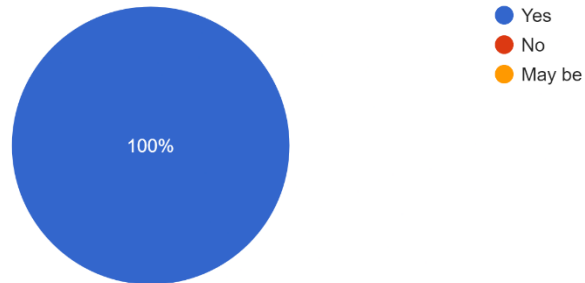
- Brand name
- Doctor views and Google guidelines
- Cost and effectiveness
- Dr
- Doctors and online
- Packing, Pharmacists do not substitute it with other
- Safety of the product
- Doctors
- Healthcare professionals:

Consulting with a healthcare professional, such as a doctor or pharmacist is essential when considering any medication. They can provide personalized advice based on your medical history, current health condition, and specific needs. They can also provide information about the suitability, dosage, and potential side effects of Chymoral Forte tablets. Official product information: The official product information provided by the manufacturer or pharmaceutical company can be a valuable source of information. This includes the package insert, prescribing information, or the medication's official website. It typically contains comprehensive details about the medication's indications.

Q 9.

Do you follow your pharmacy advice when utilizing Chymoral forte tablet?

14 responses

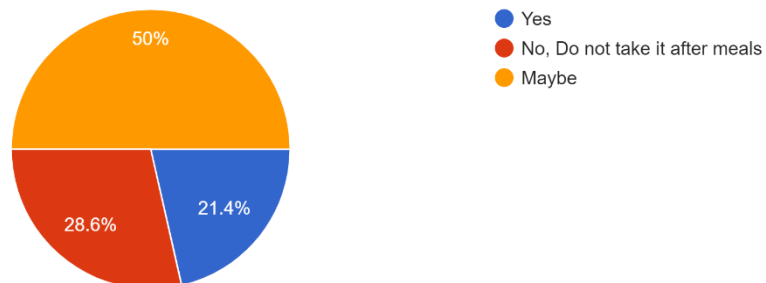


Pie chart depicting the percentage of subjects who follows pharmacy advice while utilizing the drug Chymoral forte which was 100 percent.

Q 10.

Can you take Chymoral Forte tablet without food?

14 responses



Pie chart showing 7 out of 14 subjects (50%) taking the drug along with food. 28.6% of subjects do not take the tab along with food and the rest 21.4% responses were inconclusive.

Q 11.

What concerns or challenges do you perceive regarding the use of the Chymoral forte tablet?

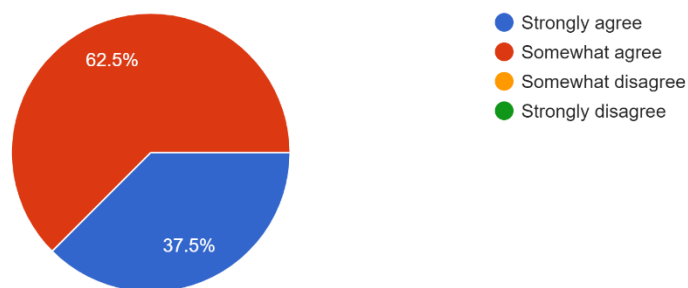
5 responses

Taste
No Challenge
Currently satisfied. No concerns right now
Acidity, peptic ulcer
Treat pain and swelling area

Q 12.

Do you believe that Chymoral forte tablet has the potential to improve patient outcomes in healthcare?

8 responses

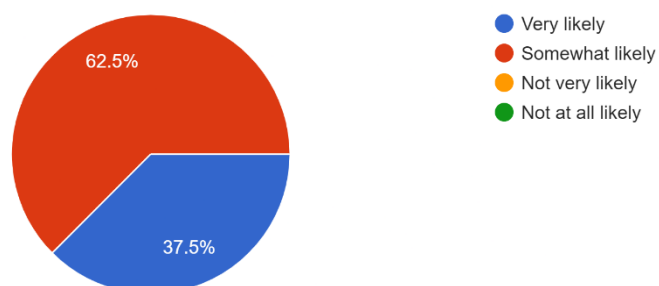


The pie chart shows that the most people's response is 62.5% and work is 37.5%

Q 13.

How likely are you to use an Chymoral forte tablet tool or application in the future?

8 responses

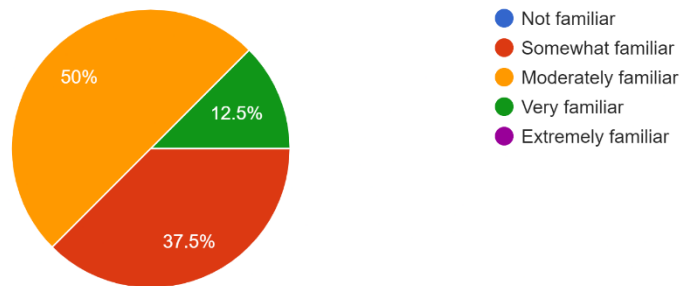


A pie chart shows that the most likely used for the applicant in the future is 37.5% and some people are not daily used Chymoral forte tablet.

Q 14.

How familiar are you with Chymoral forte tablet in the healthcare sector?

8 responses

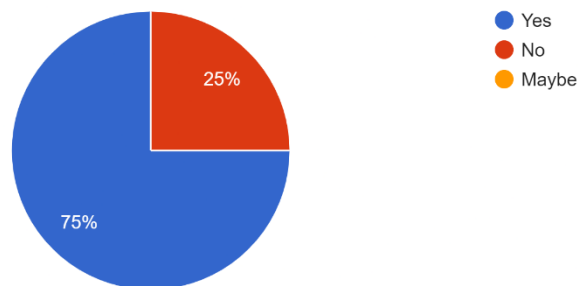


A pie chart shows that 50% have familiar with the chymoral forte drug and not daily used is 37.5% and sometimes tablet used 12.5%

Q 15.

Do you believe that Chymoral forte tablet will improve healthcare outcomes in India?

8 responses



If we take a Chymoral forte tablet then most people will improve their health by 75% in a pie chart and 25% of people are not agreeing to take a Chymoral forte tablet.

Q 16.

Do you believe that consuming Chymorsl forte tablet has any negative effects on your health?

14 responses

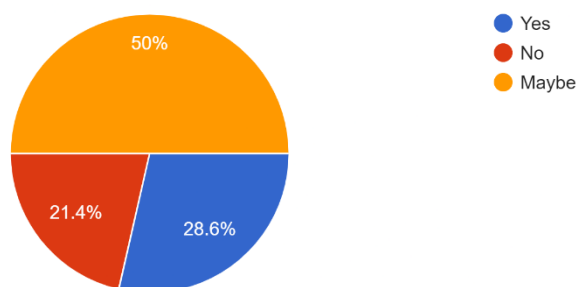
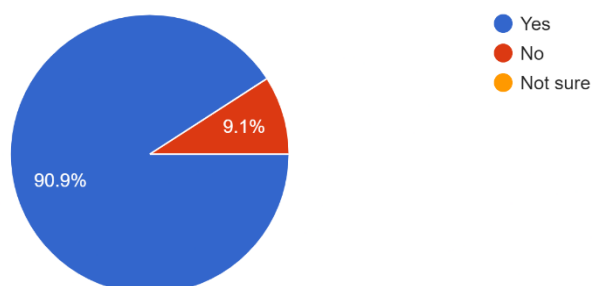


Chart showing subjects beliefs of negative effects of chymoral forte on the subjects health. 7 out of 14 subjects had a positive response. 21.4% of subjects did not have any such beliefs and the rest 28.6% responses were inconclusive.

Q 17.

Did you feel symptomatic relief felt while consuming the drug?

22 responses

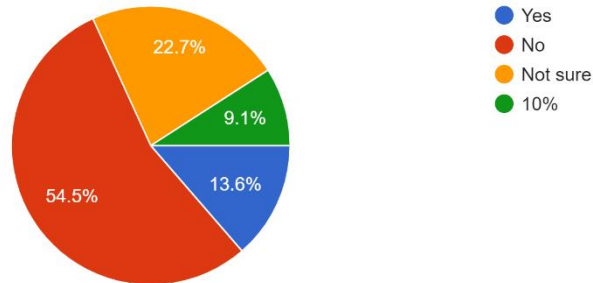


Pie chart showing the percentage of subjects showing symptomatic relief. 90.9% of subjects had symptomatic relief after the intake of tablets. 9.1% of subjects recorded no response.

Q 18.

Did you feel significant nausea and vomiting, allergy while using the drug?

22 responses

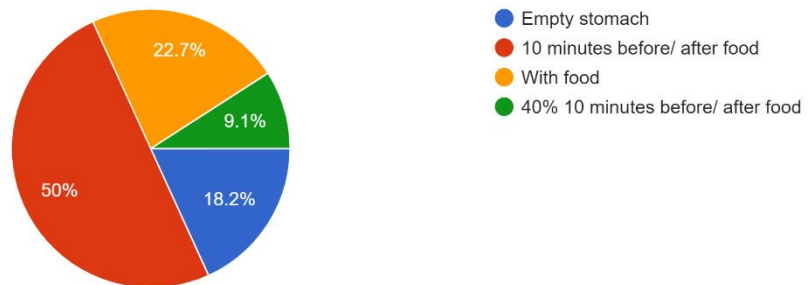


Pie chart showing the distribution of common side effects (nausea & vomiting and allergy-like) of the drug. 54.5% of subjects recorded no significant side effects. 13.6% experienced some side effects. 22.7% of responses show no response.

Q 19.

How did you take Chymoral forte tablet

22 responses

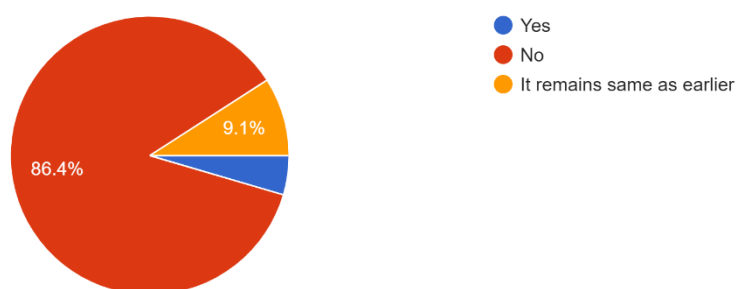


Pie chart depicting intake habits of tablet chymoral forte. 59.1% had tablets 10 minutes before/after food. 18.2% had an empty stomach which is the ideal method. 22.7% had it with food which is not the ideal method.

Q 20.

Do you face any problem in the availability of Chymoral forte tablet, post Covid-19?

22 responses



Pie chart showing the effect on the availability of chymoral forte post covid-19. No problem in availability is recorded by 95.5% of subjects. According to the rest 4.5%, they faced the problem of availability post covid-19.

Q 21.

Do you think that Chymoral forte tablet reduce the burden of the healthcare workers?

22 responses

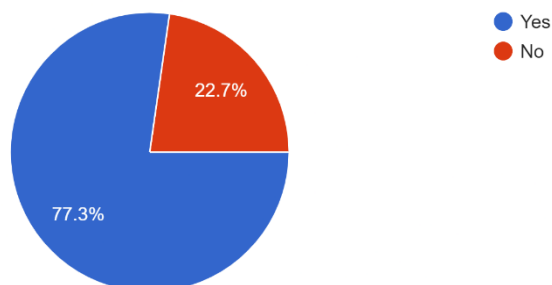


Diagram showing the effect of tablet on the burden of healthcare workers which was reported to be reduced by the drug as shown in 77.3% subjects. The rest 22.7% of subjects responded otherwise.

Chapter-6

Conclusion

The market research analysis of Chymoral Forte has provided important insights into the potential for the drug to gain more popularity in the future. Understanding the market demand, customer satisfaction and knowledge, competitive landscape, and marketing strategies can significantly aid pharmaceutical companies to make important decisions to improve the sales, marketing, and betterment of Chymoral Forte. The results of this market research analysis will be valuable to pharmaceutical companies, healthcare professionals, pharmacists, and patients who rely on Chymoral Forte for the treatment of pain and inflammation.

Facts

In our study, we discussed various factors affecting the marketing usage and demand for chymoral forte. Almost more than 50 percent of the subjects had purchased chymoral forte once in their life. It was usually purchased from a local pharmacy shop. After the study, we concluded that factors like brand reputation and packaging/labeling surely affect the decision of purchasing the tablet which was reflected by the percentage in the bar diagram which is more than 50 percent. Similar results were seen on the decision of purchasing by recommendation from family, friends, and influencers with a percentage of >50 %.

A 100 percent result was seen when the subject was asked whether they follow the pharmacy's advice while utilizing the drug which is a positive sign. The ideal method for drug intake is an empty stomach which was the response for only 21.4 % of subjects. This means the patient should be educated about the correct intake method of the drug. In our study, chymoral forte showed significant potential to improve patients putting healthcare which the study subjects agreed to a greater. 50 percent of the subject were very familiar with the tablet in the healthcare sector which should have been a high percentage. The majority of subjects (75 %) agreed on believing the tablet will improve the healthcare outcomes in India. Symptomatic relief felt while consuming the drug was seen in a significant number of subjects (90.9 %). The chymoral forte has a few minor side effects like nausea, vomiting, and allergy-like reaction which was recorded in 13.6 % of the subjects which should be a lower number. Post covid 19 there is very good availability of tablet as recorded in our study since chymoral forte has multiple effects on human body it has significantly reduced the burden of health care workers which most of our subject (77.3 %) agreed on the questionnaire.

Chapter-7

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