



MARKET RESEARCH ASSESSMENT ON TELMISARTAN [TELVAS] DRUG

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ARISTO PHARMACEUTICAL PVT LIMITED

Aristo Pharmaceuticals Private Limited is a Non-govt company, incorporated on 1971 . Aristo Pharmaceuticals Private Limited's operating revenues range is Over INR 500 cr for the financial year ending on 31 March, 2023. Known for its commitment to providing quality healthcare products, Aristo specializes in the development, manufacture, and marketing of a wide range of pharmaceutical formulations. The company's product portfolio includes tablets, capsules, injectables, and other dosage forms, catering to various therapeutic segments such as cardiology, gastroenterology, neurology,

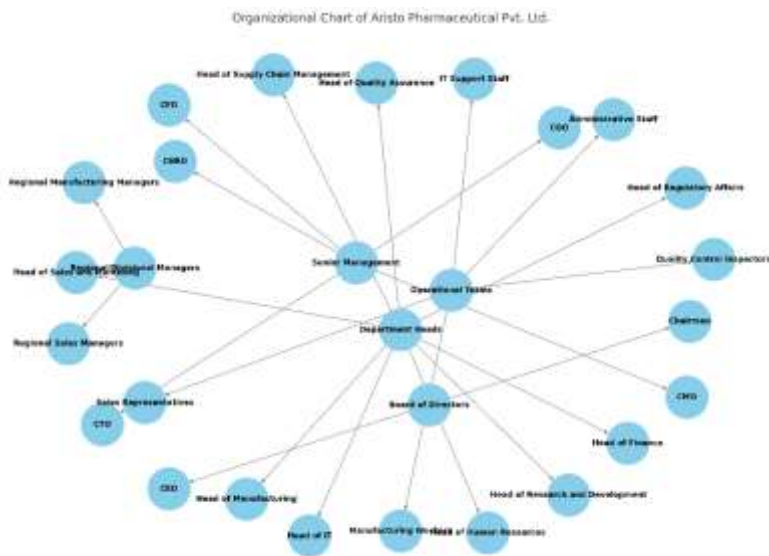
VISION

To be recognized as an integrated healthcare provider with global footprints. To achieve this through a relentless pursuit of excellence in every facet of our business

MISSION

To make quality healthcare accessible to all.

ORGANIZATION STRUCTURE



SWOT ANALYSIS

Strengths	Weaknesses
Proven Efficacy: Telmisartan has demonstrated effectiveness in controlling high blood pressure and reducing cardiovascular risk. Established reputation and trust in the pharmaceutical market. - Telmisartan is generally well-tolerated with a favorable side effect profile, leading to better patient compliance.	Generic Competition: Telmisartan is available in generic forms, leading to intense price competition and potentially lower market share for Telvas. Side Effects: Although generally well-tolerated, Telmisartan can cause side effects such as dizziness, fatigue, and hyperkalemia, which may affect patient adherence. Limited Awareness: Despite its benefits, there might be limited awareness or misconceptions about Telvas compared to other antihypertensive drugs.
Opportunities	Threats
Growing Hypertension Market: With the rising prevalence of hypertension globally, there is a growing market for effective antihypertensive medications like Telvas. Combination Therapy: Increasing awareness through targeted marketing and educational campaigns can enhance brand recognition and patient uptake.	Regulatory Challenges: Changes in regulatory policies and compliance requirements can pose challenges to maintaining market approval and competitiveness. Market Saturation: The antihypertensive market is highly competitive with many established brands and generic alternatives, making it challenging to capture and retain market share. Price Sensitivity: Economic factors and price sensitivity among consumers and healthcare providers can impact sales, especially in price-sensitive markets.

TELVAS 40 MG – ARISTO PHARMACEUTICAL PVT LTD
Telvas (40 mg) Tablet
Generic : Telmisartan
₹ 88.46
40mg
15 tablets
Telmisartan (Telvas) (40 mg)) is angiotensin receptor blocker (ARBs), prescribed for hypertension . It works by relaxing blood vessels

PACK DESIGN



Market share in Indian pharma market is about 2.99%
Growth is 11.31% with registering a CAGR of 13.90 % in the last 5 years.

OBJECTIVE

To collect data from doctors of indore ontheir preference of telmisartan drug

ABOUT THE DISEASE

In India, nationally, more than 1 in 4 people have hypertension, and cumulatively, more than 90% of adults with hypertension are either undiagnosed, untreated, or treated but with uncontrolled hypertension.

TELMISARTAN [TELVAS 40] MG

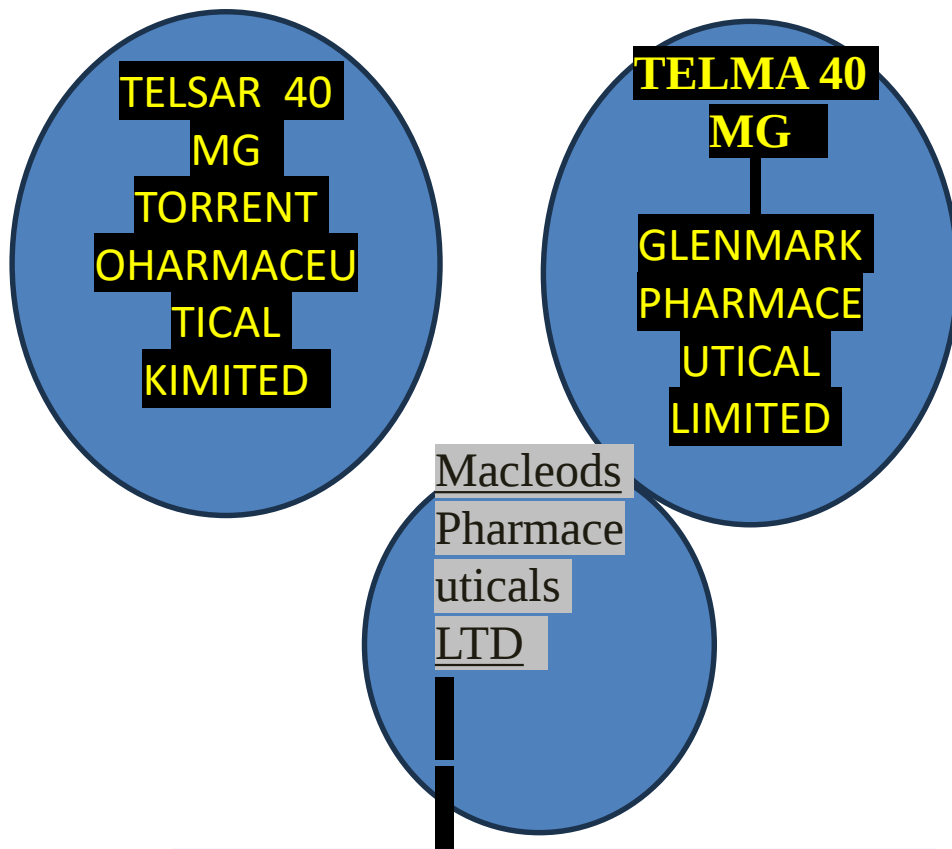
- Telvas 40 Tablet is a medicine used to treat high blood pressure and heart failure
- Lowering blood pressure helps to prevent future heart attacks and strokes.
- This medicine is also effective in preserving kidney function in patients with diabetes .
- Telvas 40 Tablet can be prescribed either alone or in ombination with other medicines. It may be taken with or without food during the day or at night.



TOP INDUSTRY PLAYERS IN TELMISARTAN MARKET



TOUGH COMPEITITORS OF TELVAS DRUG



USEFULNESS OF INTERNSHIP

- Practical experience
- Industry exposure
- Skill development
- Self delivery and career exploration
- Confidence booster

CHALLENGES FACED DURING INTERNSHIP

- Difficulty in meeting doctors, they difficulty given time.
- Since it was new to me , so I was quite nervous in communicating
- In hospitals it was quite difficult to reach the department of doctors , as the guard refuse to enter .
- Sometimes doctors didn't responded well and not given proper answers.

THEORITICAL V/S PRACTICAL

Practical knowledge produces concrete data on doctors preception
Theoretical knowledge is derives from scientific literature and educational resources

LEARNINGS

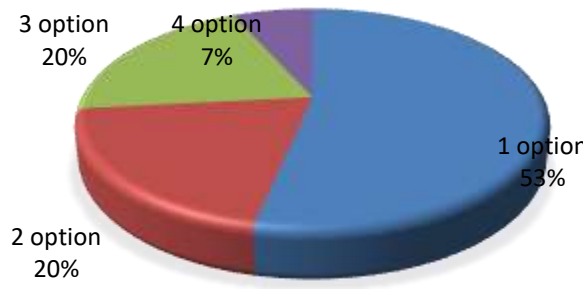
- Understanding the market size , growth and trends of telmisartan telvas product
- Collecting knowledge and data from various doctors consulting the drug.
- Time management , communication skilla and management skills

ANALYSIS OF THE SURVEY [N – 80]

1. The biggest challenges you face when treating patients with hypertension?

Responses:

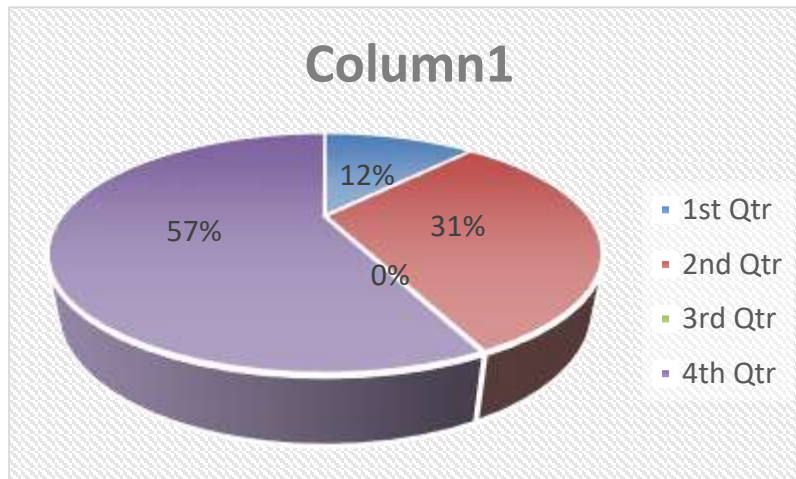
1. Patient adherence to medication-
2. Identifying the underlying cause of hypertension-
3. Managing multiple co-morbidities alongside hypertension-
4. Educating patients about lifestyle changes -
5. Any Other



2. In diabetic hypertensives, your most preferred ARB?

Responses:

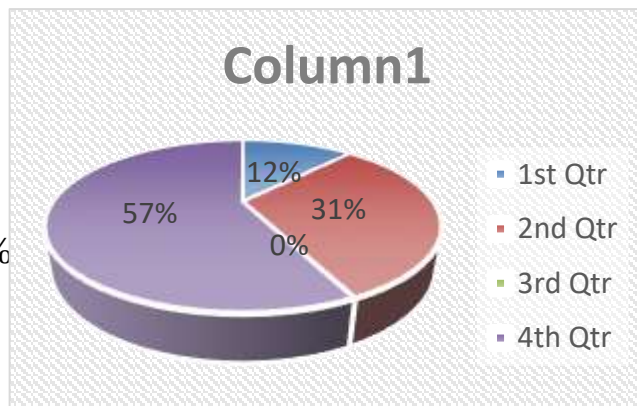
1. Losartan: 25%
2. Telmisartan: 65%
3. Valsartan: 0%
4. Irbesartan: 10%



3. Majority side effects that occur with Telmisartan?

Responses

- Dose adjustment: 30%
- Switching to another ARB 25%
- Adding another medication 20%
- Discontinuation 25%



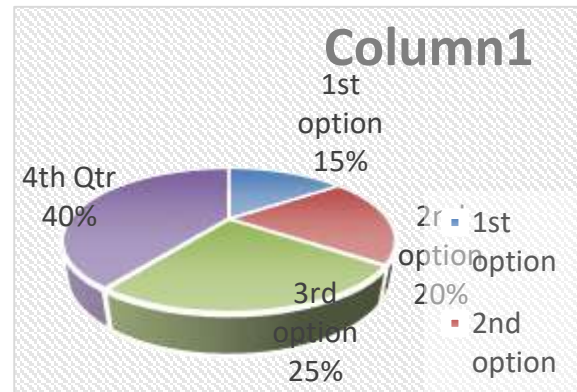
4. To whom Telmisartan is prescribed?

Responses:- Patients with diabetes 15%

Patients with chronic kidney disease 20%

Patients with heart failure 25 %

General hypertensive patients 40%



5. According to you which ARB is the closest competitor to Irbesartan 10%

Olmesartan 10%Telmisartan?

Responses

Losartan 55%

Valsartan 25%

