

SUMMER TRAINING

at



Group Pharmaceuticals Ltd.

April 1, 2019 to May 31, 2019

REPORT ON

Market Research of Frequently Prescribed Products by

Gynaecologists and Paediatricians

SESSION: 2018-20

SUBMITTED TO



For fulfilment of the requirement for the award of the degree

MBA Pharmaceutical Management

Submitted By:

Sonam Dewangan

MBA PM 10

Roll No.: 0155

Under Guidance Of:

Dr. Saurabh Banerjee

Assistant Professor (IIHMR)

Dr. Sathyanarayanan R. Iyer

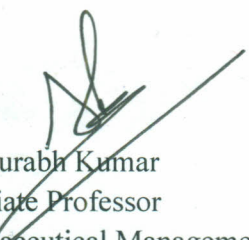
Vice President of Marketing (GP)

CERTIFICATE

This is to certify that **Ms. Sonam Dewangan** has undergone Summer Training at **Group Pharmaceuticals Ltd.** from 1st April 2019 to 31st May 2019.

The candidate herself completed the project assigned to her in summer training. Her approach to project was sincere and proactive. This Summer Training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish her success in all her future endeavors.

A handwritten signature in black ink, appearing to be 'Saurabh Kumar', written over a diagonal line.

Dr. Saurabh Kumar
Associate Professor
Pharmaceutical Management
IIHMR University, Jaipur

A handwritten signature in black ink, appearing to be 'Sandeep Narula', written in a cursive style.

Dr. Sandeep Narula
Dean-in-charge (Associate Professor)
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Group Pharmaceuticals Ltd

healthy smiles matter

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TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Ms. Sonam Dewangan**, student of MBA Pharmaceutical Management, School of Pharmaceutical Management, IIHMR University; Jaipur has completed her Summer Project on **"Prescription Habits of Gynaecologists & Paediatricians"** from **1st April, 2019 to 31st May, 2019** at **Raipur** under the guidance of Mr. Sathyanarayanan R, Vice President – Marketing.

The candidate completed the project assigned to her as part of her summer internship in our organisation. During the project, she is exposed to various facets of market research in the pharmaceutical industry.

Her approach to the project was sincere and we wish her success in her future endeavours.

For Group Pharmaceuticals Ltd.,

Ann Attavar

Executive Director

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ACKNOWLEDGEMENT

I would like to express my sincere gratitude and appreciation for all the efforts to everyone who have directly or indirectly contributed to their ideas and energies in successful completion of my project.

I would like to express my deep gratitude to **Mr. Laxmikant Sugandhi** (General Manager Business Development) for providing us an opportunity to learn and develop professionally.

I would also like to extend my gratitude to Project Coordinator **Dr. Sathyanarayanan R. Iyer** (Vice President of Marketing) for his valuable suggestions, support and keen interest throughout the study that helped me to complete the work. “I thank him for the freedom of thought, expression and trust which was greatly bestowed upon us”. I would also like to express my gratitude to entire family of Group Pharmaceuticals Ltd. who sparing their valuable time and extended their support and guidance which helps me to achieve my task successfully.

I consider myself most lucky to work under the table guidance of **Dr. Saurabh Banerjee** (Assistant Professor of IIHMR University). I take this opportunity to express my heartfelt gratitude to my reverend guide. His discipline, principle, simplicity, caring attitude and provision of fearless environment will be cherished in all works of my life. I am very much grateful to him for his valuable guidance and ever-lasting encouragement throughout project accomplishment.

I deeply indebted to the teaching and non-teaching staff of the department **Dr. Sandeep Narula, Dr. Abhishek Dadhich, Dr. Ashok Peepliwal, Mr. Rahul Sharma** for their prompt assistance and cooperative attitude and always a source of knowledge and inspiration to me.

I am very much indebted and thankful to all the Doctors, Medical Representatives and Marketing Managers of Pharmaceutical Organisations for their participation and cooperation. Last but not the least I would like to thank my family for supporting and standing with me in successfully completing the project.

Sonam Dewangan

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ORGANIZATION PROFILE

Group Pharma is an innovative pharmaceutical company having 38 years of proven expertise in dental and oral care.

At Group Pharma we develop, manufacture, market and export a wide range of niche oral care products that cater to consumers with specific dental and oral conditions combining newly researched ingredients as well as nature's goodness.

Our facilities in addition to being ISO 9001:2015, ISO:22716 and ISO:13485 certified are WHO cGMP and PIC/S compliant. This enables us to consistently deliver the best products to the dental fraternity, consumers and also to contract, develop and manufacture for large Indian and multinational companies.

We constantly keep upgrading technologically and streamline our operations to ensure best industry practices. We are dedicated to over 800 employees, their families and all our stakeholders. We are driven by our purpose of delivering 'the best' for good oral health, well-being of the society at large and the growth of our people.

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Company's vision

"Our purpose is to deliver the best dental care and healthcare services."

Company marketing team

The heart of any good business activity is its Marketing and Distribution strength. Our consistent growth can be attributed to expertise in this area. We have a committed and competent team of 300 Medical Representatives guided by over 70 Field Managers who directly meet over 60,000 Doctors every month. Our Product and Brand Management team guides them with the required marketing and training inputs. Our distribution network spans 200,000 Retailers serviced by 16 C&F Agents and 600 Stockists making our presence strongly felt in most states in India.

Company manufacturing unit

Group Pharma has three facilities across India, manufacturing multiple dosage forms and adheres to the highest standards.

The facility at Tarapur near Mumbai is specially designed and equipped to manufacture moisture sensitive tablets requiring strict humidity control. Group Pharma was the first company in India to manufacture denture cleansing tablets.

Two of our modern manufacturing facilities at Malur in Karnataka (43 km from Bengaluru) are built in compliance with WHO guidelines. These facilities have been set up for the manufacture of toothpaste, gels, creams, syrups and mouthwash.

The infrastructure, protocol, documentation and procedures at all our factories comply with WHO's current Good Manufacturing Practices (cGMP). Our operations include exporting products to over 40 countries.

Our facilities are approved by leading Indian and multinational companies for whom we contract manufacture for their domestic as well as international markets.

Quality policy

We at Group Pharma, strive to surpass the customer's expectations in terms of quality of products and services delivered.

We achieve our objectives by upholding a quality and safety focused culture through:

- 1)Best available resources
- 2)Well trained personnel
- 3)Good manufacturing practices
- 4)Comprehensive quality management system

Consequently, we at Group Pharma are committed to maintaining quality, safety, efficacy and reliability of our products.

INTRODUCTION

Medication during pregnancy and to the paediatrics remains the most important factors for good and balanced health. As the drugs during pregnancy may cause some adverse effect to foetus and some complications occurs in child mother. Prescription drug to the paediatrics is also one of the risky decisions, the little high dose to the infants may cause some risky indications.

Gynaecology and Obstetrics are the medical terms who are dealing with female reproductive system. Gynaecological conditions may require some special medical attention as it is the most complicated sector. The diseases under gynae are Breast Cancer, Cervical Cancer, Chlamydia, Chronic Pelvic Pain, Dysmenorrhea, Ectopic Pregnancy, Endometrial Cancer, Endometriosis, Genital Herpes, Gestational Diabetes Mellitus, Gonorrhoea, Heavy Menstrual Bleeding, Hormonal Contraception, Hypertension In Pregnancy, Infertility, Labour Induction, Labour Pain, Leiomyomas, Mastitis, Menopause Hormone Therapy, Miscarriage, Nausea And Vomiting In Pregnancy, Nutrition In Pregnancy, Osteoporosis In Women, Ovarian Cancer, Ovarian Mass, Pelvic Inflammatory Disease, Polycystic Ovarian Syndrome, Postpartum Depression, Postpartum Haemorrhage, Premenstrual Dysphoric Disorder, Syphilis, Urinary Tract Infection, Urinary Incontinence, Vaginitis, etc. Any diseases related to women are observed and treated by gynaecologists and obstetricians.

Paediatricians are medical practitioner specializing in paediatrics. Paediatrics is the branch of medicine that involves the medical care of infants and children. People be under care up to the age of 21. The subspecialist of Paediatric division:

- Pediatric Cardiology
- Child Abuse Pediatrics
- Pediatric Critical Care Medicine
- Developmental-Behavioral Pediatrics
- Pediatric Emergency Medicine
- Pediatric Endocrinology
- Pediatric Gastroenterology
- Pediatric Hematology-Oncology
- Pediatric Hospital Medicine
- Pediatric Infectious Diseases
- Neonatal-Perinatal Medicine
- Pediatric Nephrology
- Pediatric Pulmonology
- Pediatric Rheumatology

The diseases which are treated by paediatricians are Attention Deficit/Hyperactivity Disorder, Asthma In Child, Anaphylaxis, Anaemia, Atopic Dermatitis, Autistic Disorder, Bronchiolitis, Candidiasis, Burns, Cellulitis, Conjunctivitis, Constipation, Contact Dermatitis, Croup, Dengue, Diabetes Mellitus, Epiglottitis, Epilepsy, Food Allergy, Gastroenteritis, Gastro Oesophageal Disease, Growth Hormone Disease, Hepatitis, Hyperthyroidism, Hypothyroidism, Impetigo, Ecthyma, Infective Endocarditis, Influenza, Intra-Abdominal Infections, Japanese Encephalitis Virus, Juvenile Idiopathic Arthritis, Kawasaki Disease, Measles, Meningitis, Mumps, Neonatal Jaundice, Ophthalmia Neonatorum, Otitis Media, Pityriasis, Pneumonia, Rheumatic Fever, Rhinitis, Rhinosinusitis, Rubella, Sudden Infant Death Syndrome, Systemic Lupus Erythematosus, Tinea Capitis, Tonsillopharyngitis, Tuberculosis, Urinary Tract Infections, Varicella Zoster Virus Infection. Any disease or reaction in paediatrics are treated by only Paediatricians.

OBJECTIVE OF THE STUDY

Primary Objective

To find out the frequently prescribed products by gynaecologists and paediatricians in different parts of the city.

Secondary Objective

To identify the most prescribed and satisfied brand by gynaecologists and paediatricians.

To observe the prescription patterns of gynaecologists and paediatricians.

RESEARCH METHODOLOGY

Sources of Data Collection

Primary data is collected with specific objective. The data is gathered by filling a questionnaire by doctors and nearby chemists.

Research Design

Random sampling technique is applied according to the convenience of the researcher. The research design adopted in the study is descriptive design.

Period of the Study

The study was conducted for a period of two month from April 1, 2019 to May 31, 2019.

Sample Size

The sample size taken for the survey is 60 Gynaecologists, 60 Paediatricians and 100 nearby Chemists.

Sample Area

The survey is done in some cities of Chhattisgarh.

Cities covered: Raipur, Durg and Bhilai

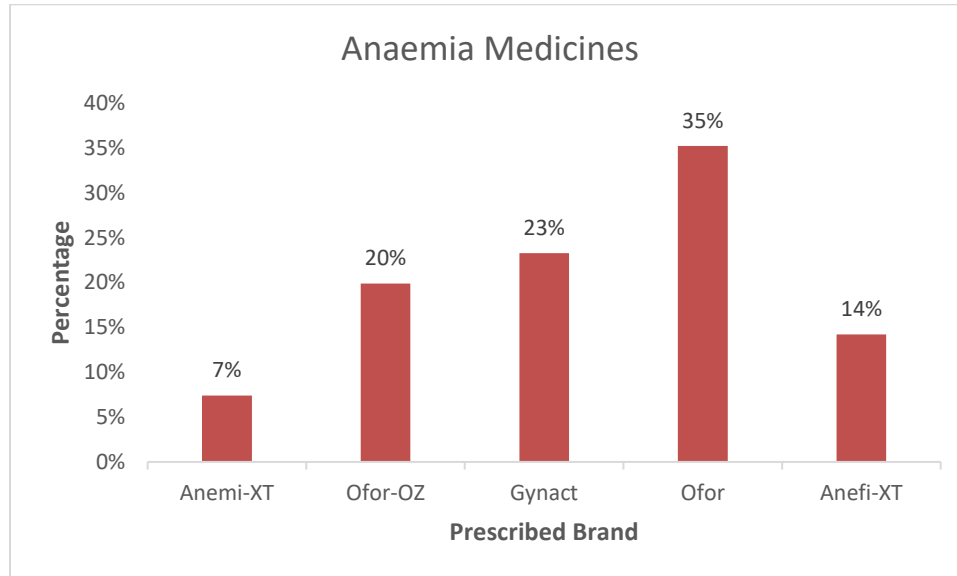
Data Analysis:

Data analysed and interpreted by using tool MS-Excel.

DATA ANALYSIS

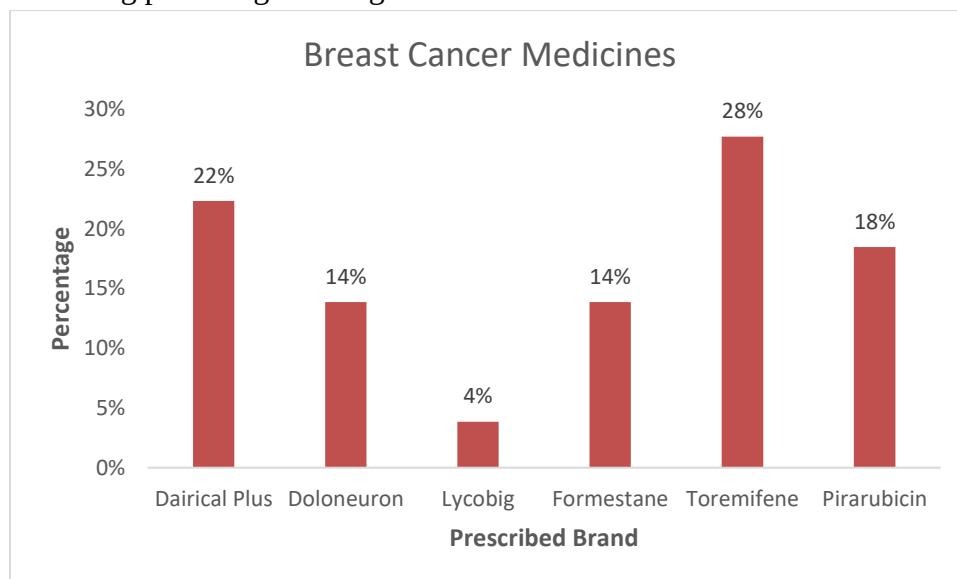
GYNAECOLOGY DIVISION

1. The graph showing percentage of drug used in Anaemia



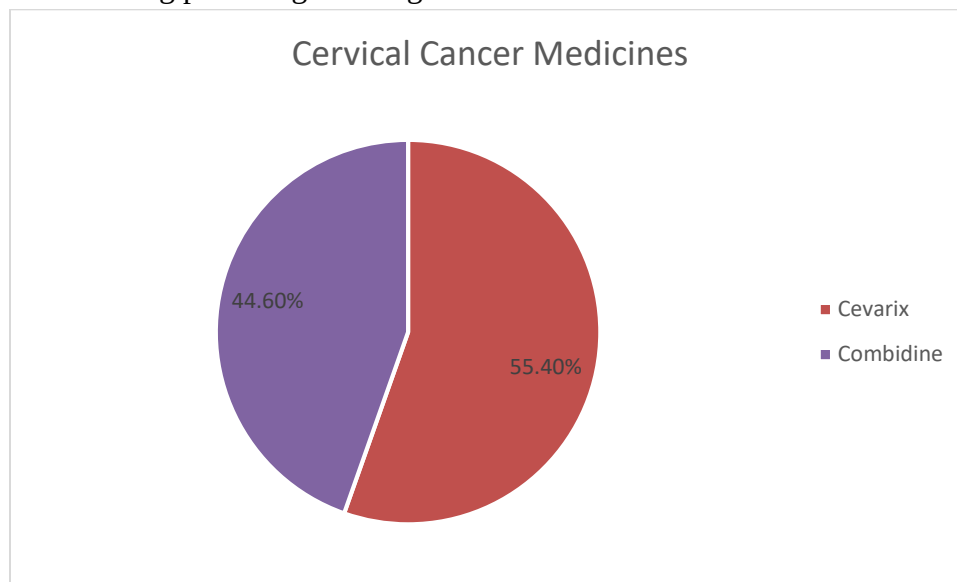
Interpretation: Frequently prescribed product by gynaecologist for Anaemia is Ofor containing Ofloxacin manufactured by Worth Medicines.

2. The graph showing percentage of drug used in Breast Cancer



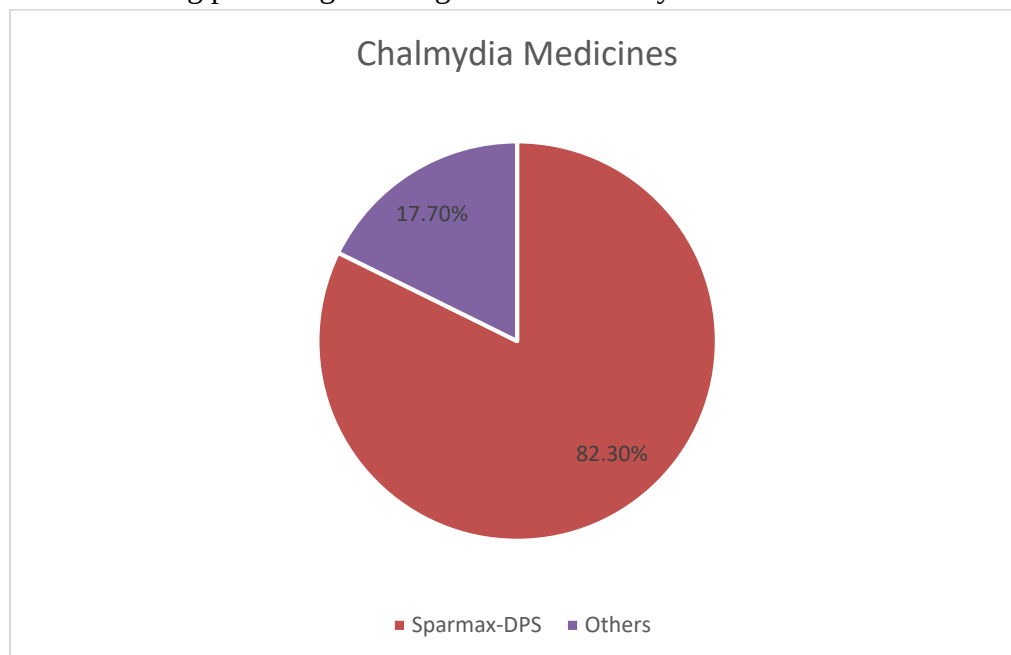
Interpretation: Frequently prescribed drug by Gynaecologists for Breast Cancer is Toremifene belongs to class anti-estrogen.

3. The pie chart showing percentage of drug used for Cervical Cancer



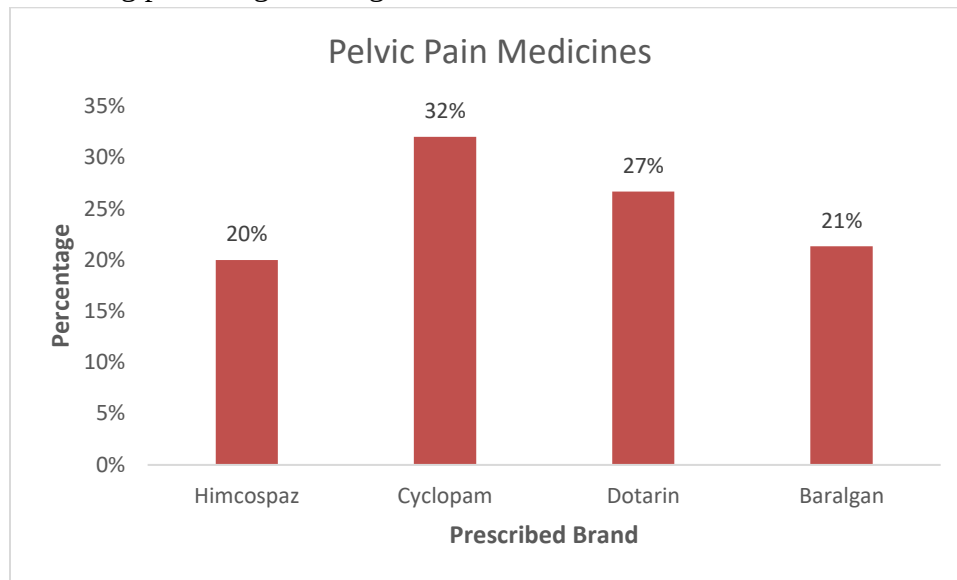
Interpretation: Both the drugs Cevatrix and Combidine of company GSK and Somatoco are frequently prescribed by gynaecologists. These two drugs are competitors for treating cervical cancer.

4. The pie chart showing percentage of drug used for Chlamydia



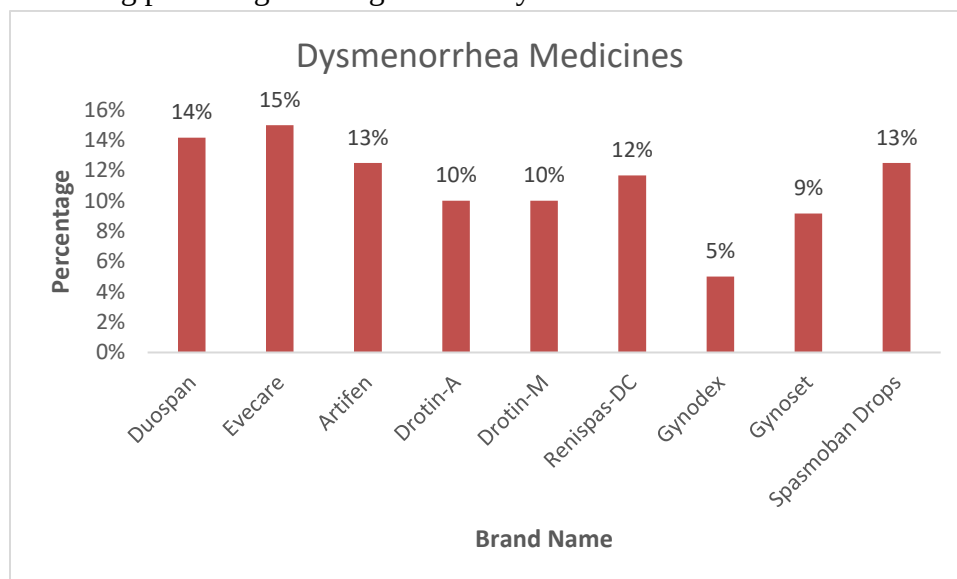
Interpretation: The drugs mostly used in Chlamydia is Sparmax-DPS which contains sparfloracin manufactured by Micro Gratia and there is no competitor of this drug in Chhattisgarh.

5. The graph showing percentage of drug used in Chronic Pelvic Pain.



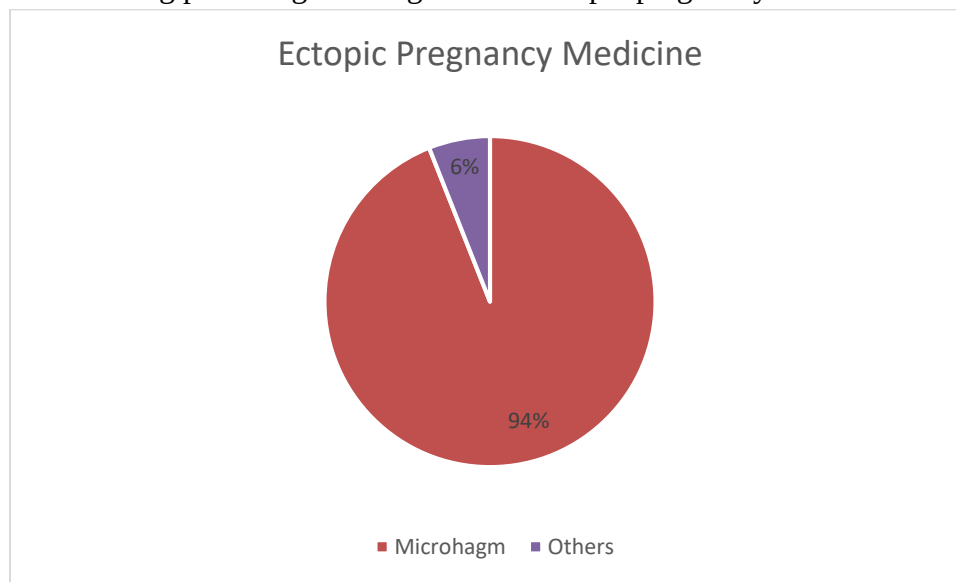
Interpretation: The frequently prescribed drug for treating chronic pelvic pain are Cyclopam and Dotarin. From this graph, it is interpreted that there is competition between Himcoapaz and Baralgan; whereas Himcospaz is an ayurvedic formulation.

6. The graph showing percentage of drug used in Dysmenorrhea



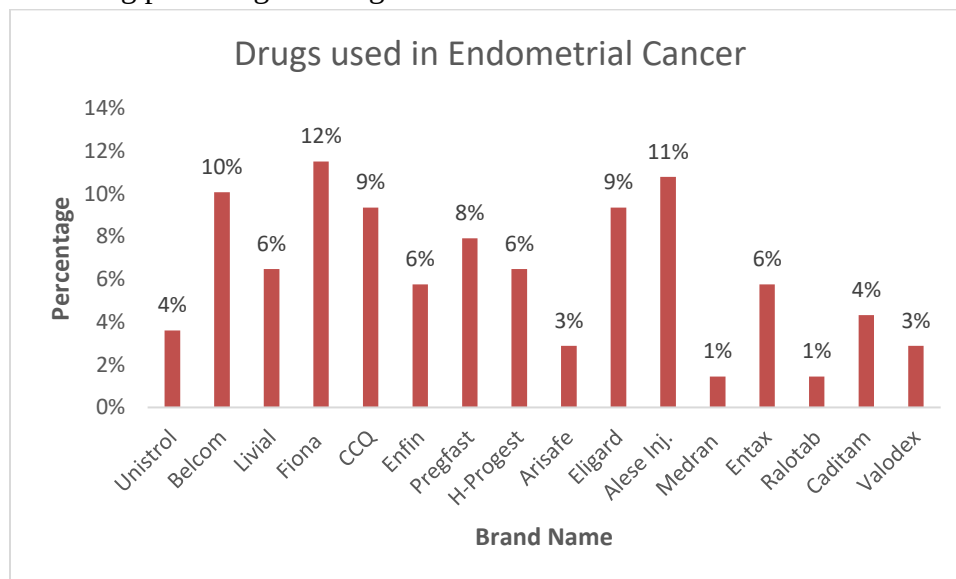
Interpretation: From the graph we interpret that the drugs for Dysmenorrhea has various competitors in market.

7. The pie chart showing percentage of drug used in Ectopic pregnancy



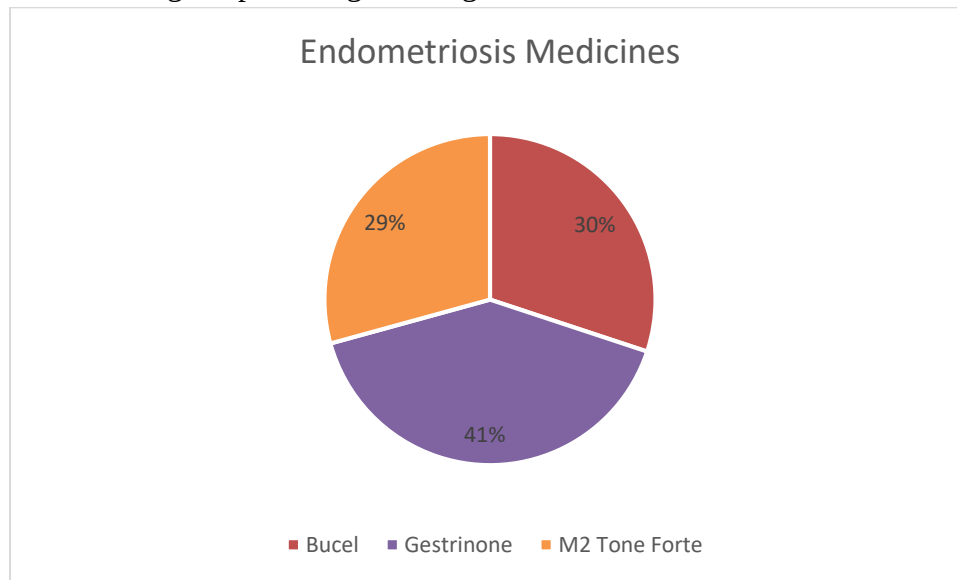
Interpretation: The most prescribed drug by gynaecologists for Ectopic pregnancy is Microhagm manufactured by Johnson & Johnson containing immunoglobulin G Anti-Rho, Sodium chloride, Polysorbate, Thimerosal and Glycine.

8. The graph showing percentage of drug used for Endometrial Cancer.



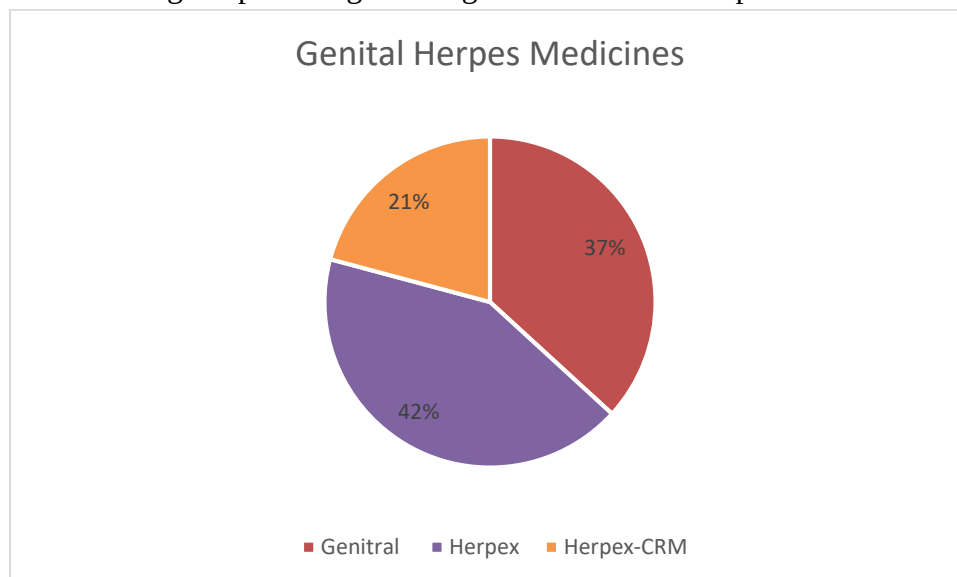
Interpretation: The frequently prescribed drug by gynaecologists for treating Endometrial cancer are Belcom, Fiona, Alese injection. The highest selling product is Fiona manufactured by Dr. Reddy's.

9. The pie chart showing the percentage of drug used in Endometriosis



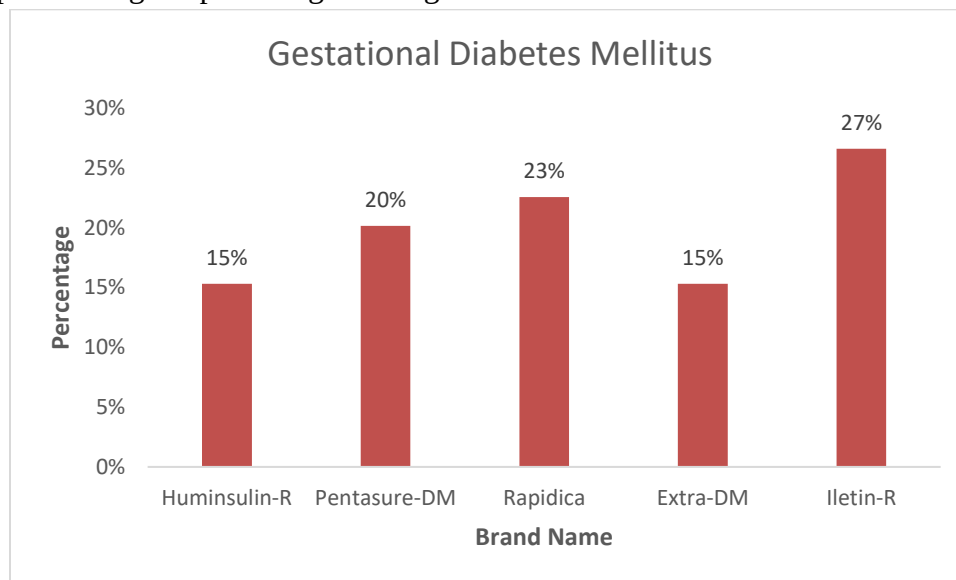
Interpretation: The frequently prescribed drug by gynaecologists are Gestrinone, Bucel and M2 Tone Forte respectively.

10. The pie chart showing the percentage of drug used in Genital Herpes



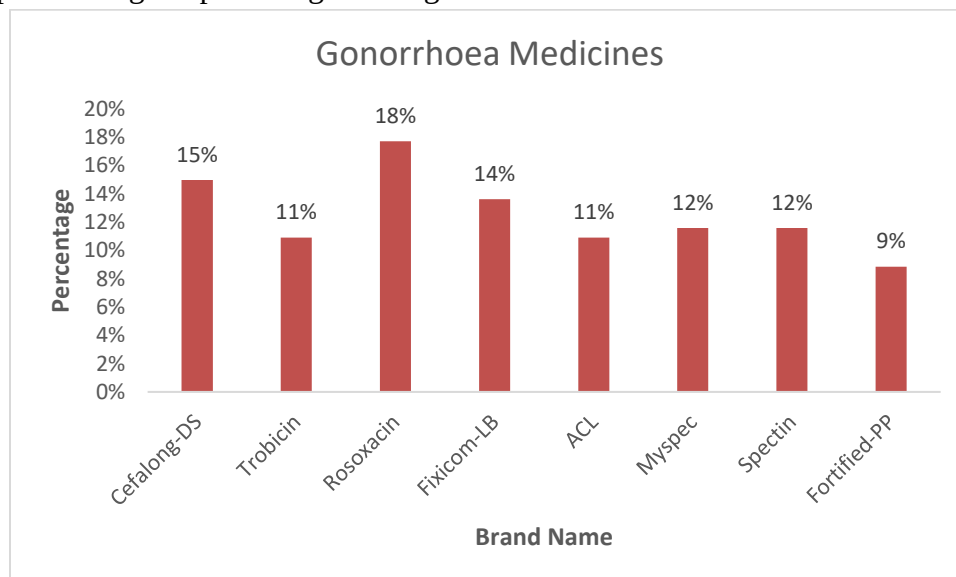
Interpretation: The percentage of most frequently prescribed drug by gynaecologists for Genital Herpes are Herpex and Genitral.

11. The graph showing the percentage of drug used in Gestational Diabetes Mellitus



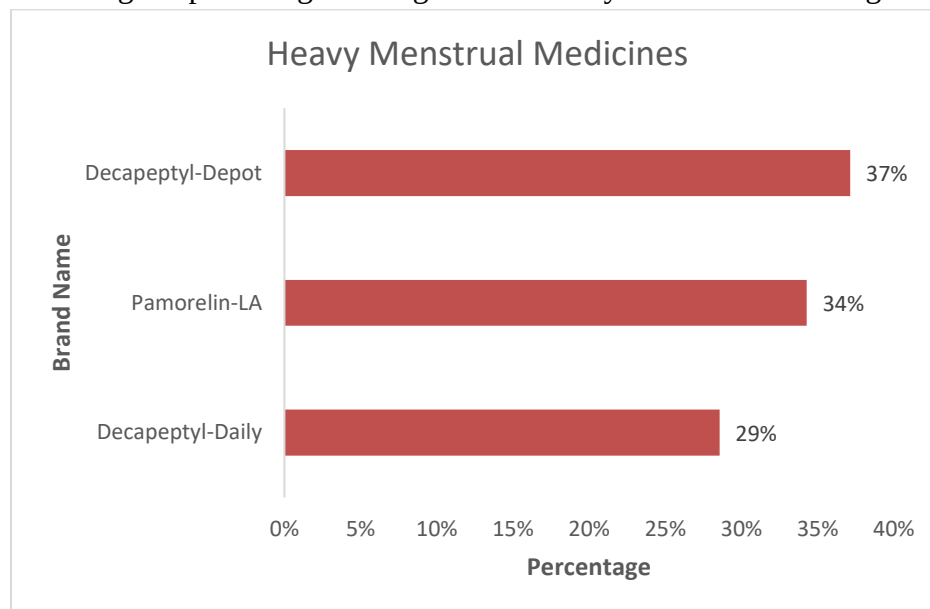
Interpretation: The most frequently prescribed drug for Gestational Diabetes Mellitus by gynaecologists is Iletin-R.

12. The graph showing the percentage of drug used in Gonorrhea



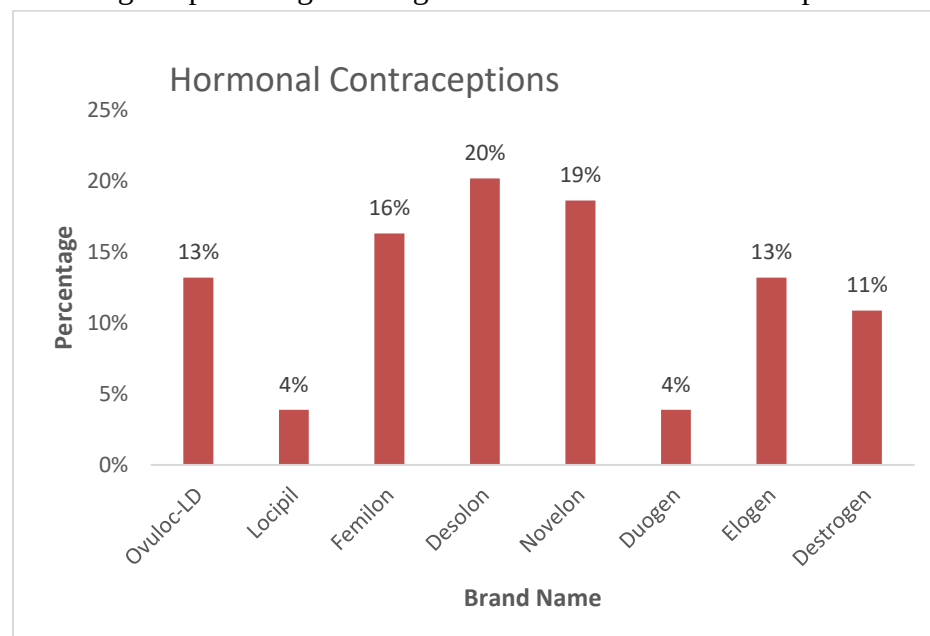
Interpretation: The frequently prescribed drug by gynaecologists for Gonorrhoea is Rosoxacin. The other drugs which give competition to this drug are Cefalong-DS and Fixicom-LB.

13. The graph showing the percentage of drug used in Heavy Menstrual Bleeding



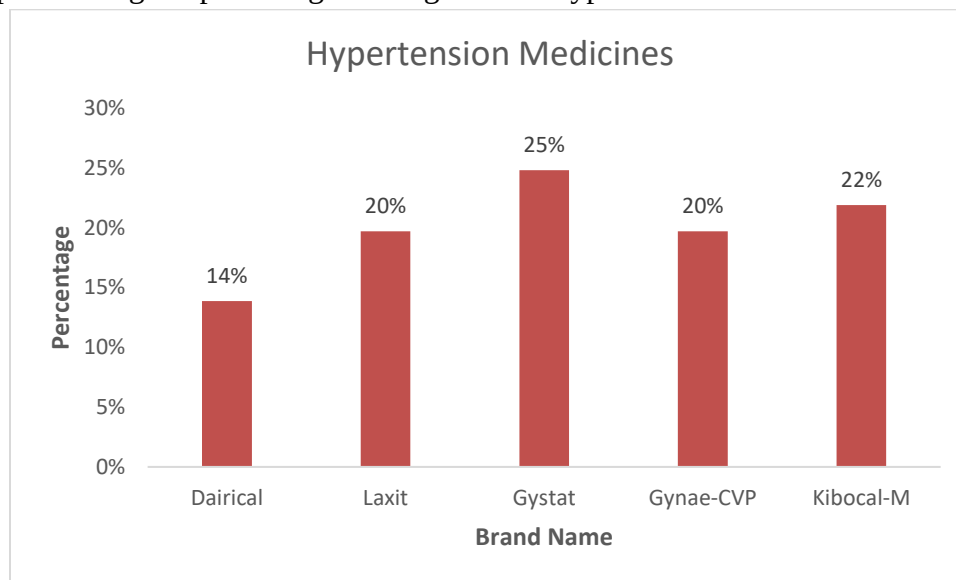
Interpretation: The mostly prescribed drug by gynaecologists for treating Heavy Menstrual complications are Decapeptyl-Depot and Pamorelin-LA.

14. The graph showing the percentage of drug used for Hormonal Contraception



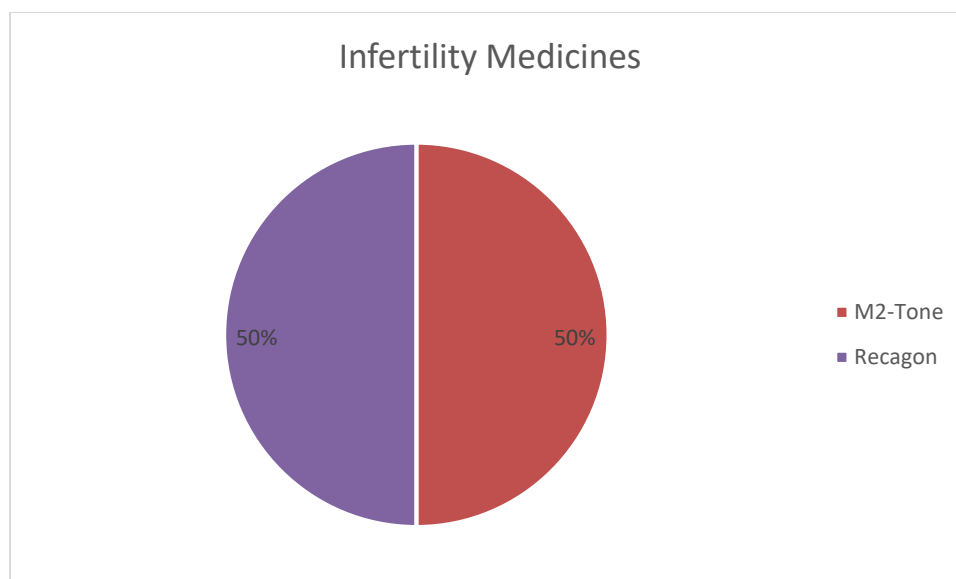
Interpretation: The frequently prescribed Hormonal Contraception are Desolon and Novelon.

15. The graph showing the percentage of drug used in Hypertension



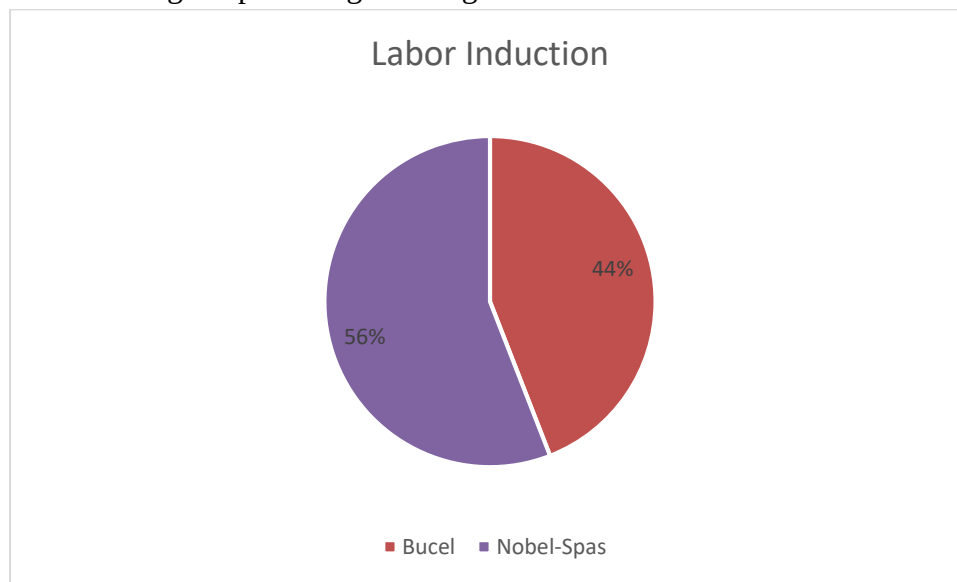
Interpretation: The most prescribe drug for Hypertension during pregnancy by gynaecologist is Gystat.

16. The pie chart showing the percentage of drug used in Infertility



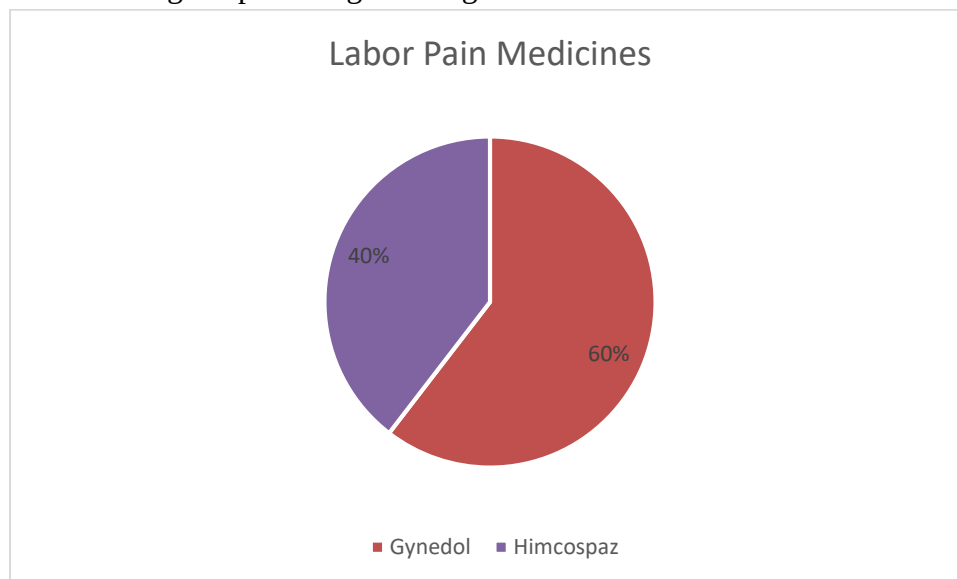
Interpretation: The frequently used drug in infertility of women are Recagon and M2-Tone.

17. The pie chart showing the percentage of drug used for Labor Induction



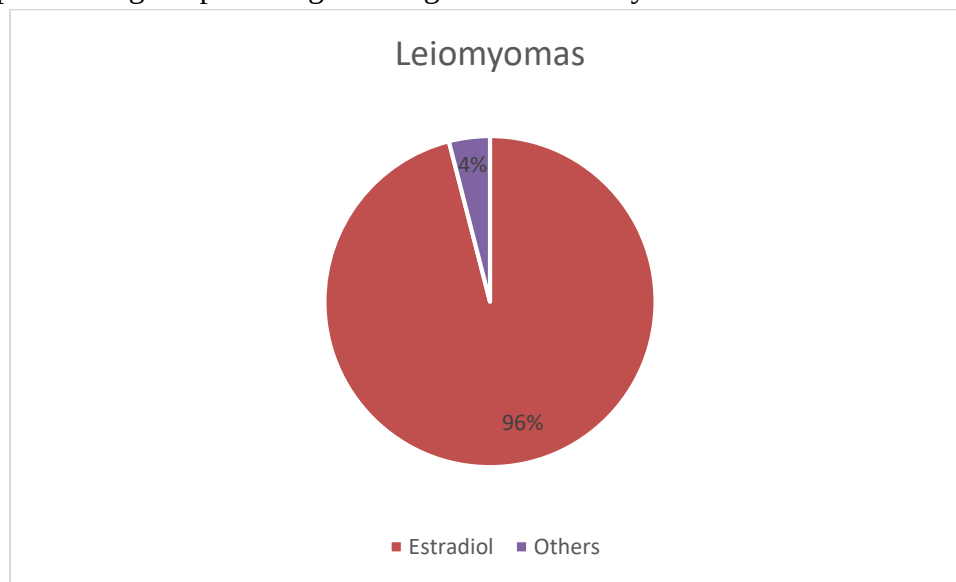
Interpretation: The frequently used drug given by gynaecologist during labor induction are Bucel and Nobel-Spas.

18. The pie chart showing the percentage of drug used in Labor Pain



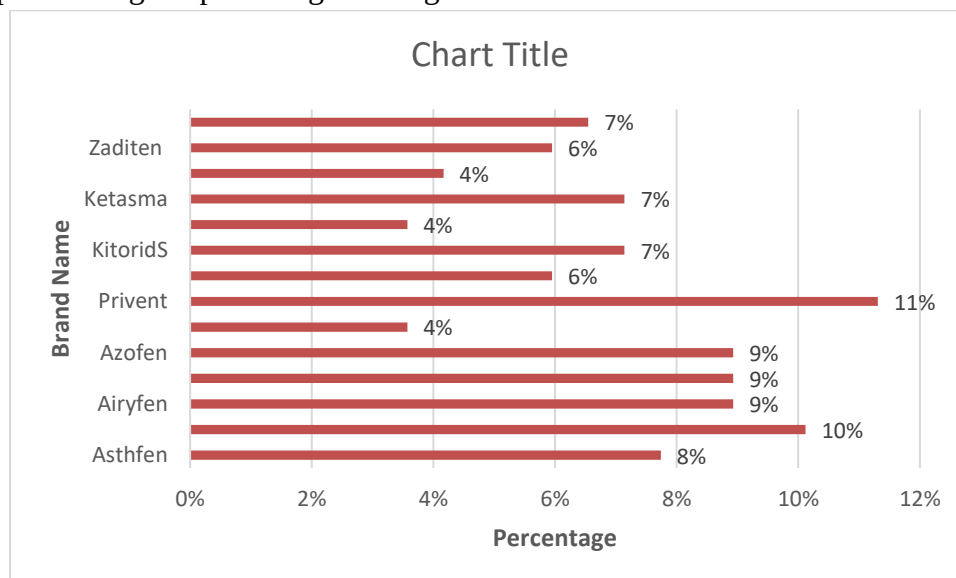
Interpretation: The frequently prescribed drug by gynaecologist at a time of labor pain is Gynedol.

19. The graph showing the percentage of drug used in Leiomyomas



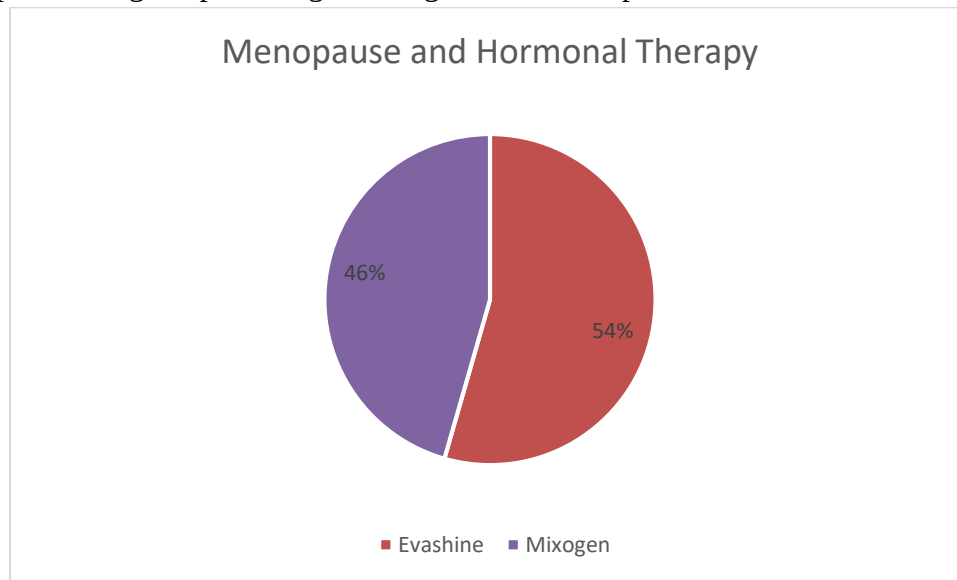
Interpretation: The frequently prescribed drug by gynaecologist for Leiomyomas is Estradiol.

20. The graph showing the percentage of drug used in Mastitis



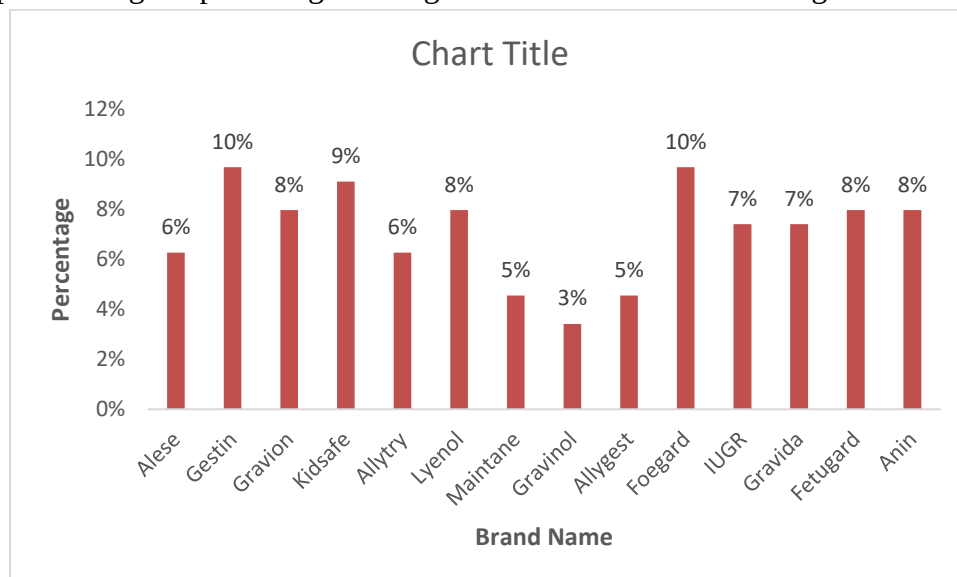
Interpretation: Frequently prescribed drugs for Mastitis by gynaecologists are Privent and Airyfen.

21. The graph showing the percentage of drug used in Menopause and Hormone Therapy



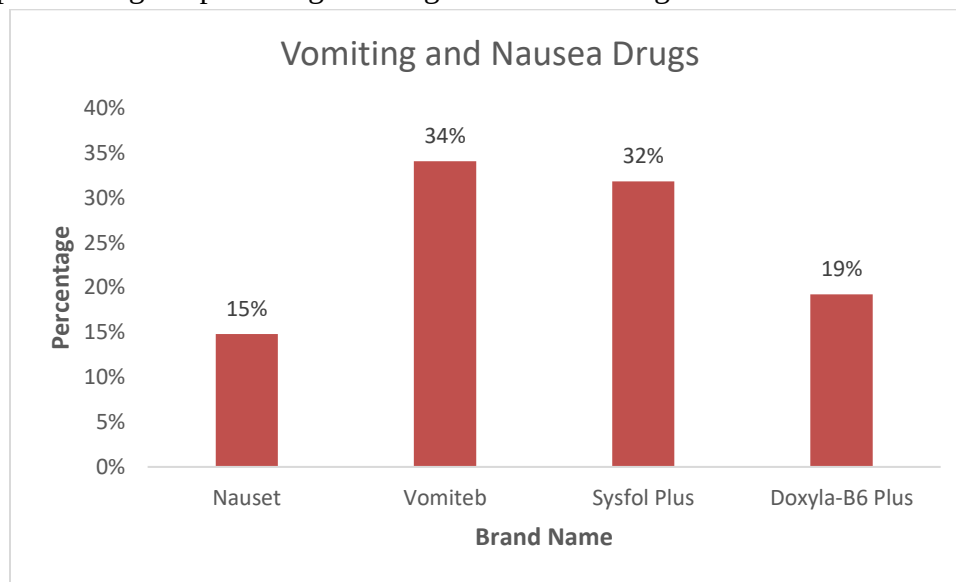
Interpretation: The most used drug to threaten Menopause and in Hormonal Therapy are Evashine and Mixogen.

22. The graph showing the percentage of drug used to threatened Miscarriage



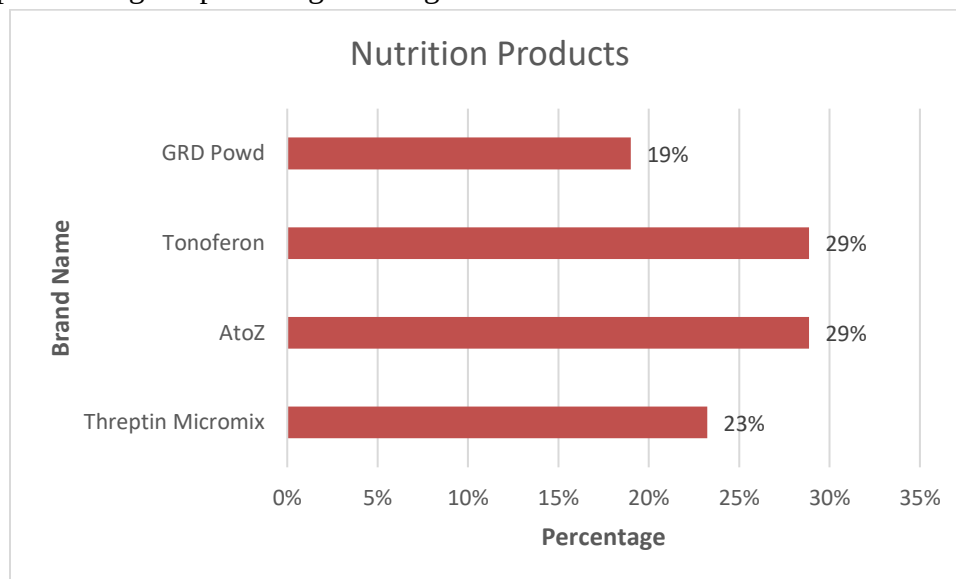
Interpretation: The frequently prescribed drugs by gynaecologist to threatened Miscarriage are Gestin, Foegard and Kidsafe. There is many competitors and various product in market similar as this products.

23. The graph showing the percentage of drug used in Vomiting and Nausea



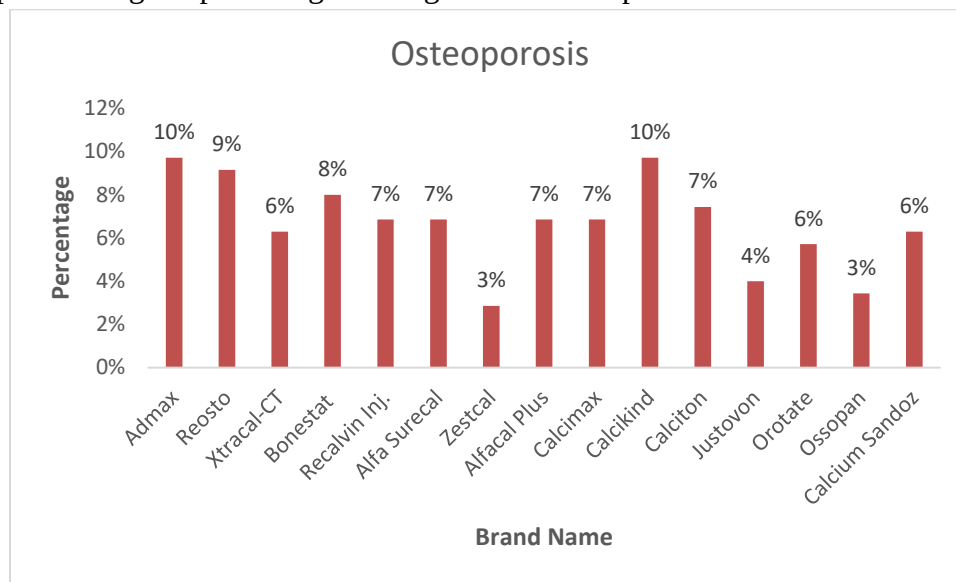
Interpretation: The drugs prescribed for Vomiting and Nausea by gynaecologist during pregnancy are Vomiteb and Sysfol Plus.

24. The graph showing the percentage of drug used for Nutrition



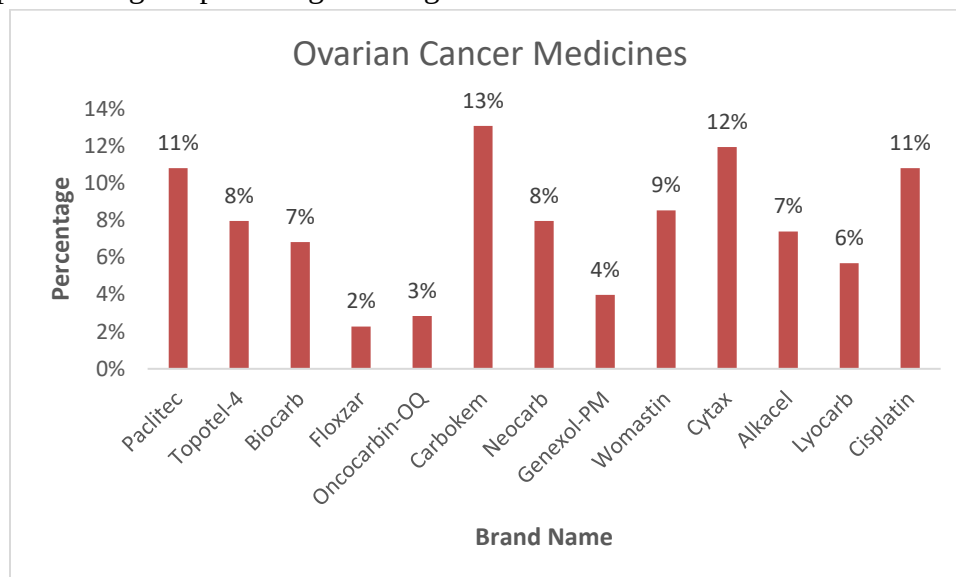
Interpretation: The frequently prescribed products for giving Nutrition to women and pregnant women by gynaecologist are Tonoferon and AtoZ.

25. The graph showing the percentage of drug used in Osteoporosis



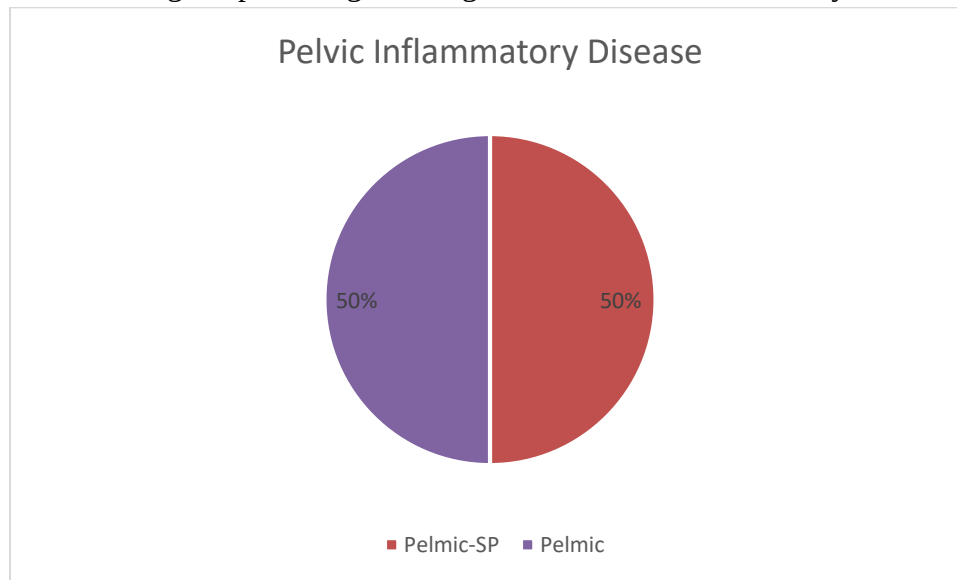
Interpretation: There are various ranges of medicines to treat Osteoporosis. The more frequently prescribed by gynaecologist are Admax, Calcikind and Reosto.

26. The graph showing the percentage of drug used in Ovarian Cancer



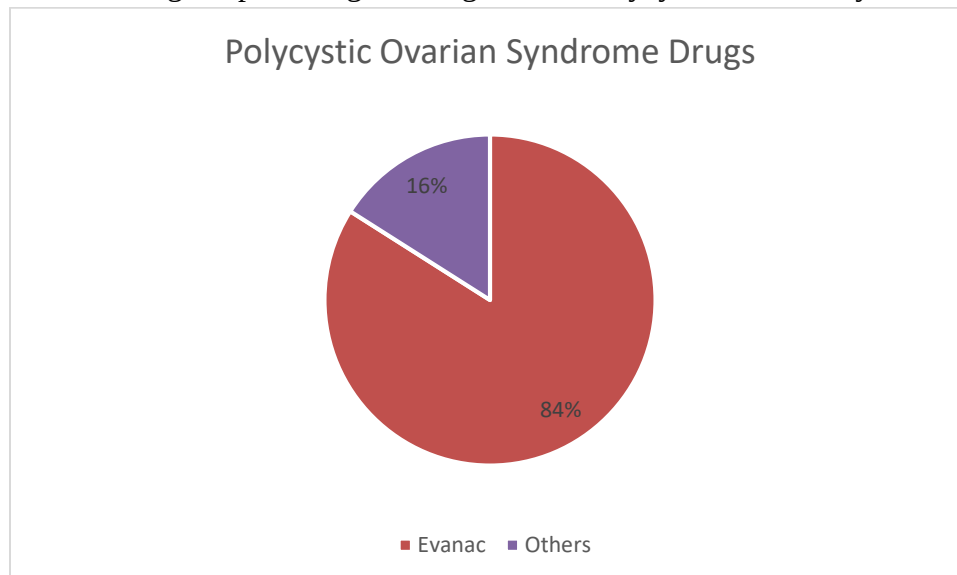
Interpretation: The frequently prescribed drugs for treating Ovarian cancer by gynaecologist are Carbokem and Cytax.

27. The pie chart showing the percentage of drug used in Pelvic inflammatory Disease



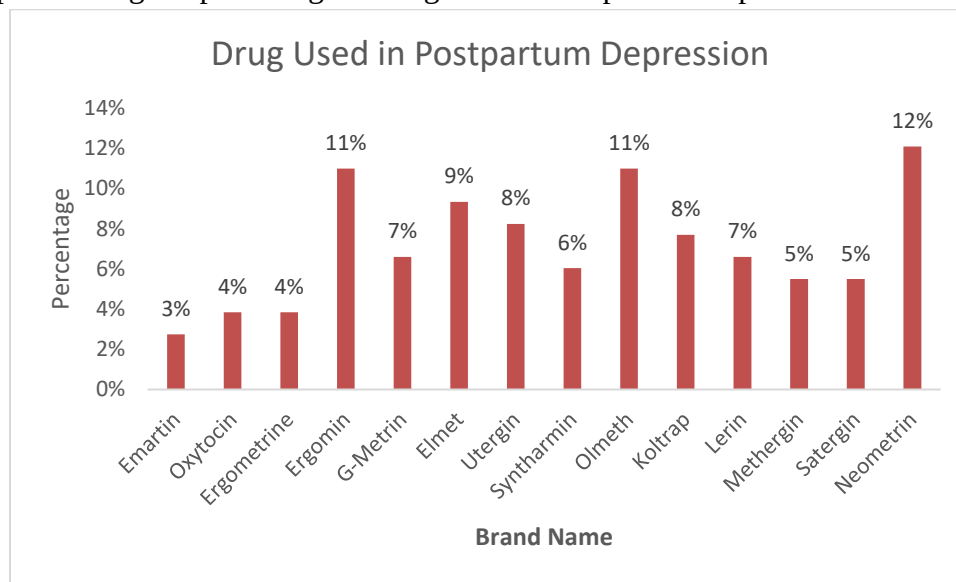
Interpretation: The most prescribe drug brand for Pelvic Inflammatory Disease by gynaecologist are Pelmic-SP and Pelmic.

28. The pie chart showing the percentage of drug used in Polycystic Ovarian Syndrome



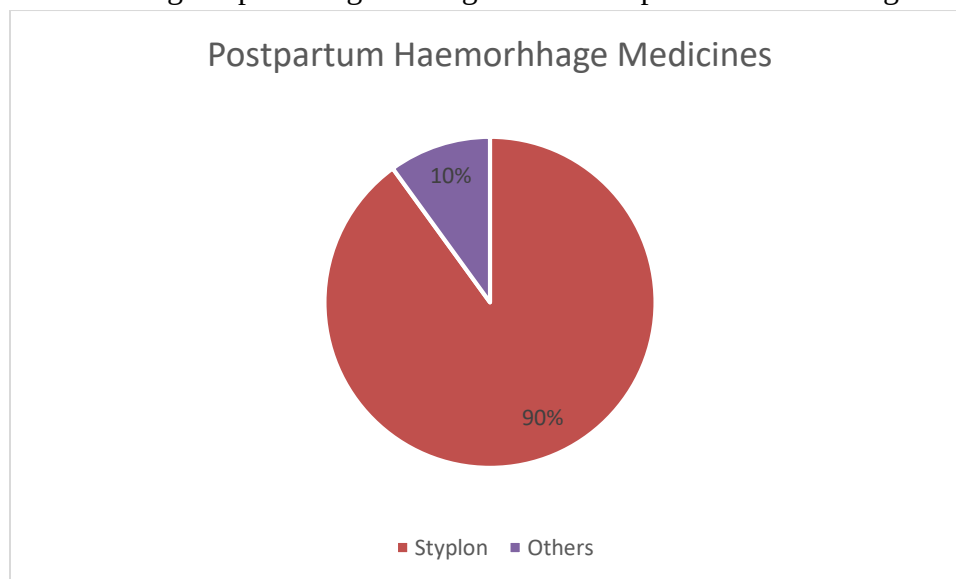
Interpretation: The frequently prescribed drug for Polycystic Ovarian Syndrome by gynaecologist is Evanac.

29. The graph showing the percentage of drug used in Postpartum Depression



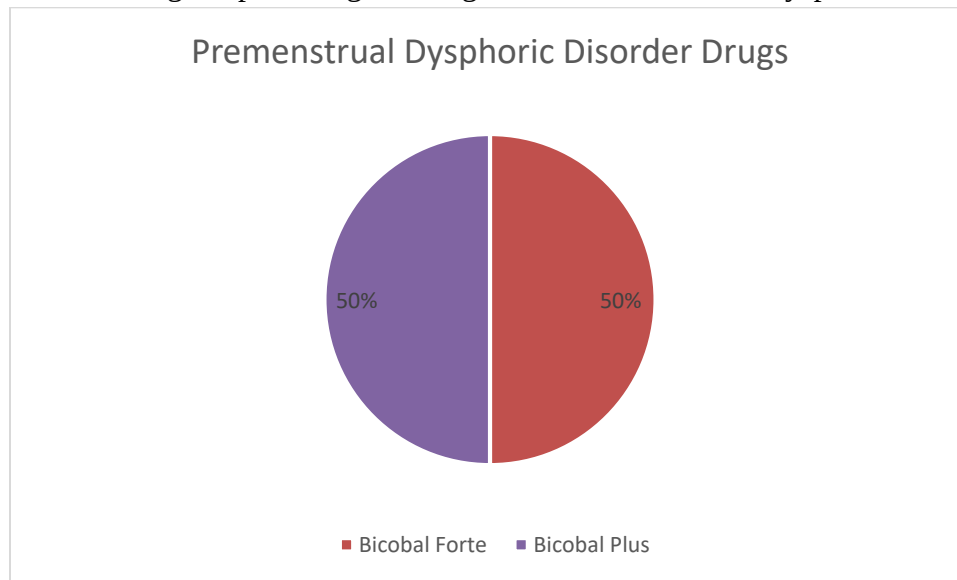
Interpretation: The frequently drug used in Postpartum Depression by surgeon and gynaecologist are Neometrin, Ergomin and Olmeth.

30. The pie chart showing the percentage of drug used in Postpartum Haemorrhage



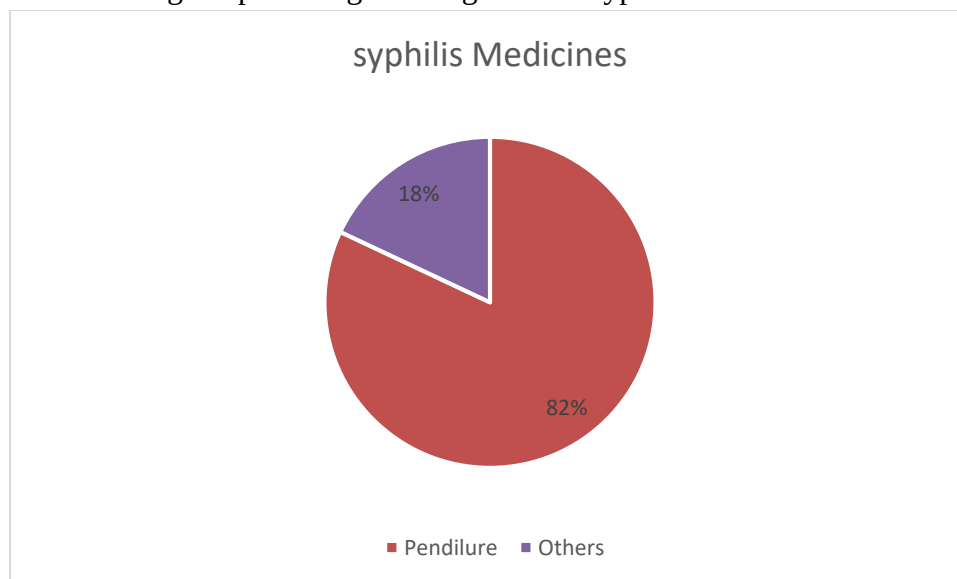
Interpretation: The most used drug for Postpartum Haemorrhage is Styplon.

31. The pie chart showing the percentage of drug used in Premenstrual Dysphoric Disease



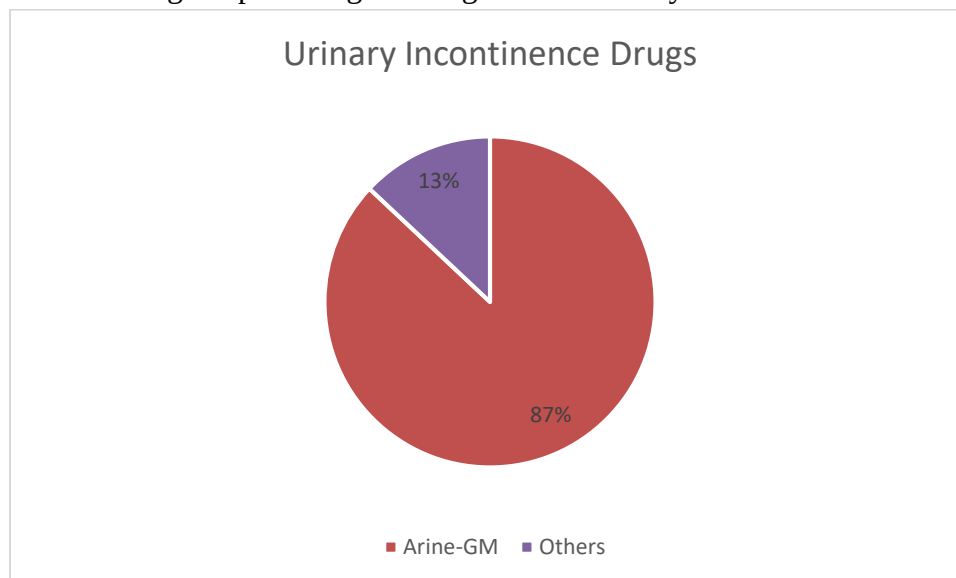
Interpretation: The frequently prescribed drug by gynaecologist for Premenstrual Du=ysphoric Disorder are Bicobal Forte and Bicobal Plus.

32. The pie chart showing the percentage of drug used in Syphilis



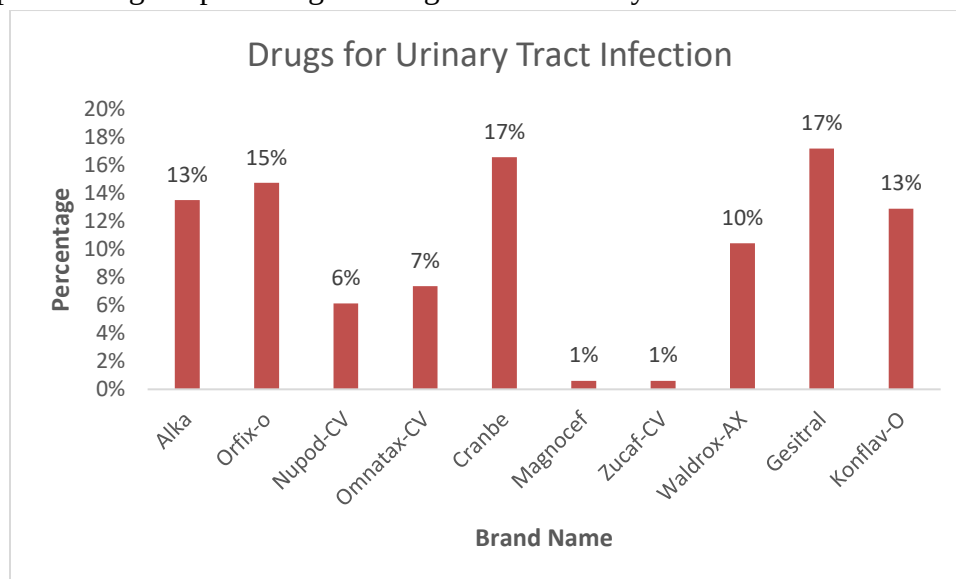
Interpretation: The most prescribed drug by gynaecologist for Syphilis is Pendilure.

33. The pie chart showing the percentage of drug used in Urinary Incontinence



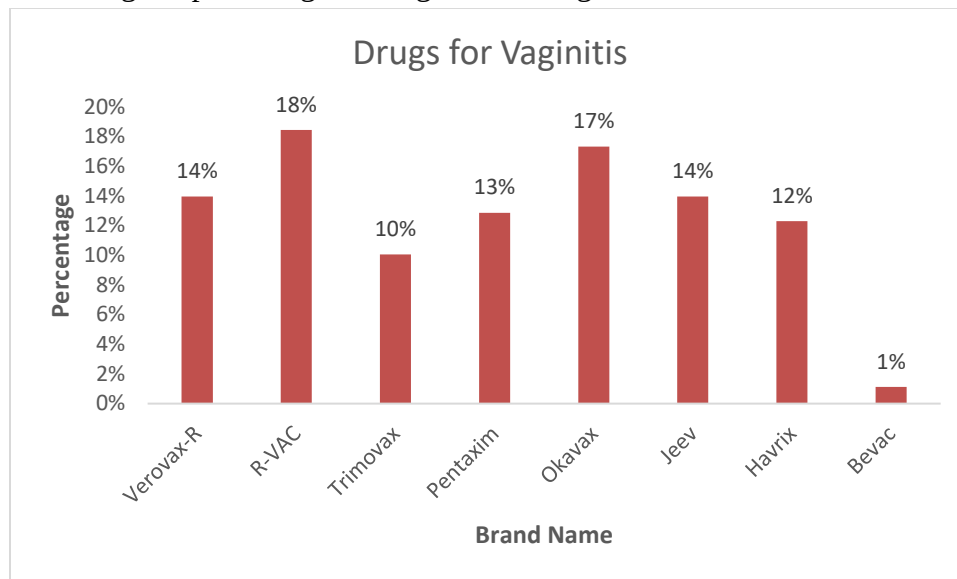
Interpretation: The drug prescribed for Urinary Incontinence by gynaecologist is Arine-GM.

34. The graph showing the percentage of drug used in Urinary Tract Infection



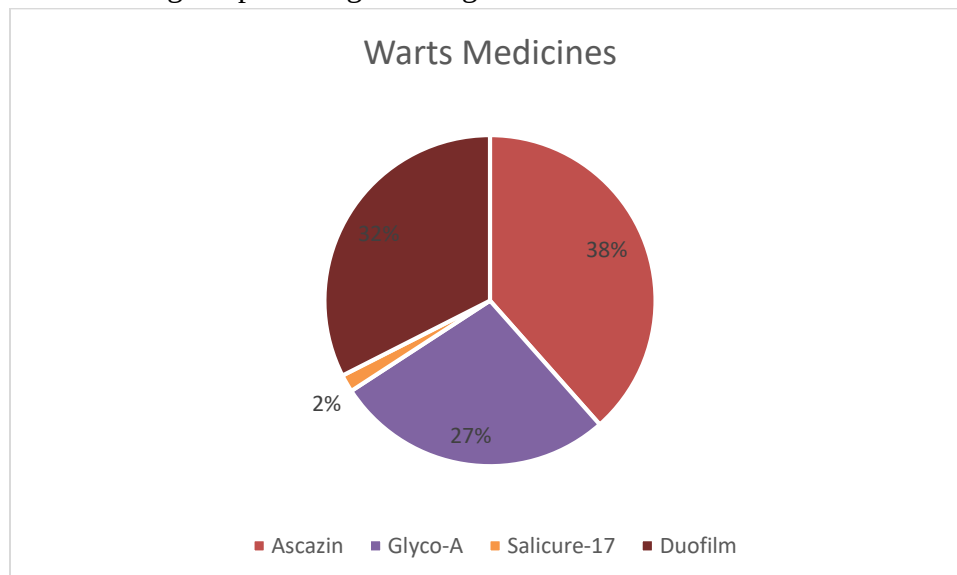
Interpretation: The frequently prescribed drug by gynaecologist for treating Urinary Tract Infection are Cranbe and Gesitral.

35. The graph showing the percentage of drug used in Vaginitis



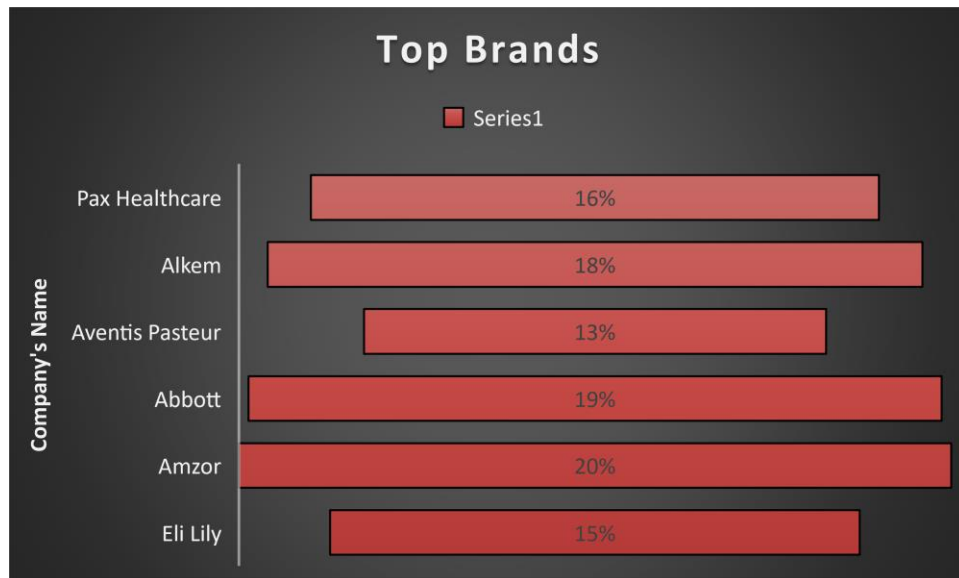
Interpretation: The frequently prescribed drug by gynaecologists for threatened Vaginitis are R-VAC and Okavax.

36. The pie chart showing the percentage of drug used in Warts



Interpretation: The most used drugs for treating Warts are Ascazin and Duofil

Most preferred brands by gynaecologist in Chhattisgarh (Raipur, Durg & Bhilai)



Interpretation: The top brands prescribed by gynaecologists in Chhattisgarh.

16% of the gynaecologists prescribed Pax Healthcare products.

18% of the gynaecologists prefer Alkem products.

13% of the gynaecologists prefer Aventis Pasteur products.

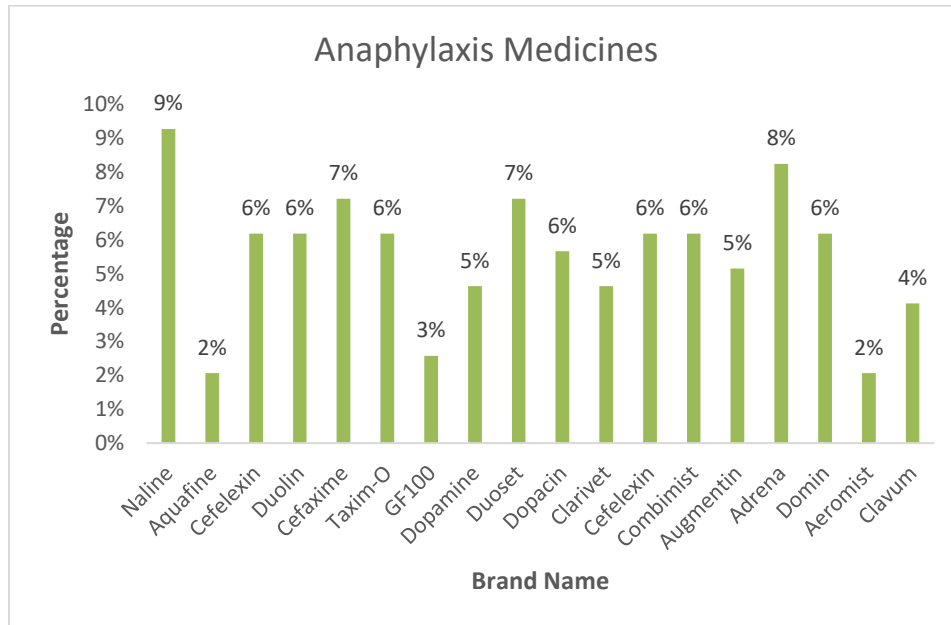
19% of the gynaecologists prefer Abbott products.

20% of the gynaecologists prefer Amzor products.

15% of the gynaecologists prefer Eli Lilly products.

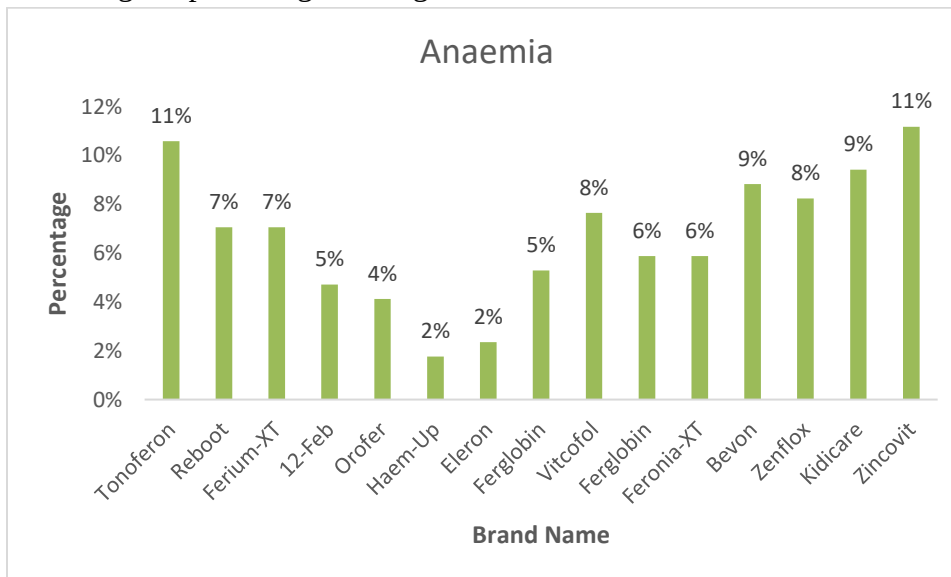
PAEDIATRIC DIVISION

1. The graph showing the percentage of drug used in Anaphylaxis



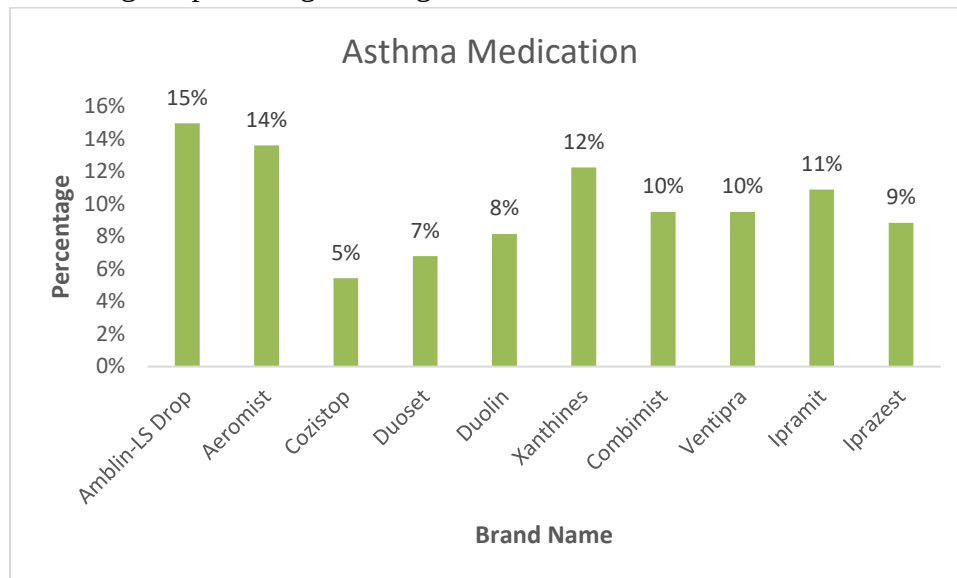
Interpretation: The frequently prescribed drug for treating Anaphylaxis are Naline and Adrena.

2. The graph showing the percentage of drug used in Anaemia



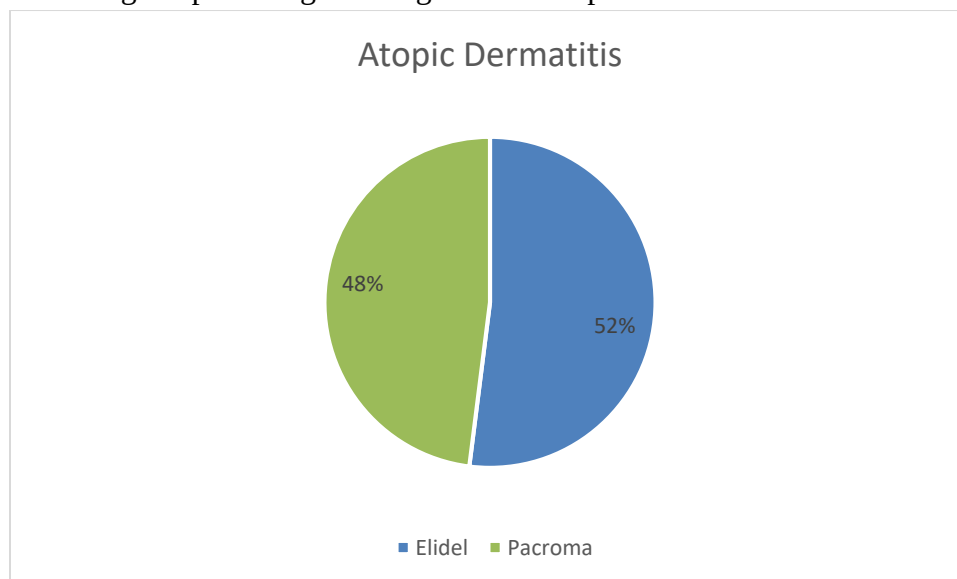
Interpretation: The frequently prescribed drug by gynaecologist for treating Anaemia are Tonoferon and Zincovit.

3. The graph showing the percentage of drug used in Asthma



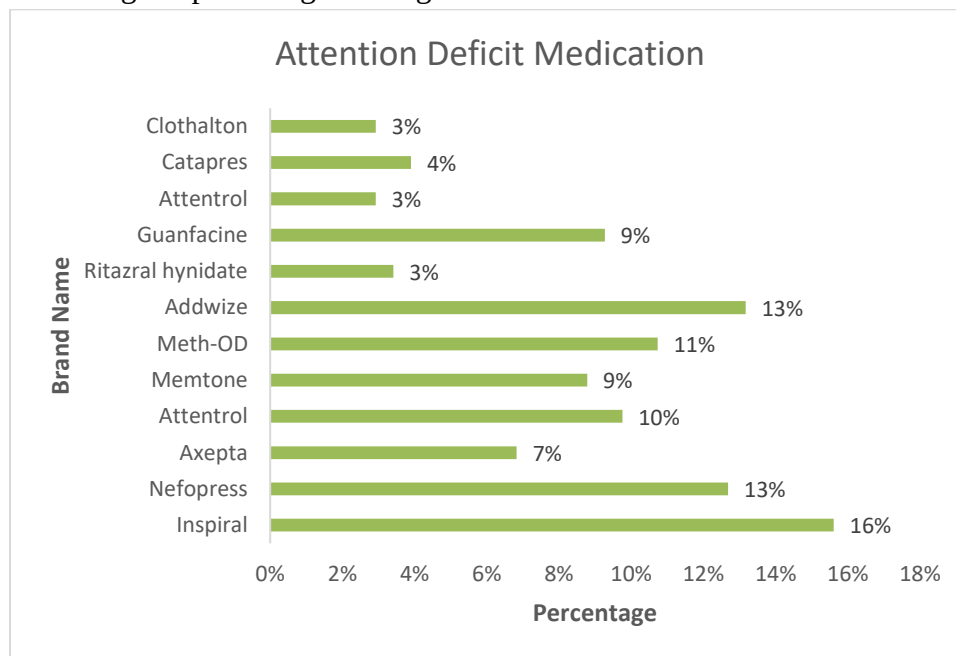
Interpretation: The frequently prescribed drug for Asthma to the women and pregnant women are Amblin-LS Drop and Aeromist.

4. The graph showing the percentage of drug used in Atopic Dermatitis



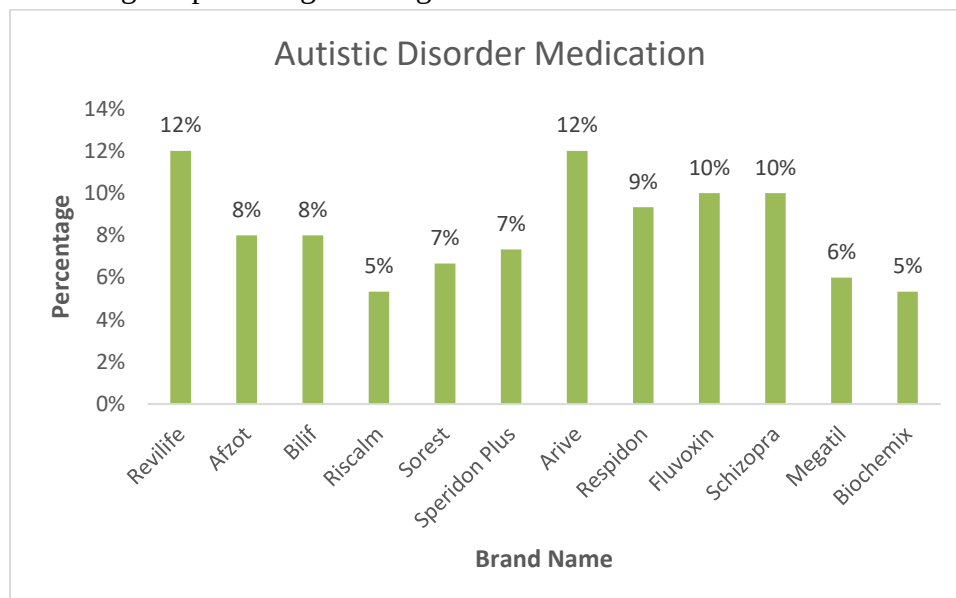
Interpretation: The most prescribed drug by gynaecologist for Atopic Dermatitis are Elidel and Pacroma Cream.

5. The graph showing the percentage of drug used in Attention Deficit



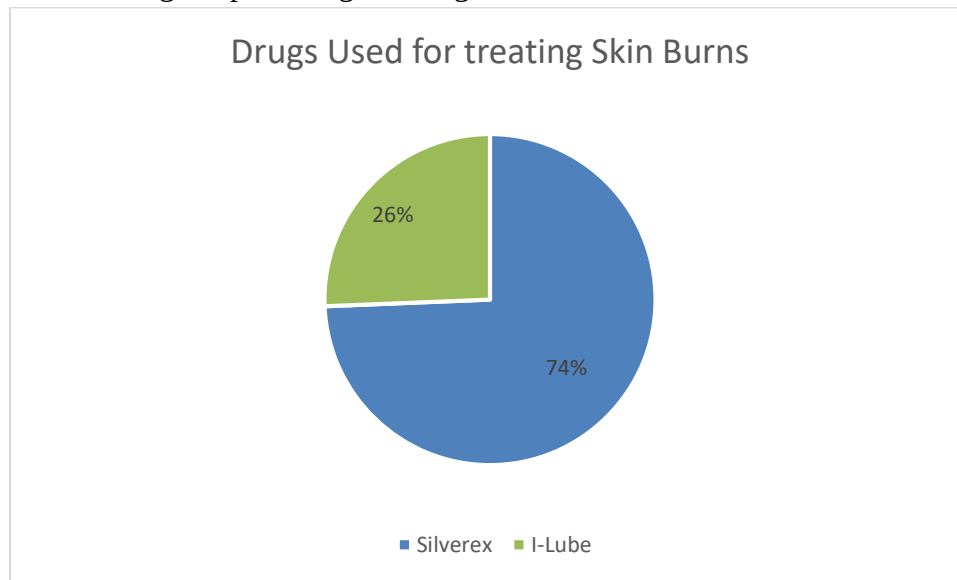
Interpretation: The most frequently prescribed drugs for threatened Attention Deficit is Inspiral.

6. The graph showing the percentage of drug used in Autistic Disorder



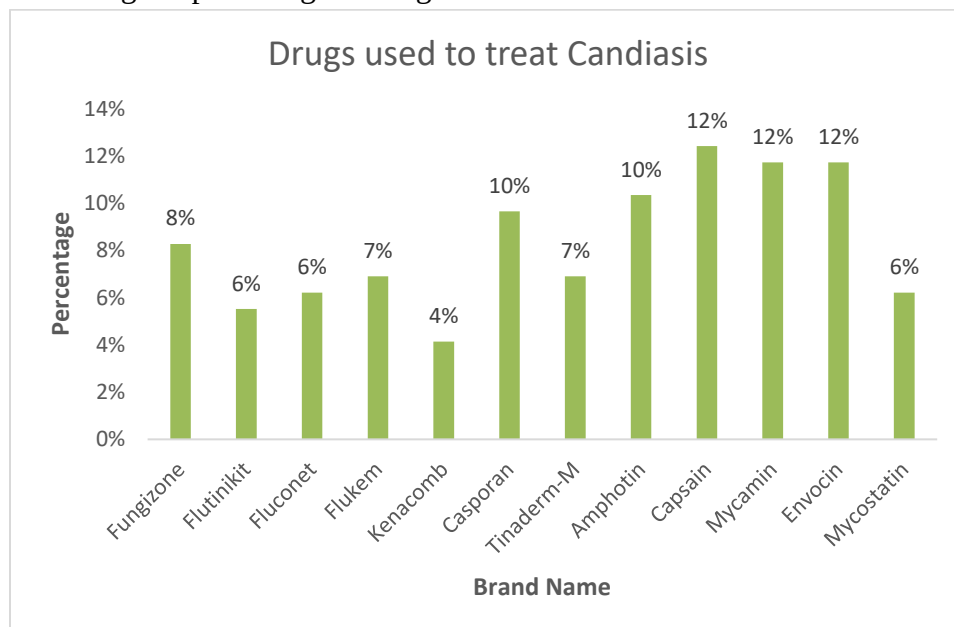
Interpretation: The frequently prescribed drugs by gynaecologist for treating Autistic Disorder are Revilife and Arive.

7. The pie chart showing the percentage of drug used in Burns



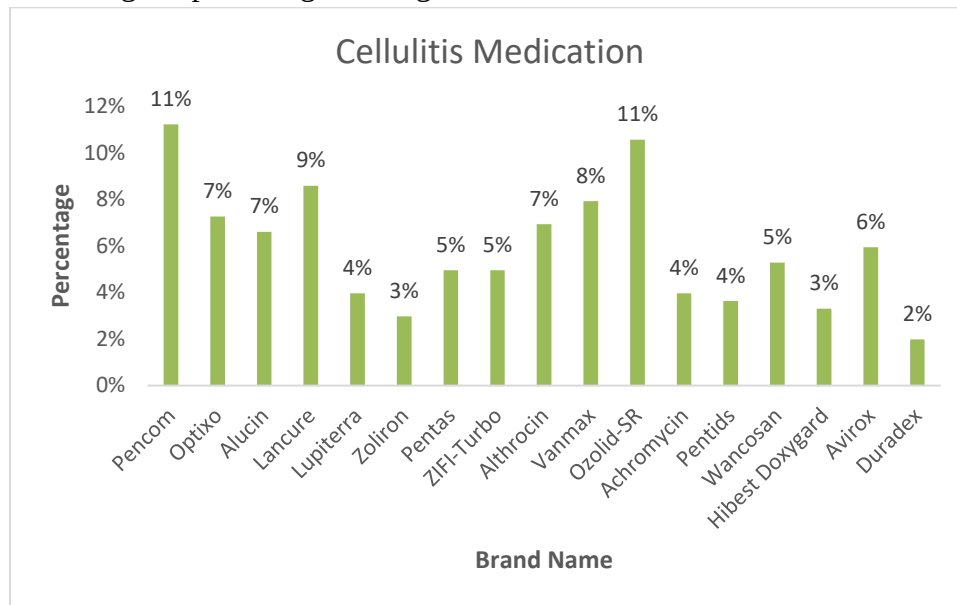
Interpretation: The most prescribed drug for treating skin burns is Silverex.

8. The graph showing the percentage of drug used in Candiiasis



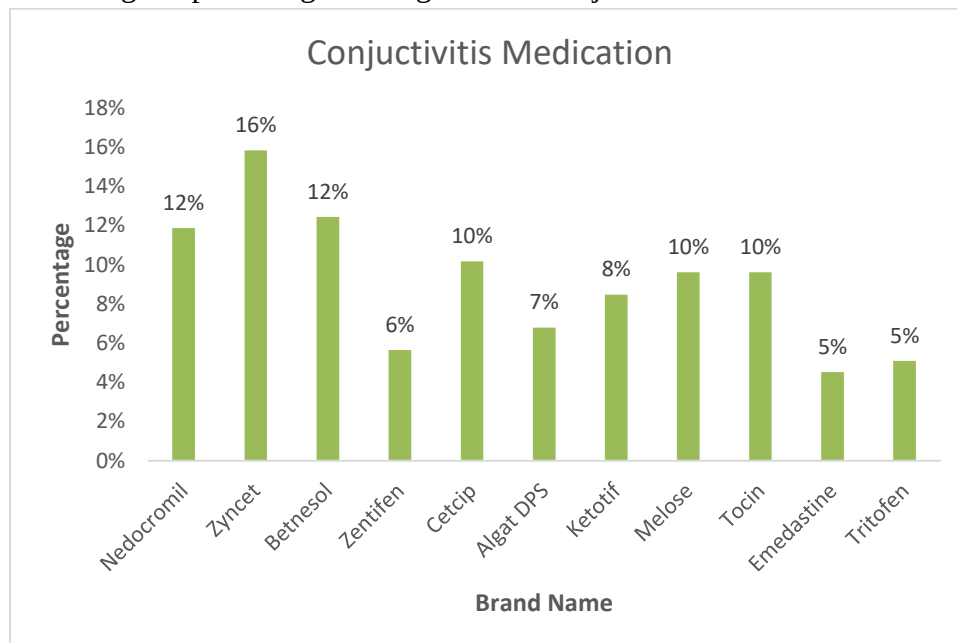
Interpretation: The most frequently prescribed drugs for treating Candiiasis are Capsain, Mycamin and Envocin.

9. The graph showing the percentage of drug used in Cellulitis



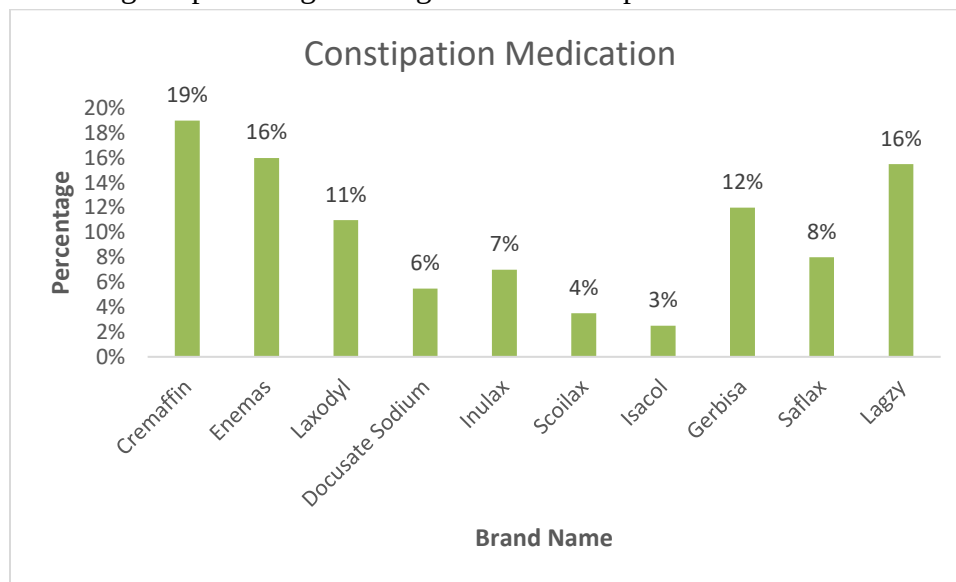
Interpretation: The most frequently prescribed drugs by gynaecologist for Cellulitis Medication are Pencom and Ozolid-SR.

10. The graph showing the percentage of drug used in Conjunctivitis



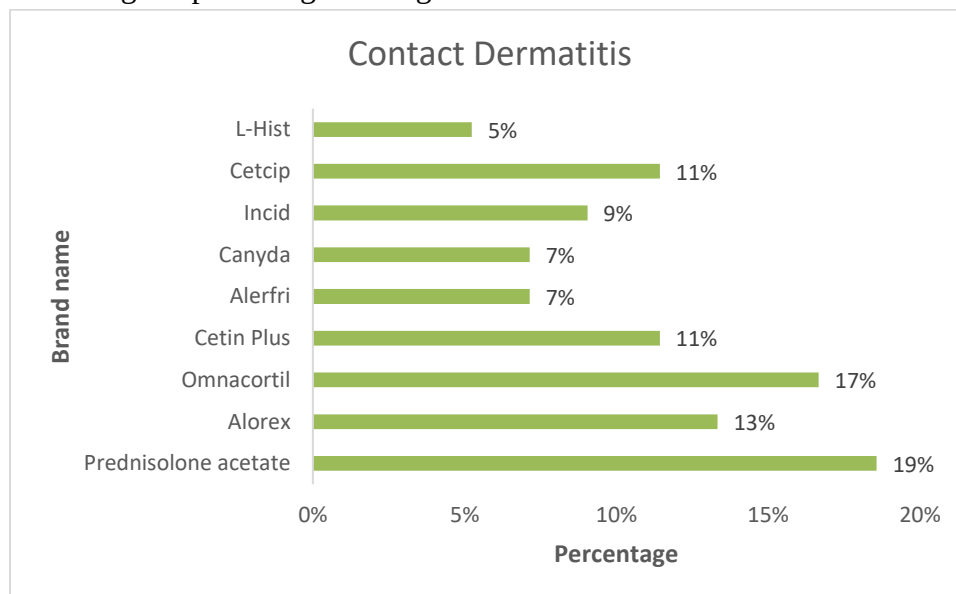
Interpretation: The frequently prescribed drug by gynaecologist for treating Conjunctivitis is Zyncet.

11. The graph showing the percentage of drug used in Constipation



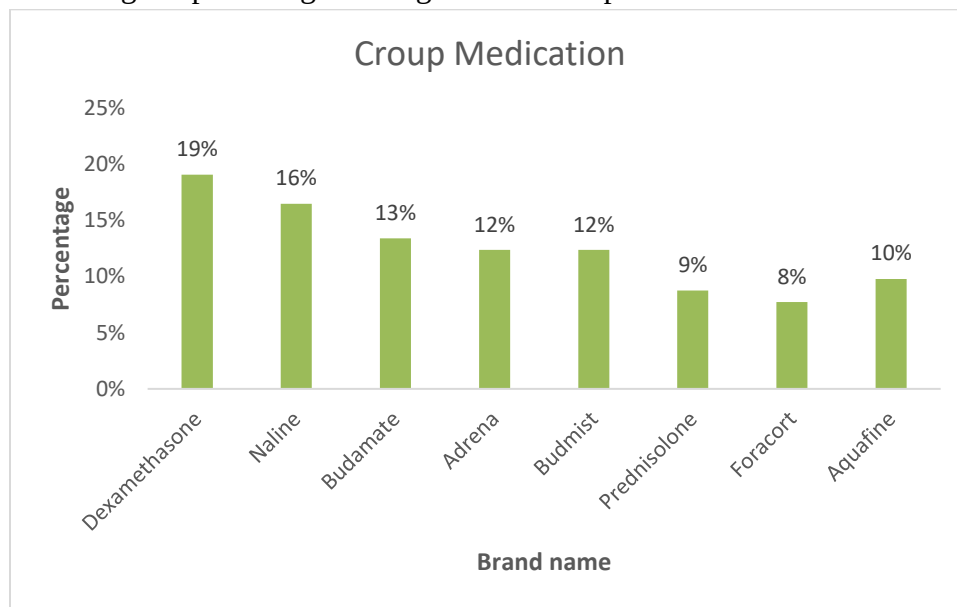
Interpretation: The frequently prescribed drug used by gynaecologist for constipation is Cremaffin.

12. The graph showing the percentage of drug used in Contact Dermatitis



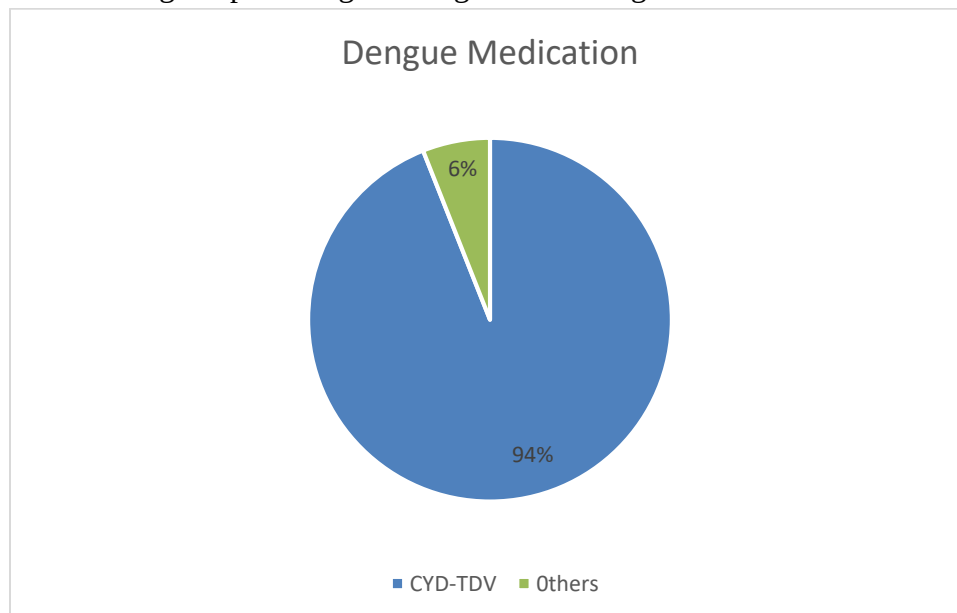
Interpretation: The most frequently prescribed drug by gynaecologist for treating Contact Dermatitis are Prednisolone acetate and Omnacortil.

13. The graph showing the percentage of drug used in Croup



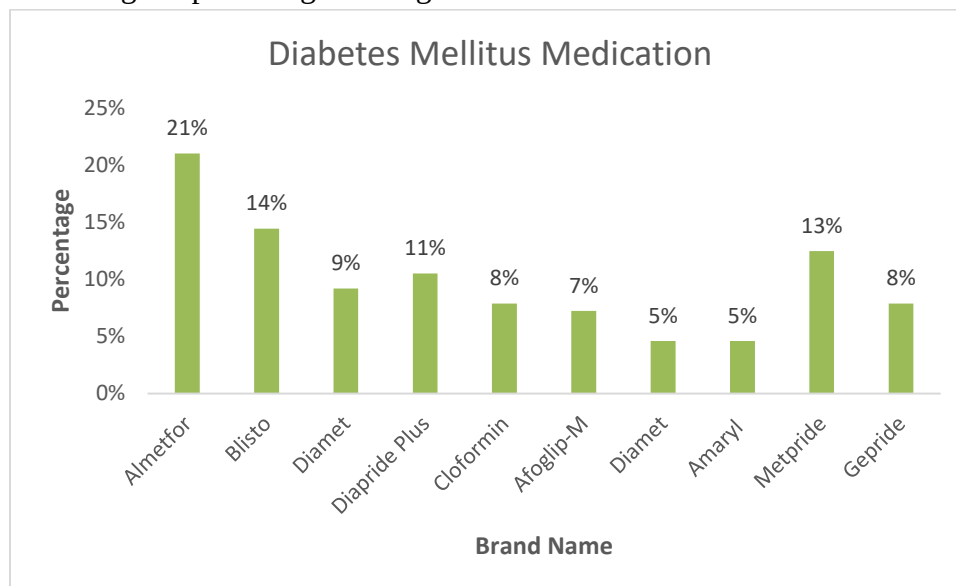
Interpretation: The most frequently prescribed drug by gynaecologist for Croup Disease is Dexamethasone.

14. The pie chart showing the percentage of drug used in Dengue



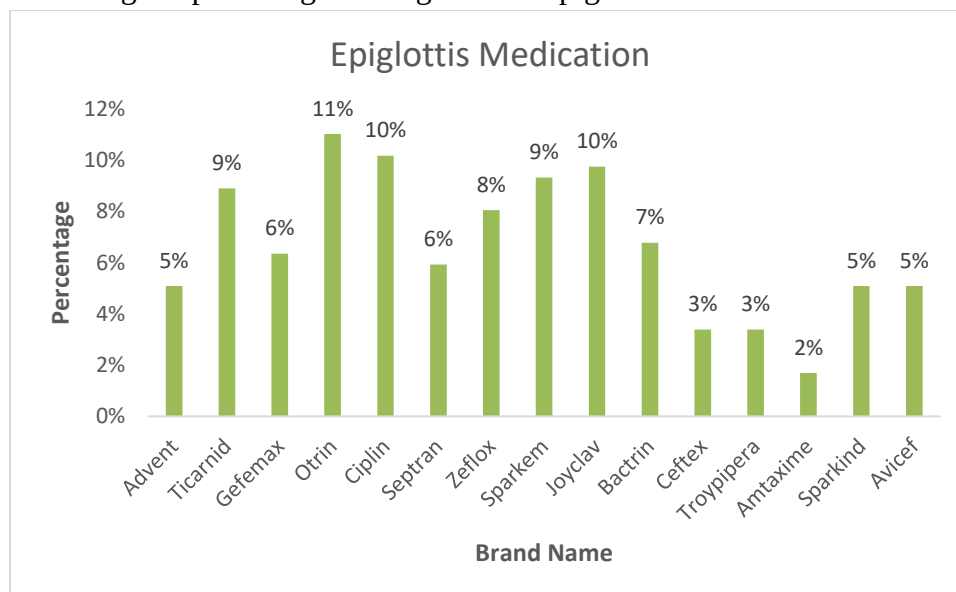
Interpretation: The most frequently prescribed drug by gynaecologist for treating Dengue is CYD-TDV.

15. The graph showing the percentage of drug used in Diabetes Mellitus



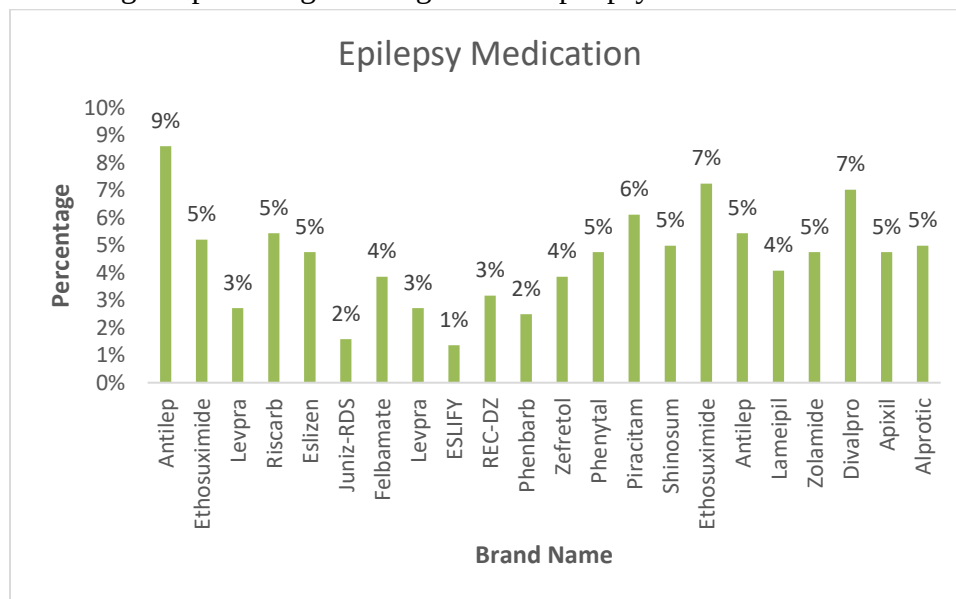
Interpretation: The frequently prescribed drug by gynaecologist to pregnant women is Almetfor.

16. The graph showing the percentage of drug used in Epiglottitis



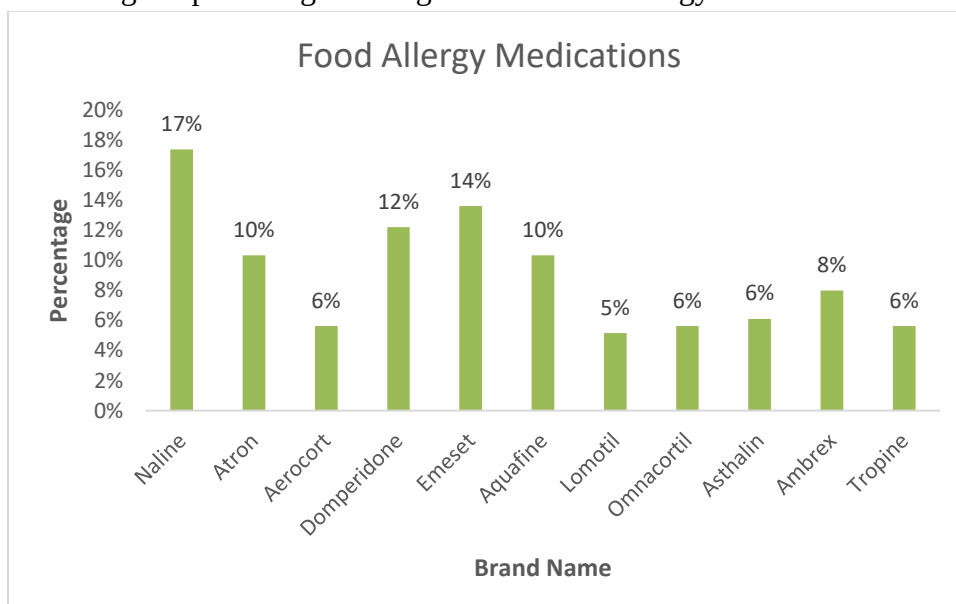
Interpretation: The frequently prescribed drugs for treating Epiglottitis by gynaecologist are Otrin, Ciplin and Joyclav.

17. The graph showing the percentage of drug used in Epilepsy



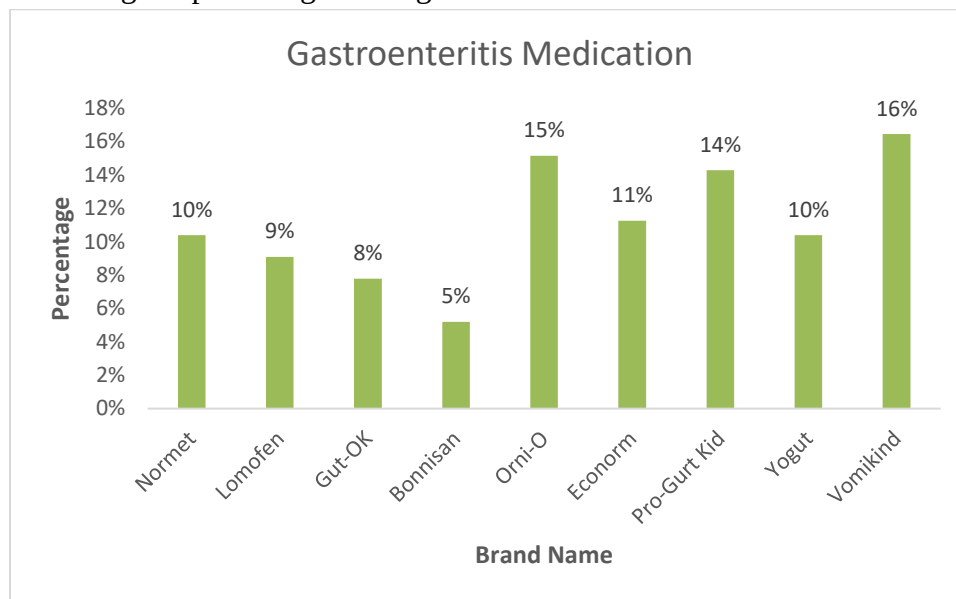
Interpretation: The frequently prescribed drug by gynaecologist for treating Epilepsy is Antilep.

18. The graph showing the percentage of drug used in Food Allergy



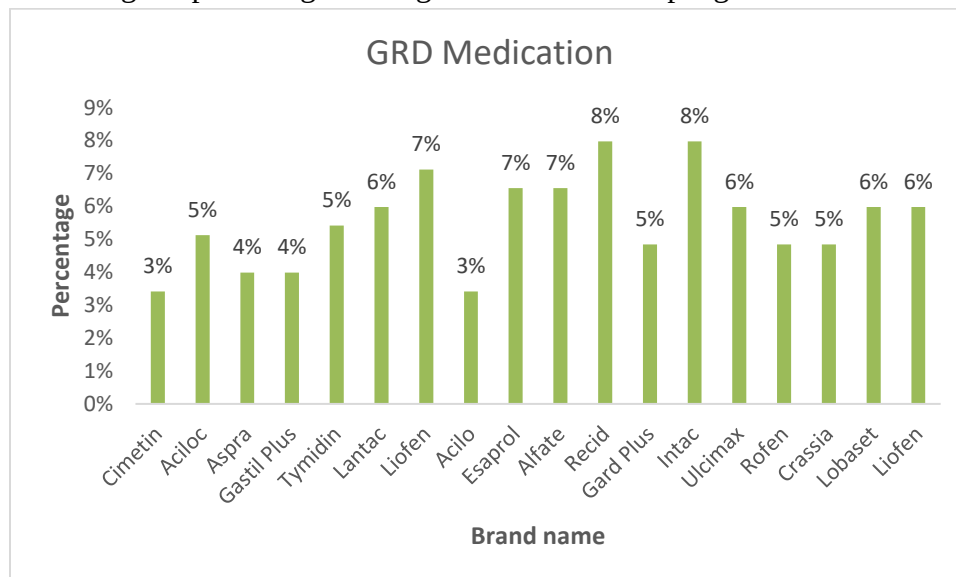
Interpretation: The frequently prescribed drug by gynaecologist for treating Food Allergy is Naline.

19. The graph showing the percentage of drug used in Gastroenteritis



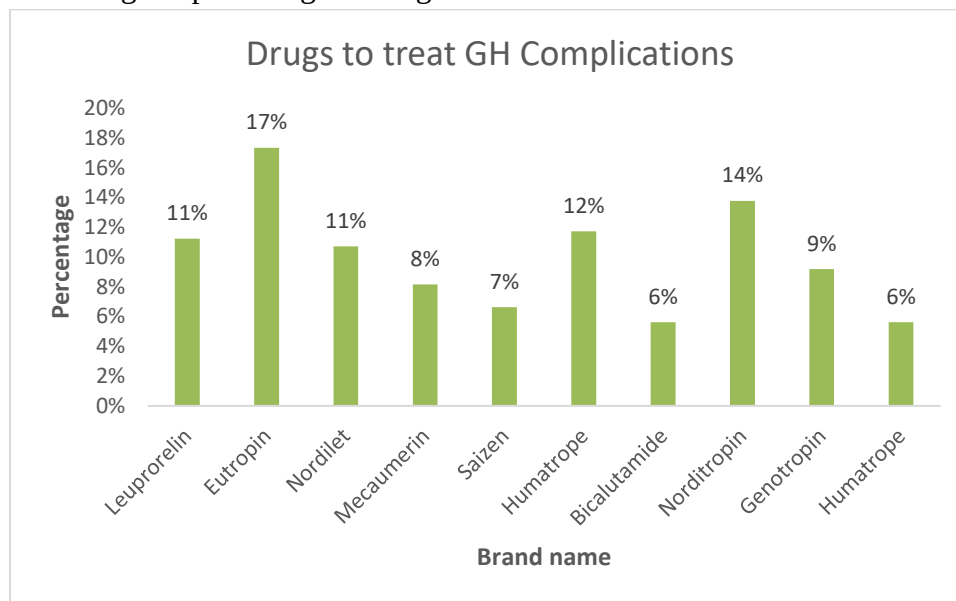
Interpretation: The most prescribed drug used by gynaecologist for treating Gastroenteritis are Vomikind and Orni-O.

20. The graph showing the percentage of drug used in Gastroesophageal Reflux Disorder



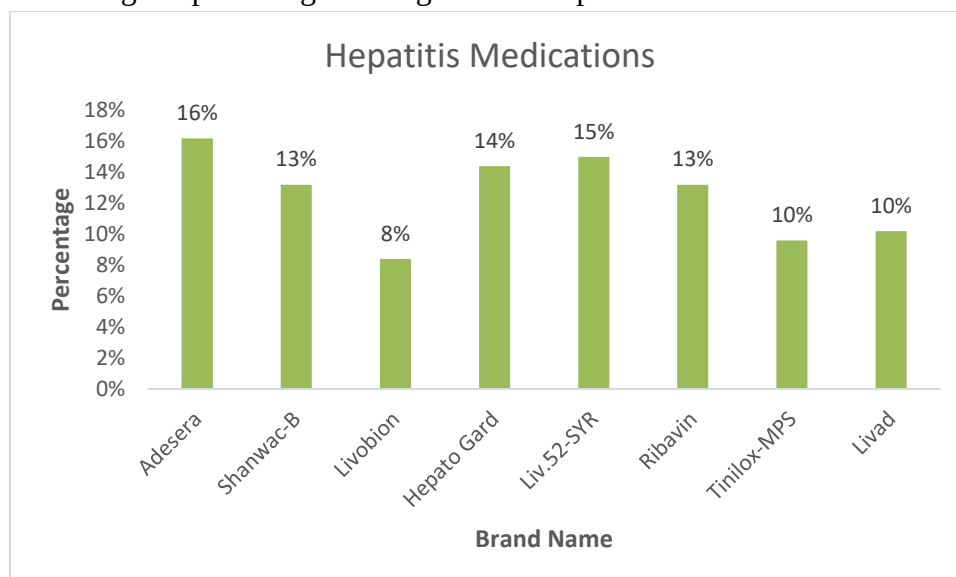
Interpretation: The most frequently prescribed drug by gynaecologist for treating Gastroesophageal Reflux Disorder are Intac and Recid.

21. The graph showing the percentage of drug used in GH Disease



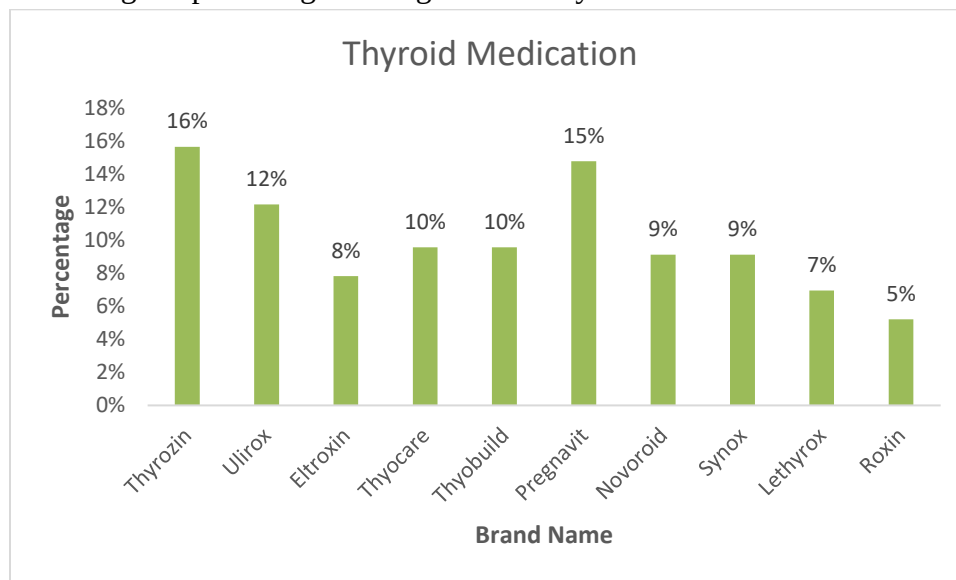
Interpretation: The frequently prescribed drug by gynaecologist to treat Growth Hormone complications is Eutropin.

22. The graph showing the percentage of drug used in Hepatitis



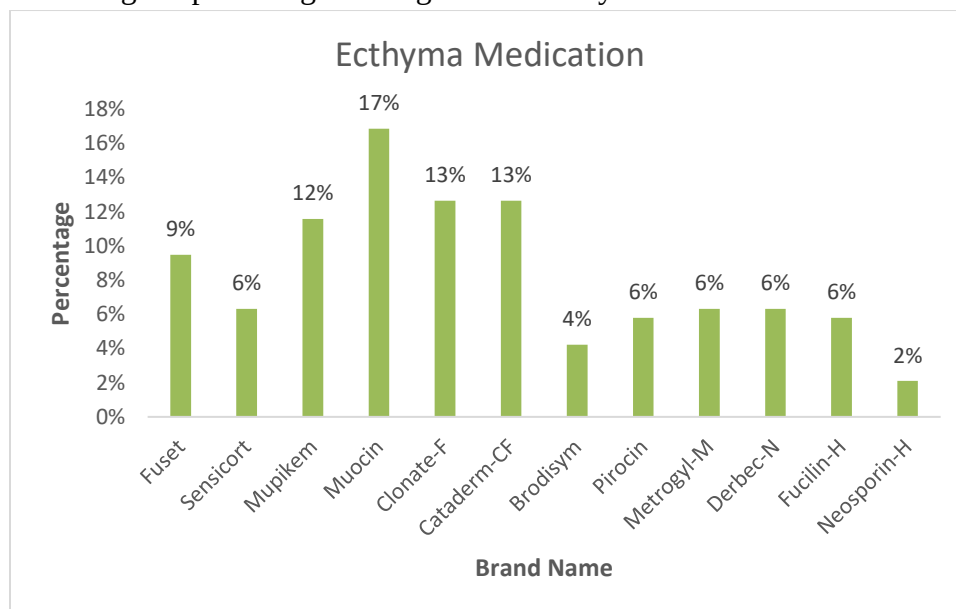
Interpretation: The frequently prescribed drug by gynaecologist to threaten from Hepatitis are Adesera and Liv.52-SYR.

23. The graph showing the percentage of drug used in Thyroids



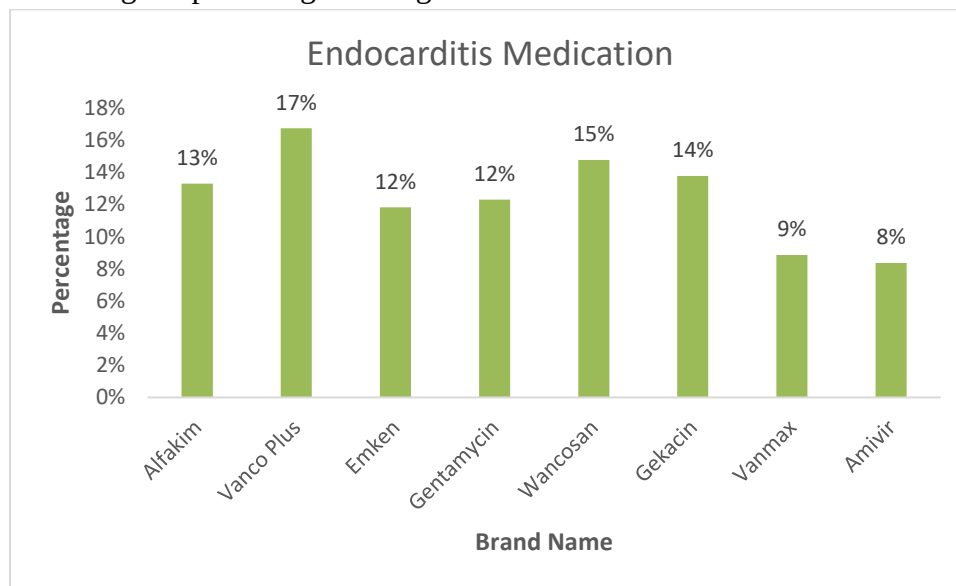
Interpretation: The most prescribed drugs to treat Thyroid for women are Thyrozin and Pregnavit.

24. The graph showing the percentage of drug used in Ecthyma



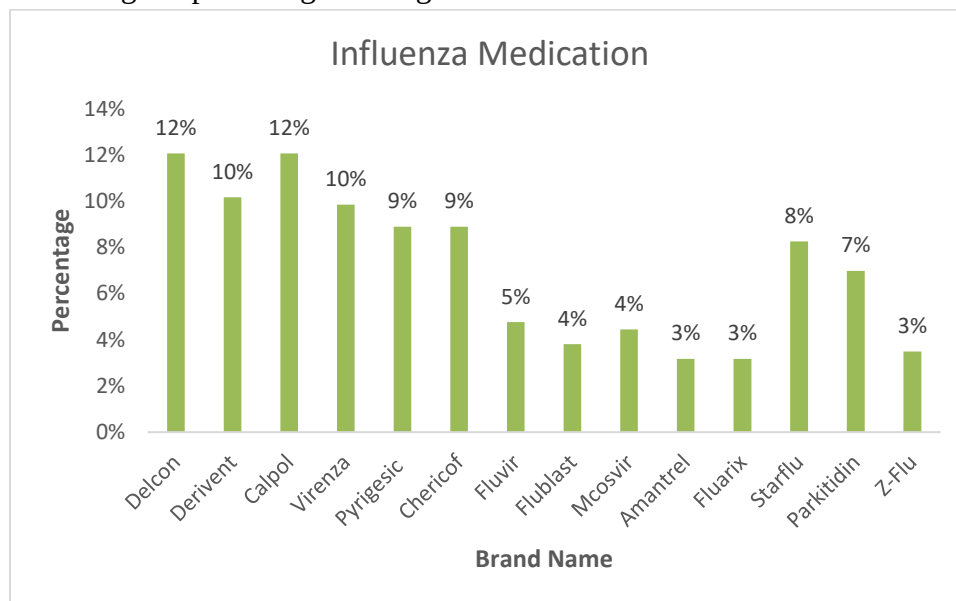
Interpretation: The most used drug by gynaecologist to treat Ecthyma is Muocin.

25. The graph showing the percentage of drug used in Endocarditis



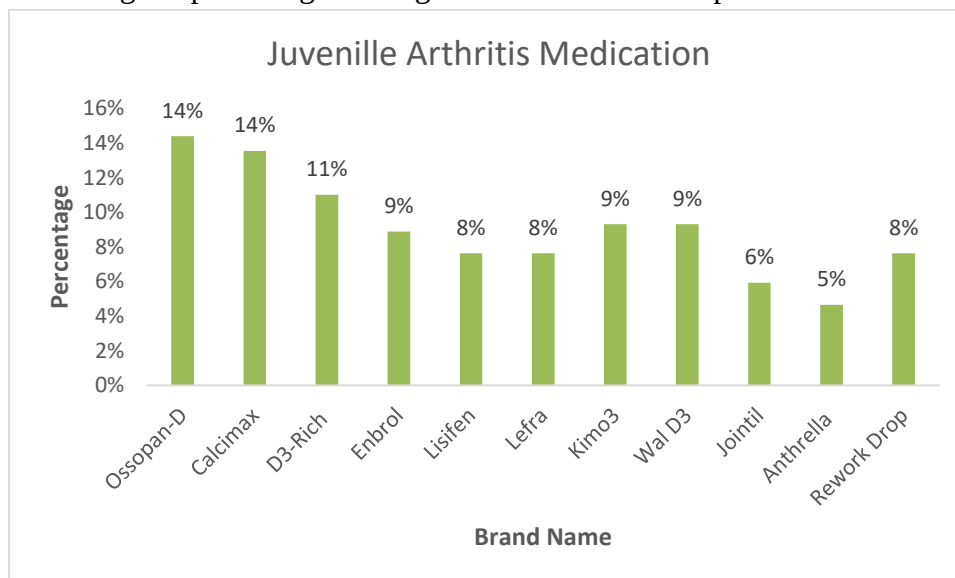
Interpretation: The frequently drug used in Endocarditis by gynaecologist is Vanco Plus.

26. The graph showing the percentage of drug used in Influenza



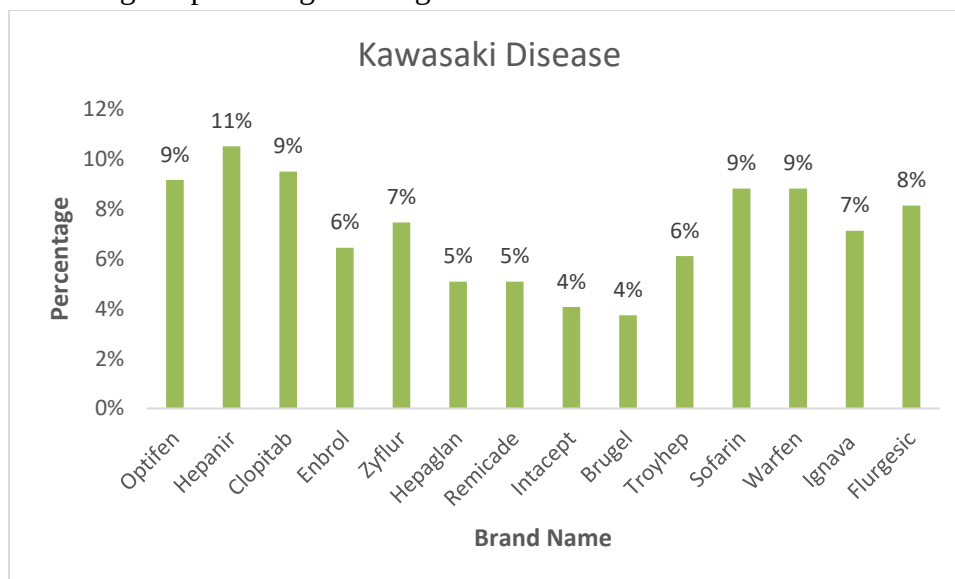
Interpretation: The frequently prescribed drug by gynaecologist for treating Influenza are Delcon and Calpol.

27. The graph showing the percentage of drug used in Jussenile Idiopathic Arthritis



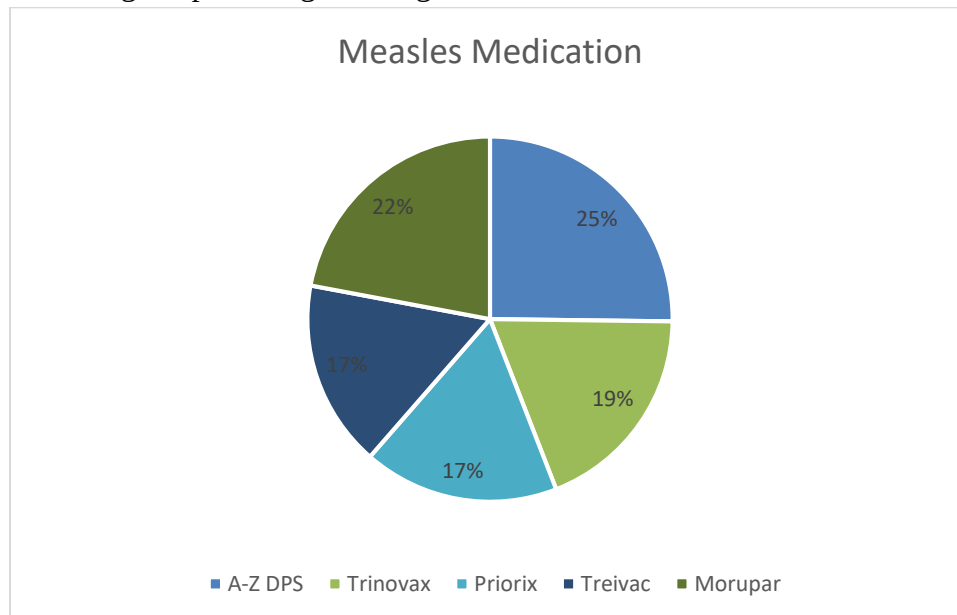
Interpretation: The frequently used drug to treat Jussenile Idiopathic Arthritis are Ossopan-D and Calcimax.

28. The graph showing the percentage of drug used in Kawasaki Disease



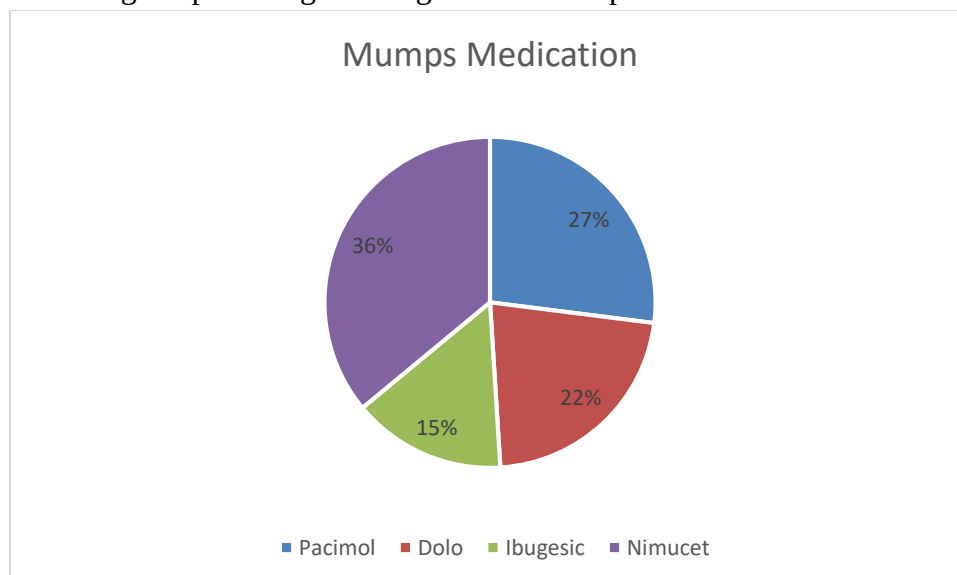
Interpretation: The frequently prescribed drug by gynaecologist to treat Kawasaki Disease is Heopanir.

29. The graph showing the percentage of drug used in Measles



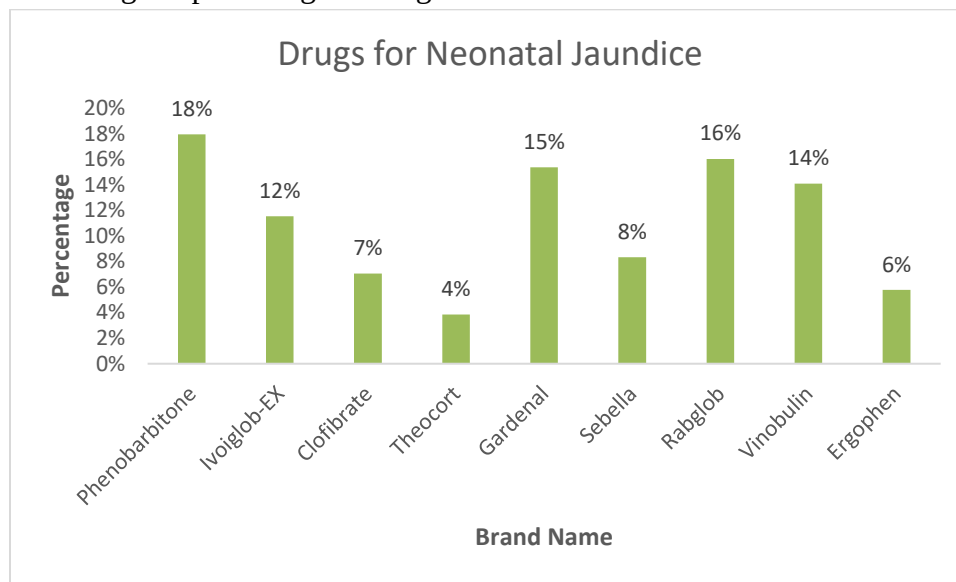
Interpretation: The most frequently prescribed drug by gynaecologist for treating Measles are A-Z DPS and Morupar.

30. The graph showing the percentage of drug used in Mumps



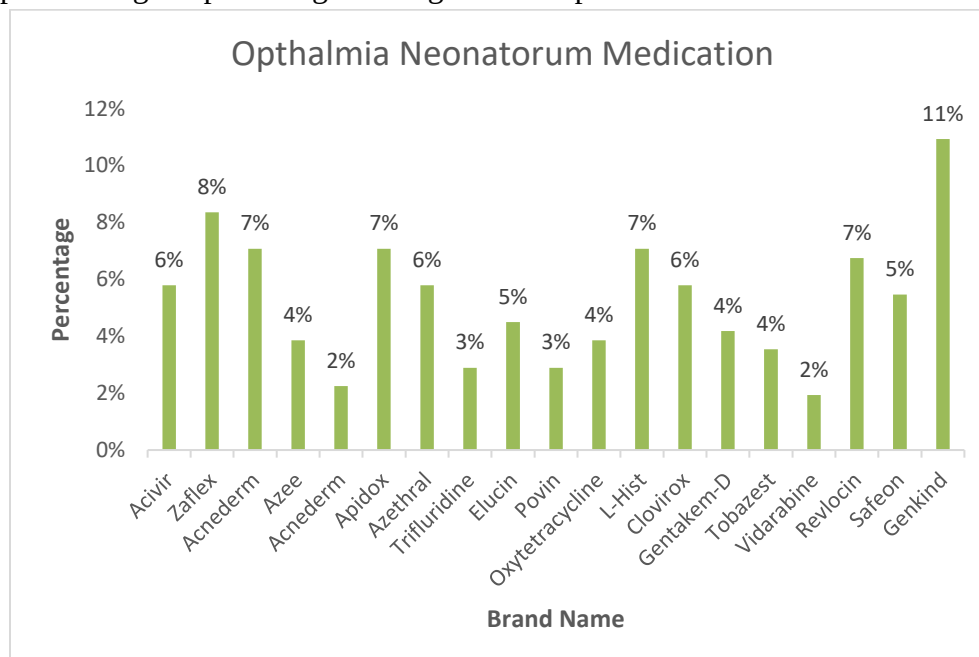
Interpretation: The most frequently prescribed drug by gynaecologist for threaten Mumps is Nimucet.

31. The graph showing the percentage of drug used in Neonatal Jaundice



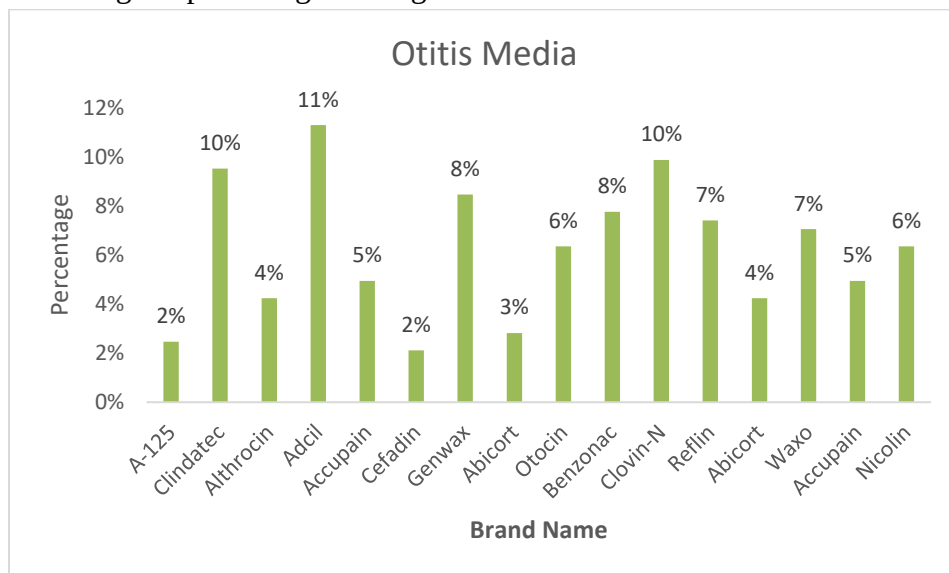
Interpretation: The frequently prescribed drug by gynaecologist for treating Neonatal Jaundice is Phenobarbitone.

32. The graph showing the percentage of drug used in Ophthalmia Neonatorum



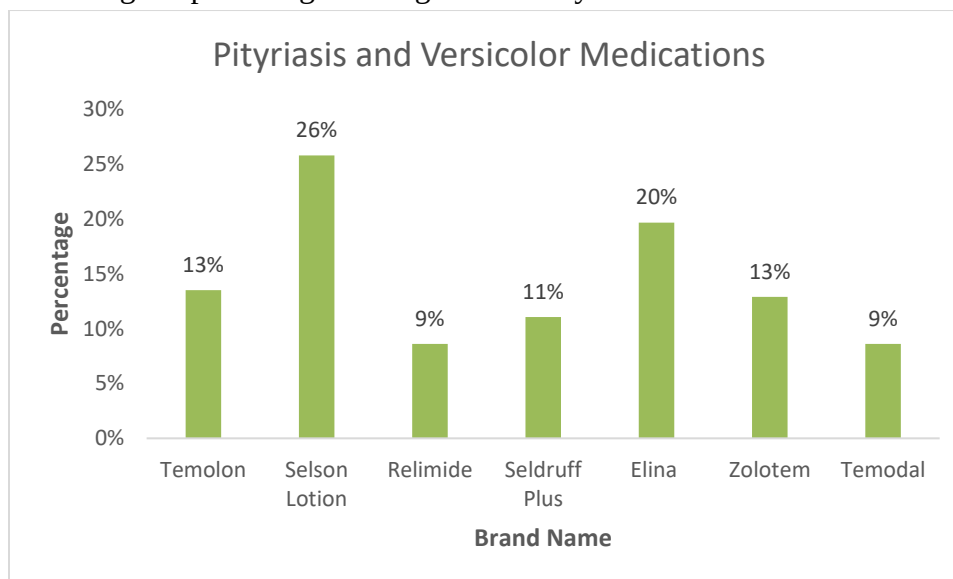
Interpretation: The most frequently prescribed drug by gynaecologist for Ophthalmia Neonatorum is Genkind manufactured by Mankind Pharmaceutical.

33. The graph showing the percentage of drug used in Otitis Media



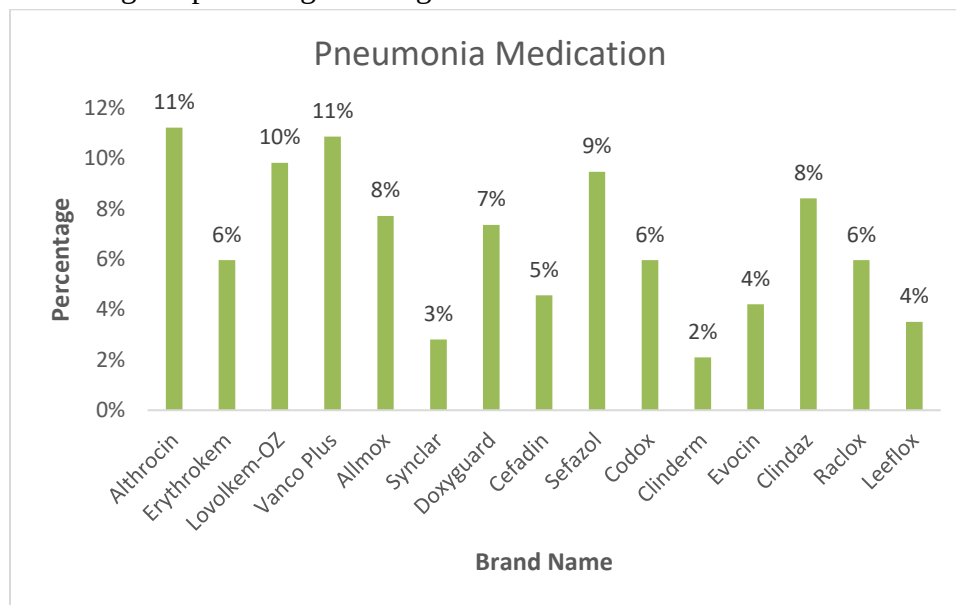
Interpretation: The frequently prescribed drug by gynaecologist to treat Otitis Media are Adcil, Clindatec and Clovin-N.

34. The graph showing the percentage of drug used in Pityriasis and Versicolor



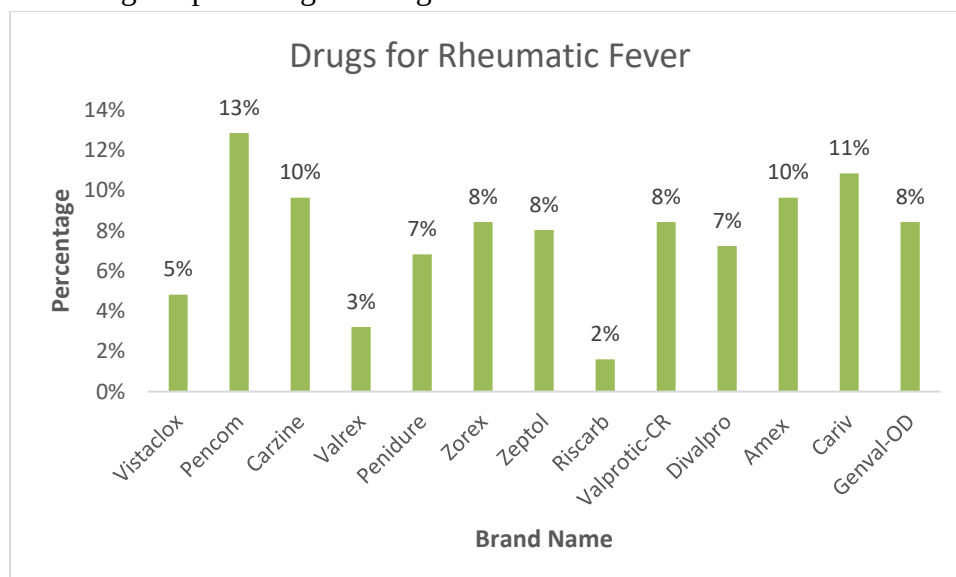
Interpretation: The frequently prescribed drug by gynaecologist for Pityriasis and Versicolor is Selson Lotion.

35. The graph showing the percentage of drug used in Pneumonia



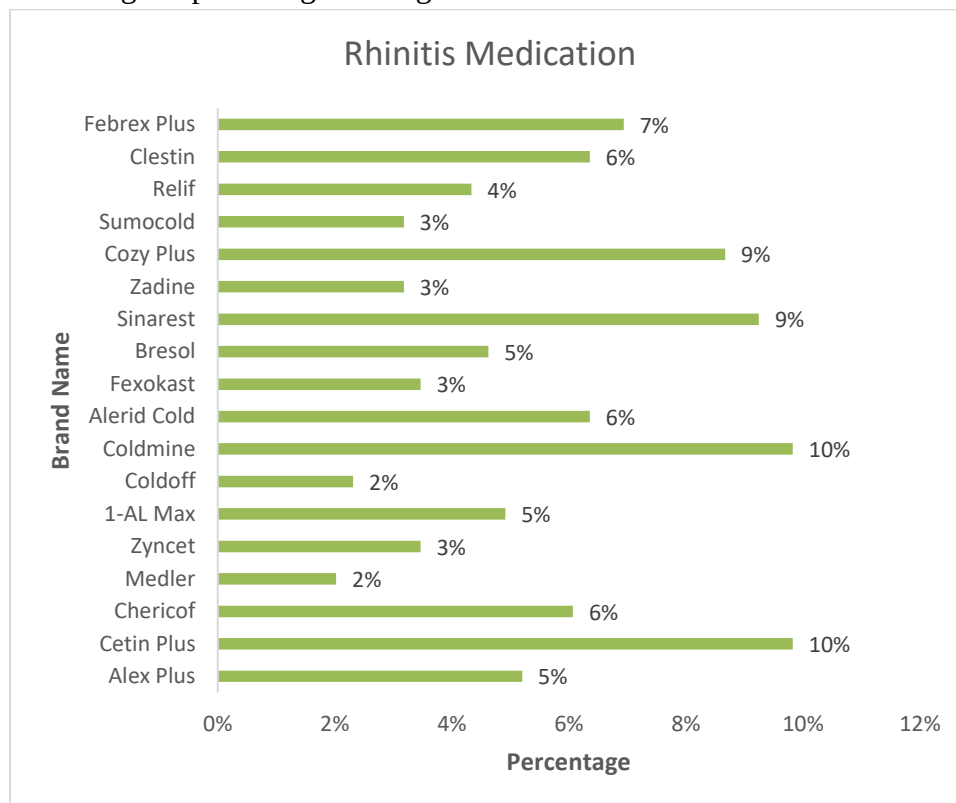
Interpretation: The most frequently prescribed drug by gynaecologist for treating Pneumonia are Althrocin and Vanco Plus.

36. The graph showing the percentage of drug used in Rheumatic Fever



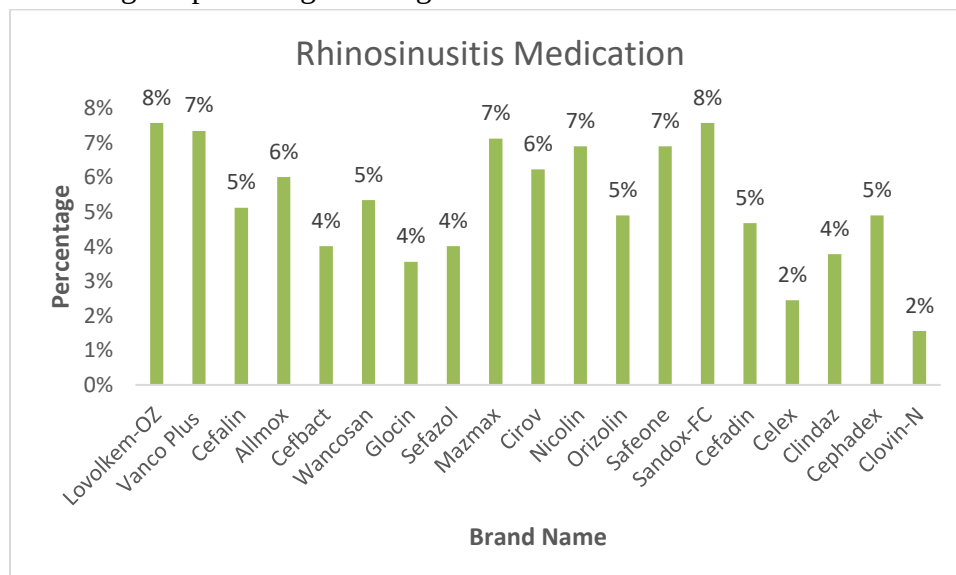
Interpretation: The frequently prescribed drug by gynaecologist to treat Rheumatic Fever is Pencom.

37. The graph showing the percentage of drug used in Rhinitis



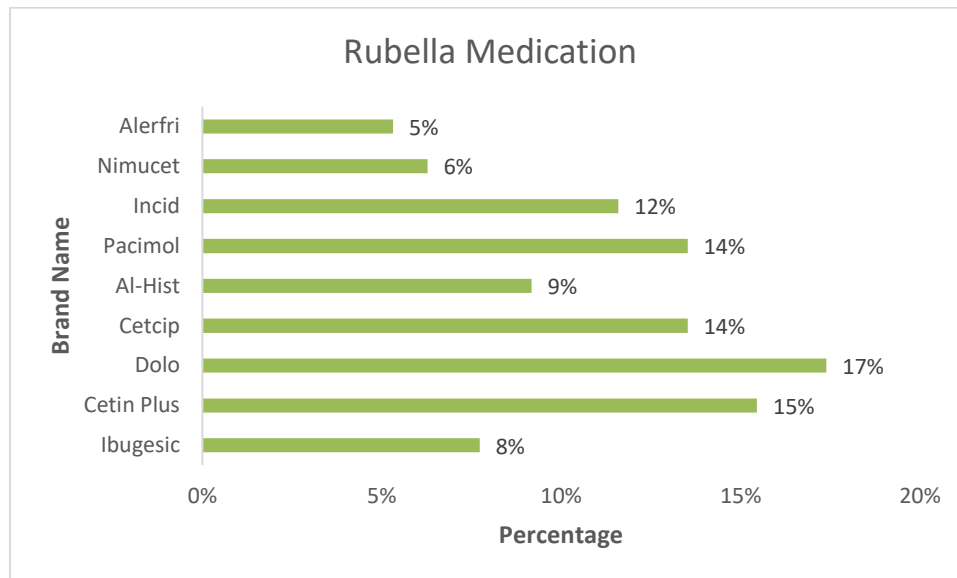
Interpretation: The most frequently drug prescribed by gynaecologist for treating rhinitis are Coldmine and Chericof.

38. The graph showing the percentage of drug used in Rhinosinusitis



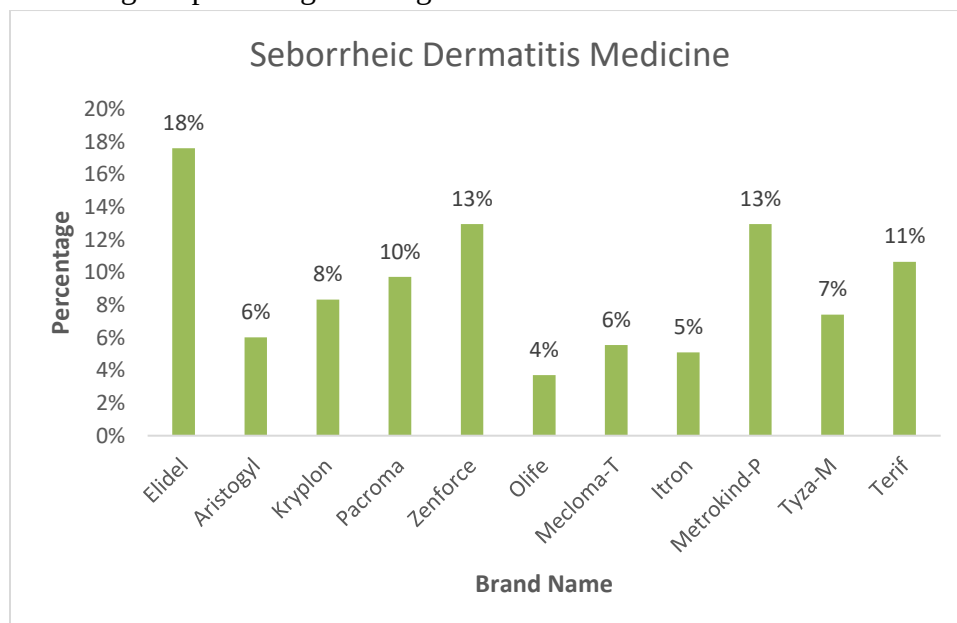
Interpretation: The most frequently prescribed drug used in Rhinositis by gynaecologist are Sandox-FC and Lovolkem-OZ.

39. The graph showing the percentage of drug used in Rubella



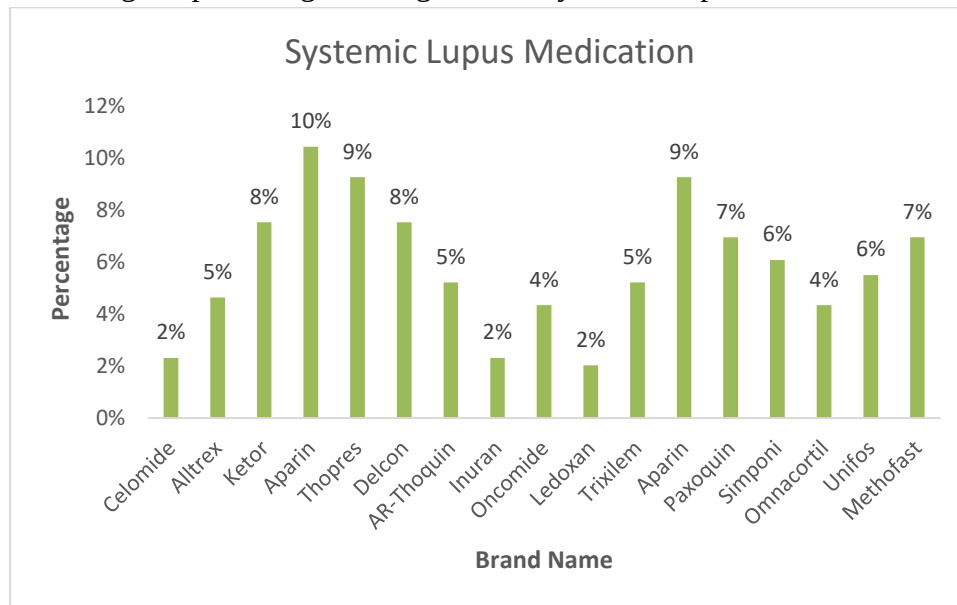
Interpretation: The frequently prescribed drug by gynaecologist to threaten against Rubella is Dolo.

40. The graph showing the percentage of drug used in Sebborheic Dermatitis



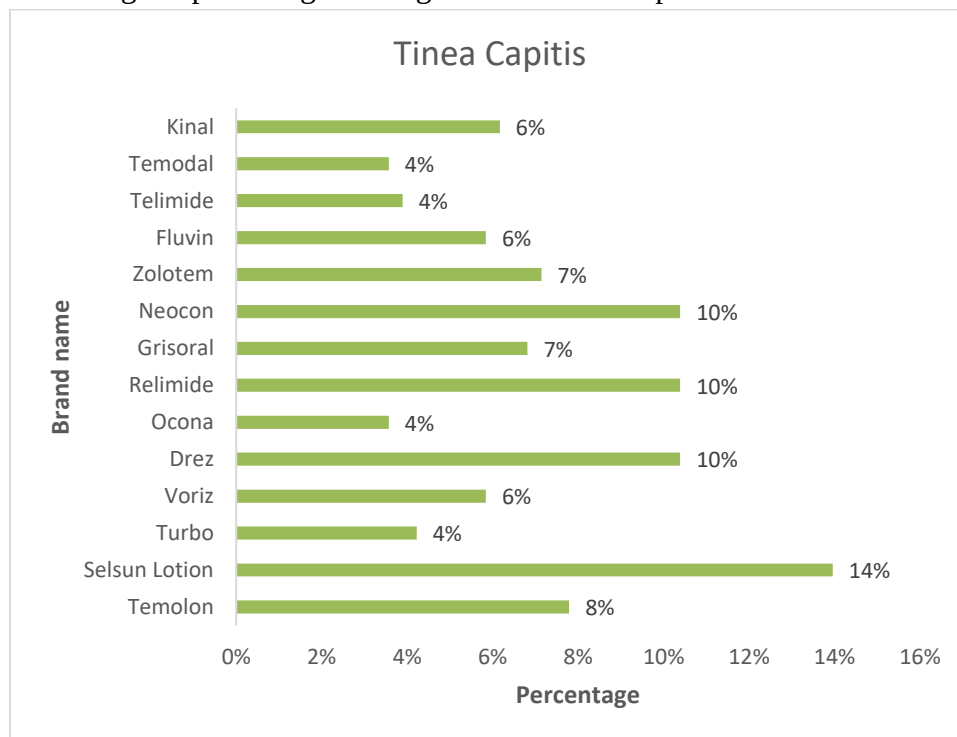
Interpretation: The Medicine prescribe by gynaecologist for Seborrheic Dermatittis is Elidel.

41. The graph showing the percentage of drug used in Systemic Lupus



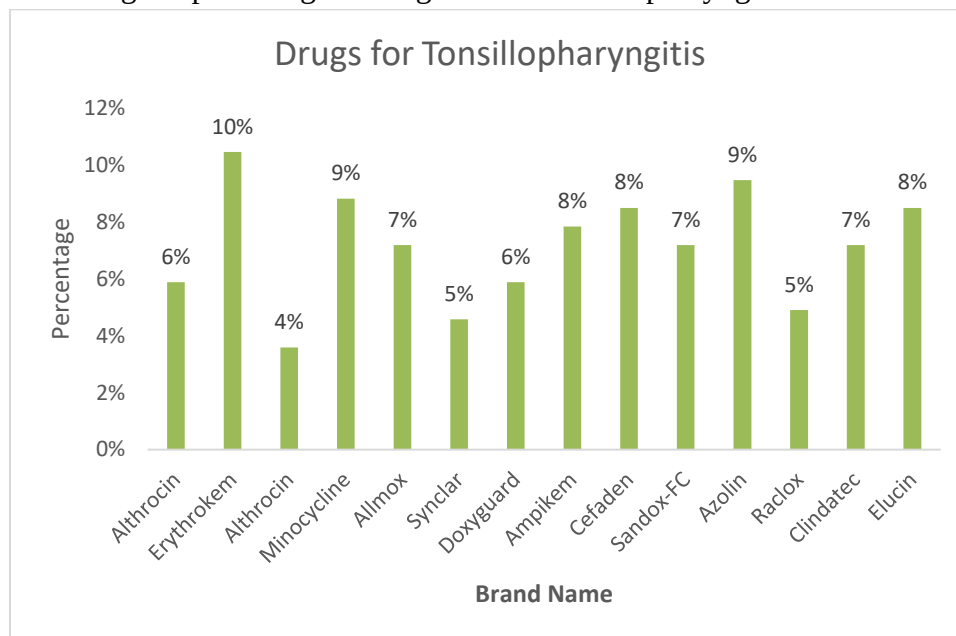
Interpretation: The most prescribed drug by gynaecologist to treat Systemic Lupus is Aparin.

42. The graph showing the percentage of drug used in Tinea Capitis



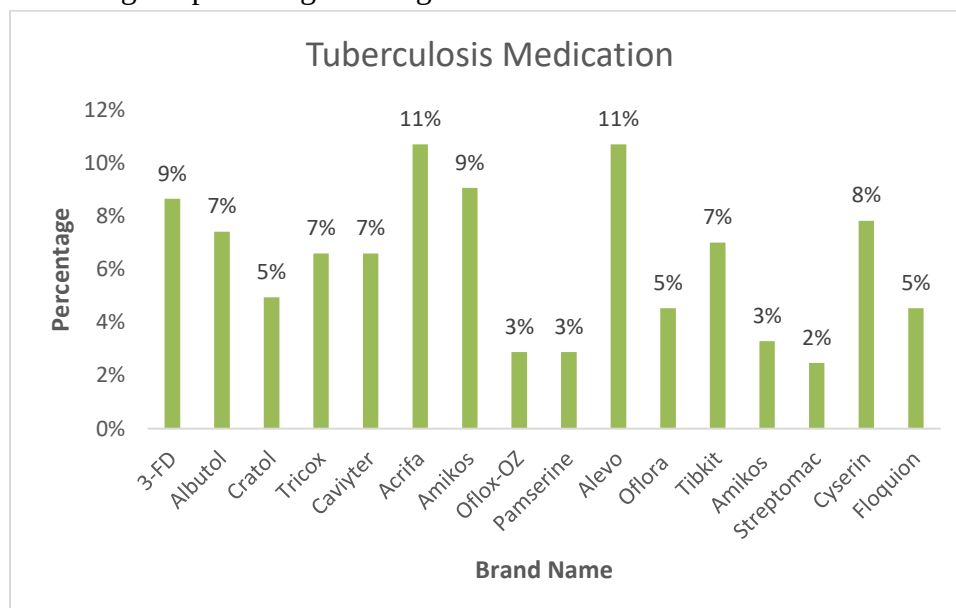
Interpretation: The most prescribed drug by gynaecologist to treat Tinea Capitis is Selsun Lotion.

43. The graph showing the percentage of drug used in Tonsillopharyngitis



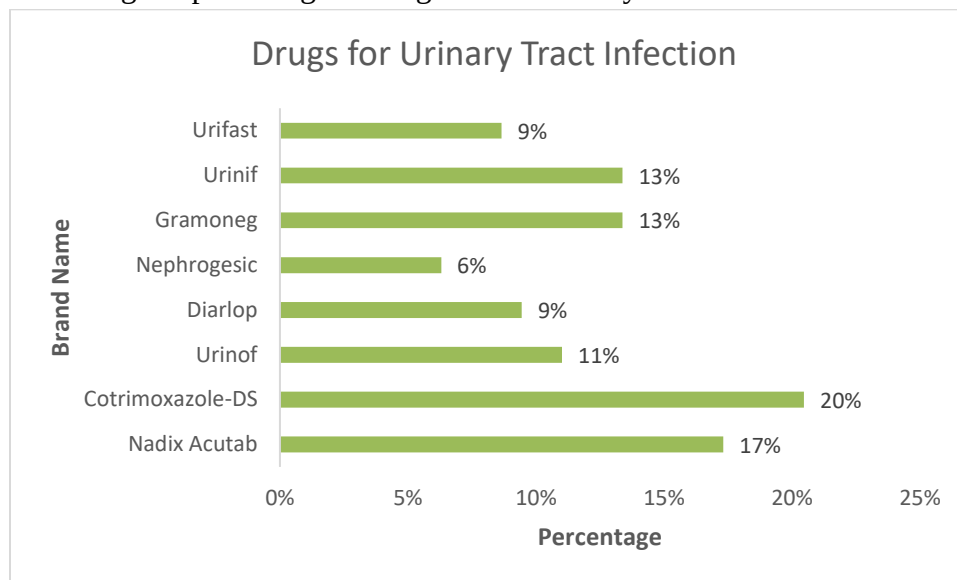
Interpretation: The most frequently drug prescribed by gynaecologist for treatment of Tonsillopharyngitis are Erythrokem and Azolin.

44. The graph showing the percentage of drug used in Tuberculosis



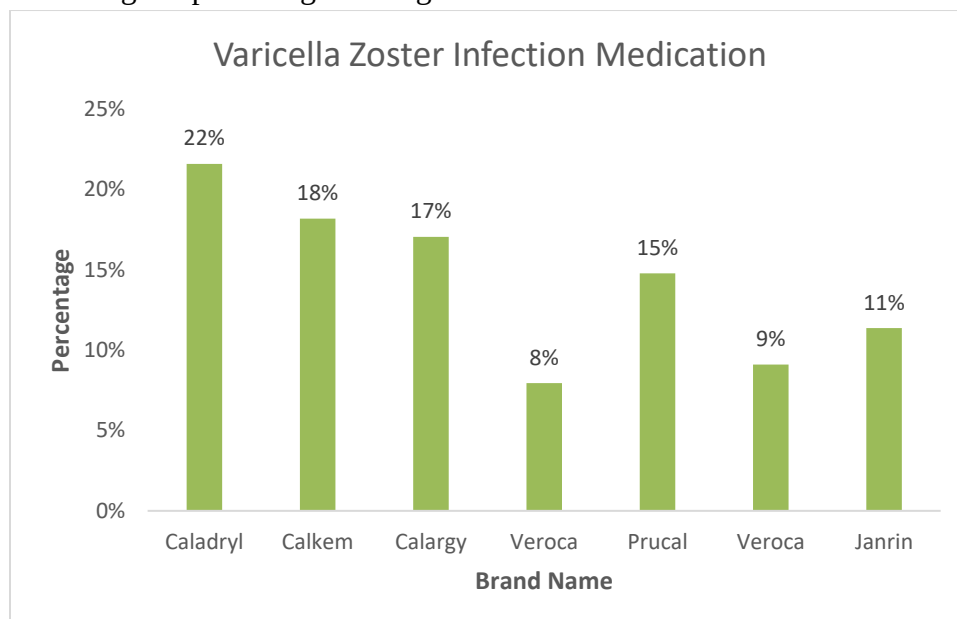
Interpretation: The frequently prescribed drugs by gynaecologist to threaten against Tuberculosis are Acrifa and Alevo.

45. The graph showing the percentage of drug used in Urinary Tract Infection



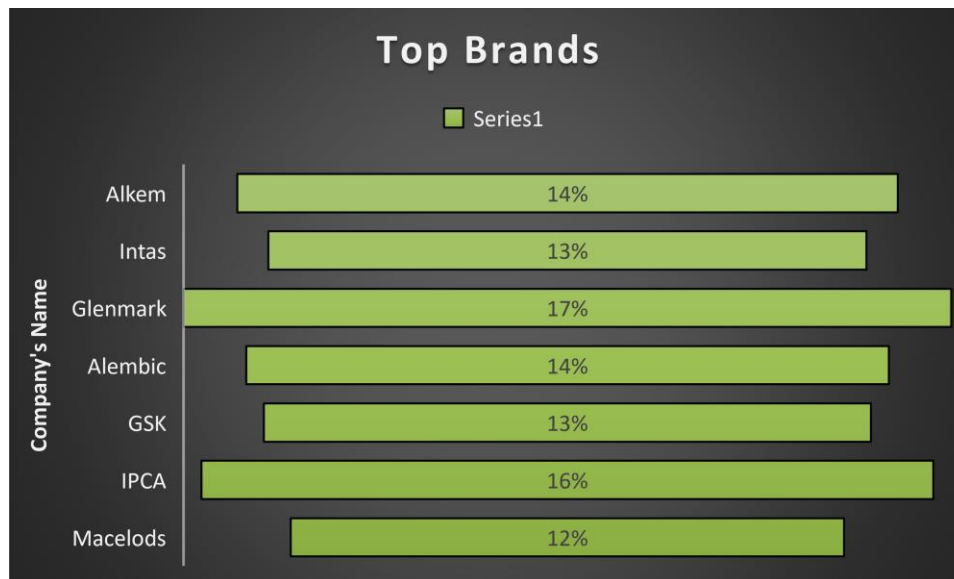
Interpretation: The most frequently drug Prescribed by gynaecologist for treating Urinary tract Infection is Cotrimoxazole-DS.

46. The graph showing the percentage of drug used in Varicella Zoster Virus Infection



Interpretation: The frequently prescribed drug to threaten the Varicella Zoster Infection is Caladryl.

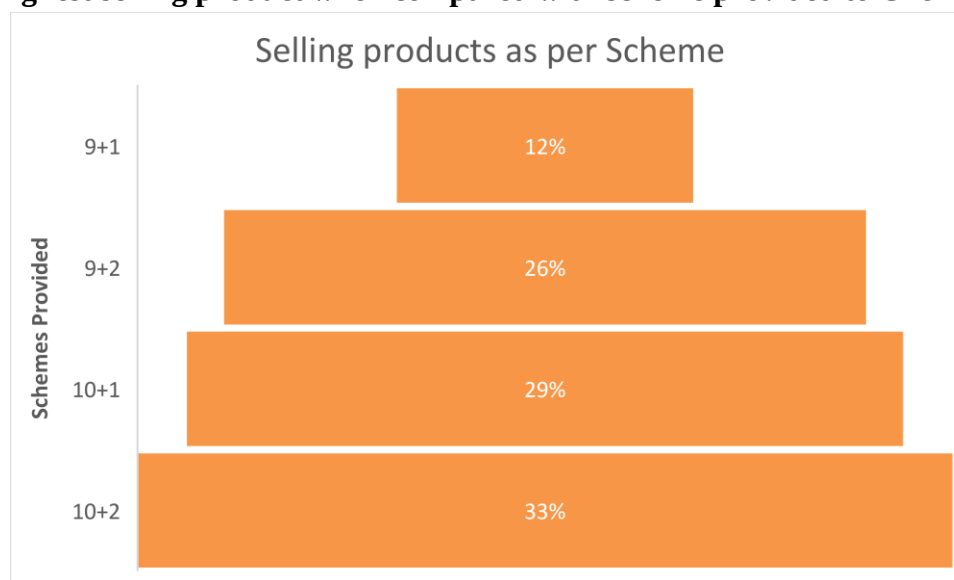
Most preferred brands by gynaecologist in Chhattisgarh (Raipur, Durg & Bhilai)



Interpretation: The top brands preferred by paediatricians in Chhattisgarh.

14% of the paediatricians prefer Alkem products, 13% of the paediatricians prefer Intas products, 17% of the paediatricians prefer Glenmark products, 14% of the paediatricians prefer Alembic products, 13% of the paediatricians prefer GSK products, 16% of the paediatricians prefer IPCA products and 12% of the paediatricians prefer Macelods product.

Highest selling product when compared with scheme provided to Chemist



Interpretation: Company provides more scheme to the chemist and doctors have high selling products.

FINDINGS

- Doctors had reminded those drugs whose market representative taken more visits.
- Find highly prescribed drugs of specific disease by Gynaecologist and Paediatrician.
- Doctor's mind is more influenced by promotional activities done by sales team.
- Those company provides better schemes with good quality to the chemist are highly selling products of the market.
- Low availability of drugs affects the prescription habit of doctors.
- Find highly prescribed drugs of specific disease by Gynaecologist and Paediatrician.

CONCLUSION

This study concerned with the study of frequently prescribed products by gynaecologists and paediatrician. This study period is wat to acquire a knowledge about some pharma marketing ideas, diseases and their drugs of paediatrics and obstetrics. The study reveals that which brand of product are more reliable in some cities of Chhattisgarh. To strengthening the market companies have to provide some promotional activities.

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2. <https://patientnews.com/article/dental-marketing-ideas-how-attract-new-patients-your-practice/>
3. <https://www.grouppharma.com/>
4. <https://www.prnewswire.com/news-releases/dental-adhesive-market-to-grow-at-602-cagr-to-2022-675401413.html>
5. <https://www.wds.org.in/PDF/Generaloralhealth.pdf>
6. <https://www.fdic.gov/about/diversity/sbrp/15.pdf>

**ANNEXURE
(Questionnaire)**

IIHMR University, Jaipur

Student name :- Sonam Dewangan

Internship by :- Group Pharma

Frequently Prescribed Products by Gynecologist and Pediatrician

Doctors Profile

Name :- _____

Gender :- M/F

Age :- _____

Location :- Raipur (_____)

Hospital name (if required) _____

Experience :- _____

Gynecologist / Paediatrician

Nearby chemist name

1.

2.

3.

Questionnaire

1. Average Prescription per Day :

- ☐ <30
- ☐ 30-60
- ☐ 61-90
- ☐ 91-120
- ☐ >120

2. Prescribed brand by gynaecologist; for

- | | |
|-----------------------------------|----|
| ▪ Anaemia | :- |
| ▪ Breast Cancer | :- |
| ▪ Cervical Cancer | :- |
| ▪ Chlamydia | :- |
| ▪ Chronic Pelvic Pain | :- |
| ▪ Dysmenorrhea | :- |
| ▪ Ectopic Pregnancy | :- |
| ▪ Endometrial cancer | :- |
| ▪ Endometriosis | :- |
| ▪ Genital Herpes | :- |
| ▪ Gestational Diabetes Mellitus | :- |
| ▪ Gonorrhea | :- |
| ▪ Heavy Menstrual Bleeding | :- |
| ▪ Hormonal Contraception | :- |
| ▪ Hypertension(Pregnancy) | :- |
| ▪ Infertility | :- |
| ▪ Labor Induction | :- |
| ▪ Labor Pain | :- |
| ▪ Leiomyomas | :- |
| ▪ Mastitis | :- |
| ▪ Menopause & hormone therapy | :- |
| ▪ Miscarriage | :- |
| ▪ Nausea & Vomiting in pregnancy | :- |
| ▪ Nutrition | :- |
| ▪ Osteoporosis | :- |
| ▪ Ovarian Cancer | :- |
| ▪ Ovarian Mass | :- |
| ▪ Pelvic Inflammatory Disease | :- |
| ▪ Polycystic Ovarian Syndrome | :- |
| ▪ Postpartum Depression | :- |
| ▪ Postpartum Haemorrhage | :- |
| ▪ Premenstrual Dysphoric Disorder | :- |
| ▪ Syphilis | :- |
| ▪ Urine incontinence | :- |

- Urinary Tract Infection :-
- Vaginitis :-
- Warts :-
- Zika Virus Infection :-

3. Prescribed brand by paediatrician, for

- Anaphylaxis :-
- Anaemia :-
- Asthma :-
- Atopic Dermatitis :-
- Hyperactivity Disorder :-
- Autistic Disorder :-
- Basic Life Support :-
- Bronchiolitis :-
- Burns (Initial Management) :-
- Candidiasis :-
- Cellulitis :-
- Conjunctivitis (Allergic, Seasonal & Perennial):-
- Constipation :-
- Contact Dermatitis :-
- Croup :-
- Dengue :-
- Diabetes Mellitus :-
- Epiglottitis :-
- Epilepsy :-
- Food allergy :-
- Gastroenteritis (Bacterial, Parasitic & Viral):-
- Gastroesophageal Reflux Disease :-
- Growth Hormone Deficiency :-
- Hepatitis :-
- Hyperthyroidism :-
- Hypothyroidism :-
- Impetigo & Ecthyma :-
- Infective Endocarditis :-
- Influenza :-
- Intra-abdominal infections :-
- Japanese encephalitis virus :-
- Jussenile idiopathic arthritis :-
- Kawasaki disease :-
- Measles :-
- Meningitis :-
- Mumps :-
- Neonatal Jaundice :-
- Ophthalmia Neonatorum :-

- #### 4. Combination of brand prescribed by doctor

5. Packaging Details of individual Drug (including MRP & Mfg. Date) & Scheme for Chemist
