

**Summer Training at
Micro Labs (Vision Division), New Delhi**

**Product: Market Strategy and Performance: An Analysis of Lubrex
(Carboxymethylcellulose) in New Delhi**

**By
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**Under the guidance of
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**MBA Pharmaceutical Management
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 **IIHMR UNIVERSITY**
School of Pharmaceutical Management
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2018

CERTIFICATE

This is to certify that **Mr. vikas** has undergone summer training at **Micro Labs (vision division) In New Delhi** from **10nd April 2018 to 10nd June 2018**.

The candidate himself completed the project assigned to his summer training. His approach to the 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.

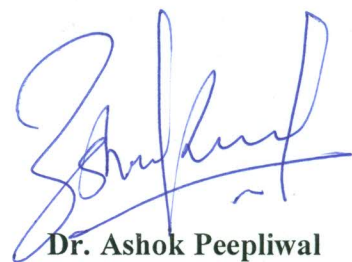
I wish his success in all her future endeavors.



Dr. Sandeep Narula
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TO WHOM IT MAY CONCERN

This is to certify that **Mr. Vikas Duhan**, student of Master of Business Administration program of IIHMR University, Jaipur, has successfully completed his internship entitled “**Market Research**” at Delhi headquarter of Micro Labs Limited, Bangalore, for two months starting from April 10, 2018 to June 9, 2018.

We found him sincere, hardworking, technically sound and result oriented. He worked well as a part of team during his tenure. We wish him all the best for his future.

For **MICRO LABS LIMITED**

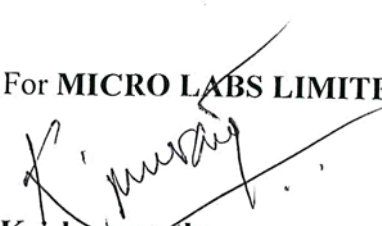

Krishnamurthy
GM - Human Resources

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Acknowledgement

After being exposed to the number of theoretical concept now I use my that knowledge into the field and try to do what I am being encouraged to do in the IIHMR university.

For the fulfillment of this project many people help me during the study and without giving them heartfelt thanks my acknowledgement is incomplete . I would like the thank Mr. Sandeep Narula , Dr. Ashok Peepliwal my professor and guide of the project .

Now I would like to thank the industry people who guide me and help me in completing the project . I would like to give special thank to Dr. Ashok (vice president) micro labs (vision division) , Mr. Navneet pathak head marketing micro labs vision, Mr. Punit Gautam my mentor in field and all the doctors pharmacist and other people who help me in completing my project.

Thank you
Vikas
PM 09

Introduction

Dry eye

Dry eyes are very common now a days .Dry eye syndrome is a chronic and typically progressive condition. Depending on the cause , it may not be completely curable. But it can be managed successfully through various methods and the symptoms and discomforts occurs due to dry eye can be reduced . Dry eye syndrome is caused by the lack of sufficient lubrication and moisture on the surface of the eye. Due to dry eye redness and inflammation occurs in the eye . Risk of developing dry eye increases with the advancing age .

Dry eye is also known by some other name in the medical terminology:

Keratoconjunctivitis sicca : it is used to describe the condition that effect both the cornea as well as conjunctiva.

Keratitis sicca : it is used to describe the dryness and inflammation of cornea.



Dry eye cause both redness and inflammation

Symptoms of dry eye :

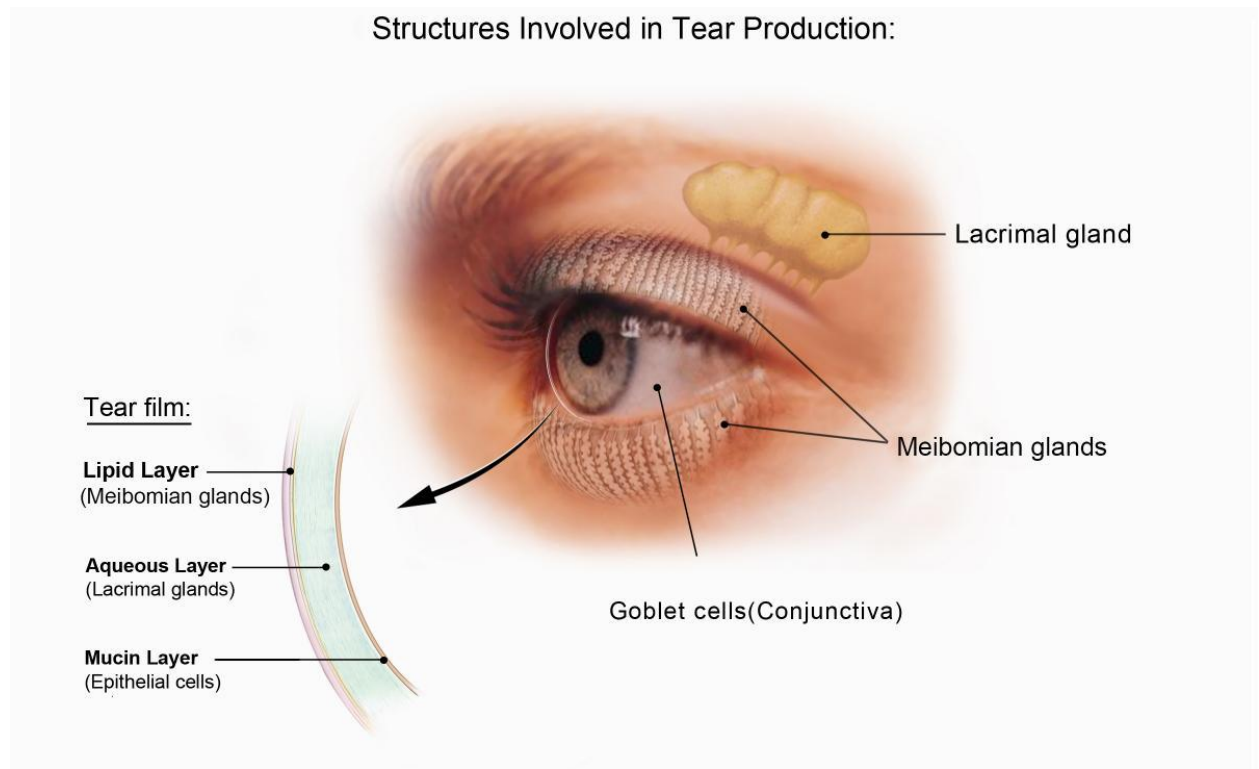
- Blurred vision
- Redness
- Watery eye
- Scratchy sensation
- Pain

What are tears and how they relate with the dry eye ?

In a health person tear produced from the lacrimal gland called basal tear continuously bath the cornea , outer dome shaped surface of eye .Basal tear wash the surface of the cornea and nourish its cells with the every blink and in this way provide a layer of lubricant for the protection of eye from the outer environment .when the glands present near each eye fail to produce sufficient amount of tear or change in composition of tear then the vision of the eye is effected . Tear help in focusing the light and in this way disturbance of tear effect the vision.

Tears are a complex mixture of fatty oils, water, mucus, and more than 1500 different proteins that keep the surface of the eye smooth and protected from the environment, irritants, and infectious pathogens. Tears form in three layers:

- An outer oil lipid bilayer produced from the meibomian gland ,help in preventing the evaporation of the tear from the surface and in this way keep eye wet for longer time.
- A middle aqueous layer produced from the lacrimal gland contains water and water soluble protein help in nourishing the eye cells .
- An inner mucin layer produced from the goblet cells, binds water from the aqueous layer to ensure that the eye remains wet”.



Source : <https://nei.nih.gov/health/dryeye/dryeye>.

What causes dry eye ?

“Dry eye can occur when basal tear production decreases, tear evaporation increases, or tear composition is imbalanced. Factors that can contribute to dry eye include the following:

- ❖ Medications including antihistamines, decongestants, antidepressants, birth control pills, anxiety, Parkinson’s disease, and high blood pressure have been associated with dry eye.
- ❖ Hormone replacement therapy to relieve symptoms of menopause.
- ❖ Increasing age (above 40) result in decreasing tears.
- ❖ Autoimmune disorders like rheumatoid arthritis and other disorder like diabetes, thyroid disorder and vitamin A deficiency” .

- ❖ Women are more likely to prone dry eye after menopause and they have also higher risk of auto immune disorder.
- ❖ Windy, smoky, or dry environments increase tear evaporation.
- ❖ Seasonal allergies can contribute to dry eye.
- ❖ Prolonged periods of screen time encourage insufficient blinking.
- ❖ Laser eye surgery may cause temporary dry eye symptoms’.

“Mild dry eye can be treated with the help of ointment, gel and lubricants”.

“Change in lifestyle and the environment exposure like:

- Cutting time to the electronic gadget .
- Use of sunglasses block the dry eye from entering the eye and help in reducing the cause of dry eye.
- Repeatedly blinking of the eye during use of screen .

In lubricants hyaluronate and carboxymethylcellulose are the two most commoly prescribed formulation by the doctors”:

Carboxymethylcellulose : a high-molecular-weight polysaccharide, is one of the most common viscous polymers used in artificial tears to achieve their prolonged residence time on the ocular surface. It has been shown to be efficacious in the treatment of aqueous tear-deficient dry eye symptoms and ocular surface staining, ² and this effect has been found to be dose-dependent, with greater improvement observed with 1.0% CMC than with 0.5% CMC (Prather et al., *IOVS* 2002;43:ARVO E-Abstract 3152). It is generally understood that it is the physical properties of CMC, such as its viscous and mucoadhesive properties, that contributes to its prolonged retention time in the ocular surface. It is not known, however, whether there are any direct interactions of CMC with the ocular surface, in particular, with the epithelium .

Side effect associated with CMC :

Visual disturbance

Eye pain

Eye irritation

Need for study :

“In the developing world scenario everyone is using digital devices for their work, entertainment and various other purpose. As the number of people suffering from the dry eye case is increasing year by year. Use of digital devices is one of the main reason for developing dry eye now a days .For the cure of dry eyes in most of the case doctor prescribe lubricant.

As dry eye is not a new disease so number of other competitor are available in the market with their formulation. Lubrex is one of the very famous lubricant launched by MICRO LAB very much time before . Its sales increase and decrease with the number of time. This study was carried out to find the prevalence of dry eye in people due to overuse of digital gadget, doctors prescription for the cure and market potential for the Lubrex.”

This help to find out :

- ✓ Complains for itchy eye , eye fatigue, eye irritation each day on an average.
- ✓ Age group most suffered from these symptoms.
- ✓ Prevalence of eye fatigue, irritation complain.
- ✓ Complain due to overuse of digital gadget.
- ✓ Doctors opinion in overuse of digital gadget.
- ✓ How it is cured by doctors.
- ✓ Doctors brand preference.
- ✓ Time period for which doctor prescribe eye drops.
- ✓ Basis on which doctor prefer to prescribe.
- ✓ Major competitor of lubrex
- ✓ Sale and stock of CMC”.

Research questions:

Q.1 what are the basis for doctor for the prescription of CMC ?

Q.2 what is market potential of CMC in dry eye patient in Delhi region ?

Q.3 what is effect of overuse of digital gadget on eye health?

Objective :

- To find out the highest sales volume stock of Carboxymethylcellulose.
- To determine the market scenario of Carboxymethylcellulose.
- To analyze the prevalence pattern of dry eye due to overuse of digital gadget and its effect on eye.
- To investigate the factors due to which doctors prescribe Carboxymethylcellulose?

Methodology :

Sample design :

Research conducted was descriptive .

Study area :

The study was conducted in central Delhi region.

Sampling method :

The sampling method was non probability (purposive) sampling.

Sample population :

It include all the ophthalmologist and chemist of Central Delhi.

Sample Size :

Sample size for the study was 190

Doctors : 100

Chemist : 90

Data collection :

Primary and secondary data

Primary data :

Primary data was collected with the help of question survey and face to face interview with the doctors and chemist.

Secondary data :

Secondary data was collected with the help of various related research articles and reports.

Study duration :

2 month (10th April to 9th June)

Literature review :

1.**Akinbinu T.R. and Mashalla Y.J. (2014) :**”Torrey (2007) and Graney (2011) study shows that 70 % of the computer user are most frequently reported to the vision related problem . In 21th centaury most of the human find it difficult to cope up with the problem that is caused due to the computer use . Radiations emitted by the computers include visible light , ultraviolet , x-rays and radio frequency emission. These emission are very low and are below safety level. There is although no evidence that computer use or radiation cause cataract . visual symptoms constitute a syndrome manifested by symptoms of headache ,eyestrain , tired eyes, blurred vision , irritation and burning sensation” .

2.**Sangeeta shah et.al.(2017) ;** “The patients of dry eyes are usually managed with artificial tears of high, medium and low viscosity according to the severity of the disease. A clinical trial was conducted to compare efficacy of CMC 0.5% and CsA 0.05 % in the dry eye patient . Both the ocular lubricants and topical cyclosporine 0.05% showed increase in the number of goblet cells in CIC after 6 weeks of treatment and was statistically significant ($p < 0.001$). The study shows similar results in both the groups that are treated with cyclosporine A and lubricant after the follow up of 6 week” .

3.**Nan Jiang , Lin-Hong Ye , Lei Ye¹, Jing Yu, Qi-Chen Yang³, Qing Yuan ,Pei-Wen Zhu¹, Yi Shao et al (2017)** “reviewed about the protective effect of mistletoe combined with carboxymethyl cellulose eye drops on dry eye in postmenopausal women for that they did Sixty post menopause female patients diagnosed of dry eye were assigned randomly to mistletoe combined with carboxymethyl cellulose eye drops treatment group (n=30) and control group treated with normal saline eye drops (n=30). The subjective symptoms of ocular surface, Ocular Surface Disease Index (OSDI), tear film function tests, tear protein and corneal morphology by

confocal scanning microscopy were analyzed before treatment and at 1, 2, 4 and 8wk after treatment respectively. To ensure the safety of the trial, all patients were examined with systolic pressure, diastolic pressure, glutamic-pyruvic transaminase, glutamic oxaloacetic transaminase, urine creatinine, and blood urea nitrogen at 8wk after treatment and found that Mistletoe combined with carboxymethyl cellulose eye drops can alleviate the symptoms and signs of dry eye symptoms”.”

4. [Ke Yao](#), [Yongzhen Bao](#), [Jian Ye](#), [Yi Lu](#), [Hongsheng Bi](#), [Xin Tang](#), [Yune Zhao](#), [Jinsong Zhang](#), and [Jinling Yang](#) (2015) : A total of 180 patients were enrolled and formed the intent to treat population—90 patients were randomized to each study group. Among the enrolled patients, seven patients in the treatment group and eight patients in the control group did not complete the study. baseline character were balanced between both the groups. Based on the criteria for diagnosis of dry eye in this study, the percentage of patients considered to have dry eye disease before surgery was similar in both the treatment and control groups. At day 7 after surgery, the number of patients with dry eye decreased to 22 (24.4%) in the treatment group but increased slightly to 35. Among the group of patients with dry eye before surgery, a significantly lower number of patients continued to have dry eye after surgery in the treatment group (16; 45.7%) compared with the control group (25; 75.8%) at day 7 .

Secondary data analysis :

SWOT analysis :

Strength :

- Well known brand (lubrex)
- Recognized company in ophthalmology (vision division) .
- Competitive pricing
- Promoted for every age group .

Weakness :

1. Need of repositioning brand
2. No extra promotion strategy for lubrex.

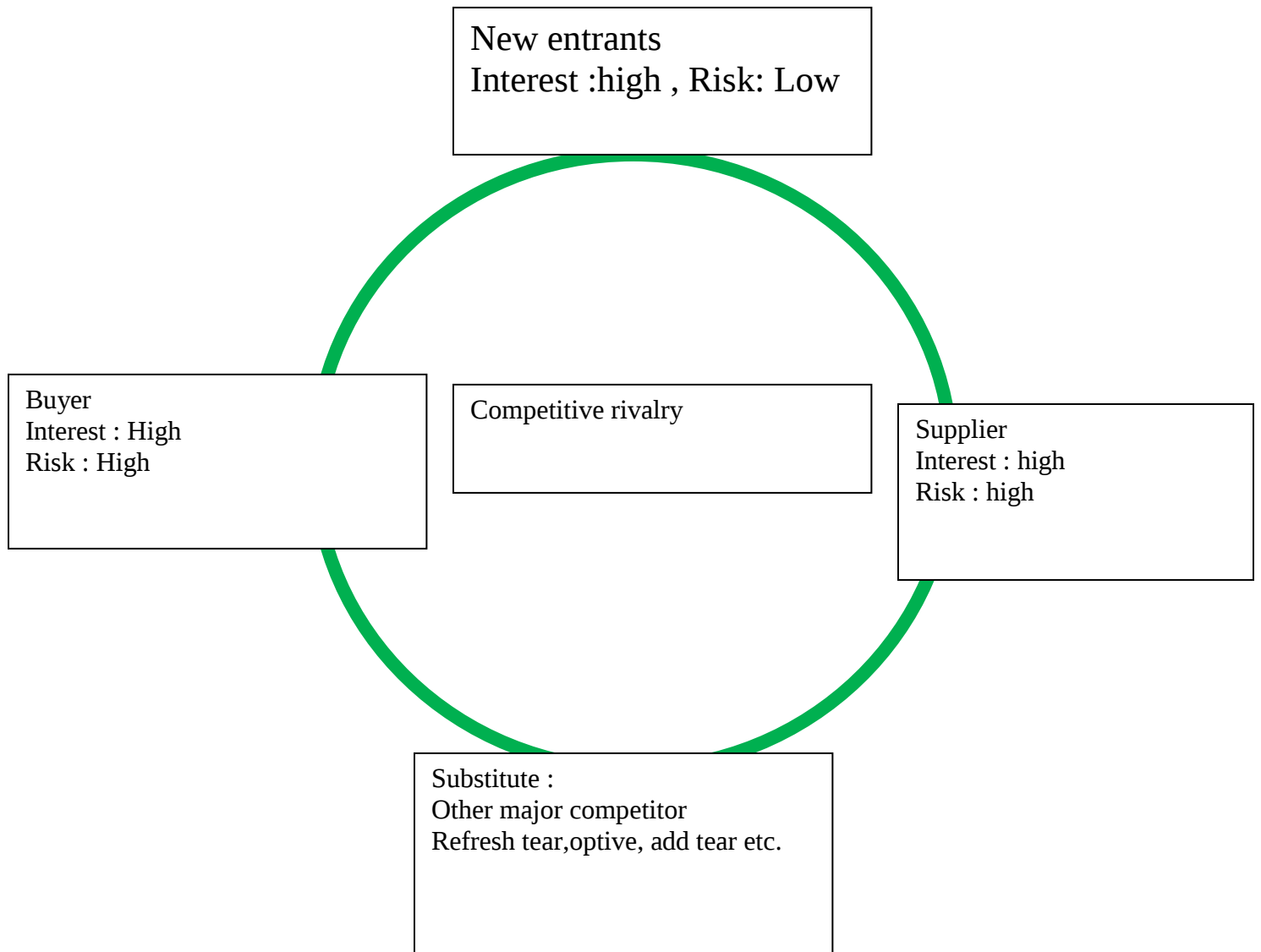
Opportunities :

- Number of cases of dry eyes are increasing every year
- Market of lubricant is also on the increasing scale year by year
- Market potential is high for CMC.

Threats:

- New entrant in the market .
- Small player with low pricing .
- Large number of combinations available in the market .

Porter 5 model :



Porter five model for Lubrex

sr.no.	brand name	company	strength	price
1	refersh taer	allergan	0.5%cmc	129/10 ml
2	lubrex	micro labs	0.5 cmc	107/10ml
3	add tear	cipla	0.5 cmc	114.35/10ml
4	just tear	sunways	0.5cmc	88/10ml
5	genteal	novartis	0.3%hypromellos	167/10ml
6	optive	allergan	5mg/ml cmc	134/10ml
7	tear natural	alcon	0.3%hpmc	187/10ml
8	lubistar	mankind	0.5%cmc	80.65/10ml
9	cmc	jawa	0.5%cmc	126.32/10ml
10	tear eye	sun pharma	0.5%cmc	129.75/10ml
11	osmodrop	cipla	0.5%cmc+0.9%glycer	187.55/10ml
12	l tone	dyes		44/10ml
13	soft drop	ajanta	0.5%cmc+0.5%glycer	167/10ml
14	vel drop	alembic	0.5%cmc	127.52/10ml
15	pixel	fdc	0.5%cmc	125/10ml

List of brand name with the company , strength and price .

Primary data analysis (finding and inferences)

Analysis of doctors view :

Market scenario for the lubrex :

Number of patients complain about the itchy eye ,eye fatigue, eye irritation :

It was found that around 65 percent come across the complains of itchy eye , eye fatigue, an irritation daily of 1-25 patients and 25 doctors examine the same complains in 26-51 patients and 7 doctors examine the complains in 51-75 patients and only 3 doctors examine above 75 patients

Number of patients	Number of doctors	Percentage of doctors response
1-25	65	65%
26-51	25	25%
51-75	7	7%
Above 75	3	3%

Table no. 1 number of patient with the complain of itchy eye, eye irritation etc

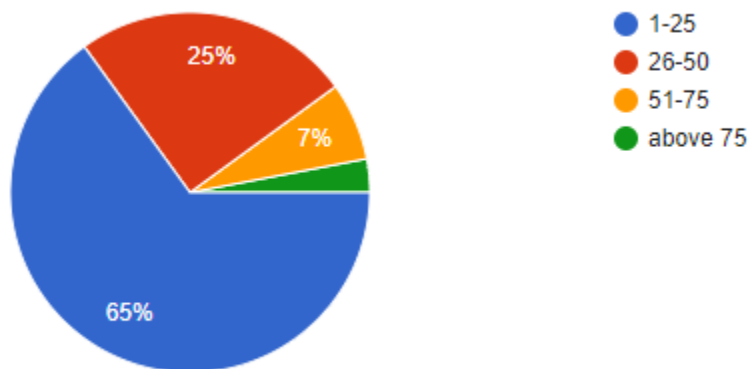


Figure 1. number of patient with the complain of itchy eye, eye irritation etc.

Age group with most complains :

It was found in the study that 90% doctors said that itchy eye , eye fatigue and irritation problems come from the above 35 year age people ,60 % doctors also choose the 26-35 years of age when asked about the most complains of itchy and fatigue eye. Around 37 % choose choose 16-25 years . only 2 % choose 10-15 years option in the questionnaire .

Age group	doctors response
15-10	2
16-25	37
26-35	60
Above 35	90

Table 2 age group with most complains

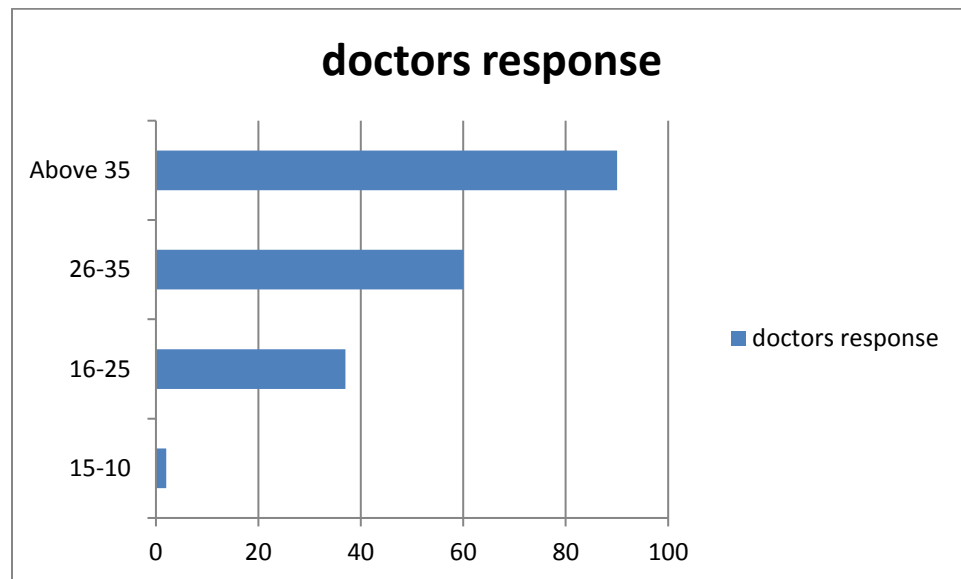


Figure 2. age group with most complains

Prevalence of complains mostly found among

It was found in the study that 39% doctors told that they investigate more male than female and 29% doctors told that female are suffering more from the problem and 32 % said that the number is equal .

Prevalence of problem	% of doctors response
Male	39%
Female	29%
equal	32%

Table 3. Prevalence of complains mostly found among

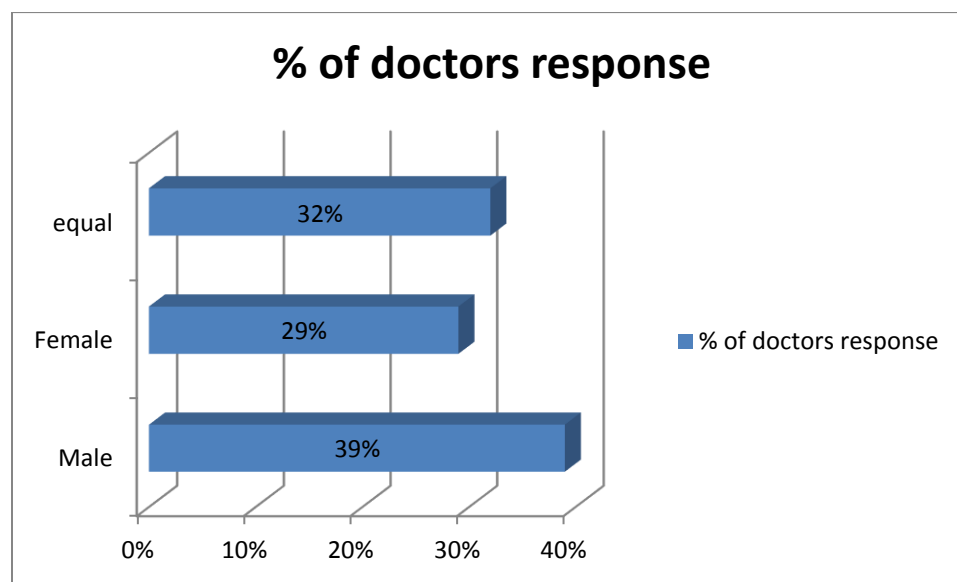


Figure 3. Prevalence of complains mostly found among

Complains due to overuse of digital gadget :

In the study it was found that 89% doctor examine 1-25 patients with the complains of overuse of digital gadget and problem is being faced by them . 8 % doctors examine 25-50 patients with the eye problem due to overuse of digital gadget . 2% examine 51-75 doctors and remaining examine above 75 patients in a day with the eye problem due to overuse of digital gadget.

No. of patient	% of doctor response
0-25	89%
26-50	8%
51-75	2%
Above75	1%

Table 4. Complains due to overuse of digital gadget

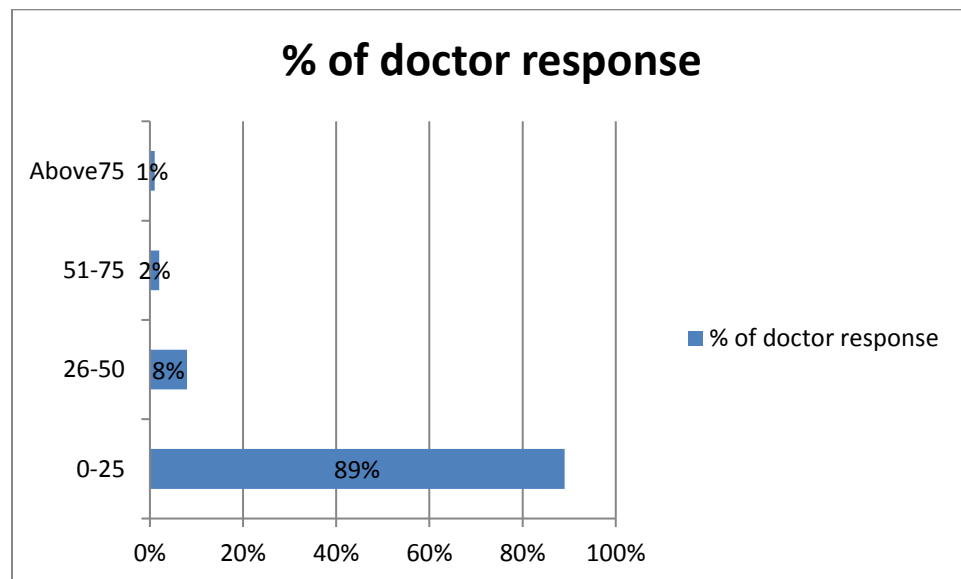


Figure 4. Complains due to overuse of digital gadget

In doctors opinion effect of overuse of digital gadget on eye health :

In the study it was found that 13.8% of doctors said redness occurs in the patients who do overuse of digital gadget. 8.8 % said that people complains about the headache due to the overuse of digital gadgets, and 53.45% doctors said that people has dryness due to the overuse of digital gadget. Some doctors around 17.6 % said that people face watery eye problem due to the overuse of digital gadget and 6.2 % it computer vision syndrome.

Symptoms	% of doctor response
Redness	13.8%
Headache	8.8%
Dryness	53.45%
Watery eye	17.6%
Computer vision syndrome	6.2%

Table 5 . In doctors opinion effect of overuse of digital gadget on eye health

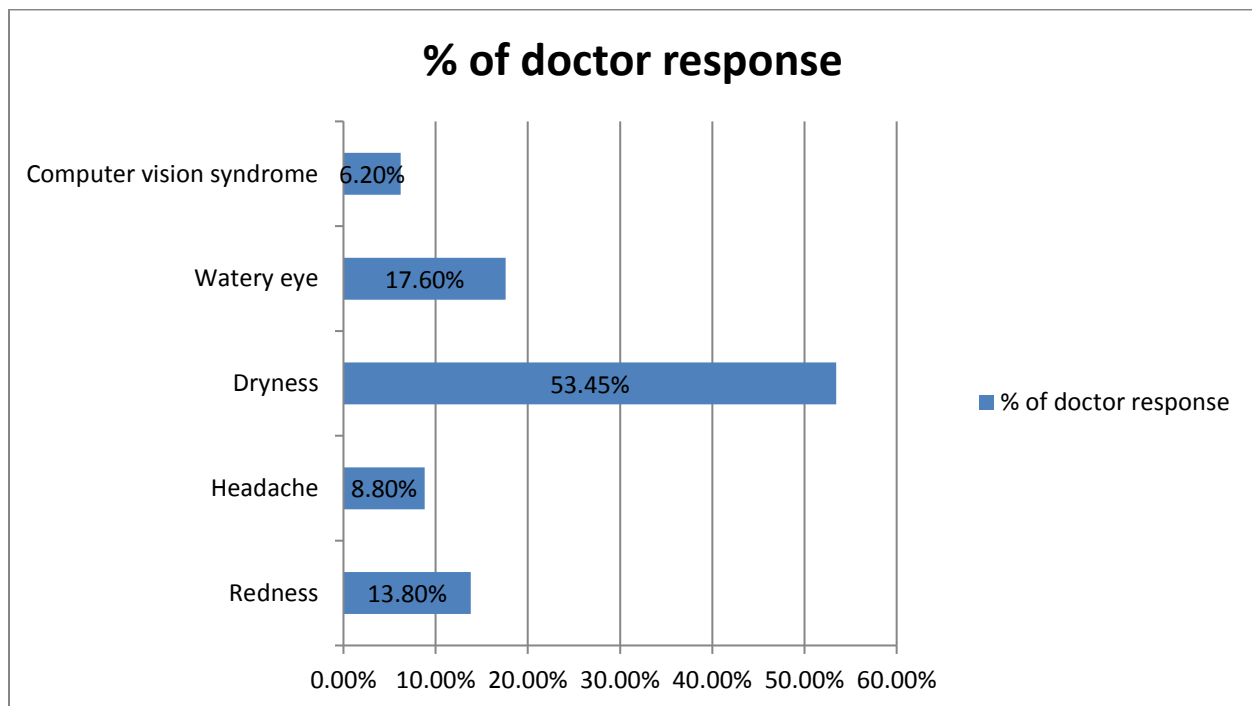


Figure 5 . In doctors opinion effect of overuse of digital gadget on eye health

How doctors treat the above syndrome :

In the study it was found that 66.6 % doctors prescribe lubricant for the treatment of the problem due to overuse of digital gadget . some around 21.7 % said that they also advice the patient to blink their eye regularly during the use of digital gadget and see outside the window after every hour of use of digital gadget. 8.8% doctors prescribe steroid for the treatment of symptoms and 2.72 % doctors select others .

prescription	% of doctors
lubricant	66.6%
Eye exercise	21.7%
Steroid	8.8%
Any other	2.72%

Table 6. prescription by doctors for the treatment of symptoms of overuse of digital gadget

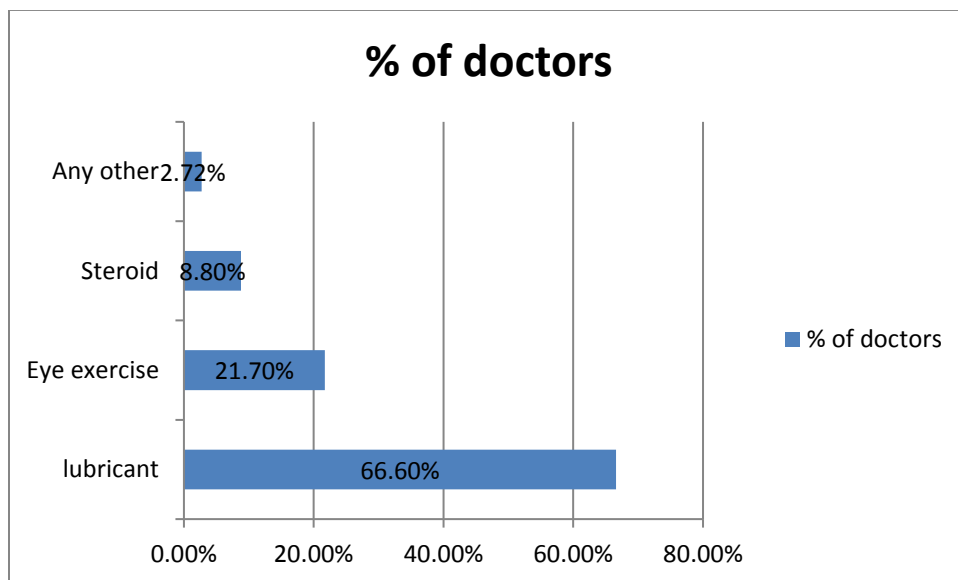


Figure 6. prescription by doctors for the treatment of symptoms of overuse of digital

How the eye drop help in treating the above symptoms :

In the study it was found that 62.9% doctors said it add artificial tear to the eye and 19.6 % said it add moisture to eye and protect from dryness . some 9.3 % said that protect the tear from vaporization and 8.2 % said that protect eye from dryness .

traetment	%of doctor response
Artificial tear	62.9%
Moisture to eye	19.6%
Protect tear from vaporization	9.3%
Protect eye from dryness	8.2%

Table 7. How the eye drop help in treating the above symptoms

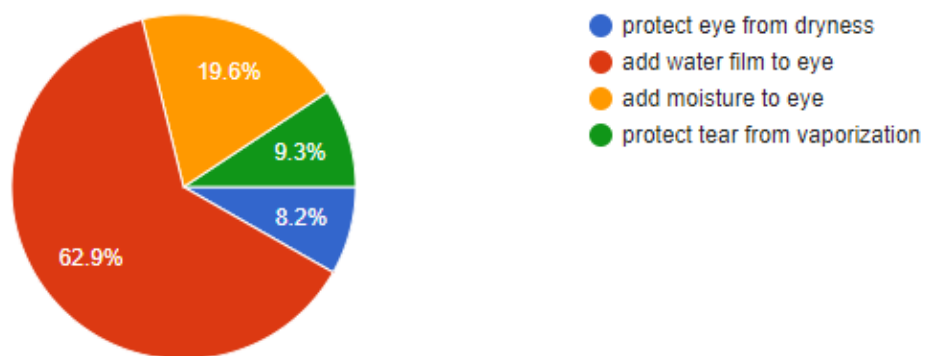


Figure 7 . How the eye drop help in treating the above symptoms

Brands prescribed by the doctors :

In the study it was found that maximum number of doctors prescribe refresh tear and then come the number of lubrex followed by genteal, soft drop ,add drop and so on .

brands	no. of doctor response
lubrex	45
refresh tear	86
soft drop	22
add tear	17
just tear	9
genteal	26
optive	14
osmodrop	9
tear natural	5

Table 8. Brands prescribed by the doctors

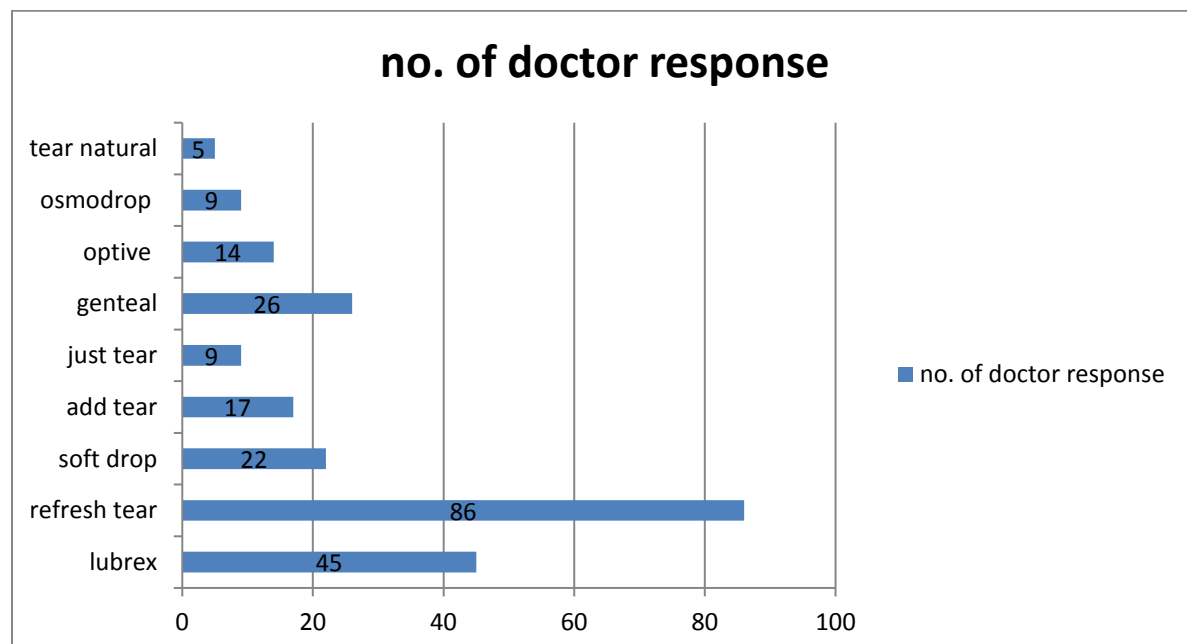


Figure 8. Brands prescribed by the doctors.

Time period of the eye drops for which doctor prescribe the eye drop :

In the study it was found that 56 % doctor prescribe for 1-2 month and 34 % doctors prescribe eye drop for 2-3 months. Only 8% doctors prescribe for 2-3 week and 2% prescribe for the more than 3 month .

Time period	% of doctor response
2-3 week	8%
1-2 month	56%
2-3 month	34%
More than 3 month	2%

Table 9. Time period for which eye drop are being prescribed by doctor

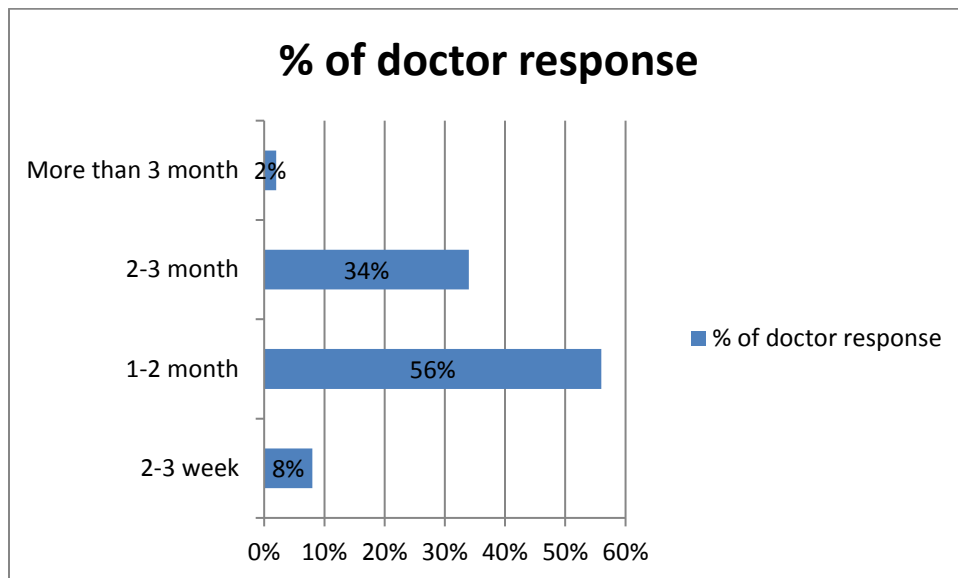


Figure 9. Time period for which eye drop are being prescribed by doctor .

Basis on which doctor prescribe a brand :

In the study it was found that 62 % doctors choose price 63% choose mode of action , 70% said quality of the product , 30% choose brand popularity and 20choose availability as the main factors for prescribing the brands .

Parameters for brand prescription	% of doctor respond
Price	25.3 %
Mode of action	25.7%
Quality	28.5%
Brand popularity	12.24%
Availability	8.16%

Table no. 10 Parameter that are important for the prescription of a eye drop

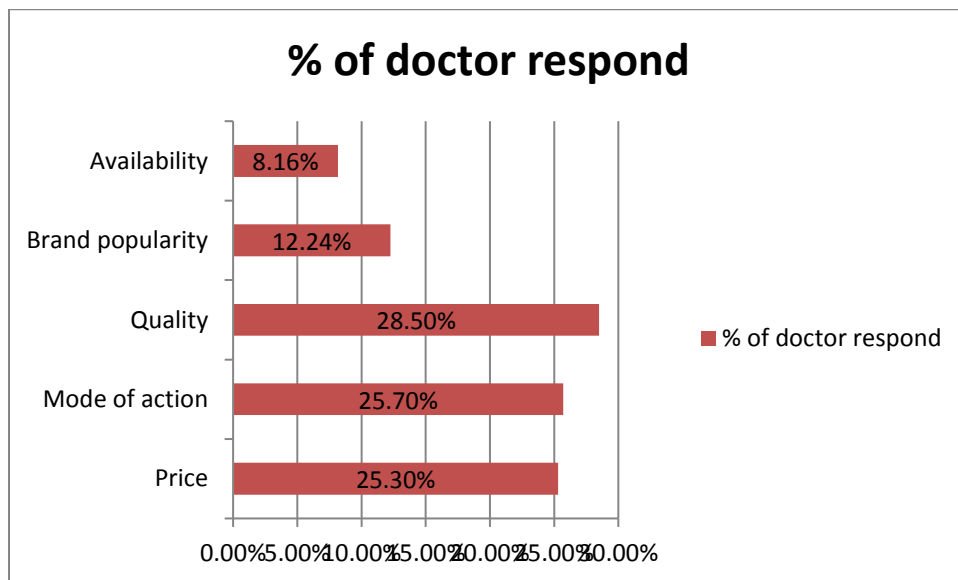


Figure 10. Parameter that are important for the prescription of a eye drop

When asked about the awareness of any activity being done by a company about the harm of overuse of digital gadget on the eye health then almost all the doctors said that they did not know anything about any program.

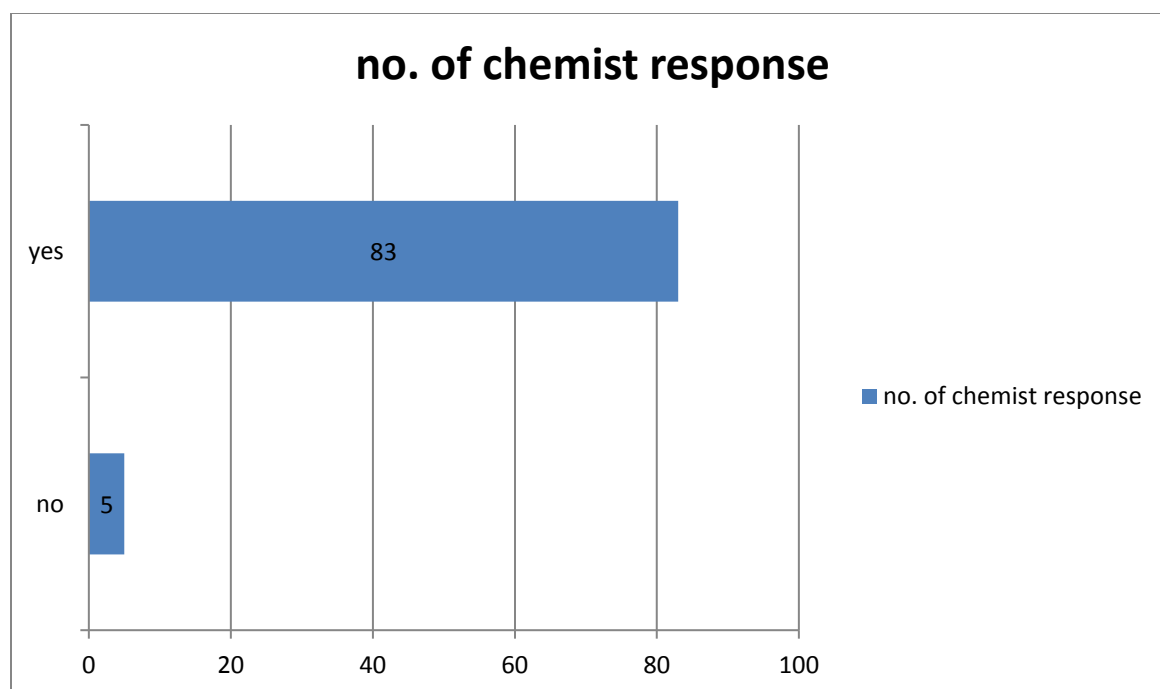
In the suggestion box also only few replied as it was a open ended question and some of them said that come in the OPD and tell the patient about the problem due to overuse of digital gadget while some said that use pamphlets that tells about the harms of overuse of digital gadget and how to overcome the problem. Some doctors said that spread awareness through the camps .

Analysis of pharmacist data

Availability of eye drop :

According to the survey it was seen that 83% of the chemist do have the stock of eye-drop whereas 5% of the chemist said they do not store eye-drops in their shops.

stock availability	no. of chemist response
no	5
yes	83



Eye drop sale of chemist each day in central Delhi region :

According to the survey it was found that only 7 chemist sale between 60-79 bottles of eye drop per day. Most of the chemist sale of eye drop bottle fall between 0-19 that number of chemist was 70 .

eye drop sale	No. of chemist
0-19	70
20-39	9
40-59	1
60-79	7

Table no. 11 Number of eye drop bottle sale with the number of chemist

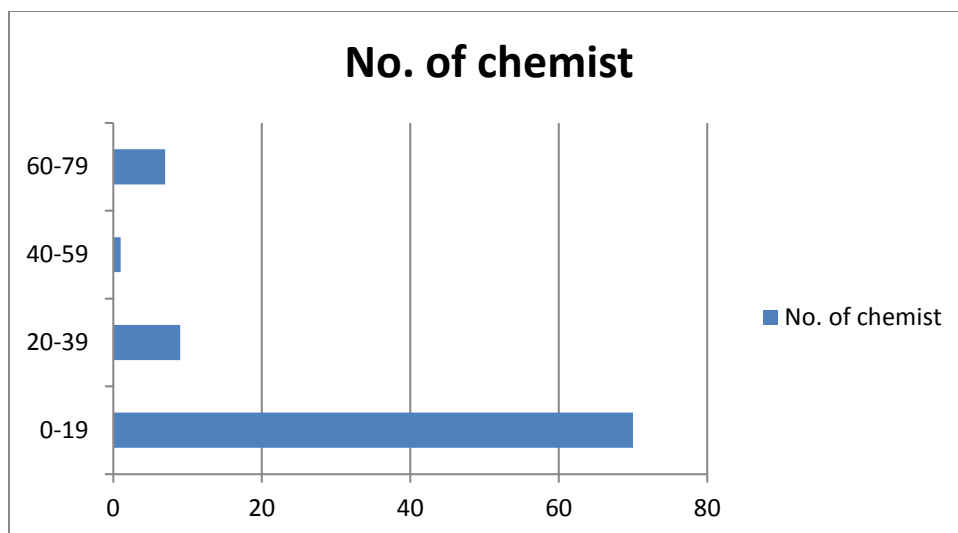


Figure 11. Number of eye drop bottle sale with the number of chemist

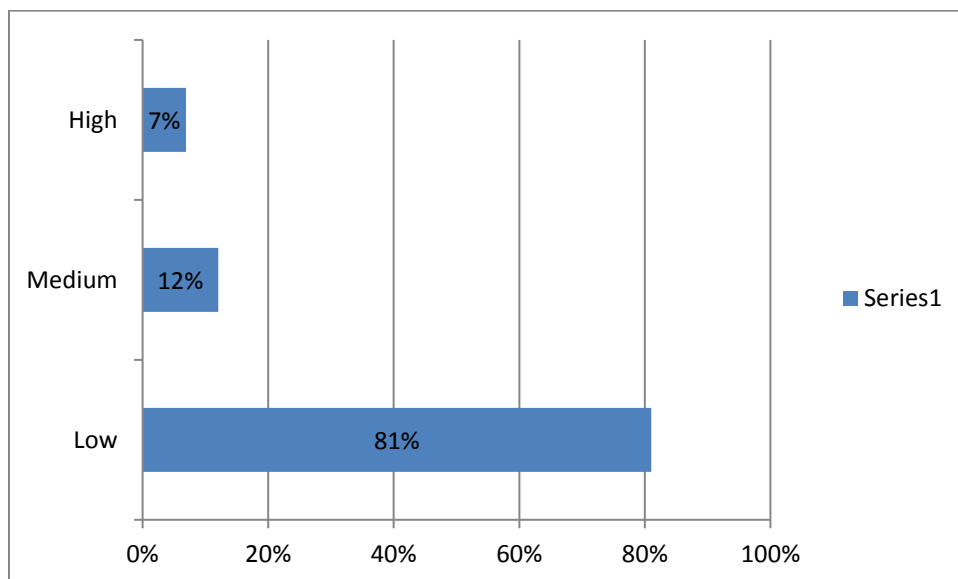


Figure 12. Percentage of sale from high to low level .

Sale of lubricant according to the brands in central Delhi region :

According to the study it was found that the sale of **refresh tear** was highest (6616) among the all competitor brands . It was found in the study that refresh tear was available at every pharmacy wherever eye drop was available and it was most preferred brand was doctors. On the second number I tone was doing very well in the market its sale per month according to the survey was 2083 bottles . After that lubrex and optive came and their sale according to the survey was 944 and 893 respectively. There were other brands also in the market that were seen struggling and their data is mentioned in the table and graph.

brand	sale
tear natural	442
lubrex	944
refresh tear	6616
just tear	363
add tear	494
cmc	367
optive	893
genteal	398
osmodrop	550
I tone	2083
dristhi	140

Table no. 11 Sale of lubricant with their brands name in the central Delhi region

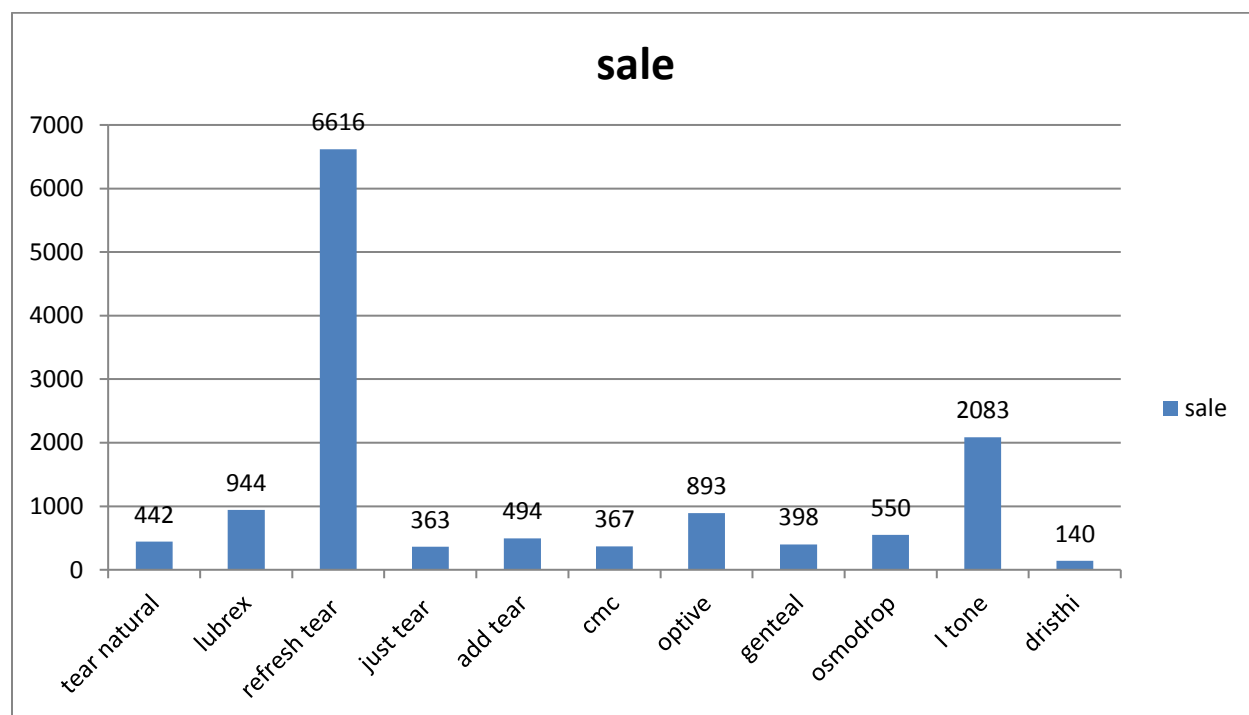


Figure 12 . Sale of lubricant with their brands name in the central Delhi region

sr.no.	brand name	company	strength	price
1	refersh taer	allergan	0.5%cmc	129/10 ml
2	lubrex	micro labs	0.5 cmc	107/10ml
3	add tear	cipla	0.5 cmc	114.35/10ml
4	just tear	sunways	0.5cmc	88/10ml
5	genteal	novartis	0.3%hypromellos	167/10ml
6	optive	allergan	5mg/ml cmc	134/10ml
7	tear natural	alcon	0.3%hpmc	187/10ml
8	lubistar	mankind	0.5%cmc	80.65/10ml
9	cmc	jawa	0.5%cmc	126.32/10ml
10	tear eye	sun pharma	0.5%cmc	129.75/10ml
11	osmodrop	cipla	0.5%cmc+0.9%glycer	187.55/10ml
12	l tone	dyes		44/10ml
13	soft drop	ajanta	0.5%cmc+0.5%glycer	167/10ml
14	vel drop	alembic	0.5%cmc	127.52/10ml
15	pixel	fdc	0.5%cmc	125/10ml

Table no.12 brand name with their company strength and price

Stock of tear substitute :

According to the study it was found that only 15 percent chemist respond that they store tear substitute near the counter and it was visible to customer and sometime customer asked the brands by name and some time they recognize it by its color . Remaining 58 chemist out of total responses said that they store it inside and it is not visible from the other side of the counter .

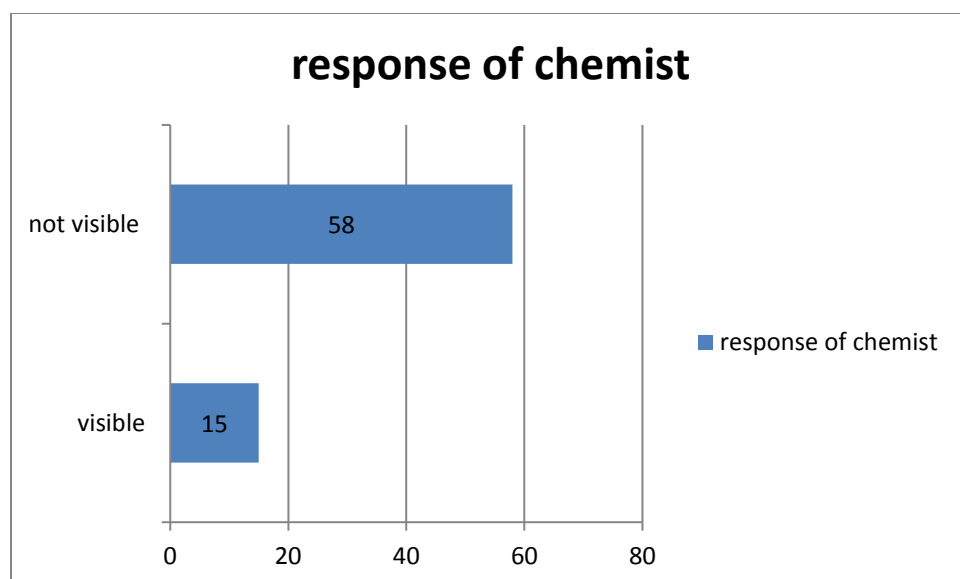


Figure 13. response of chemist over the storage of lubricants.

When asked about the scheme they get over the purchase of tear substitute then every chemist said that they did not get any scheme over them.

Eye drops sold over the counter or asked by customer by name :

brands	No. of chemist
I tone	14
I tone , dristhi	2
Itone , r.t.	5
r.t.	1
r.t. 7 LUBREX	1

Table no.13 OTC sale of eye drop

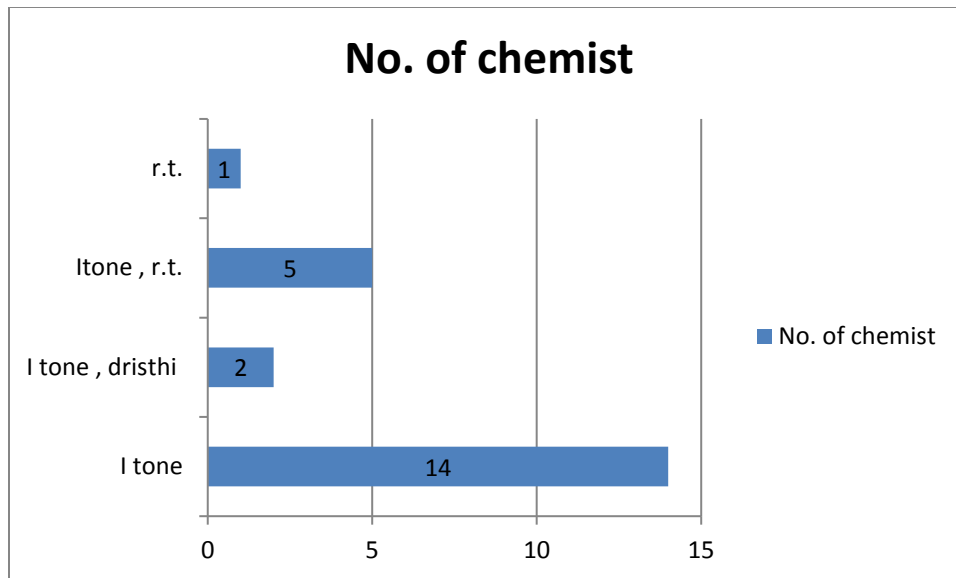


Figure No. 14 OTC sale of eye drop

Over the counter sale of eye drop (eye spa/I tone/jivadaya netraprabha/dristhi/any other):

According to the study it was found that out of the above written brands only I tone was the brand was available at maximum chemist and it was sold as OTC as well as prescription (R.M.L. Hospital).

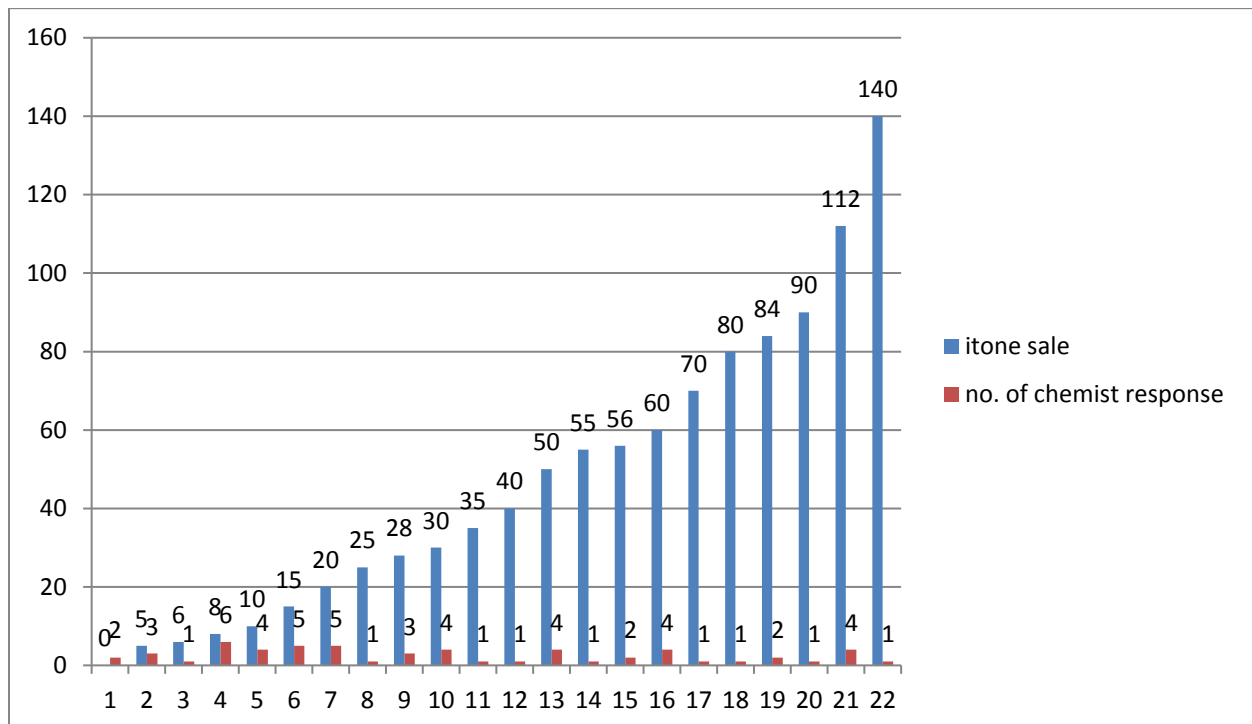


Figure 15. OTC sale of I-Tone

Kind of customer come and ask for eye drops:

According to the survey it was found that 13 chemist response that any type of customer come and ask for the brand and 3 response that they were who has been used it before and 2 said that they give eye drops only on prescription and rest also said that either they don't give or they give on prescription only. Some did not respond to the question.

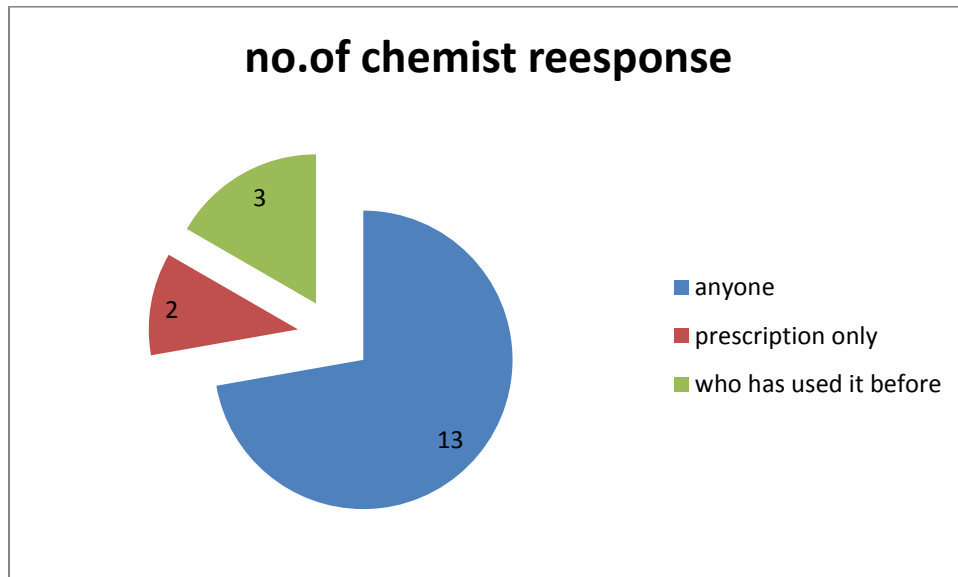


Figure 16. response of chemist on kind of customer ask for eye drop themselves.

Findings based on observation and analysis :

- Number of patient suffering from the dry and eye health problem is increasing in India day by day.
- More number of male are suffering from the eye health problem due to more working hours on computer in India. But in Delhi percentage of females suffering from the eye health problem is also very close to male.
- Due to the overuse of computer mainly people suffer from the problem of dryness of eye and computer vision syndrome symptoms.
- For the eye health problem doctor mainly prescribe lubricant in almost every case so the market so lubricant is also increasing very fast.

- For maximum number of doctors three point are very important for the prescription pattern and they are Mode of action, Quality , and patient economic status or price.
- In private hospitals doctor give more preference to the brand popularity.
- Eye drops were available on almost all the pharmacy shops surveyed.
- There are three main competitor of lubrex on the basis of chemist survey and first one is refresh tear then itone followed by optive.

Conclusion :

- As the number of digital gadget user and the time spend by them on digital gadget is increasing in India day by day so the problem of eye health is also increase this show that there is great opportunity for the company to increase its product sale.
- Three things are very important for the doctor for the prescription of brands they are price 62%, Mode of action 63%, quality 70%.
- Major competitor is refresh tear with the sale of 6616 number of bottles in the territory and after that is itone with 2083. So if Lubrex is not available at any place then it will be easily replaced by refresh tear i.e. available at almost all the pharmacy.

Suggestions :

- As the number of patient suffering from the dry eye problem is increasing at a very fast rate and lubrex is one of the very old brand of company so it requires some reposition so that it can be prescribed more by the doctors.
- It require more promotion in a proper way so that sale of lubrex can be increased .
- Try to reduce the attrition as a medical representative not only go with the knowledge but also know the company strategy. New candidate should be hired timely as the

competition in the market is very tough and the doctor once converted is very hard to convert again.

Limitation :

- ✓ Sample unit are limited for survey, it affect the accuracy of outcomes.
- ✓ Survey was carried out in one region only (central Delhi).
- ✓ Time duration of the survey did not allow collecting more data.

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