MARKET ASSESMENT OF LEVETIRACETAM IN INDIA

Introduction:

Levetiracetam is antiepileptic drug to treat partial-onset seizures and Generalized seizures, as a monotherapy or adjuvant therapy. It is marketed by MSN Private Limited, Hyderabad

Objective:

1. To assess the Neurologists opinion about new antiepileptic Levetiracetam.
2. To find out market potential of Levetiracetam in future.
3. To know the limitations of current antiepileptic drugs.
4. To know the main advantage of Levetiracetam over other Antiepileptic drugs.

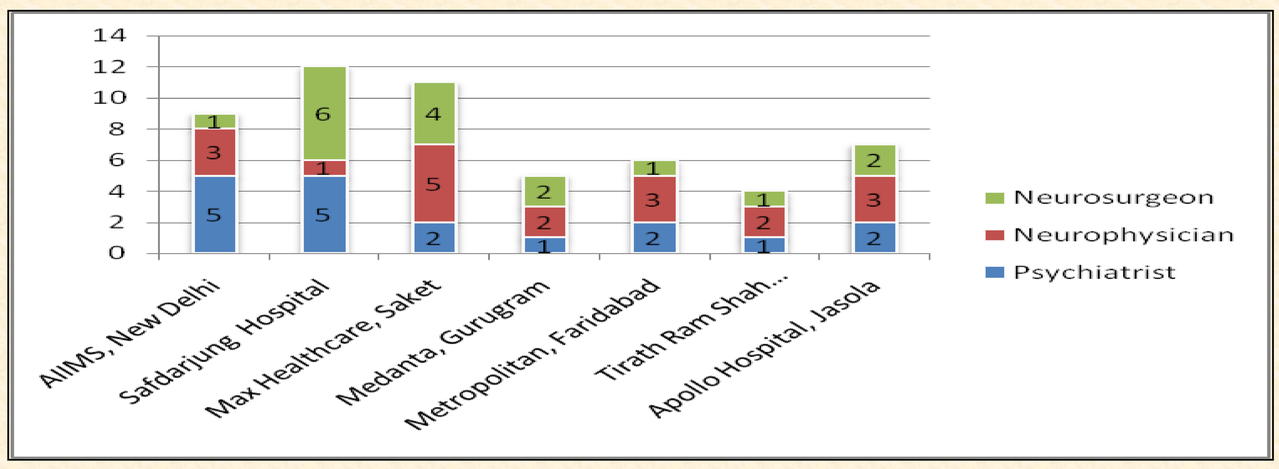
Methodology:

Study design: Descrptive study
Sample size: 50 doctors
Sampling method: Quota sampling
Data collection method: Primary and Secondary data
Primary data: Questionnaire tool
Secondary data: Journal, books & Internet browsing
Study area: Delhi, India

Results and Findings:

Figure:

Number of Specialist doctors responded of 7 different hospitals



Name of Hospital	Neurophysician	Neurosurgeon	Total
AIIMS, New Delhi	3	1	4
Safdarjung Hospital	1	6	7
Max Healthcare, Saket	5	4	9
Medanta, Gurugram	2	2	4
Metropolitan, Faridabad	3	1	4
Tirath Ram Shah Hospital, Civil Lines	2	1	3
Apollo Hospital, Jasola	3	2	5
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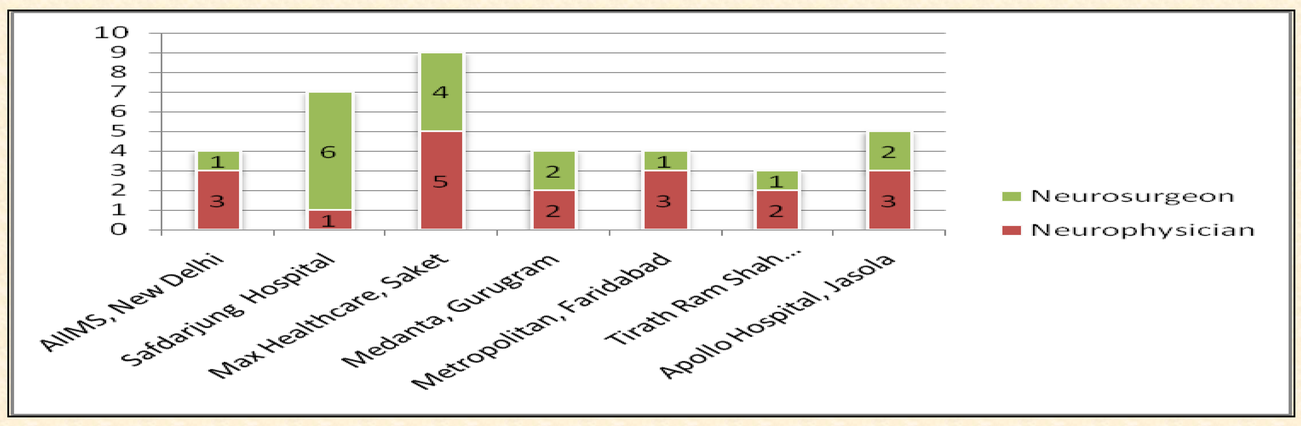
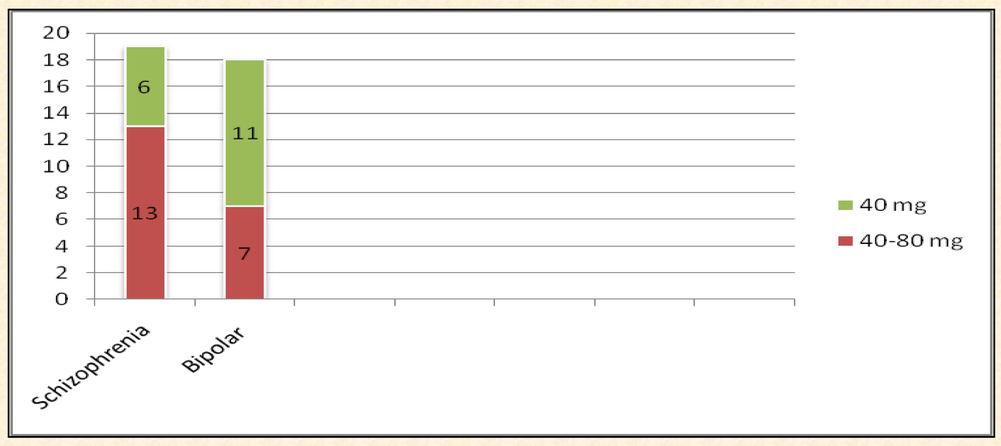


Name of Diseases	40-80 mg	40 mg	Total
Schizophrenia	13	6	19
Bipolar I Depression	7	11	18



Suggestions:

1. Negligible effect on weight and metabolic parameters should be counted in marketing strategy
2. Company should focus on advantage of Levetiracetam: Lower rates of relapses
3. In terms of Levetiracetam the market development is essential which would help the company in creating increased market share
4. Use of Levetiracetam for ' Long term ' and ' Maintenance ' in Partial-onset seizures and Generalized tonic-clonic seizures should also be counted in marketing strategy of product.

Nikhil Dhariwal, MBA—Pharmaceutical Management, Roll No. 0073 **Guided by Mr. Rahul Sharma**