

**Summer Training at
Micro Labs Limited,
New Delhi**

Study on Packaging Parameters of Ophthalmic Products

**By
Shivin Sultan**

**Under the guidance of
Dr. Saurabh Kumar**

**MBA Pharmaceutical Management
2015-2017**



**The IIHMR University, Jaipur
2016**

CERTIFICATE

This is to certify that Shivin Sultan has undergone Summer Training in Micro Labs Limited, New Delhi from 1st April to 31st May 2016.

The Candidate himself completed the project assigned to him during summer training. His approach to the project was sincere and proactive. This summer training is partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

We wish success in all his future endeavors.



Dr. Saurabh Kumar Banerjee
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The IIHMR University, Jaipur



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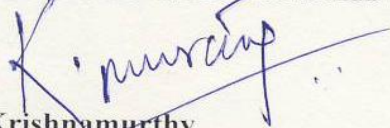
Date: June 14, 2016

TO WHOM IT MAY CONCERN

This is to certify that Mr. Shivin Sultan, student of Master of Business Administration (MBA) in Pharmaceutical Management program of Institute of Health Management Research University, Jaipur has successfully completed dissertation entitled "A Study on Packaging Parameters of Ophthalmic Products in New Delhi" at Micro Labs Ltd, New Delhi for two months starting from April 1, 2016 to May 31, 2016.

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

Acknowledgement

This report would have been quite impossible without the immense help and generating euphoria and satisfaction that had accompanied for the successful completion of the project would be incomplete without mentioning the name of the people who made it possible.

First of all, I express my sagacious sense of gratitude and obliged, to our Director Dr. S.D.Gupta, IIHMR University, Jaipur.

At the onset I would like to express my sincere gratitude to Mr. S. Ashok, Executive Vice-President, Micro Vision (Micro Labs Ltd.) for giving me an opportunity to work on this project in their organization.

I would also like to express my deep sense of gratitude to my Project Mentor - Mr. Navneet Kumar Pathak, Marketing Manager, Micro Vision, (Micro Lab Ltd.) and Project coordinator Mr. Punit Gautam, Regional Sales Manager, Micro Vision (Micro Labs Ltd.), New Delhi. Also extend my thanks to my faculty mentors Dr. Saurabh Kumar Banerjee and Dr. Sandeep Narula. I am greatly thankful to them for providing me their valuable guidance and their tireless support at all stages of the study, their advices, insinuation, positive with supportive attitude and continuous persuasion without which it would have not been possible to complete the project.

To place on record, I owe a debt of gratitude to all my teachers for grooming me. Also extend my thanks for my classmates and my parents for the inspiration needed to work with dedication and motivation throughout as an Intern at Micro Labs Ltd.

I would also like to include one more name Miss Geeta Pal (Medical Representative) in Micro-Vision whose consistent guidance has also played a great role for the completion of project.

Sincere thanks to the respondents for giving their valuable time, support and providing the relevant information.

I hope that I can flourish the experience and knowledge which I have gained at the time of my internship and will make a valuable contribution in the Pharmaceutical industry in coming future.

Contents

Executive Summary	7
Company profile	8
Introduction.....	11
Study Rationale	13
Objectives	13
Methodology	13
Findings and Interpretation	14
Conclusion	41
Limitations to the study	41
Suggestions	41
Annexures	42

List of Figures

Figure 1: Sale of Anti-Fungal Products per month in New Delhi.....	13
Figure 2: Chemists Opinion on Vigamox Packaging.....	14
Figure 3: Chemists Opinion on Moxigram Packaging.....	15
Figure 4: Sale of Eye Lubricants per month in New Delhi.....	16
Figure 5: Chemists Opinion on Systane Ultra Packaging.....	17
Figure 6: Chemists Opinion on Moistane Packaging.....	18
Figure 7: Sale of Eye Lubricants per month in New Delhi.....	19
Figure 8: Chemists Opinion on Optive Packaging.....	20
Figure 9: Chemists Opinion on Extralube Packaging.....	21
Figure 10: Sale of Glaucoma Products per month in New Delhi.....	22
Figure 11: Chemists Opinion on Dorzox T Packaging.....	23
Figure 12: Chemists Opinion on Misopt Packaging.....	24
Figure 13: Sale of Open Angle Glaucoma Products per month in New Delhi.....	25
Figure 14: Chemists Opinion on Combigan Packaging.....	26
Figure 15: Chemists Opinion on Betabrim Packaging.....	27
Figure 16: Sale of Ocular Hypertension Products per month in New Delhi.....	28
Figure 17: Chemists Opinion on Travatan Packaging.....	29
Figure 18: Chemists Opinion on Travo Z Packaging.....	30
Figure 19: Sale of Anti-Bacterial Products per month in New Delhi.....	31
Figure 20: Chemists Opinion on Osmega Packaging.....	32
Figure 21: Chemists Opinion on Vesoret Packaging.....	33
Figure 22: Sale of Diabetic Retinopathy and Cataract Products per month in New Delhi.....	34
Figure 23: Chemists Opinion on I-Site Packaging.....	35
Figure 24: Chemists Opinion on Lutivit Packaging.....	36
Figure 25: Sale of NSAIDS Products per month in New Delhi.....	37
Figure 26: Chemists Opinion on Nevanac Packaging.....	38
Figure 27: Chemists Opinion on Micronac Packaging.....	39

Executive Summary:-

In today's competitive world where cut-throat competition exists, everyone wants to know their position, their strength and weakness, so it is very essential to know opportunity to target the potential market, capture the market, evaluate from the marketing strategies.

The objective of the project was:-

- To analyze the Packaging of ophthalmic products of Micro Vision Vs Competitors.
- Study the availability of Micro Vision Products at Market.
- Suggest Methods to improve the availability of existing products and new products.

On the initial basis the project was started in Jaipur but for the primary data collection I was shifted to Delhi for the Chemist Survey.

The project was started from 1st April onwards after knowing all the relevant information regarding the project, under the guidance of Mr. Navneet Kumar Pathak (Marketing Manager of (Vision) Micro Labs Ltd). The first part of the project was to know about the Distributors of Vision Division. For this I have worked for first 10 days in the field where I got to know about the leading distributors who supply Vision Products to the different retailers and in different eye hospitals.

The next part of the project was to develop the questionnaire on the bases of few of the parameters which include all the variables for packaging. At the end questionnaire was made in the Excel-Format which were carrying the brand name of MICRO VISION PRODUCTS & with their competitor's brands. Then the data was collected from the survey which was done by visiting Chemist Retail Counters in different area of New Delhi.

Close ended questionnaire was made and statically analysis was carried to draw conclusion. The project was completed on 30th of May.

Company profile:

Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centers that are at par with international standards. All this, robustly backed by a strong distribution network and path-breaking research work has placed us amongst India's fast growing transnational healthcare organizations.

Ranking 10th among prescriptions and 20th in sales, Micro's brand portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infective, Ophthalmology, Pain, etc. Amidst our proud achievers is Dolo, an award-winning brand highly prescribed for fever management.

The company is also at the forefront in social contribution, striving to be a model corporate citizen in terms of Environmental Protection & Social Initiatives with significant contributions in the areas of education and health.

Micro Labs is poised to achieve unparalleled status in the global pharmaceutical industry. Backed by a profound and resolute vision, we now have our eyes set on attaining the \$1 billion mark by 2015.

Vision:

Our vision is built around a desire to being not just the best, but a leader in the development, manufacture and sales of premium pharmaceutical products. We wish to raise the flag of Micro Labs in India as well as abroad. Micro Labs is dedicated to manufacturing medicine of the highest standard and market it at affordable prices across the globe.

Aspirations:

To become an organization answering to the highest standards of professionalism, Micro Labs aspires to deliver value through high quality pharmaceutical products and build strong brands across therapy segments. This can be achieved through our scientifically supported segments and processes, and strong implementation capabilities.

Business Beliefs:

Micro Labs is built around certain beliefs and ethics that propelled us to the place where we are today – a frontrunner in the pharmaceutical industry. Our four pillars of Business Beliefs are:

Quality - A driving force for the organization across the value chain

Ethics - Manage businesses by imbibing best practices of governance and Ethics

Customer Focus - Seek to understand customer needs and focus on Customer Satisfaction

Respect for People - Our most important belief: Respect people and their contribution

Overview of Indian Operations

Micro Labs Limited was founded by the late Mr. G.C. Surana with the sole objective of providing quality healthcare products at an affordable cost. Our initiation into the pharmaceutical business began with a number of quality products in niche healthcare segments such as anti-bacterial compounds, antiseptics, and vitamins. The company has established a strong presence in the healthcare market due to stringent quality control and distribution standards combined with innovative products.

Under the current leadership of Mr. Dilip Surana (Chairman & Managing Director) and Mr. Anand Surana (Director), Micro Labs has evolved into a diversified pharmaceuticals manufacturing company with products ranging from oral solids, oral liquids, topicals to injectables. We are ranked 19th on sales (April 2013 AWACS) among the organized sector in the Pharmaceutical Industry. An energetic marketing team and dedicated plants for penicillin and non-penicillin categories have been the catalyst for our impressive rankings.

Micro Labs has 13 plants that have been contributing significantly to the healthcare needs of domestic market for over three decades.

Thirteen divisions professionally cater to specialty segments in healthcare:

- Main - Physicians, Surgeons, Orthopedic, ENT, Gynecology, Pediatric & others
- Nova - Pediatric & Gynecology
- Vision - Ophthalmology
- Healthcare - Orthopedic, Gastro
- Synapse – Neuro-Psychiatry (Mass Division)
- Gratia - Dermatology
- Diabetes Task Force (DTF) - Diabetology
- EROS Pharma - Orthopedic, General Surgery, Pediatric, ENT, Dental and Gynecology
- Brown & Burk - Neurology, Gynecology, Pediatric, General Surgery, Orthopedic, Dental & ENT
- Carsyon - Cardio Diabetic
- Cardicare - Cardiology, Dyslipidemias, Hypertension, Metabolic Syndrome & Arrhythmias
- Micro Critical Care - Hospital-Acquired Infections
- Vet - Veterinary

Micro Vision:

Vision is an ophthalmic division of Micro Labs Ltd. Inception of Vision was in the year 1999 with the mission to manufacture and market high quality eye care products at an affordable price in India and all over the world.

Vision made its mark in the very first year of its launch with the introduction of the breakthrough steroid with anti-infective combination, Microflox DX (Ciprofloxacin + Dexamethasone) which revolutionized post-operative care bringing steroid with Fluoroquinolone for the first time ever in the ophthalmic market.

The R&D of Micro Labs indigenously developed the first Indian formulation of Fluorometholone, Flurisone and this pioneering effort opened gates for molecules & formulations available in the global market to be developed in India.

Since then Vision has pioneered the introduction of a plethora of Ophthalmic products across therapy areas of Ophthalmology like, Lubrex, the first Indian formulation of Carboxymethylcellulose for the management of Dry Eyes, Misopt, the first Indian combination of Dorzolamide + Timolol for the management of glaucoma and Levobact, the first formulation of Levofloxacin eye drop for the treatment of ocular infections in pediatric patients maintaining a high level of safety alongside. These pioneering introductions provided the Ophthalmologist of the country to provide better eye care to Indian patients.

In the recent years Vision has taken steps in bringing technological advancement in its products with the introduction of preservative free eye ointments for the first time in India in world class packaging. The R & D of Micro Labs has further enhanced the image of the organization by providing the first self-preserved anti-glaucoma medication, Travo-Z (Travoprost) to the Indian Ophthalmic market.

Introduction

Background:-

The pharmaceutical packaging market is constantly advancing and has experienced annual growth of at least five percent per annum in the past few years. The market is now reckoned to be worth over \$20 billion a year. As with most other packaged goods, pharmaceuticals need reliable and speedy packaging solutions that deliver a combination of product protection, quality, tamper evidence, patient comfort and security needs. Constant innovations in the pharmaceuticals themselves such as, blow fill seal (BFS) vials, anti-counterfeit measures, plasma impulse chemical vapor deposition (PICVD) coating technology, snap off ampoules, unit dose vials, two-in-one prefilled vial design, prefilled syringes and child-resistant packs have a direct impact on the packaging.

Distribution of products is now more global than ever. Mass customization of packaging to permit its use in multiple markets is a topic that needs exposition and discussion. Environmental issues, including sustainability, will always be a subjective dimension to any packaging design.

Packaging is an emerging science, an emerging engineering discipline, and a success contributor to pharmaceutical industries.

Ophthalmic Products must be properly packaged and must be sterile throughout the period of use. These are the specialized dosage form designed to be instilled onto the external surface of the eye or administered inside or adjacent to the eye or used in conjunction with an ophthalmic devices.

Purpose:-

- For the treatment of eye disease.
- For the relief of systems associated with eye disease.
- For diagnosis purpose.
- As adjuncts ophthalmic surgical procedures.

Types of Ophthalmic Preparations:-

Ophthalmic products have several types such as eye drops, eye ointments, eye lotions, eye creams, eye gels, contact lens solutions, parenteral products and ophthalmic inserts.

Packaging of Ophthalmic Preparation:-

Currently almost all commercially available ophthalmic products are packed in plastic containers, obvious advantage easy to use, less spillage, and little breakage-have led to universal acceptance for these plastic packaging components, consisting of bottles, fitments and closures. The plastic bottles for packaging of ophthalmic products are generally made of Low Density Polyethylene (LDPE), either with or without any colorants or with opacifying agents. Polypropylene and High Density Polyethylene (HDPE) are used to meet specific products requirements.

- Eye Drops (Single Dose Container): Plastic Bottles (LDPE) are widely used.

- Eye Drop (Multiple Dose Container): Glass Bottles with Rubber teat bottles were widely used. Now a day's plastic bottle are widely used.
- Eye Ointments: Flexible Plastic and collapsible metal are widely used.
- Caps & Closures: They are generally made from Polypropylene and basically seal the container to prevent contamination or leakage of the product.

Ophthalmic Cap Color Coding:-

Color	Pharmaceutical Class
Yellow or Blue	Beta-Blocker
Grey	Non-Steroids
Pink	Steroids
Brown	Anti-infective
Turquoise	Prostaglandins
Orange	Carbonic anhydrase inhibitors
Green	Miotics

Study Rationale

Packaging can reside, or report through research and development (R and D), engineering, operations, purchasing, marketing, or the general administrative department of a company. For the majority of products produced in pharmaceutical industries it is probably the single largest aggregate purchase made by a company of materials critical to the protection, distribution, and sale of the product.

From this study, Analysis of the competitors can be done which plays a major role in understanding the strategies for packaging employed by them and also helps in framing one's strategies.

Objectives

- To analyze the Packaging of ophthalmic products of Micro Vision Vs Competitors.

Methodology

Research design:

Exploratory study

Sampling design:

- Sampling- Non-probability purposive sampling
- Data Collection - Primary
- Sample Units- Chemists
- Sample area- New Delhi
- Sample size - 100 Respondents

Analysis of Data:

Microsoft Excel.

Findings and Interpretation:

1) Anti-Biotic Products:

➤ Sale of Anti-Biotic Products per month in New Delhi

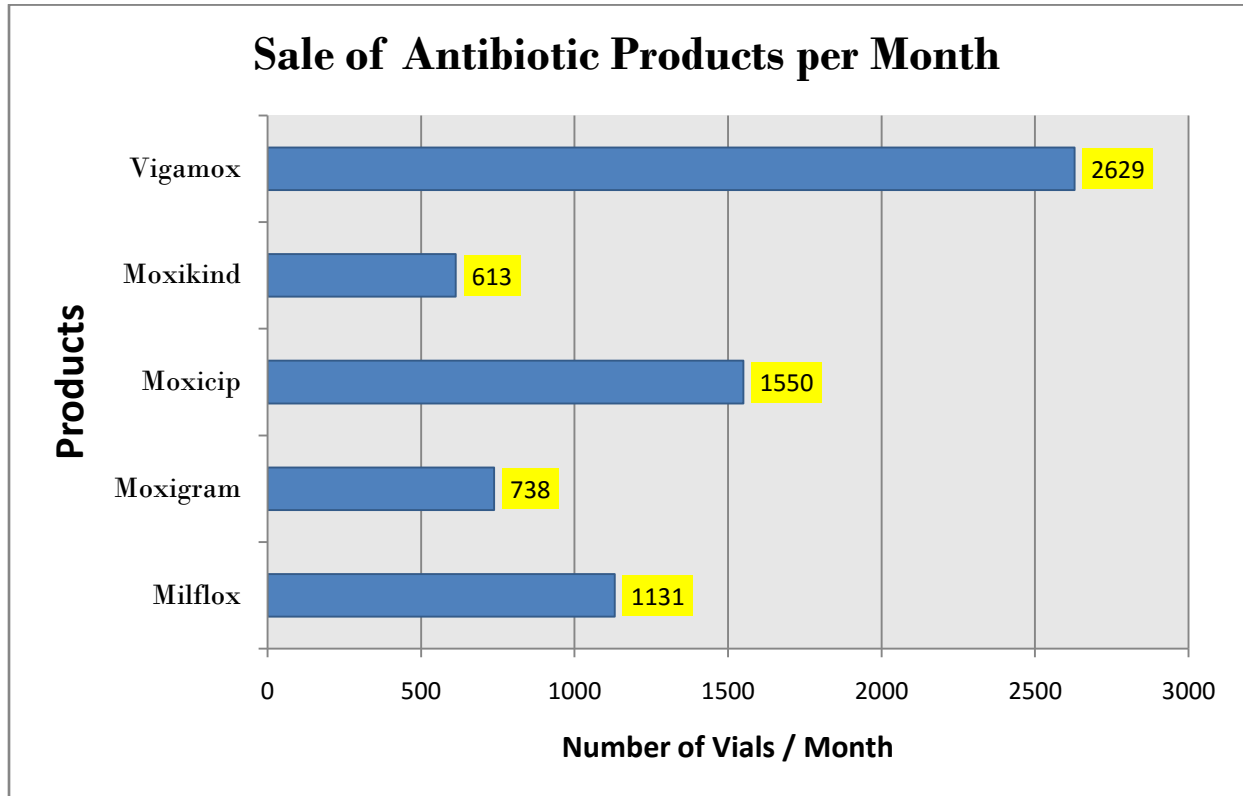


Figure 1: Sale of Anti-Biotic Products per month in New Delhi

It is found that, **Vigamox** is the **top brand** in terms of **Sales** per month in New Delhi.

➤ Chemists Opinion on Vigamox Packaging

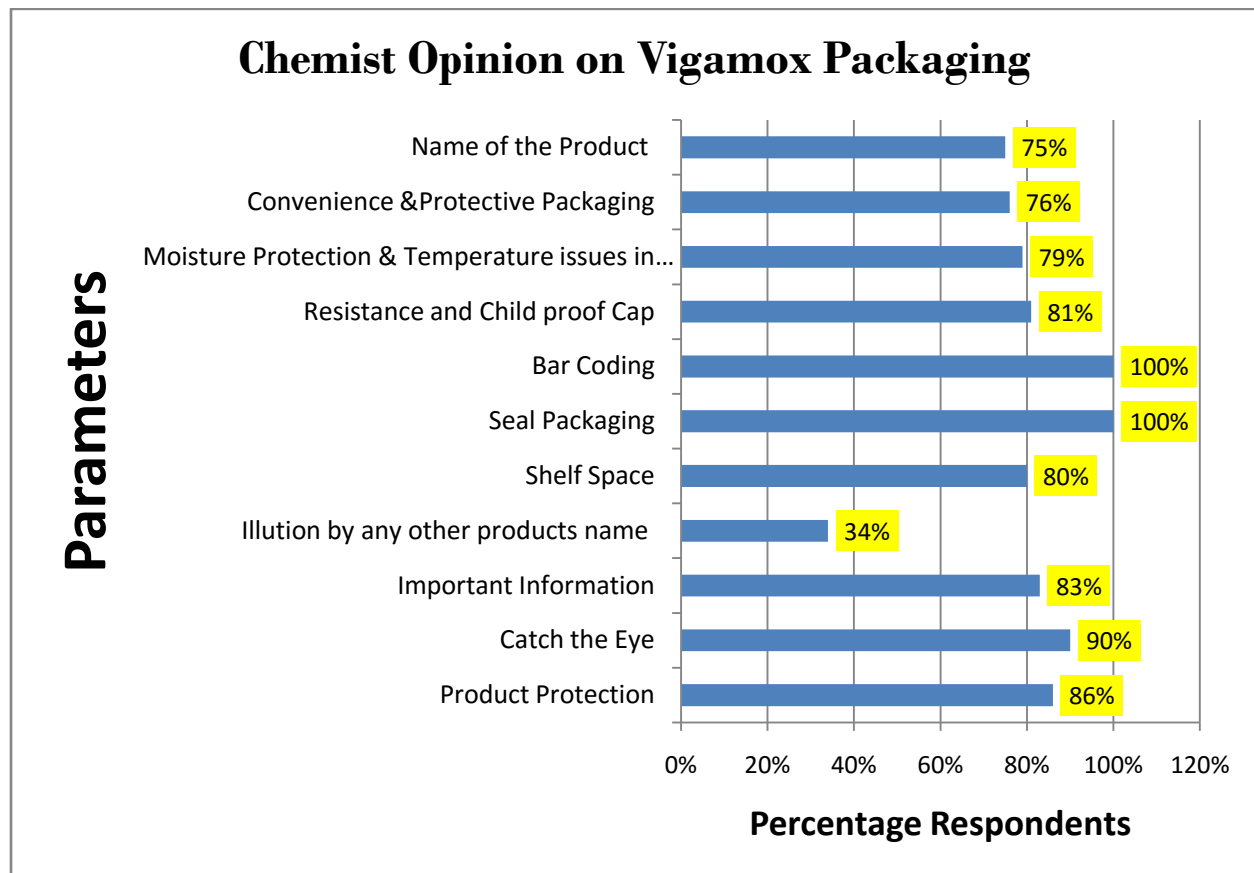


Figure 2: Chemists Opinion on Vigamox Packaging

It is found that, **100% of Chemists** have considered that the important Packaging Parameter of **Vigamox** is **Seal Packaging**.

➤ Chemists Opinion on Moxigram Packaging

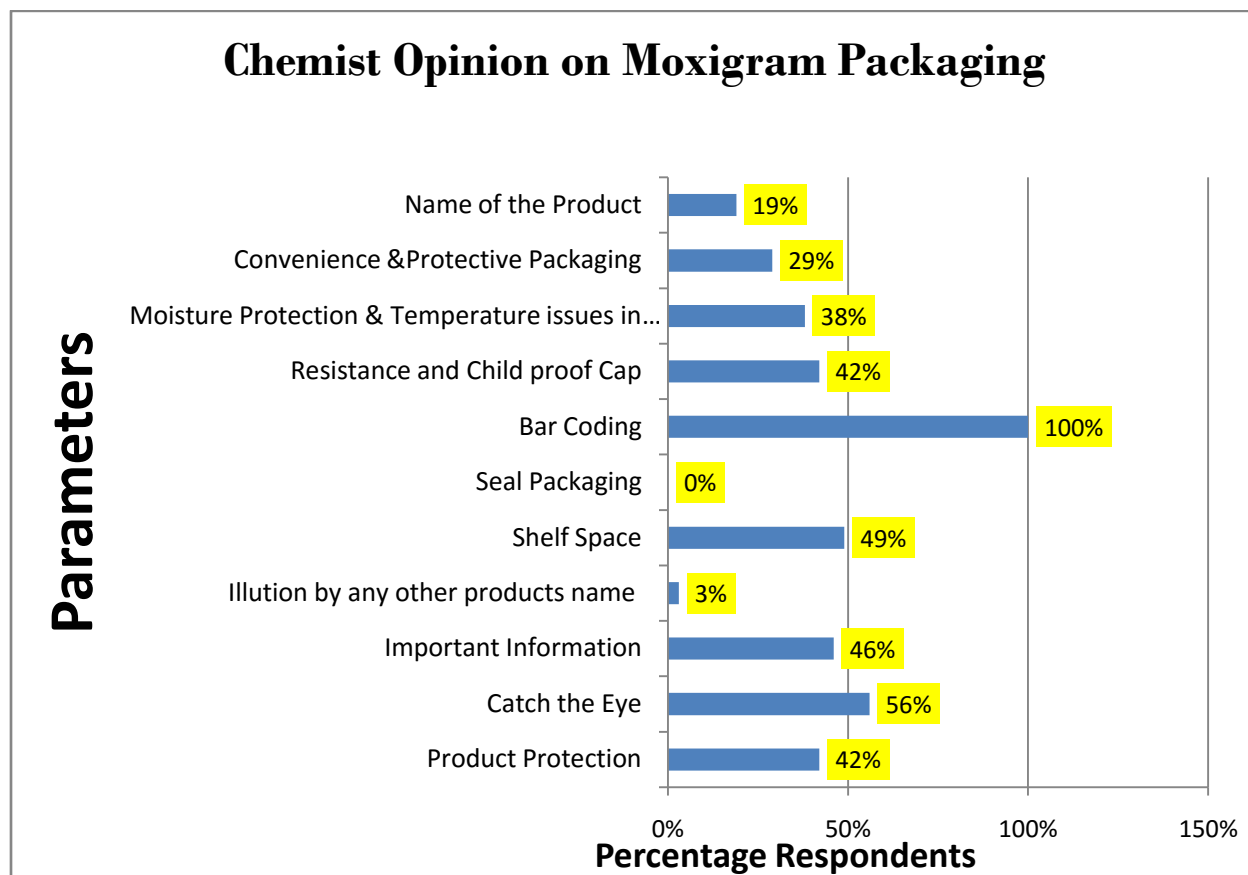


Figure 3: Chemists Opinion on Moxigram Packaging

It is found that, **56% of Chemists** have considered that the important Packaging Parameter of **Moxigram** is **Catch the Eye**.

2) Eye Lubricants:

- Sale of Eye Lubricants per month in New Delhi

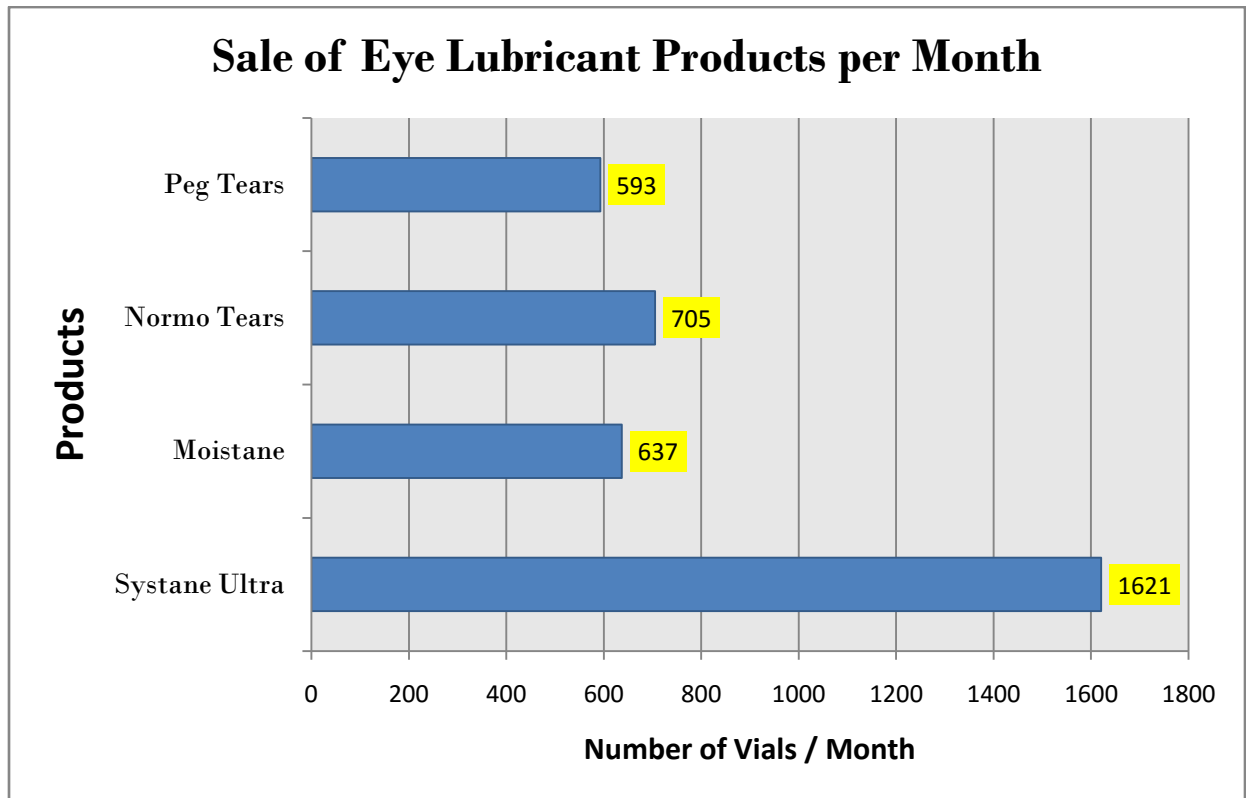


Figure 4: Sale of Eye Lubricants per month in New Delhi

It is found that, **Systane Ultra** is the **top brand** in terms of **Sales** per month in New Delhi.

➤ Chemists Opinion on Systane Ultra Packaging

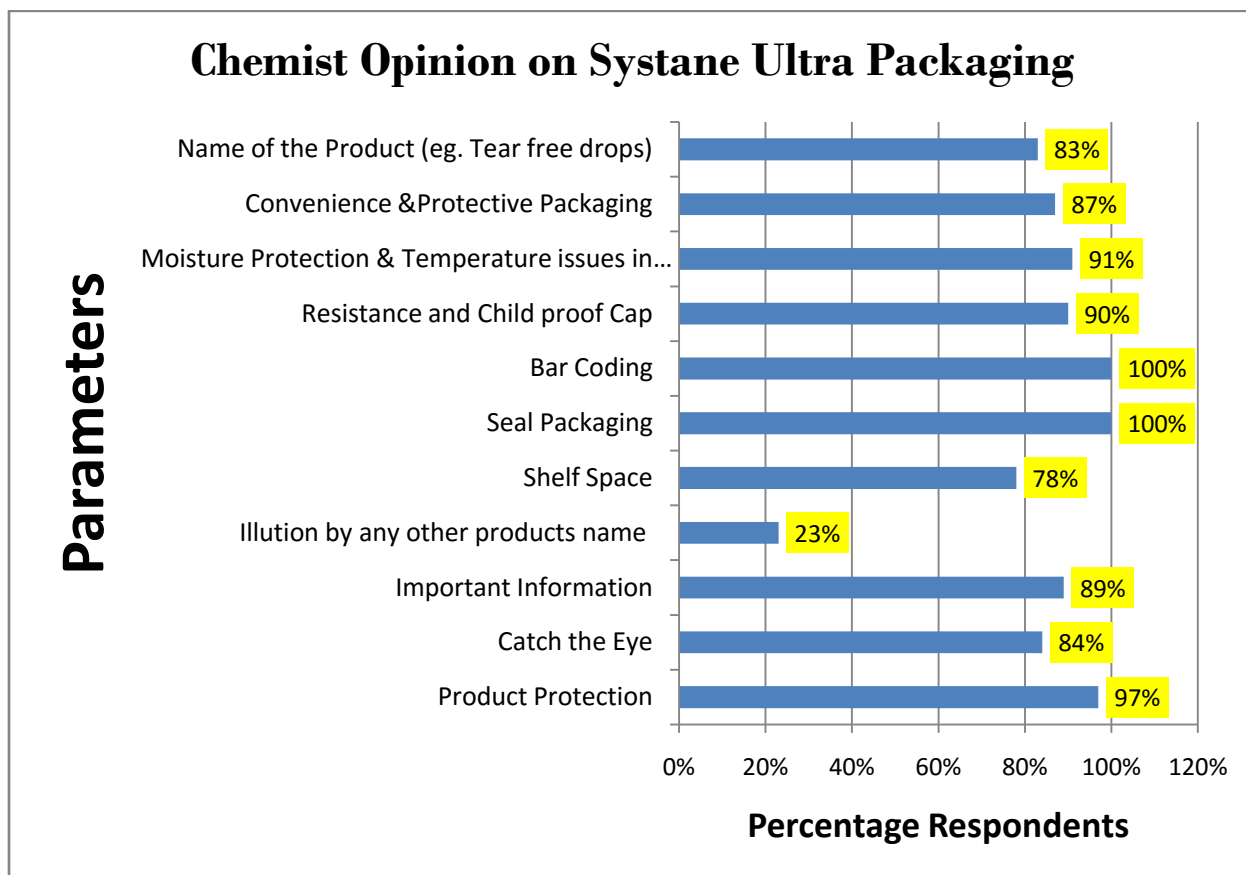


Figure 5: Chemists Opinion on Systane Ultra Packaging

It is found that, **100% of Chemists** have considered that the important Packaging Parameter of **Systane Ultra** is **Seal Packaging**.

➤ Chemists Opinion on Moistane Packaging

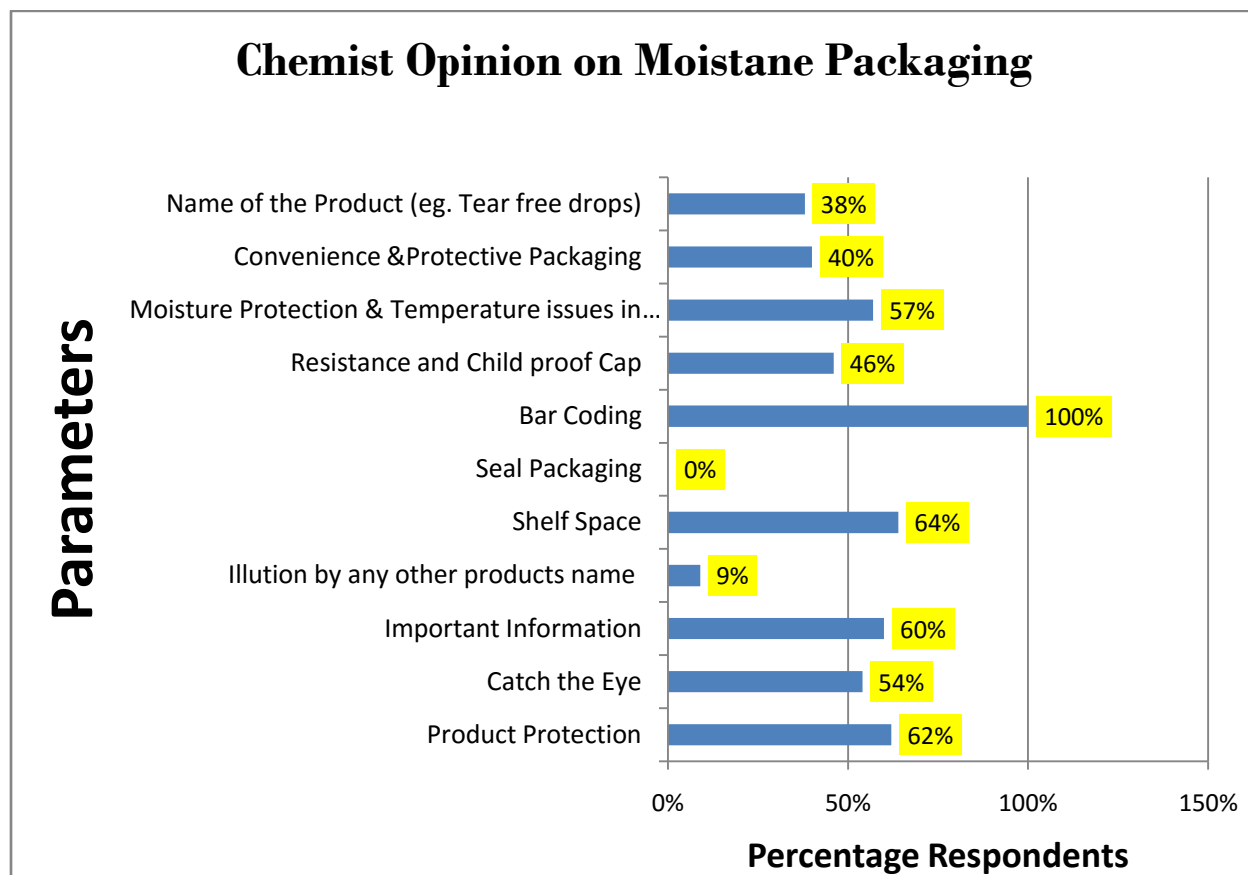


Figure 6: Chemists Opinion on Moistane Packaging

It is found that, **64% of Chemists** have considered that the important Packaging Parameter of **Moistane** is **Shelf Space**.

➤ Sale of Eye Lubricants per month in New Delhi

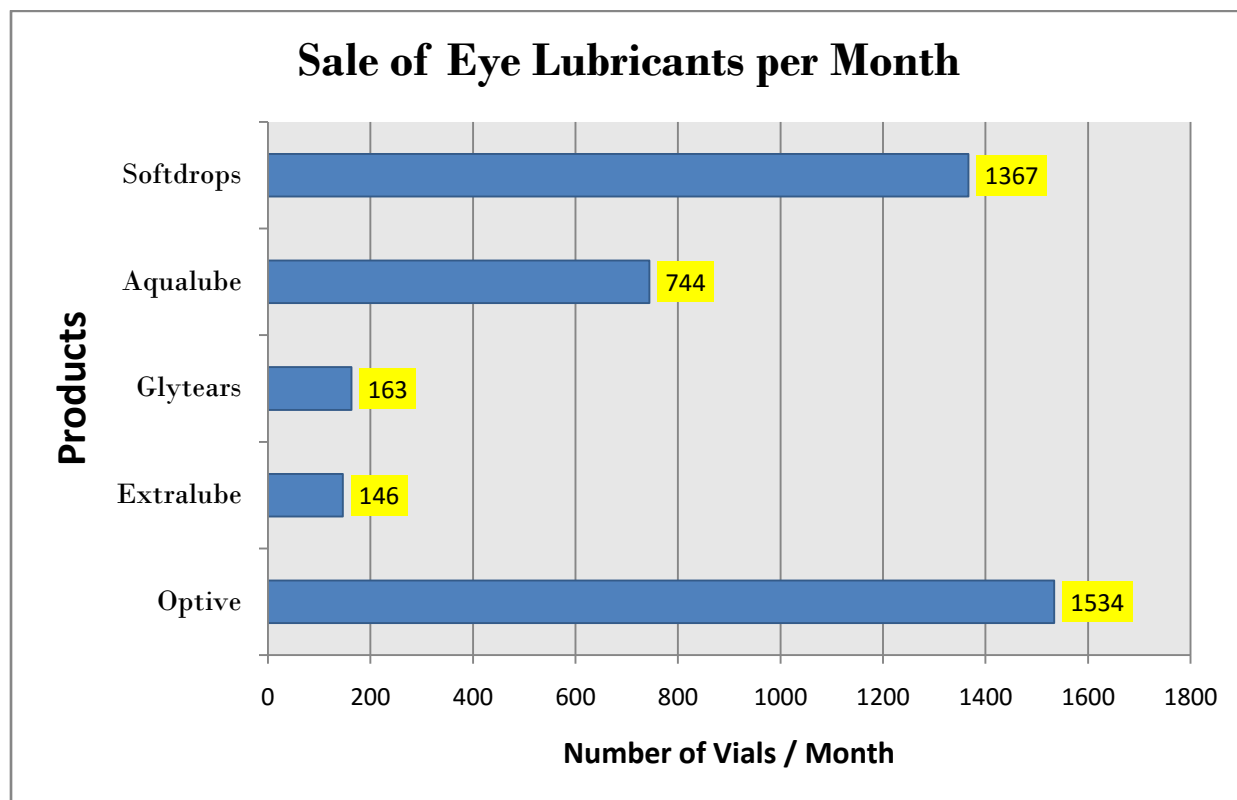


Figure 7: Sale of Eye Lubricants per month in New Delhi

It is found that, **Optive** is the **top brand** in terms of **Sales** per month in New Delhi.

➤ Chemists Opinion on Optive Packaging

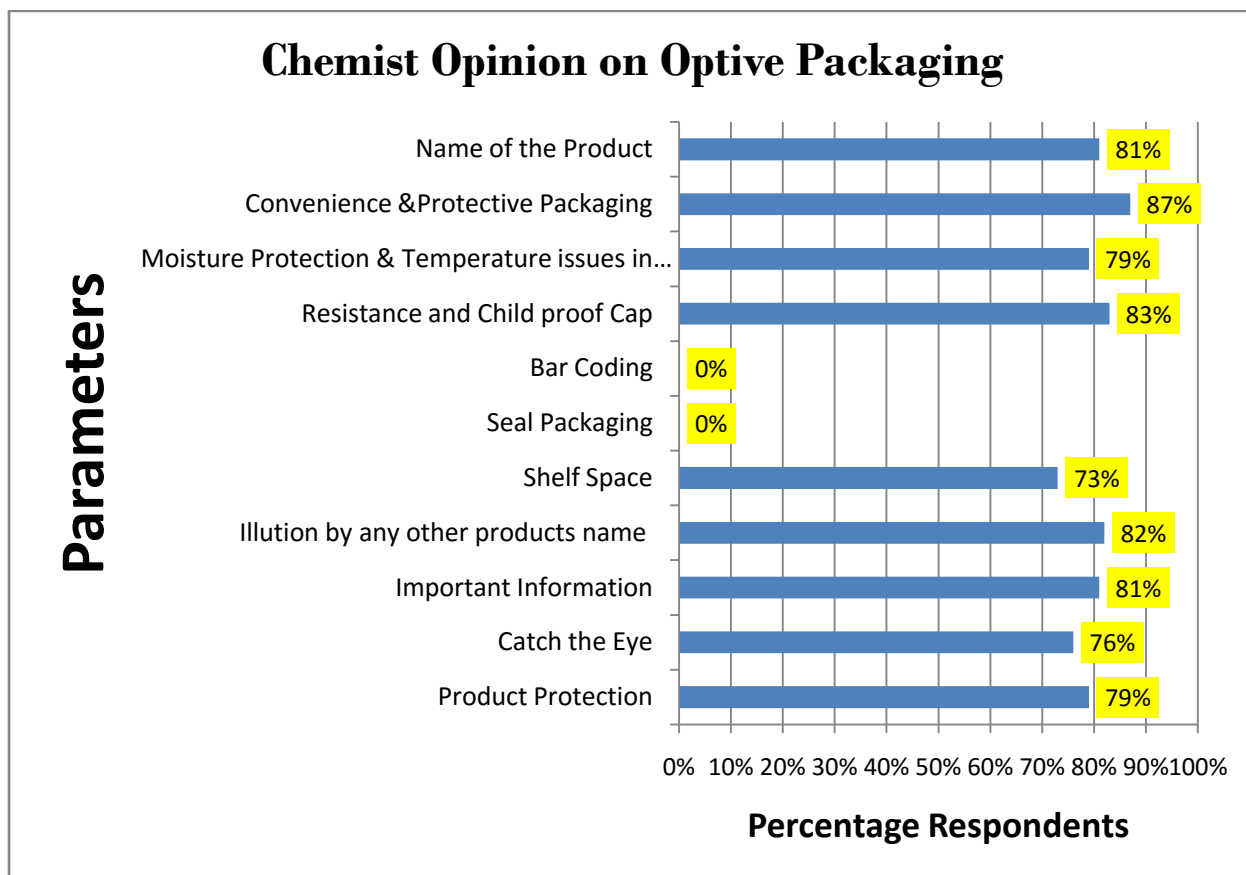


Figure 8: Chemists Opinion on Optive Packaging

It is found that, **87% of Chemists** considered that the important Packaging Parameter of **Optive** is **Convenience & Protective Packaging**.

➤ Chemists Opinion on Extralube Packaging

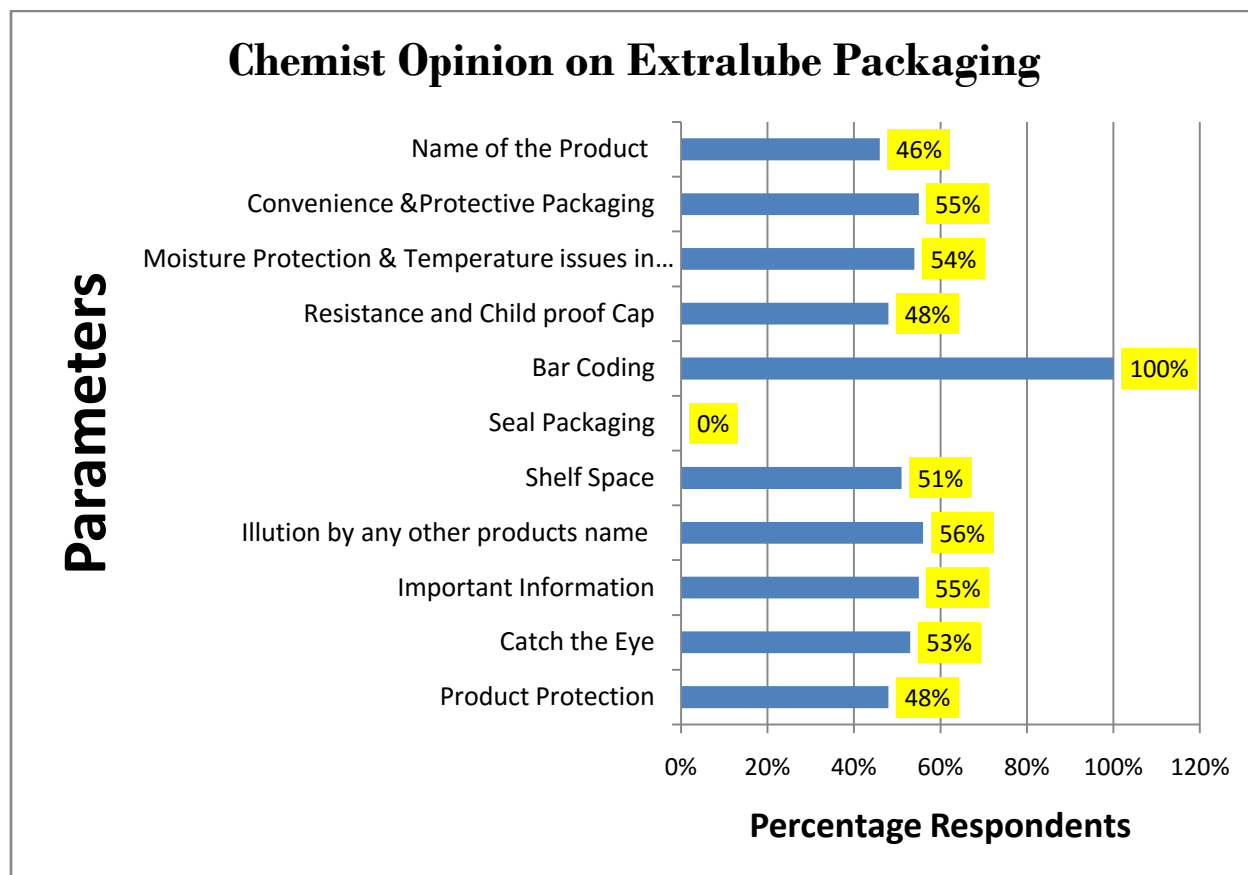


Figure 9: Chemists Opinion on Extralube Packaging

It is found that, **55% of Chemists** have considered that the important Packaging Parameter of **Extralube** is the **Important Information of product**.

3) Glaucoma Products:

- Sale of Glaucoma Products per month in New Delhi

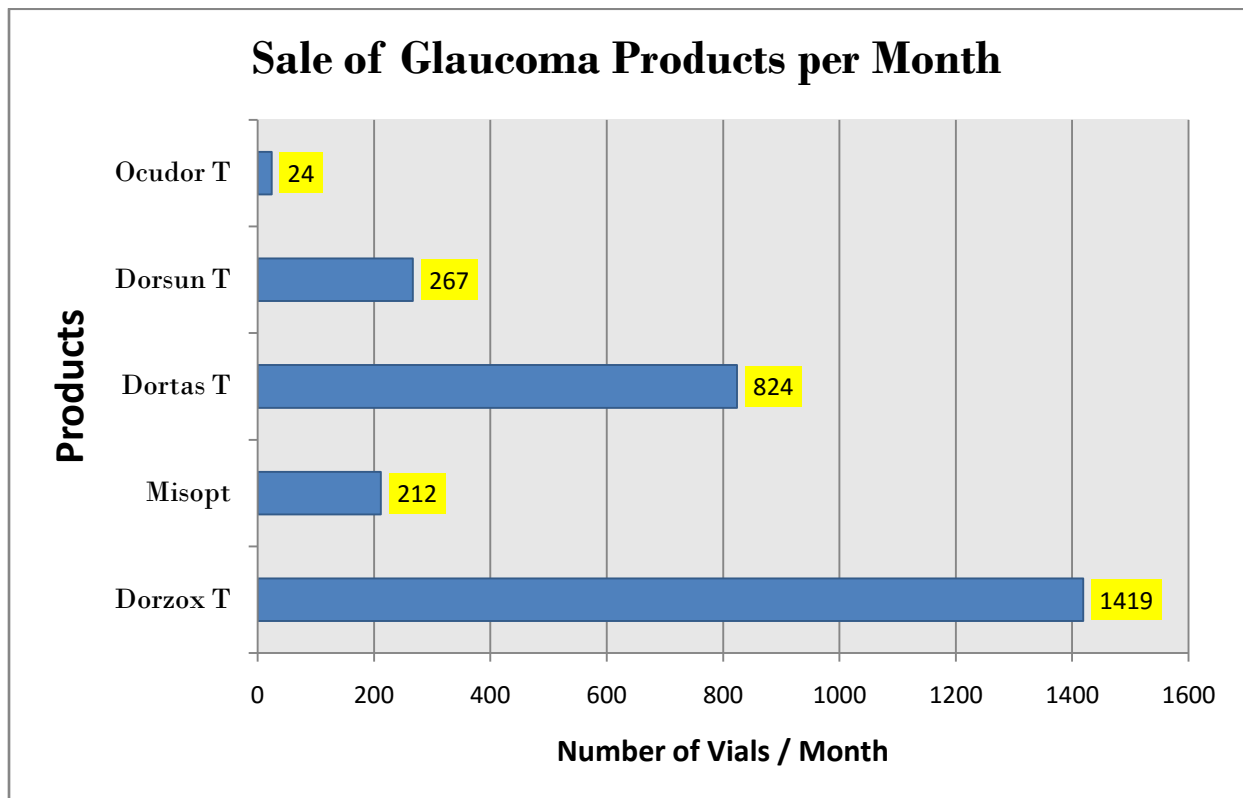


Figure 10: Sale of Glaucoma Products per month in New Delhi

It is found that, the **Dorzox T** is the **top brand** in terms of **Sales** per month in New Delhi.

➤ Chemists Opinion on Dorzox T Packaging

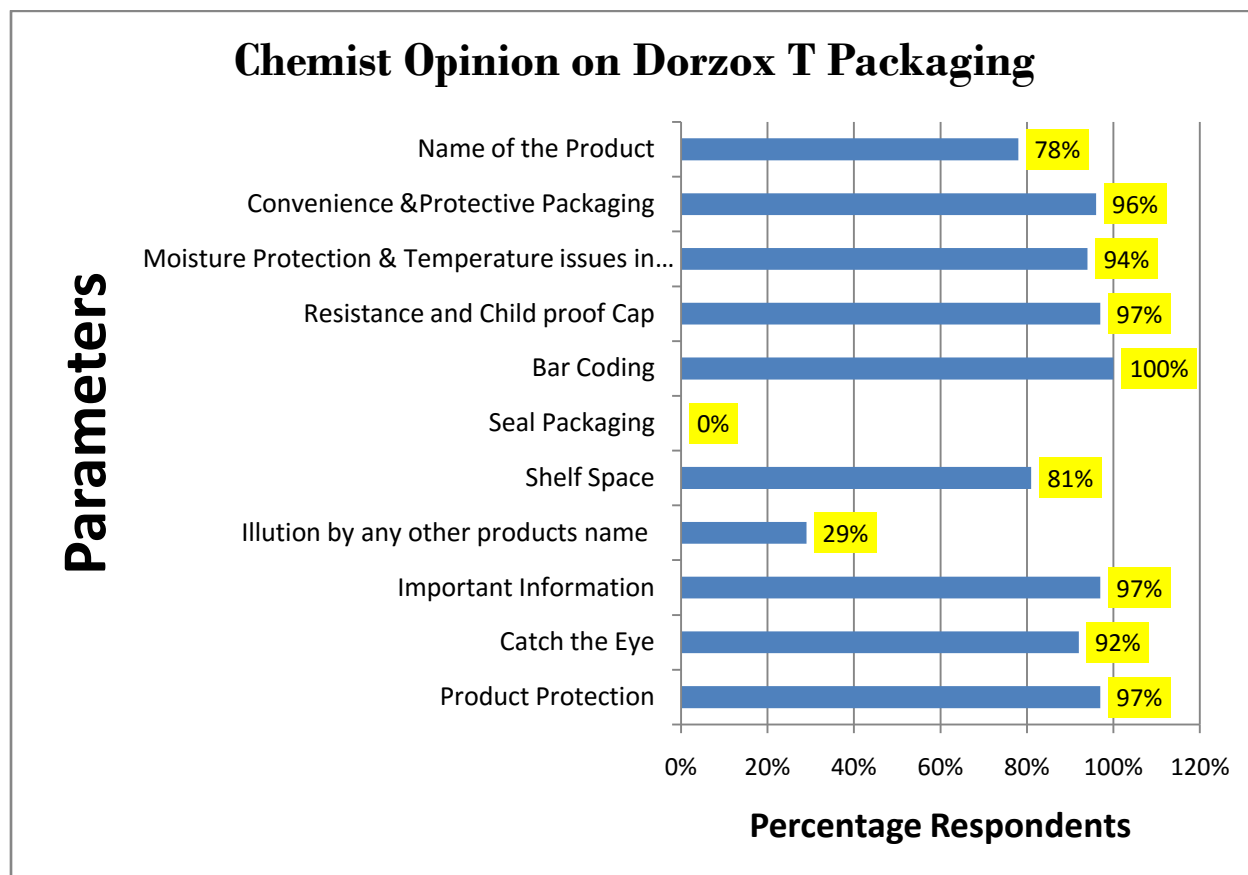


Figure 11: Chemists Opinion on Dorzox T Packaging

It is found that, **97% of Chemists** have considered that the important Packaging Parameters of **Dorzox T** are:

- ✓ **Product Protection by its Resistance and Child Proof Cap**
- ✓ **Important Information of Product.**

➤ Chemists Opinion on Misopt Packaging

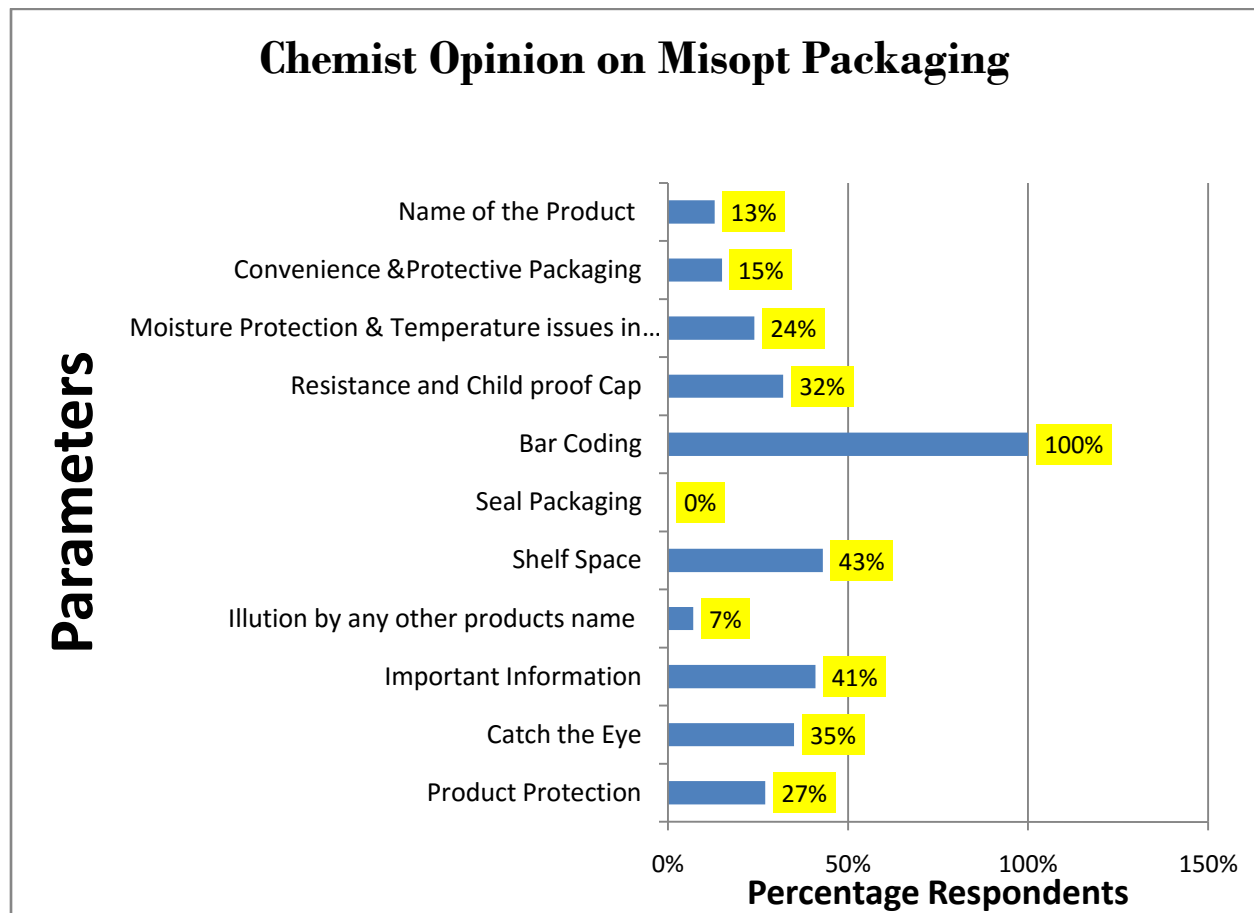


Figure 12: Chemists Opinion on Misopt Packaging

It is found that, **43% of Chemists** have considered that the important Packaging Parameter of **Misopt** is **Shelf Space**.

➤ Sale of Open Angle Glaucoma Products per month in New Delhi

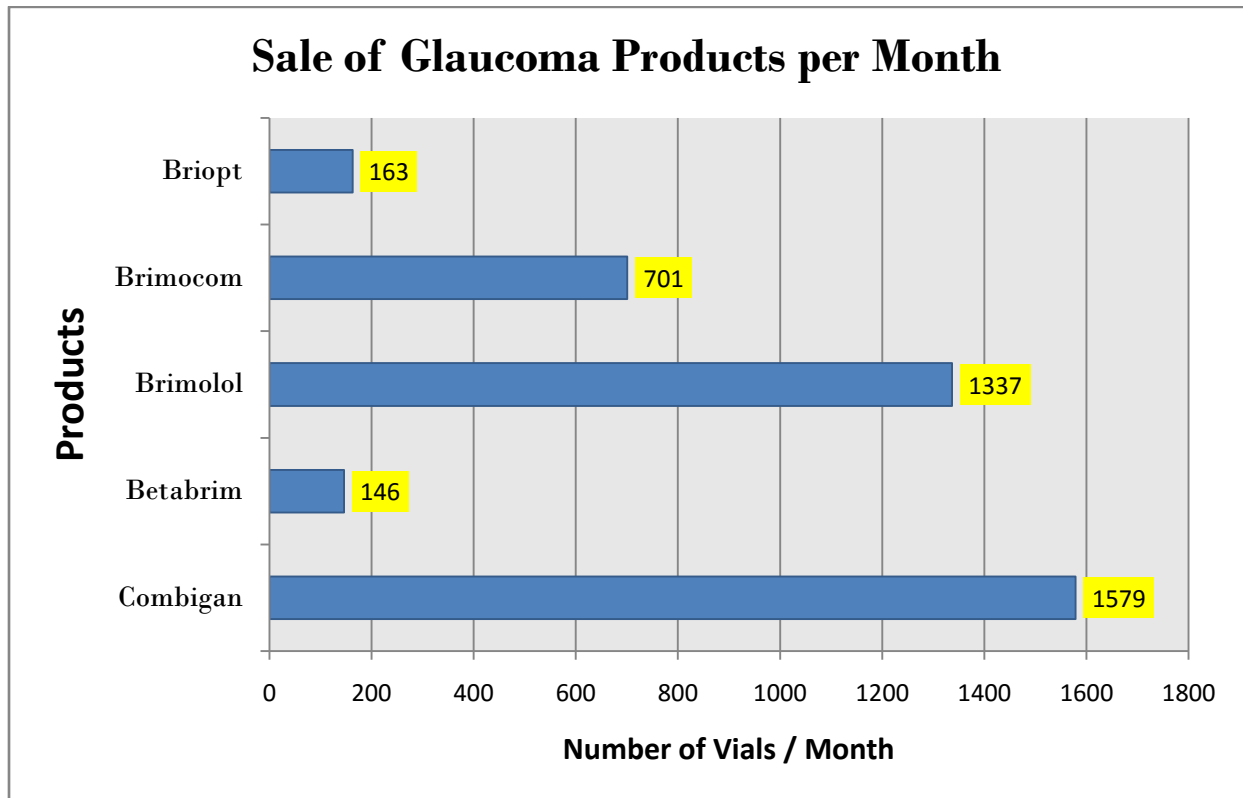


Figure 13: Sale of Open Angle Glaucoma Products per month in New Delhi

It is found that, **Combigan** is the **top brand** in terms of **Sales** per month in New Delhi.

➤ Chemists Opinion on Combigan Packaging

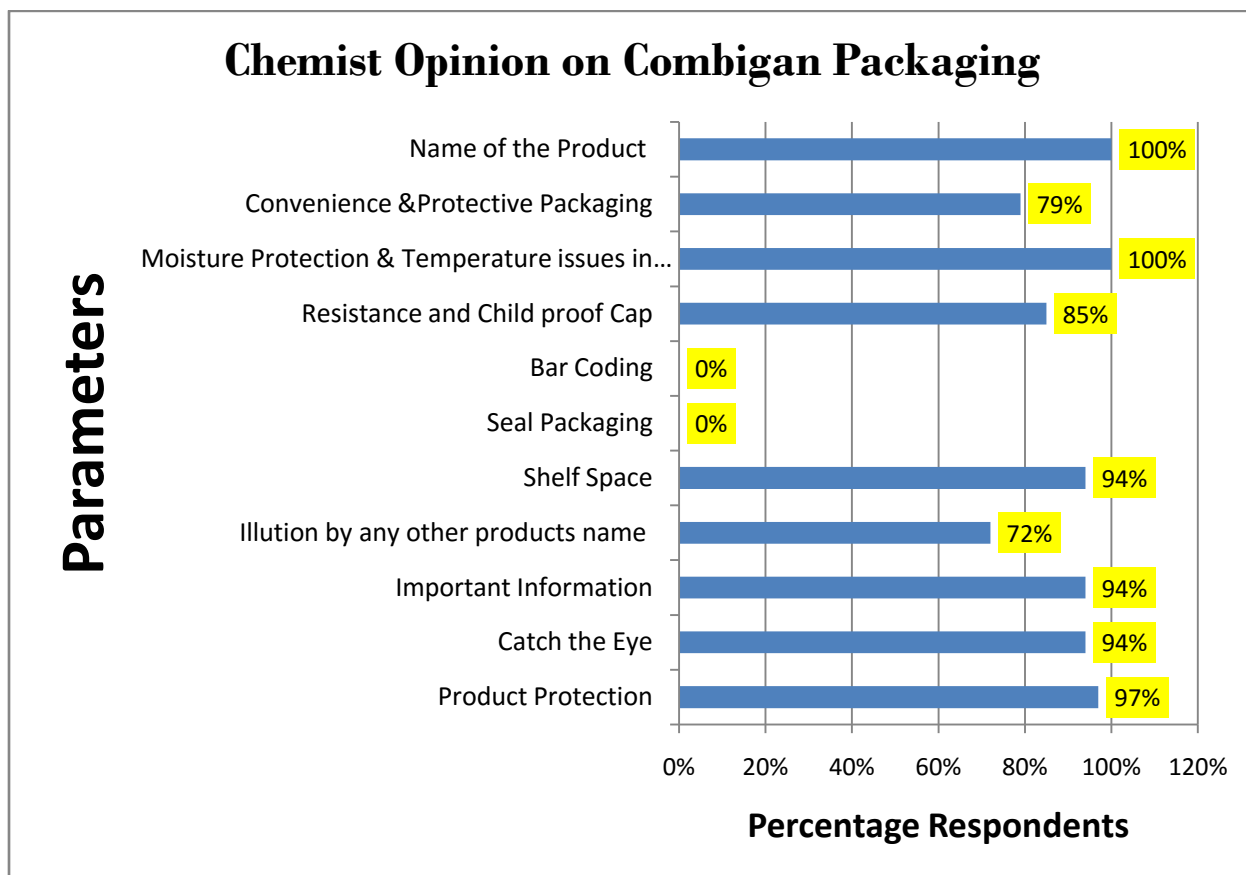


Figure 14: Chemists Opinion on Combigan Packaging

It is found that, **100% of Chemists** have considered that the important Packaging Parameter of **Combigan** is **Moisture Protection & Temperature issues in different regions**.

➤ Chemists Opinion on Betabrim Packaging

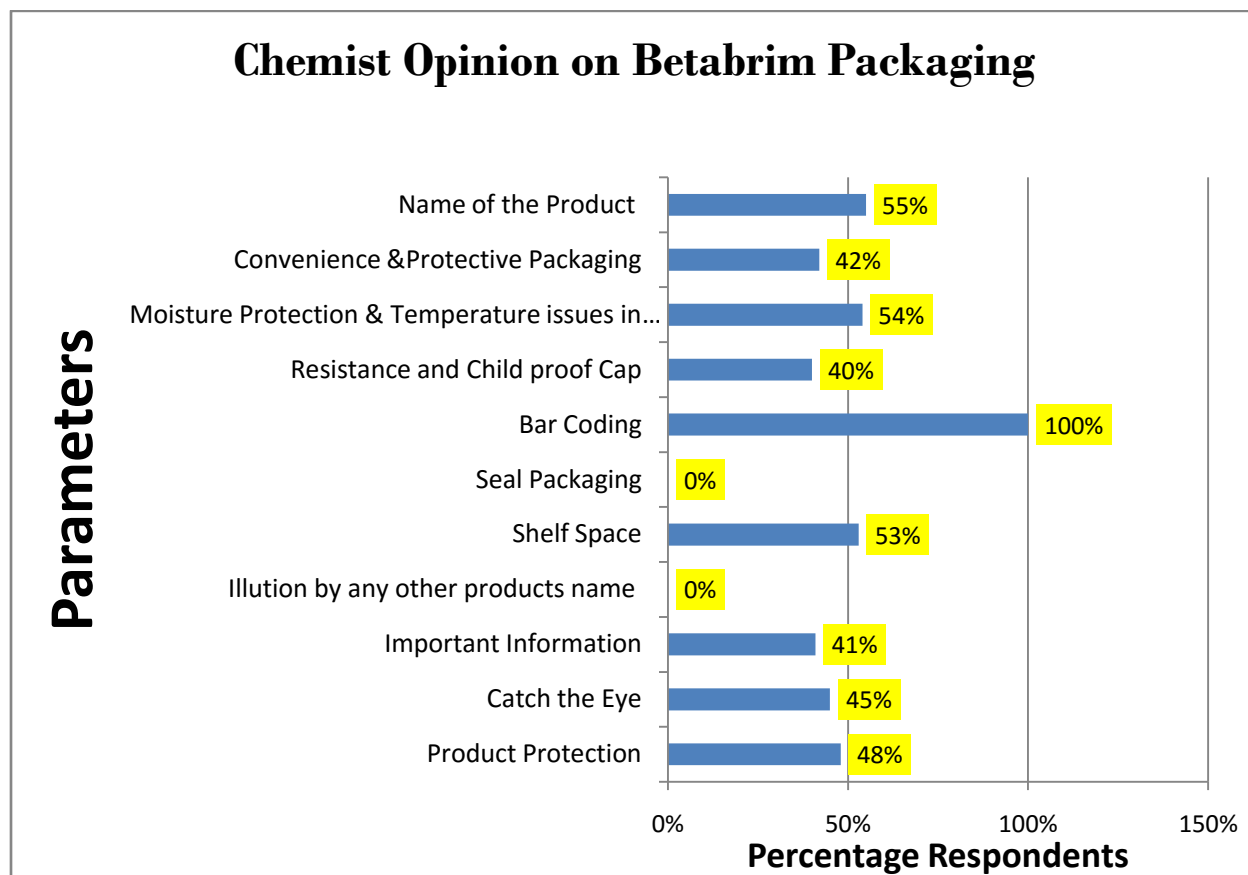


Figure 15: Chemists Opinion on Betabrim Packaging

It is found that, **55% of Chemists** have considered that the important Packaging Parameter of **Betabrim** is **Name of the Product**.

➤ Sale of Ocular Hypertension Products per month in New Delhi

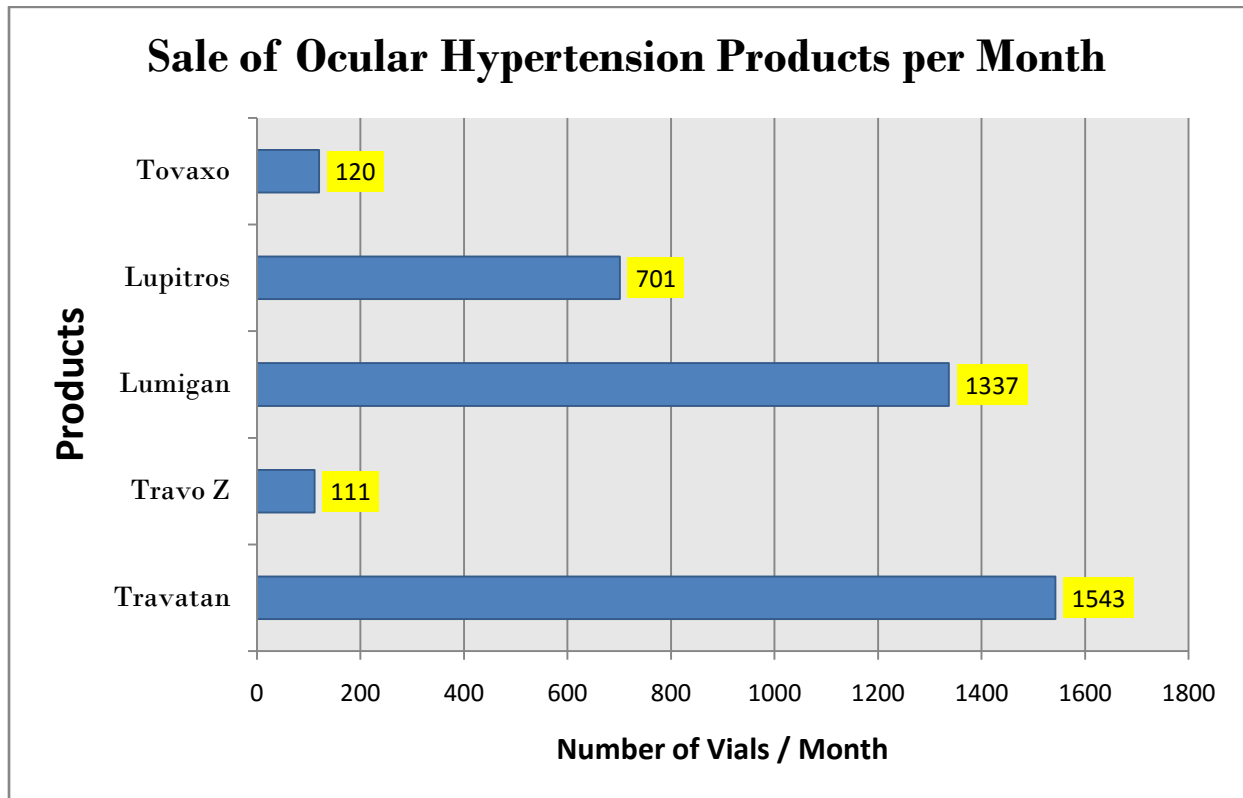


Figure 16: Sale of Ocular Hypertension Products per month in New Delhi

It is found that, **Travatan** is the **top brand** in terms of **Sales** per month in New Delhi.

➤ Chemists Opinion on Travatan Packaging

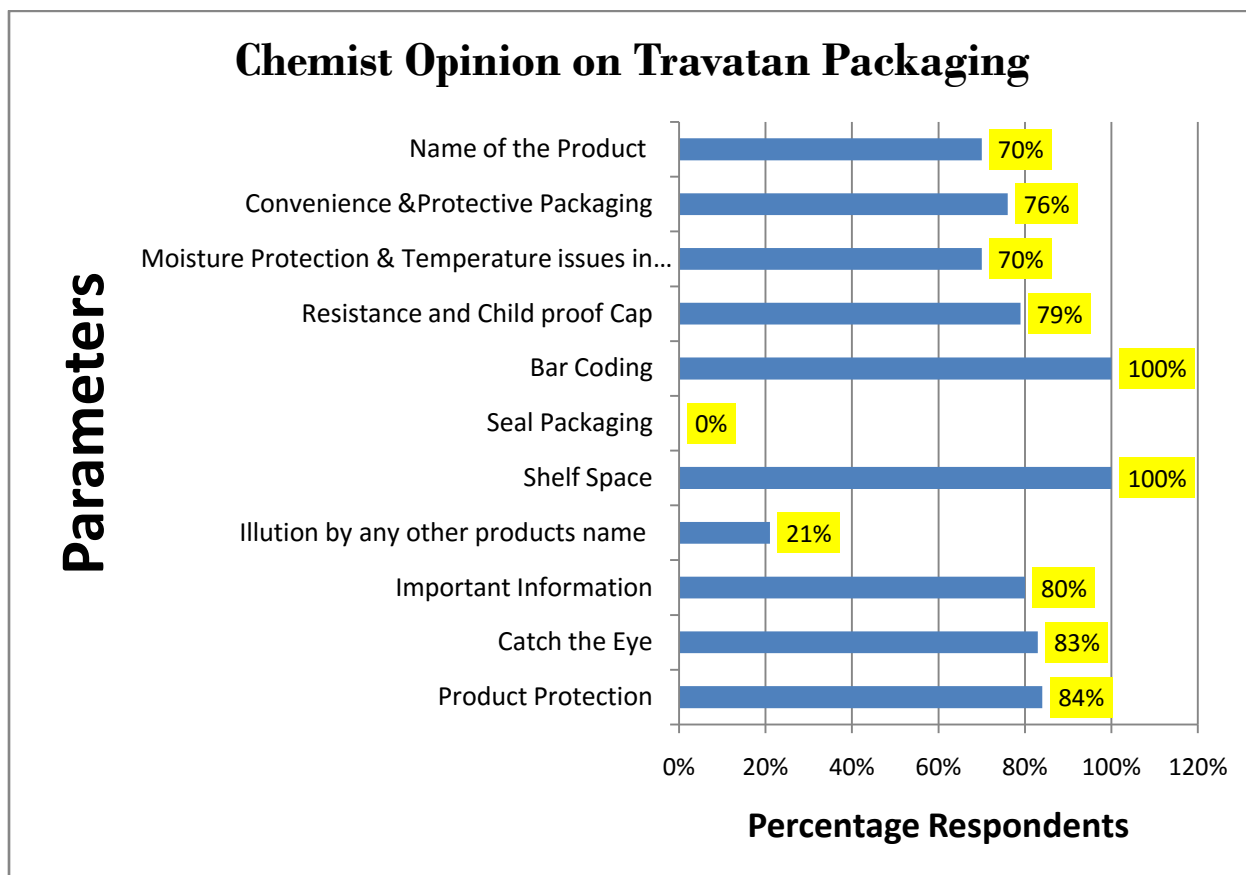


Figure 17: Chemists Opinion on Travatan Packaging

It is found that, **100% of Chemists** have considered that the important Packaging Parameter of **Travatan** is **Shelf Space**.

➤ Chemists Opinion on Travo Z Packaging

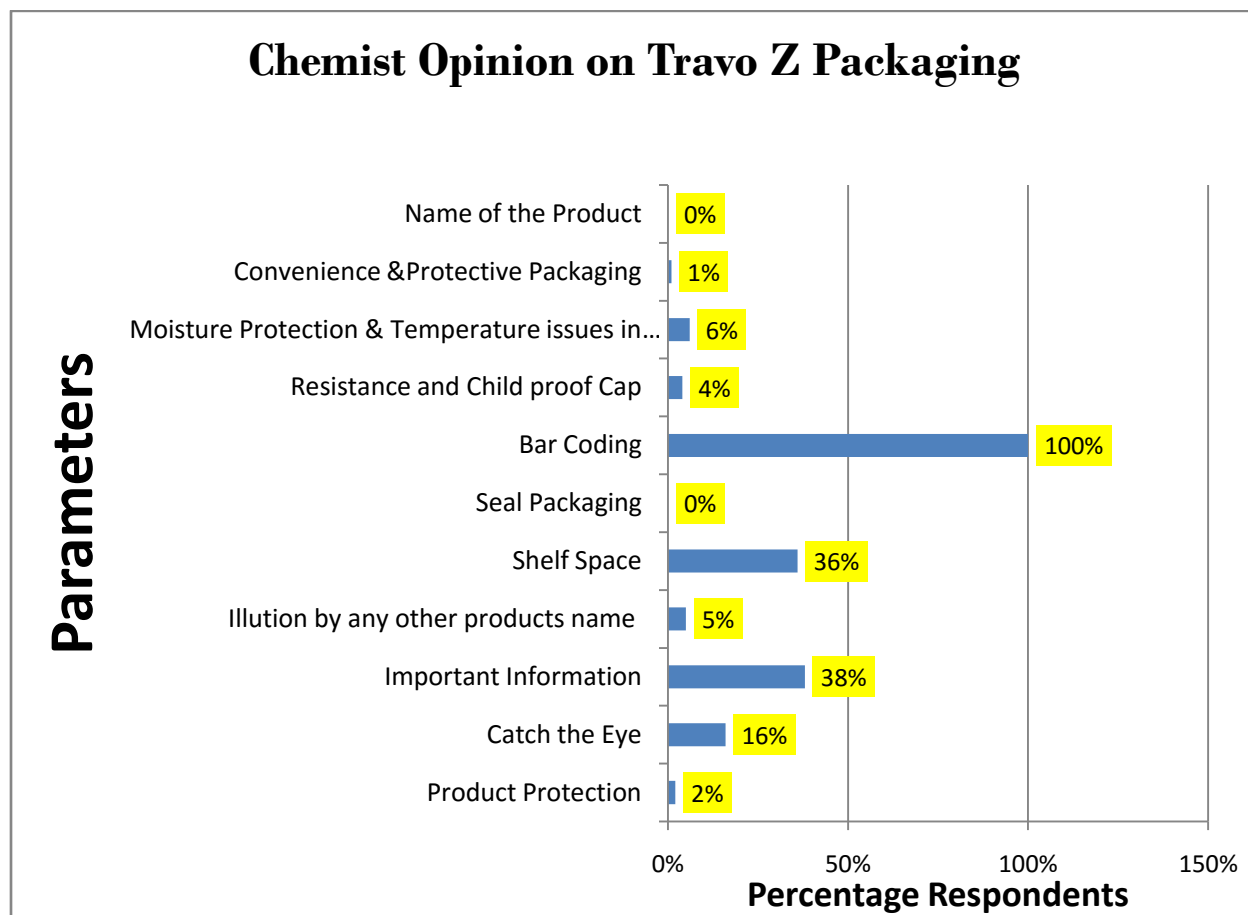


Figure 18: Chemists Opinion on Travo Z Packaging

It is found that, **38% of Chemists** have considered that the important Packaging Parameter of **Travo Z** is the **Important Information of the Product**.

4) Fatty Acid Supplement Products:

- Sale of Fatty acid Supplements per month in New Delhi

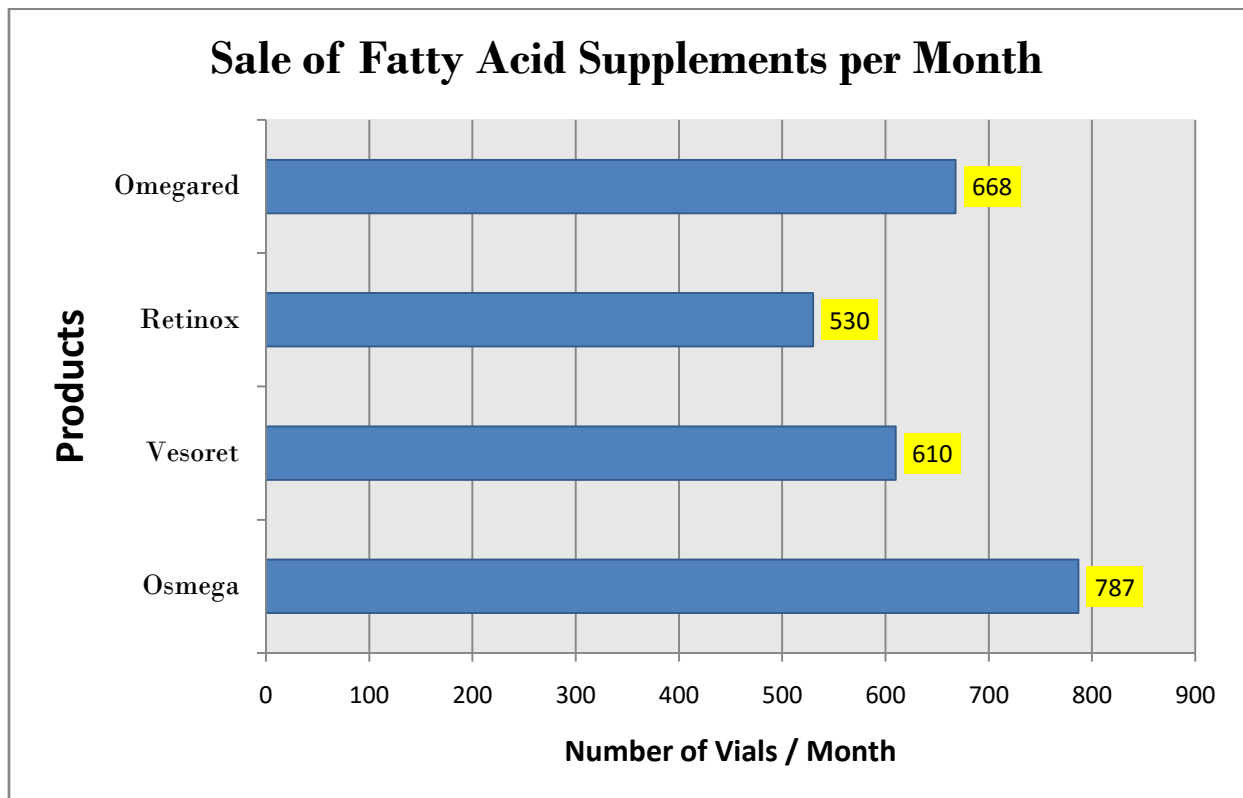


Figure 19: Sale of Fatty acid Products per month in New Delhi

It is found that, **Osmega** is the **top brand** in terms of **Sales** in New Delhi.

➤ Chemists Opinion on Osmega Packaging

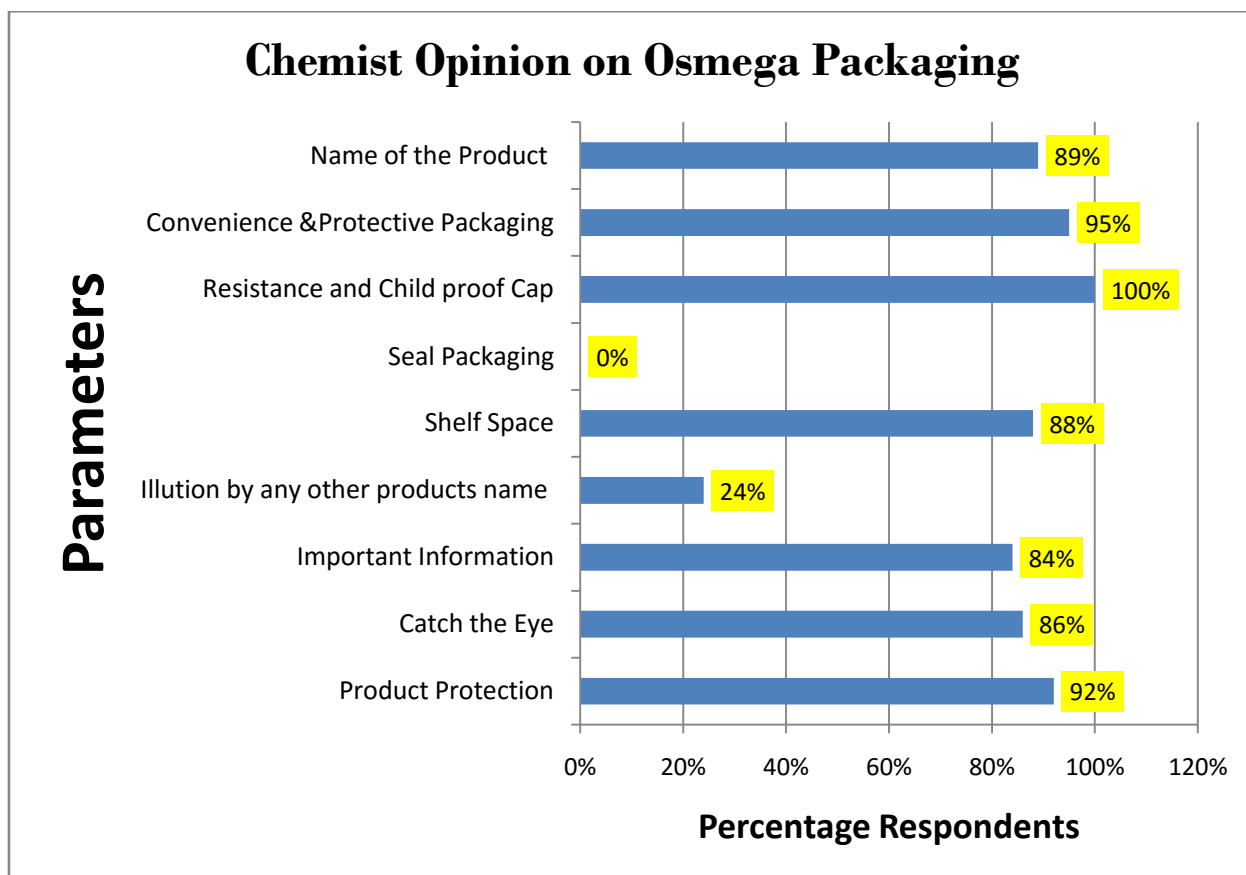


Figure 20: Chemists Opinion on Osmega Packaging

It is found that, **100% of Chemists** have considered that the important Packaging Parameter of **Osmega** is **Resistance and Child Proof Cap**.

➤ Chemists Opinion on Vesoret Packaging

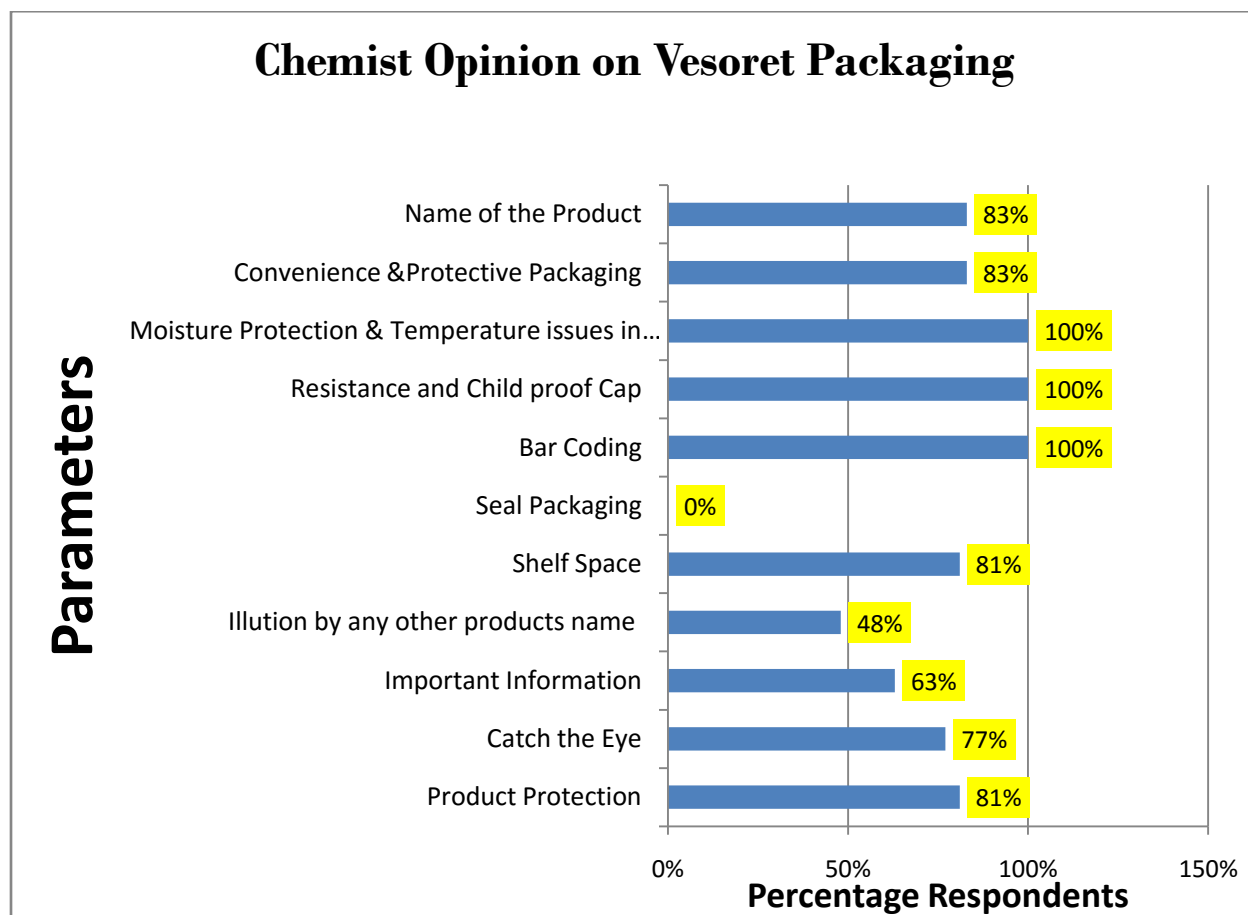


Figure 21: Chemists Opinion on Vesoret Packaging

It is found that, **100% of Chemists** have considered that the important packaging parameters of **Vesoret** are:

- ✓ **Moisture Protection and Temperature issues in different regions**
- ✓ **Resistance and Child proof cap.**

5) Diabetic Retinopathy and Cataract Products:

- Sale of Diabetic Retinopathy and Cataract Products per month in New Delhi

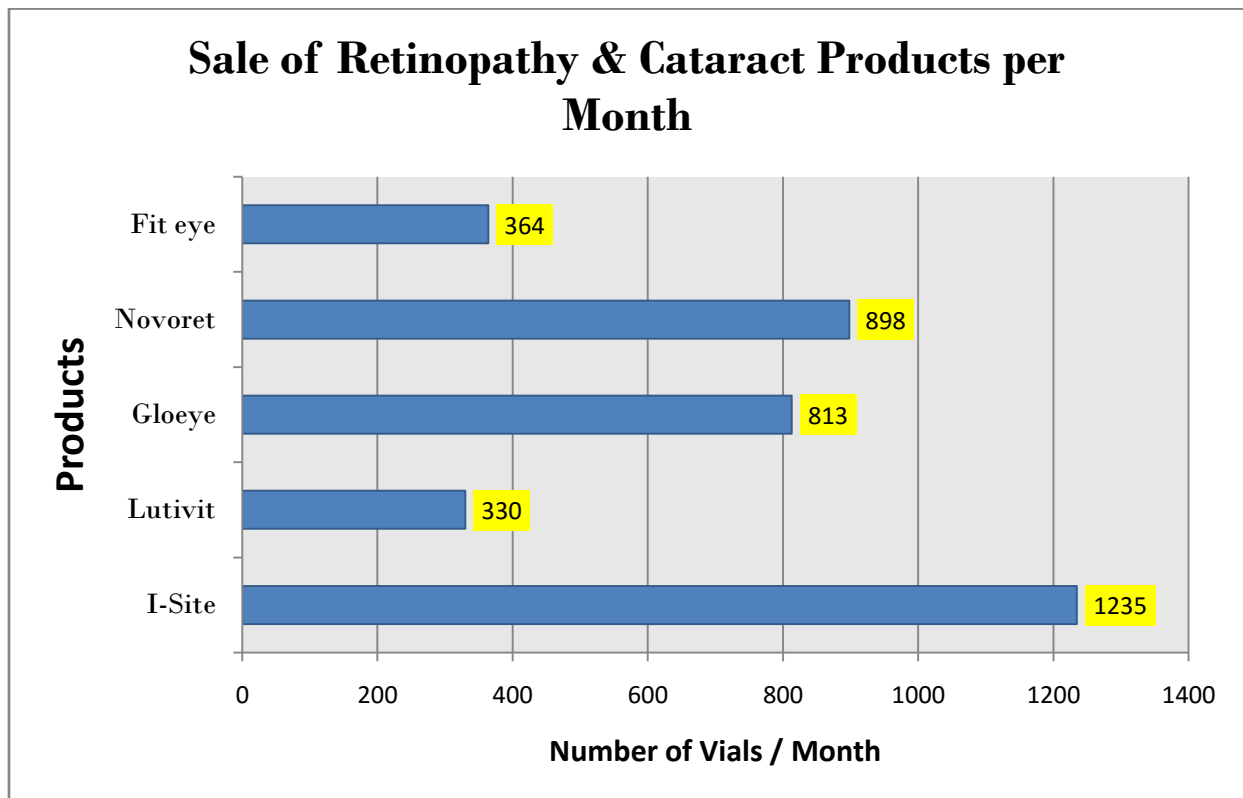


Figure 22: Sale of Diabetic Retinopathy and Cataract Products per month in New Delhi

It is found that, **I-Site** is the **top brand** in terms in **Sales** per month in New Delhi.

➤ Chemists Opinion on I-Site Packaging

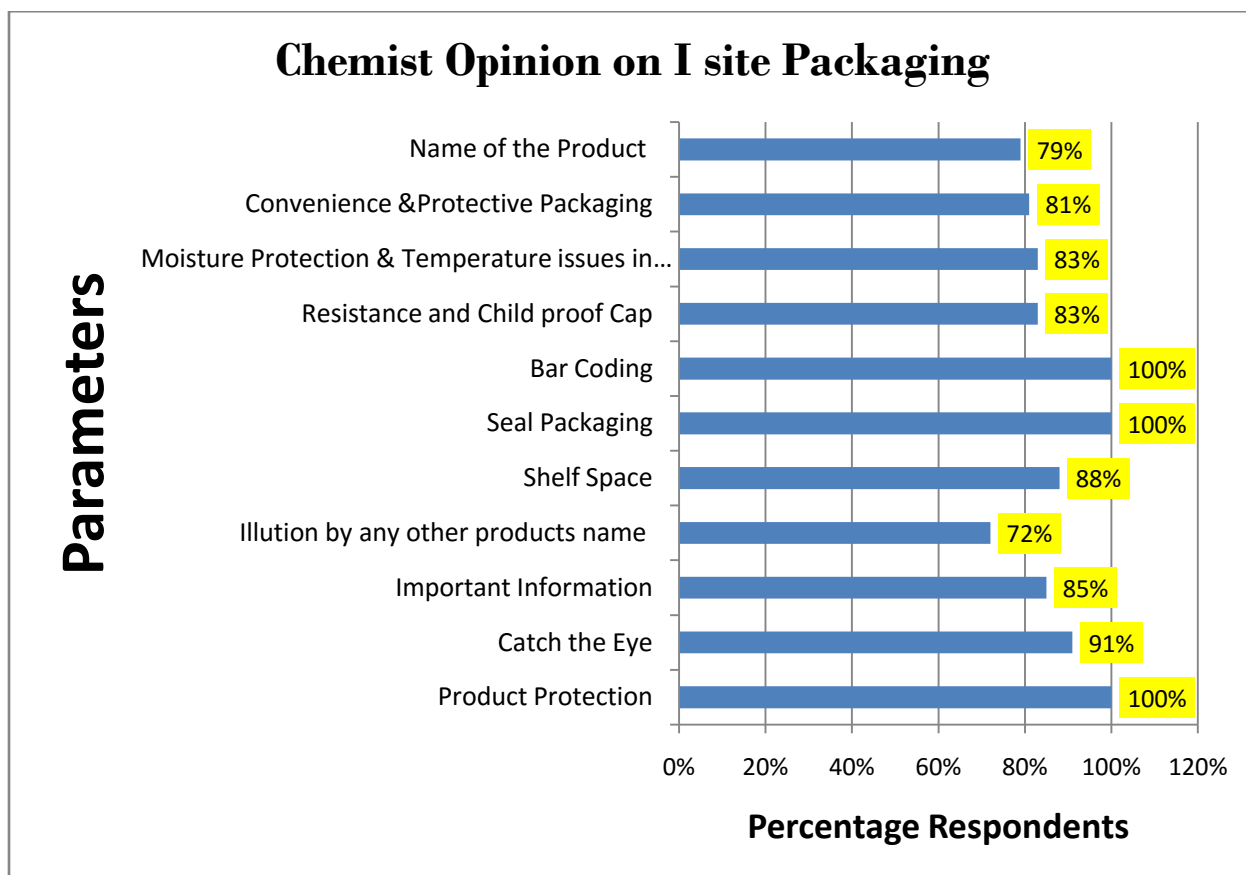


Figure 23: Chemists Opinion on I-Site Packaging

It is found that, **100% of Chemists** have considered that the important Packaging Parameters of **I-Site** is **Seal Packaging**.

➤ Chemists Opinion on Lutivit Packaging

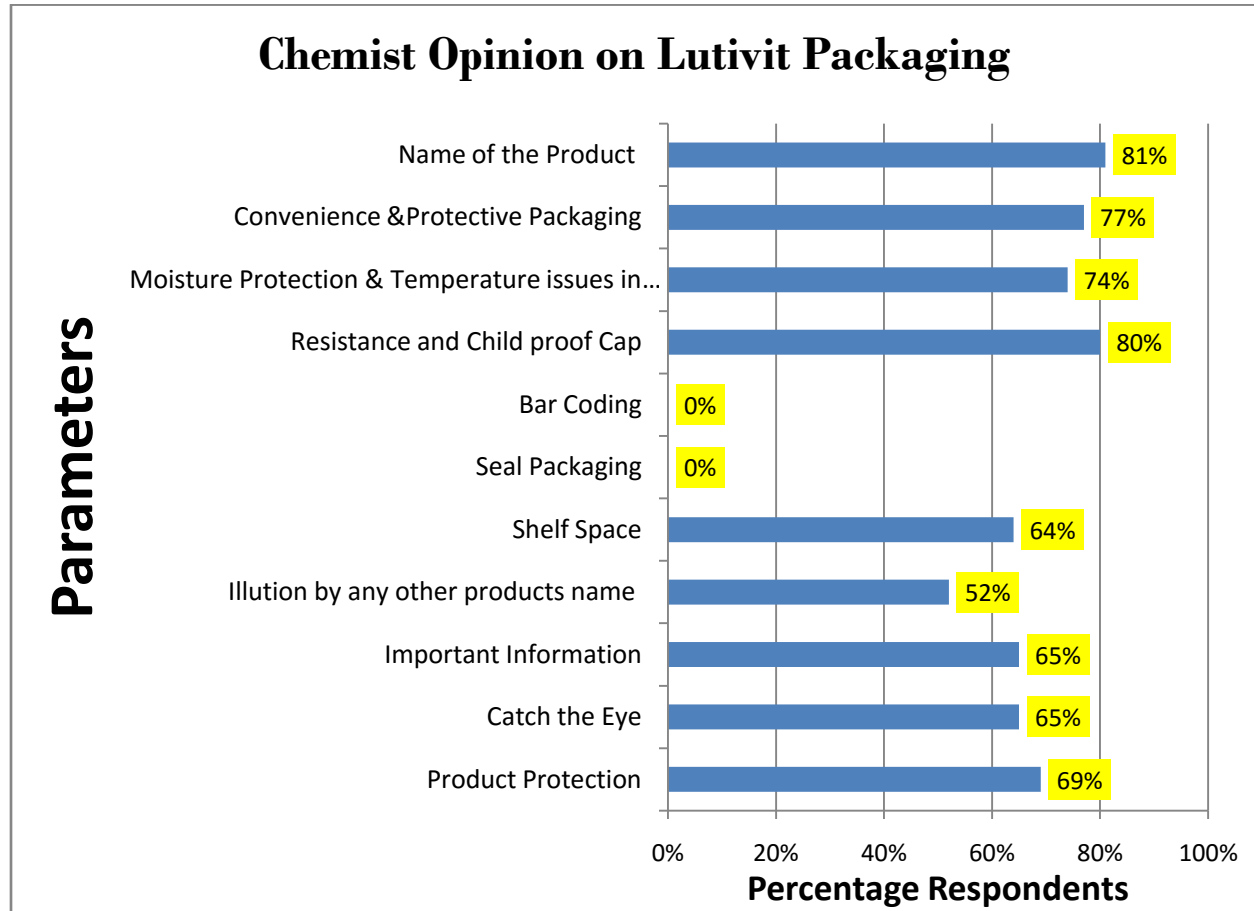


Figure 24: Chemists Opinion on Lutivit Packaging

It is found that, **81% of Chemists** have considered that the important Packaging Parameter of **Lutivit** is **Name of the Product**.

6) NSAIDS Products:

- Sale of NSAIDS Products per month in New Delhi

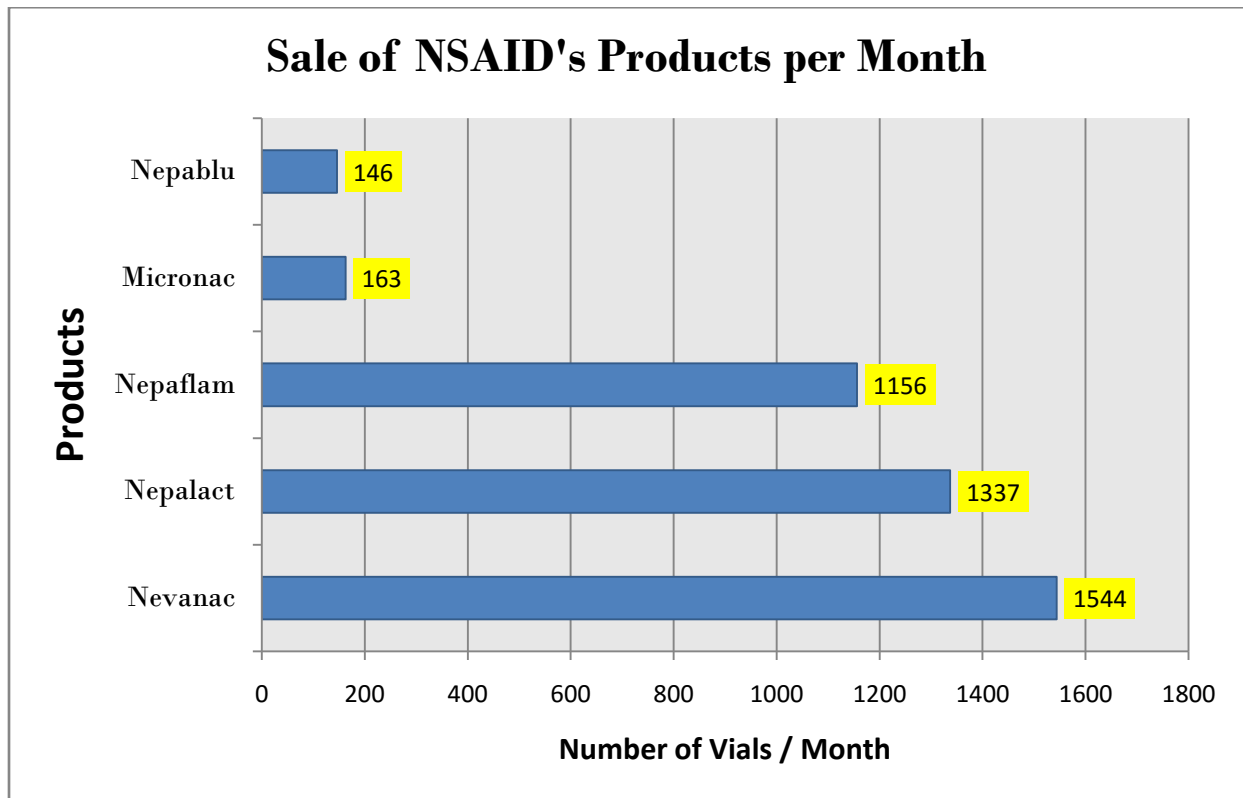


Figure 25: Sale of NSAIDS Products per month in New Delhi

It is found that, **Nevanac** is the **top brand** in terms of **Sales** per month in New Delhi.

➤ Chemists Opinion on Nevanac Packaging

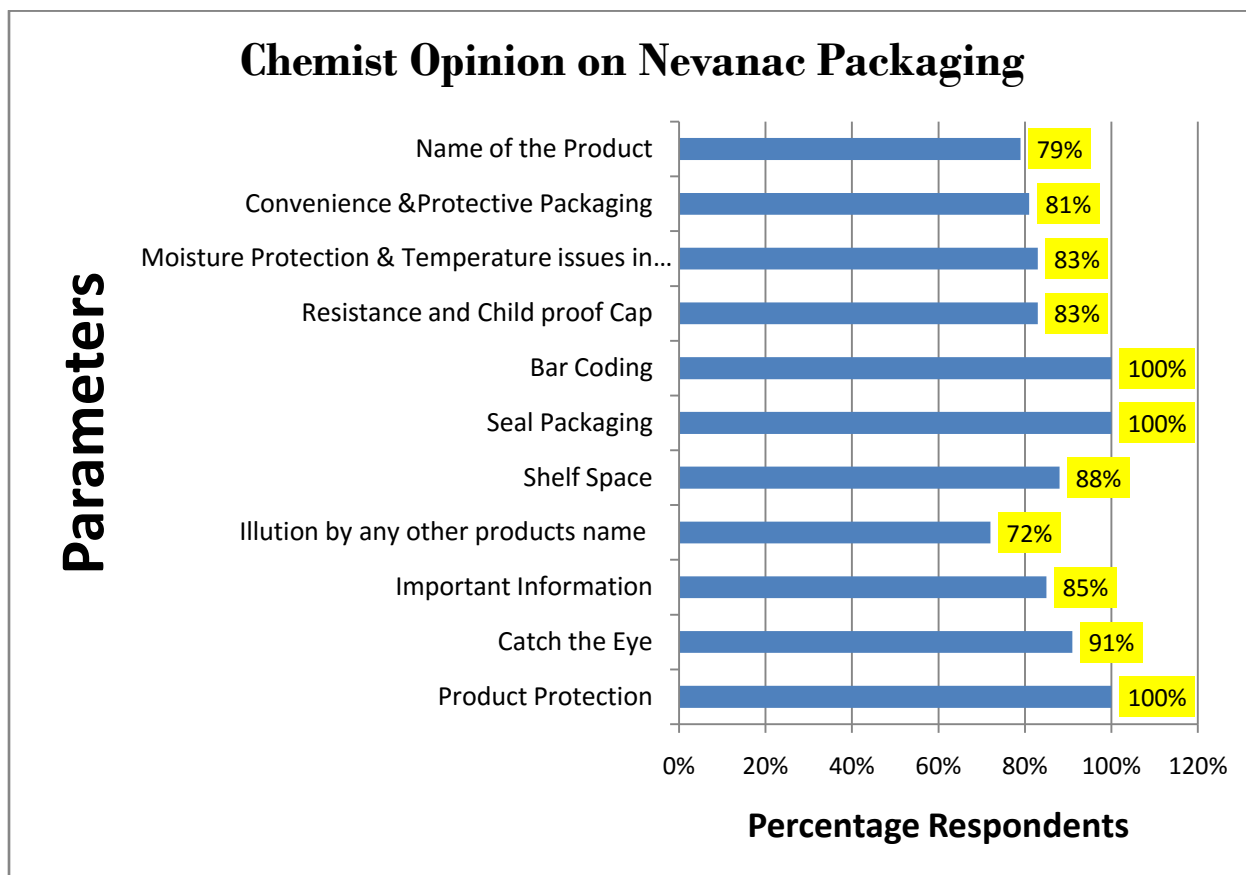


Figure 26: Chemists Opinion on Nevanac Packaging

It is found that, **100% of Chemists** have considered that the important Packaging Parameter of **Nevanac** is **Seal Packaging**.

➤ Chemists Opinion on Micronac Packaging

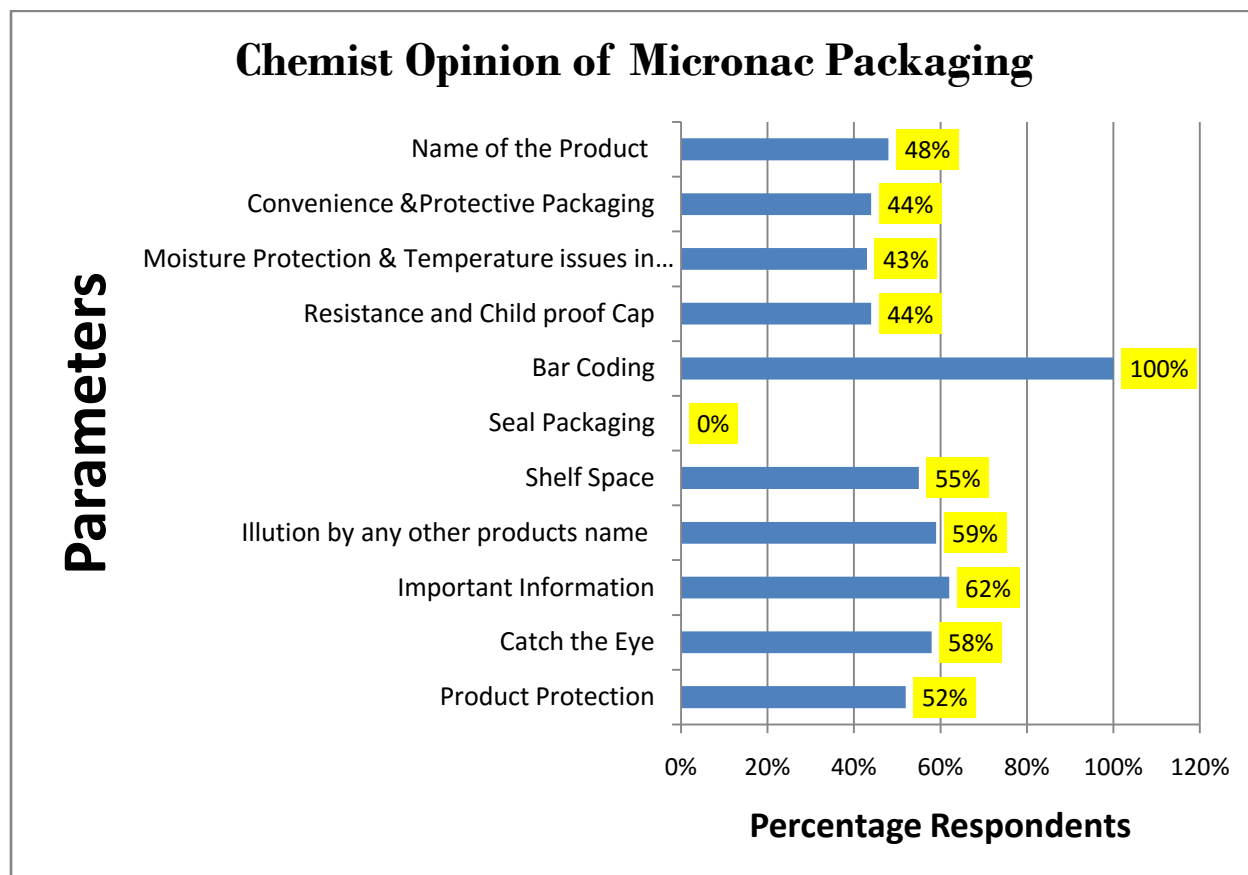


Figure 27: Chemists Opinion on Micronac Packaging

It is found that, **62% of Chemists** have considered that the important Packaging Parameter of **Micronac** is the **Important Information of the product**.

Conclusion

- Packaging as one of the most important criteria for the success of the product.
- Special emphasis should be given in Pharmaceutical Packaging with respect to Product Protection, its safety, convenience of the end users, anti-counterfeit measurement, which are vital for the integrity of the product.

Limitations to the study

- Sample size could have been increased to get more accurate results;
- Chemists are not ready to provide information easily;
- The time period given for study was very limited.

Suggestions

The studies show the clear cut image of the competitive world where competition starts from the door step, everyone wants to know their strength & weakness which can be resolved by these few points such as:-

- **Focus on the market requirement,(Prescribers Need).**
- **Focus on the drug delivery system and on the release rate of the drug.**
- **Focus on the variants of the single brand (e.g. 0.5ml, 1ml, 2ml, 3ml and 5ml).**
- **Competitor analysis of the packaging criteria of the product must be investigated in all the respect before the product is introduced in the market.**

Annexures

(A)

Study on the packaging of Ophthalmic Products						
Sl. No.	Parameters of comparison	Milflox	Moxigram	Moxicip	Moxikind	Vigamox
1.	Product Protection					
2.	Catch the Eye					
3.	Important Information					
4.	Rose by any other name (illusion of product's logo)					
5.	Shelf Space					
6.	Seal Packaging					
7.	Bar Coding					
8.	Image on container					
9.	Containers Quality					
10.	Attractive coloring					
11.	Safety Usage(Light Resistant & Child Proof Caps)					
12.	Moisture Protection & Temperature issues in different regions					
13.	Convenience & Protective Packaging					
14.	Name of the Product (e.g. Tear free drops)					
15.	Shapes of container					

(B)

Study on the packaging of Ophthalmic Products					
Sl. No.	Parameters of pack comparison	Systane Ultra	Moistane	Normotears	Pegtears
1.	Product Protection				
2.	Catch the Eye				
3.	Important Information				
4.	Rose by any other name (illusion of product's logo)				
5.	Shelf Space				
6.	Seal Packaging				
7.	Bar Coding				
8.	Image on container				
9.	Containers Quality				
10.	Attractive coloring				
11.	Safety Usage(Light Resistant & Child Proof Caps)				
12.	Moisture Protection & Temperature issues in different regions				
13.	Convenience & Protective Packaging				
14.	Name of the Product (e.g. Tear free drops)				
15.	Shapes of container				

(C)

Study on the packaging of Ophthalmic Products						
Sl. No.	Parameters of pack comparison	Optive	Extralube	Glytears	Aqualube	Softdrops
1.	Product Protection					
2.	Catch the Eye					
3.	Important Information					
4.	Rose by any other name (illusion of product's logo)					
5.	Shelf Space					
6.	Seal Packaging					
7.	Bar Coding					
8.	Image on container					
9.	Containers Quality					
10.	Attractive coloring					
11.	Safety Usage(Light Resistant & Child Proof Caps)					
12.	Moisture Protection & Temperature issues in different regions					
13.	Convenience & Protective Packaging					
14.	Name of the Product (eg. Tear free drops)					
15.	Shapes of container					

(D)

Study on the packaging of Ophthalmic Products						
Sl. No.	Parameters of pack comparison	Nevanac	Micronac	Nepalact	Nepaflam	Nepablu
1.	Product Protection					
2.	Catch the Eye					
3.	Important Information					
4.	Rose by any other name (illusion of product's logo)					
5.	Shelf Space					
6.	Seal Packaging					
7.	Bar Coding					
8.	Image on container					
9.	Containers Quality					
10.	Attractive coloring					
11.	Safety Usage(Light Resistant & Child Proof Caps)					
12.	Moisture Protection & Temperature issues in different regions					
13.	Convenience & Protective Packaging					
14.	Name of the Product (e.g. Tear free drops)					
15.	Shapes of container					

(E)

Study on the packaging of Ophthalmic Products						
Sl. No.	Parameters of pack comparison	I-Site	Lutivit	Gloeye	Novoret	Fit eye
1.	Product Protection					
2.	Catch the Eye					
3.	Important Information					
4.	Rose by any other name (illusion of product's logo)					
5.	Shelf Space					
6.	Seal Packaging					
7.	Bar Coding					
8.	Image on container					
9.	Containers Quality					
10.	Attractive coloring					
11.	Safety Usage(Light Resistant & Child Proof Caps)					
12.	Moisture Protection & Temperature issues in different regions					
13.	Convenience & Protective Packaging					
14.	Name of the Product (e.g. Tear free drops)					
15.	Shapes of container					

(F)

Study on the packaging of Ophthalmic Products						
Sl. No.	Parameters of pack comparison	Dorzox T	Misopt	Dortas T	Dorsun T	Ocudor T
1.	Product Protection					
2.	Catch the Eye					
3.	Important Information					
4.	Rose by any other name (illusion of product's logo)					
5.	Shelf Space					
6.	Seal Packaging					
7.	Bar Coding					
8.	Image on container					
9.	Containers Quality					
10.	Attractive coloring					
11.	Safety Usage(Light Resistant & Child Proof Caps)					
12.	Moisture Protection & Temperature issues in different regions					
13.	Convenience & Protective Packaging					
14.	Name of the Product (e.g. Tear free drops)					
15.	Shapes of container					

(G)

Study on the packaging of Ophthalmic Products						
Sl. No.	Parameters of pack comparison	Combigan	Betabrim	Brimolol	Brimocom	Briopt
1.	Product Protection					
2.	Catch the Eye					
3.	Important Information					
4.	Rose by any other name (illusion of product's logo)					
5.	Shelf Space					
6.	Seal Packaging					
7.	Bar Coding					
8.	Image on container					
9.	Containers Quality					
10.	Attractive coloring					
11.	Safety Usage(Light Resistant & Child Proof Caps)					
12.	Moisture Protection & Temperature issues in different regions					
13.	Convenience & Protective Packaging					
14.	Name of the Product (e.g. Tear free drops)					
15.	Shapes of container					

(H)

Study on the packaging of Ophthalmic Products						
Sl. No.	Parameters of pack comparison	Travatan	Travo Z	Lumigan	Lupitros	Tovaxo
1.	Product Protection					
2.	Catch the Eye					
3.	Important Information					
4.	Rose by any other name (illusion of product's logo)					
5.	Shelf Space					
6.	Seal Packaging					
7.	Bar Coding					
8.	Image on container					
9.	Containers Quality					
10.	Attractive coloring					
11.	Safety Usage(Light Resistant & Child Proof Caps)					
12.	Moisture Protection & Temperature issues in different regions					
13.	Convenience & Protective Packaging					
14.	Name of the Product (e.g. Tear free drops)					
15.	Shapes of container					

(I)

Study on the packaging of ophthalmic products					
Sl. No.	Parameters of pack comparison	Osmega	Vesoret	Retinox	Omegared
1.	Product Protection				
2.	Catch the Eye				
3.	Important Information				
4.	Rose by any other name (illusion of product's logo)				
5.	Shelf Space				
6.	Seal Packaging				
7.	Bar Coding				
8.	Image on container				
9.	Containers Quality				
10.	Attractive coloring				
11.	Safety Usage(Light Resistant & Child Proof Caps)				
12.	Moisture Protection & Temperature issues in different regions				
13.	Convenience &Protective Packaging				
14.	Name of the Product (e.g. Tear free drops)				
15.	Shapes of container				