

Introduction:

Lurasidone is atypical antipsychotic which is used in treatment of Schizophrenia and also for Major depressive episodes associated with Bipolar I Disorder, as monotherapy and adjunctive therapy with Lithium or Valproate.

Objective:

- To assess the Psychiatrists opinion about new antipsychotic Lurasidone.
- To find out market potential of Lurasidone in future.
- To know the limitations of current antipsychotic drugs.
- To know the main advantage of Lurasidone over other Antipsychotic drugs.

Methodology:

Study Design : Descriptive
Sample size : 50
Sampling method : Convenience Sampling
Primary data : Questionnaire
Secondary data : journal, books & internet browsing
Study area : Hyderabad, India.

Suggestions:

- Negligible effect on weight & metabolic parameters should be counted in marketing strategy.
- Company should focus on advantage of Lurasidone: lower rates of relapse.
- In terms of Lurasidone the market development is essential which would help the company in creating increased market share.
- Use of Lurasidone for 'Long term' & 'Maintenance' in Schizophrenia should also be counted in marketing strategy of product.

Findings:

