

Introduction:

An analgesic, or painkiller, is any member of the group of drugs used to achieve analgesia — relief from pain. It includes:

- A) Paracetamol
- B) Non-steroidal anti-inflammatory drugs (NSAIDs)
- C) Opioid drugs

Need for the study:

- . The study helps to determine current prescribing trend of doctors for analgesics.
- . It gives idea of current market coverage of competitor brands.
- . It can help a pharmaceutical company (Zydus Cadila Pharmaceuticals Ltd.) to understand the need of the customer (doctor) prior launching any new molecule.
- . It can help a pharmaceutical company to make strategies and make a foothold through creative marketing so as to acquire a good market share for their product.

Objective:

- . To understand the prescribing behaviour & safety issues in Analgesic market.

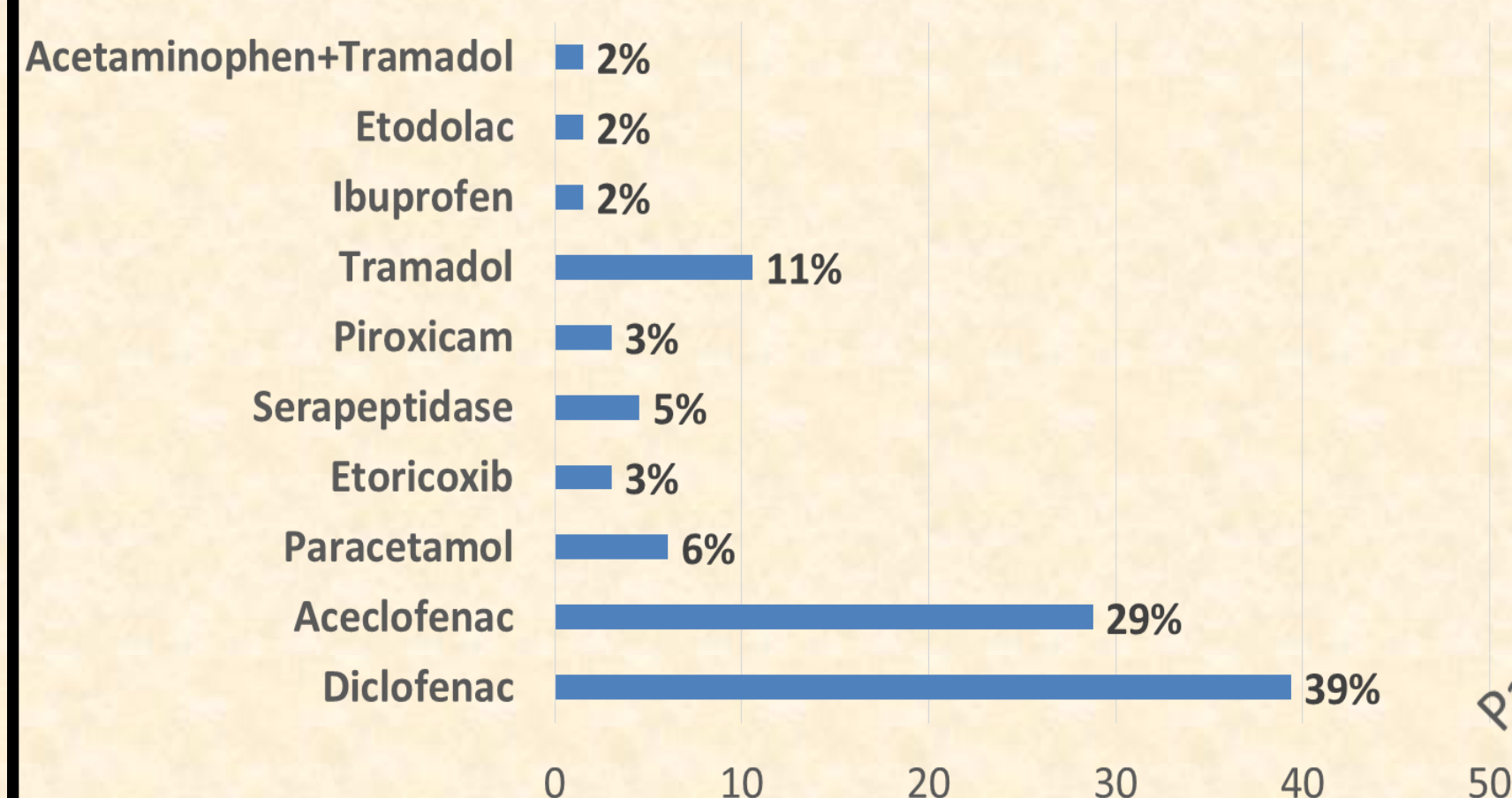
Findings:

Methodology:

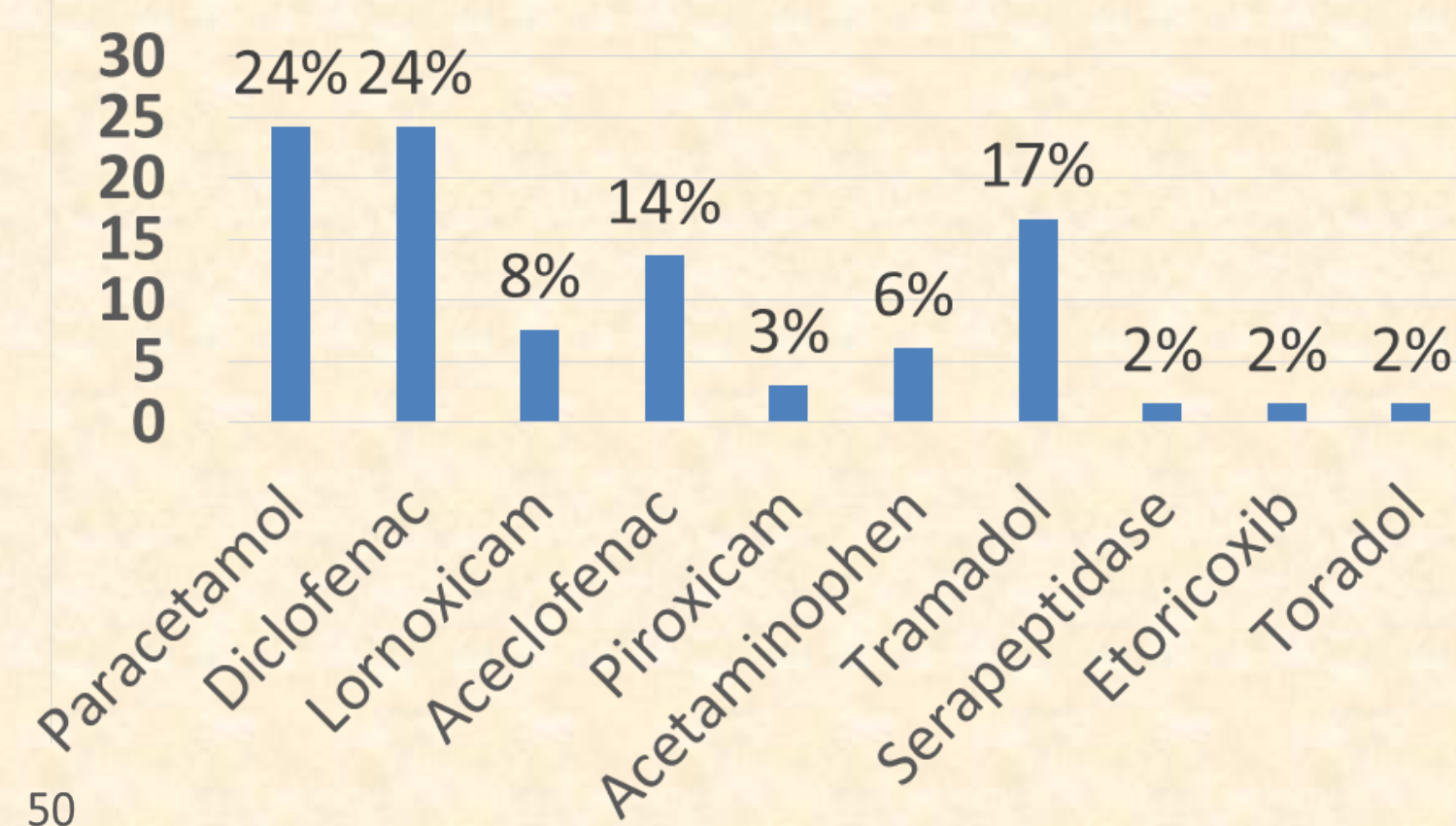
Research type	: Descriptive Type
Sample size	: 66
Sampling method	: Non-Probability (Convenience) sampling
Primary data	: Questionnaire, face to face interview.
Secondary data	: Reference books, Internet browsing.

Number of patients examined daily per doctor	40 to 60
Major concern while selecting a particular analgesics	Gastric & Renal safety
Better way to overcome GI risk associated with NSAIDs	Co-prescription of PPIs rather than combination therapy

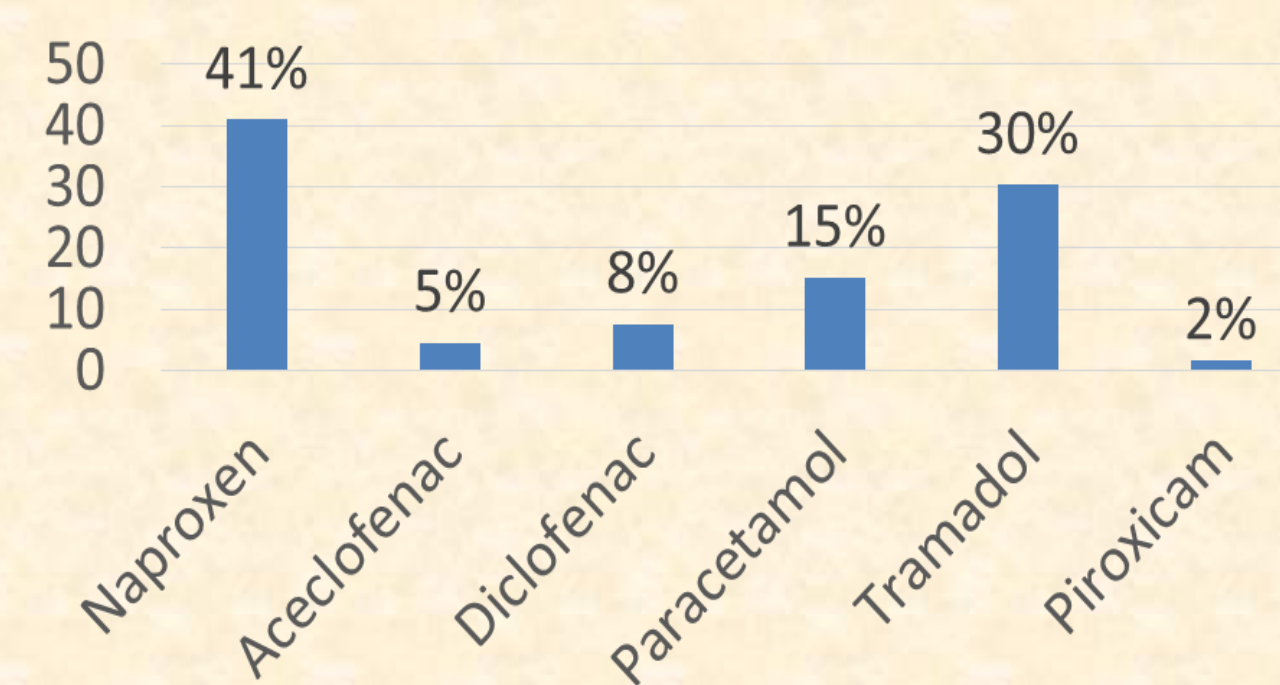
Analgesic preferred in most acute painful condition %



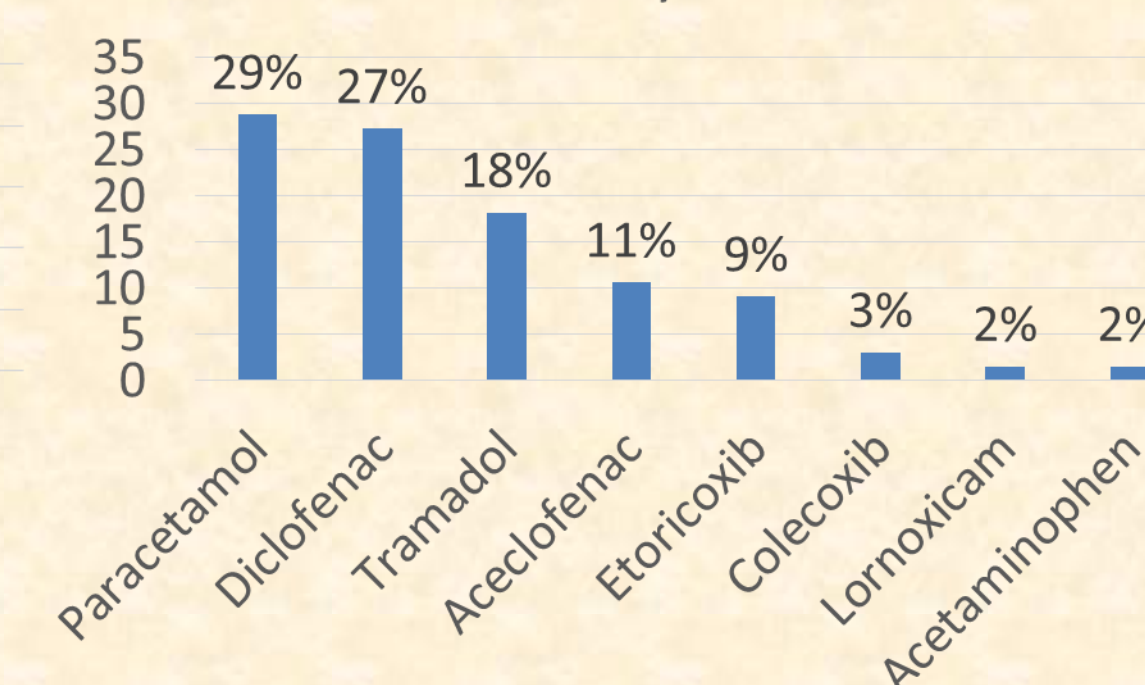
Analgesic preferred in chronic painfull condition %



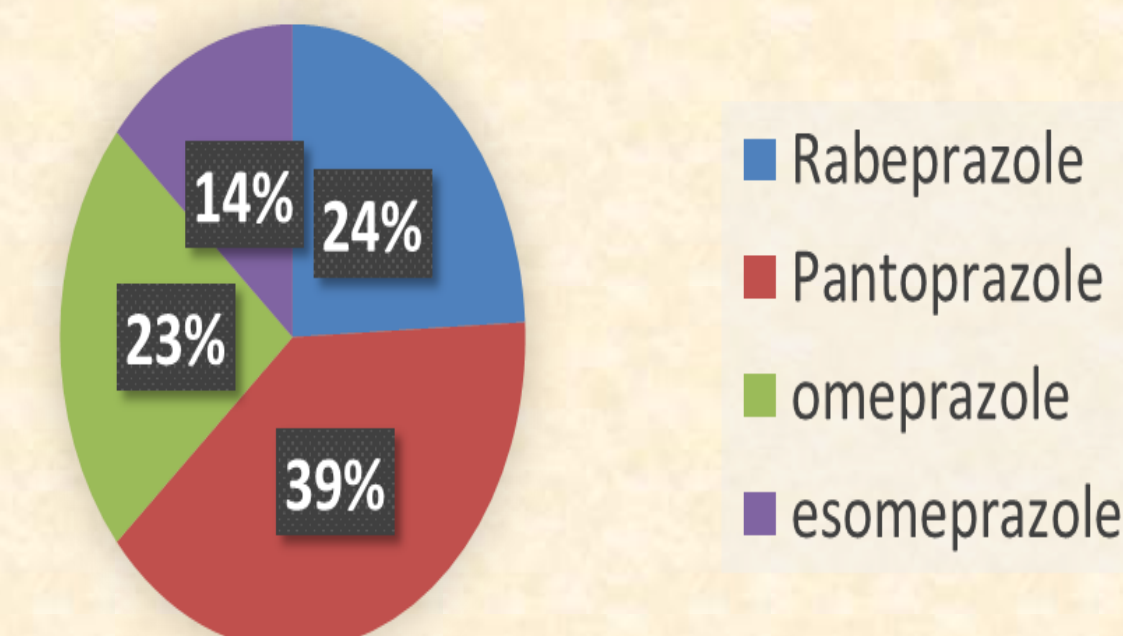
NSAID considered as one of the safest in Cardiac Risk %



NSAID considered as safest in GI safety %



% most preferred PPI



Suggestions:

- . Company should focus on awareness of a brand (naproxen +esomeprazole) in the mind of doctors.
- . Company should focus on pricing of a product if possible in comparison to their competitors product.
- . Company should focus on ease of availability of the product.