

PROTON PUMP INHIBITOR (PPI) MARKET MAPPING IN RUSSIA

SUMMER INTERNSHIP PROJECT REPORT



UNDER THE SUPERVISION OF

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SUBMITTED BY

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CERTIFICATE

This is to certify that **Miss Huma Kausar Mallick**, student of Masters in Business Administration Pharmaceutical Management 6th Batch, IIHMR University, Jaipur has successfully completed her project titled **“Proton Pump Inhibitor (PPI) Market Mapping in Russia”** as a part of his Summer Internship project at **DR. REDDY’S Laboratories Ltd Hyderabad** from 1st April 2015 to 31st May 2015.

The project was field work and was carried out independently with a sincere, scientific and analytical approach under my supervision and guidance.

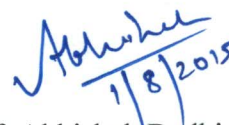
I wish her all the success and luck in her future endeavors.



Col. (Dr.) Ashok Kaushik

Dean (Academic and Students Affairs)

IIHMR University, Jaipur



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June 10, 2015

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Huma Kausar Mallick** a student of IIMHR, Jaipur has completed her project with Dr. Reddy's Laboratories, from **April 1, 2015 to May 29, 2015**.

Project Title: **"Proton Pump Inhibitor (PPI) Market Mapping in Russia"**

During the course of the project Huma has shown keen interest and has performed well.

We wish her all the best in future.

For Dr. REDDY'S LABORATORIES LIMITED,


(Authorized Signatory)



ACKNOWLEDGEMENT

Before starting my project I would like to give a special thanks to **DR. REDDY LAB** which has given me a chance to do internship project in their organization.

The present project could not be completed without the help, cooperation, constant guidance and encouragement of many people. It is a great privilege for me to express my gratitude to my respected guide **Mr. V.S.Subramanyam**, Associate director in Emerging Markets in Dr. Reddy Laboratory's corporate office, HYDERABAD, under whose supervision the present project has taken its final shape. I wish to express my sincere indebtedness to his guidance. His constant support, constructive criticism & inspiration have always been with me in advancing the present work. I express my deep felt sincere obligation for him.

I would like to express my sincere thanks to **Prof. Abhishek Dadhich**, Professor Indian Institute of, Health Management Research, JAIPUR, for providing me the opportunity and all necessary Facilities to accomplish this endeavour successfully.

My special thanks to those doctors and retail pharmacists who has given their valuable time and support for this study. here I also want to how my gratitude to those research institutions which I used as secondary data sources and which help me a lot in the completion of this project objectives some of those institutions like IMS healthcare, Deloitte, BCC research, Credit Suisse, express Pharma online etc. without their previous research reports I was not be able to complete my report in such a manner.

I am expressing my deepest sense of gratitude from bottom of my heart to my parents for their unfathomable love and being always by my side which kept me dynamic and helped me to successfully complete my project. Last but not the least I record my sincere thanks to all beloved & respected people who helped me but not find any separate mention.

HUMA KAUSAR MALLICK

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Introduction:

About the organization:

Dr. Reddy's Laboratories is a multinational pharmaceutical company based in Hyderabad, Telangana, India. The company was founded by Anji Reddy, who previously worked in the mentor institute, Indian Drugs and Pharmaceuticals Limited, of Hyderabad, India. Dr. Reddy's manufactures and markets a wide range of pharmaceuticals in India and overseas. The company has over 190 medications, 60 active pharmaceutical ingredients (APIs) for drug manufacture, diagnostic kits, critical care, and biotechnology products.

Dr. Reddy's began as a supplier to Indian drug manufacturers, but it soon started exporting to other less-regulated markets that had the advantage of not having to spend time and money on a manufacturing plant that would gain approval from a drug licensing body such as the U.S. Food and Drug Administration (FDA). By the early 1990s, the expanded scale and profitability from these unregulated markets enabled the company to begin focusing on getting approval from drug regulators for their formulations and bulk drug manufacturing plants in more-developed economies. This allowed their movement into regulated markets such as the US and Europe. In 2014, Dr. Reddy Laboratories was listed among 1200 of India's most trusted brands according to the Brand Trust Report 2014, a study conducted by Trust Research Advisory, a brand analytics company.

By 2007, Dr. Reddy's had six FDA plants producing active pharmaceutical ingredients in India and seven FDA-inspected and ISO 9001 (quality) and ISO 14001 (environmental management) certified plants making patient-ready medications – five of them in India and two in the UK.

In 2010, the family-controlled Dr Reddy's denied that it was in talks to sell its generics business in India to US pharmaceutical giant Pfizer, which had been suing the company for alleged patent infringement after Dr Reddy's announced that it intended to produce a generic version of atorvastatin, marketed by Pfizer as Lipitor, an anti-cholesterol medication. Reddy's was already linked to UK pharmaceuticals multinational Glaxo Smithkline.

Dr. Reddy's - India today is more than a 200 million dollar venture with presence in almost all major therapeutic areas. Their finished dosage business in India started in 1986 with launch of Norilet (norfloxacin). Their market penetration through nearly 3000 sales force who connect to more than 3,00,000 doctors on a regular basis has yielded us reaching all corners of the country and providing affordable and innovative medicines in all major therapeutic areas like gastro-intestinal, oncology, pain management, cardiovascular, dermatology, diabetes, etc. Eight of their brands feature in the top-300 brands in India that include drugs like Stamlo, Reditux, Omez and Ketorol.

Background Of The Study:

The definite or predictable market scenario for particular pharmaceuticals is a key motivator for future innovation. It determines whether, and how vigorously, a profit-based enterprise will further investigate an area for new, improved drugs. An understanding of market dynamics is also critical to determining how drugs can be distributed efficiently. By determining the market scenario of a drug companies can identify the upcoming opportunities for the companies.

Market scenario can be tracked by the collection of specific database in case of pharmaceutical industries in India Doctors and pharmacists are the primary target of industries. Scenario ideation is a very necessary part of business. Every strategy is based on assumption of those factors which are able to affect the market environment.

In the GI therapeutic area, PPI (Proton Pump Inhibitor) n brands have shaped the market landscape in Russia. Market leaders in the Omeprazole and Rabeprazole category, the Omez (Omeprazole) and Razo (Rabeprazole) franchise feature in the Top-300 of the Russian Pharma Market (RPM).

Econorm (*Saccharomyces Boulardii*), a globally preferred probiotic is marketed in India exclusively by Dr. Reddy's, as preferred partners of Biocodex, the French innovator company. Addressing the diarrhoea disease burden in India, Econorm features in the Top-300 of IPM.

More recently, we have forayed into the Hepatology super-specialty segment, increasing awareness about the disease and serving the needs of millions of hepatitis B patients in India. Our brands Entaliv (Entecavir) and Reviro (Tenofovir) are economical, first line of treatment options.

Proton pump inhibitors (PPIs) block the gastric hydrogen potassium ATPase (H^+ , K^+ -ATPase) and inhibit gastric acid secretion. These drugs have emerged as the treatment of choice for acid-related diseases, including gastroesophageal reflux disease (GERD) and peptic ulcer disease. PPIs also can bind to other types of proton pumps such as those that occur in cancer cells and are finding applications in the reduction of cancer cell acid efflux and reduction of chemotherapy drug resistance.

Scenarios organize the market uncertain characters into sets of competing assumptions about the future environment which a company will face. The first step of applying the Strategic Framework is to determine the drivers of change, define the range of possible futures, and develop scenarios that describe these futures. The following pages explore four likely scenarios; their impact on the Russian market and the potential opportunity for industry. Developing strategic responses for each scenario is dependent on the unique capabilities and challenges of each company

LITERATURE REVIEW:

An IMS Prognosis Report (2012-2018) was provided by the organisation as the literature, which tells about the whole current scenario of Russia market regarding its value in USD, Units, Price, Growth, Market share, Rank and all details about Dr. Reddy's position in it.

Antiulcer Drugs

Antiulcer drugs are a class of drugs, exclusive of the antibacterial agents, used to treat ulcers in the stomach and the upper part of the small intestine. Recurrent gastric and duodenal ulcers are caused by *Helicobacter pylori* infections, and are treated with combination treatments that incorporate antibiotic therapy with gastric acid suppression. Additionally, bismuth compounds have been used. The primary class of drugs used for gastric acid suppression are the proton pump inhibitors, Omeprazole, Lansoprazole, Pantoprazole and Rabeprazole. The proton pump inhibitors block the secretion of gastric acid by the gastric parietal cells. The extent of inhibition of acid secretion is dose related. In some cases, gastric acid secretion is completely blocked for over 24 hours on a single dose. In addition to their role in treatment of gastric ulcers, the proton pump inhibitors are used to treat syndromes of excessive acid secretion (Zollinger-Ellison Syndrome) and gastroesophageal reflux disease (GERD).

Introduction to Omeprazole:-

Omeprazole is one of the most widely prescribed drugs internationally and is available over the counter in some countries. It is on the World Health Organization's List of Essential Medicines, the most important medications needed in a basic health system.

These medicines are prescribed to treat the following conditions in adults:

- Gastro-esophageal reflux disease (GERD). This is where acid from the stomach escapes into the gullet (the tube which connects the throat to the stomach) causing pain, inflammation and heartburn.
- Ulcers in the upper part of the intestine (duodenal ulcer) or stomach (gastric ulcer).

- Ulcers which are infected with bacteria called *Helicobacter pylori*. If this condition is present, the doctor may also prescribe antibiotics to treat the infection and allow the ulcer to heal.
- Ulcers caused by medicines called NSAIDs (Non-Steroidal Anti-Inflammatory Drugs). Omeprazole can also be used to stop ulcers from forming if NSAIDs are being taken.
- Too much acid in the stomach caused by a growth in the pancreas (Zollinger-Ellison syndrome)

Mechanism of Action:

Omeprazole is a selective and irreversible proton pump inhibitor. It suppresses stomach acid secretion by specific inhibition of the $H^+/K^+ ATPase$ system found at the secretory surface of gastric parietal cells. Because this enzyme system is regarded as the acid (proton, or H^+) pump within the gastric mucosa, Omeprazole inhibits the final step of acid production.

Omeprazole also inhibits both basal and stimulated acid secretion irrespective of the stimulus.

Brand names & Competitors of Omeprazole:-

SN o	Brand Name	Manufacturers	Type	Unit
1	Acichek	Sanofi Synthelabo (India)	Capsule/ Tablet	20mg
2	Acidus	Labindus Pharmaceuticals	Capsule/ Tablet	20mg
3	Biocid	Biochem Pharmaceutical	Capsule/ Tablet	10mg
4	Biocid	Biochem Pharmaceutical	Capsule/ Tablet	20mg
5	Biocid	Biochem Pharmaceutical	Capsule/ Tablet	40mg
6	Biocid	Biochem Pharmaceutical	Injection	40mg
7	Ceso	Comed Chemicals	Capsule/ Tablet	40mg
8	Lokit	Kopran	Capsule/ Tablet	10mg
9	Lomac	Cipla	Capsule/ Tablet	10mg
10	Lomecid	Taurus Laboratories	Capsule/ Tablet	40mg
11	Loress	Biological E.	Capsule/ Tablet	10mg
12	Losec	Emcure Pharmaceuticals	Capsule/ Tablet	10mg
13	Mago	Rapross Pharmaceuticals	Modified Release Capsule/ Tablet	20mg
14	Menzol	Menarini Raunaq Pharma	Capsule/ Tablet	20mg
15	Ocid	Zydus Cadila	Injection	40mg
16	Olit	IRM Pharma	Capsule/ Tablet	10mg
17	Omcure	Finecure Pharmaceuticals	Capsule/ Tablet	40mg
18	Omem - 20	Anikem Laboratories	Capsule/ Tablet	20mg
19	Omepral	FDC	Capsule/ Tablet	10mg
20	Omepraz	Alkem Laboratories	Capsule/ Tablet	10mg
21	Omepre n	Blue Cross Laboratories	Capsule/ Tablet	10mg
22	Omepre n	Blue Cross Laboratories	Capsule/ Tablet	20mg
23	Ometab	Intas Pharmaceuticals	Capsule/ Tablet	10mg
24	Omez	Dr. Reddy's Laboratories	Capsule/ Tablet	40mg

25	Omez	Dr. Reddy's Laboratories	Injection	40mg
26	Omez Insta	Dr. Reddy's Laboratories	Granules/ Powder	20mg
27	Omezol	Alembic	Capsule/ Tablet	20mg
28	Omizac	Torrent Pharmaceuticals	Capsule/ Tablet	10mg
29	Opaz	Aglowmed Limited	Capsule/ Tablet	10mg
30	Oraz	Osper Pharmaceuticals	Capsule/ Tablet	20mg
31	Oskar - 20	Mankind Pharma	Capsule/ Tablet	20mg
32	Procid - 20	Psychotropics India	Capsule/ Tablet	20mg
33	Promise c	Aristo Pharmaceutical	Capsule/ Tablet	10mg
34	Promise c	Aristo Pharmaceutical	Capsule/ Tablet	20mg
35	Protoloc	USV (Corvette Division)	Capsule/ Tablet	40mg
36	Skyzole - 20	Skymax Laboratories	Capsule/ Tablet	20mg
37	Tacko - M	Systopic Laboratories	Capsule/ Tablet	20mg
38	Ulcicap	Surmount Laboratories	Capsule/ Tablet	20mg
39	Ulzol	Dabur Pharmaceuticals	Capsule/ Tablet	10mg
40	Zolsec	Aarpik Pharmaceuticals	Capsule/ Tablet	20mg

Need of the Study:

In today's competitive market, it's hard for any company to stand out. And the cut throat competition people have to withstand such a strong competition from the opponents in every sector, among which the situation is very crucial in pharmaceutical industry. Pharmaceutical industry is related to health science. Pharmacy is the profession where students learn many aspects like production of pharmaceutical products, development of the methods or processes of production, quality control of the products, pharmaceutical care and marketing of pharmaceutical products.

The main challenge for marketing professionals is to sell the goods in the market and for this purpose demand for products has to be created. To create demand is not an easy task in this competitive market. Marketing is one of the challenging professions, where one has to differentiate from the crowd. So, professionals in pharmaceutical marketing or those who wish to make a career in pharmaceutical marketing need to accept such challenges and for that one must have to develop marketing skills in order to hold the winning flag.

“The Successful salesperson cares first for the customer, second for the product”. Sales and marketing are undergoing something of a revolution as the pharmaceutical industry reacts to a multitude of challenges. Achievement in the pharmaceutical industry is all about victory in the market place. Consequently companies are looking for individuals with the flexibility and strategic vision to innovate marketing practices to meet both global and local needs.

Omeprazole is well tolerated, highly effective, and safe for treatment of erosive esophagitis and symptoms of gastroesophageal reflux in adults & children, including children in whom antireflux surgery or other medical therapy has failed. On a per-kilogram basis, the doses of

Research Objectives:-

- To determine the Anti-ulcerant market scenario of Russia Region.
- To determine the market scenario of Omeprazole in Russia.
- To determine the market scenario of Omez Brand in Russia.

Methodology:

Methodology was fully based on secondary data analysis. With the help of IMS health website the data was provided regarding the whole pharmaceutical market in Russia containing its value in USD, Units, Price, Growth, Market share, Rank and all details about Dr. Reddy's position in it.

Perspective:

Maslow once said “if the only tool you have is a hammer, you tend to see every problem as a nail.” Contrast conclusions could be drawn on the same research question from different perspectives. It is important to take an appropriate perspective in research design since report, secondary data, analysis models, expected findings all determined by it. This project aims to investigate the market scenario of Omeprazole in pharmaceutical industry in different markets. Findings are very much valuable to understand the drug's performance in both emerging and developed markets for investors and the market players. Opportunity, market size, market share, growth, such characteristics are associated when market scenario are talked about. Therefore, an in-depth investigation will be conducted in this project to examine the behaviour of market for Omeprazole.

Choice of Secondary Data Sources

The principal secondary data source in this paper is IMS HEALTHCARE. Principle source is annual reports of IMS healthcare. All these reports have been gathered from different web portals.

Choice of Secondary Literature Sources

On the other hand, the secondary literature source in this paper consists of different dependable Prognosis of pharmaceutical market report. Majority of relevant journals and scientific articles are found from internet.

Features of the study:

Study type: Descriptive study.

Research approach: Inductive approach

Study design: Post test research.

Study data type: Secondary data based.

Sampling technique for primary data: Non probability sampling.

Sample area: Whole Russia region

Sample size: 1713 corporations in data

Software used: Microsoft excel has been used as analysis tool.

Steps included in research methodology:

Following steps has been included in this research study:

- Various articles and research reports had been considered with the help of internet for the collection of secondary data.
- All the data was relevant to my study.
- Sample area was selected by me and that is 1713 corporations only in Russia which are mentioned above.
- The significant reason to select the Russia country is, just because mostly the PPI Market occupied and was in need to know the current scenario of it.
- All the data and its findings have noted in the report.
- After interpretation result has came out and on basis of the result conclusion has been given which had been supported by the collected data.
- On the basis of conclusion of the study some recommendations had prepared.

Reliability:

Reliability is the extent to which the findings remain the same over time through data collection techniques or analysis procedures. Our analysis and interpretations is reliable because the results produced in the undertaken study are consistent with prior studies. Those studies are done by authorized institutions.

Validity

It determines whether the observational findings are faithful to what they appear to be about in other word, does the instrument enable you to hit “the bull’s eye” of your research object. Measurement validity refers to how well a measurement fits to denote the concept. Regarding the research objectives, In order to examine the market scenario of the Omeprazole It is employed that the secondary data from reliable and trusted resources. Secondary data is able to quantify the objectives of research and able to answer the research questions. Thus, measurement validity is satisfied in this paper.

SECONDARY DATA RESEARCH

Findings:

- On the basis of secondary data following information collected from different resources and their interpretations are as following:

A) Anti-ulcerant Market in Russia Market:

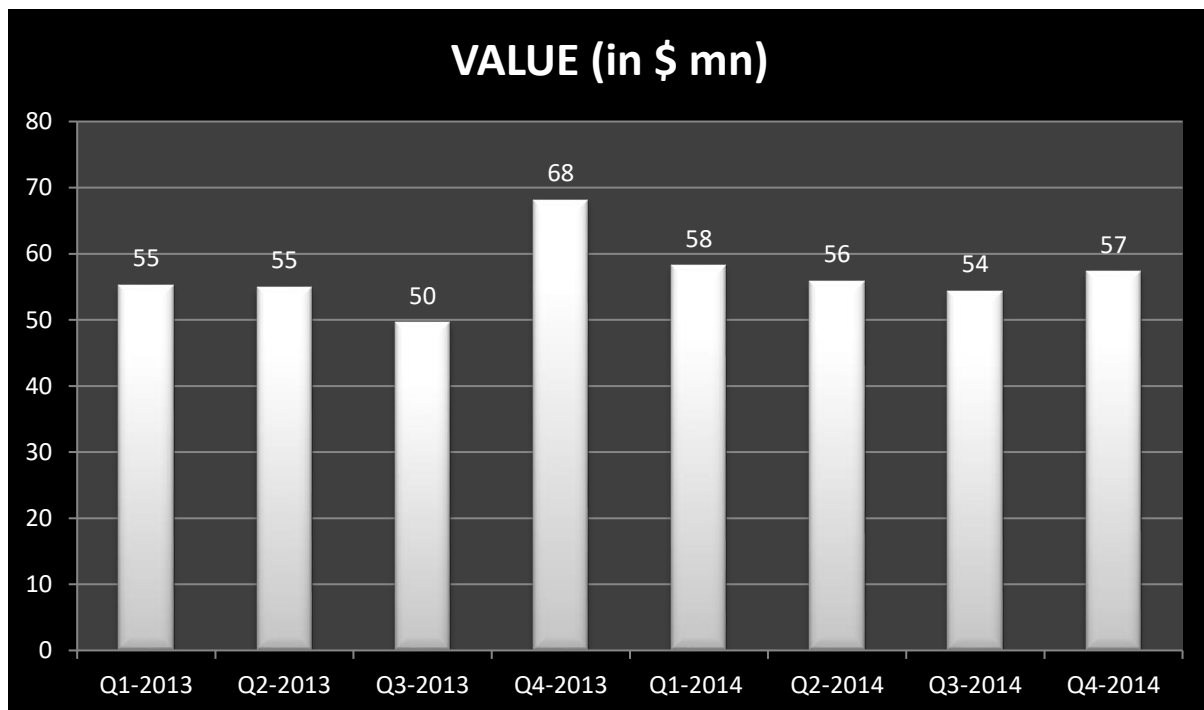


Figure 1 shows that in terms of USD Value Quarter wise data of 2013 and 2014:-

INTERPRETATION- Reason for decrease seen in value of Q4-2013 & Q4-2014: May be due to the generic companies who have reduced their Value & increased the units.

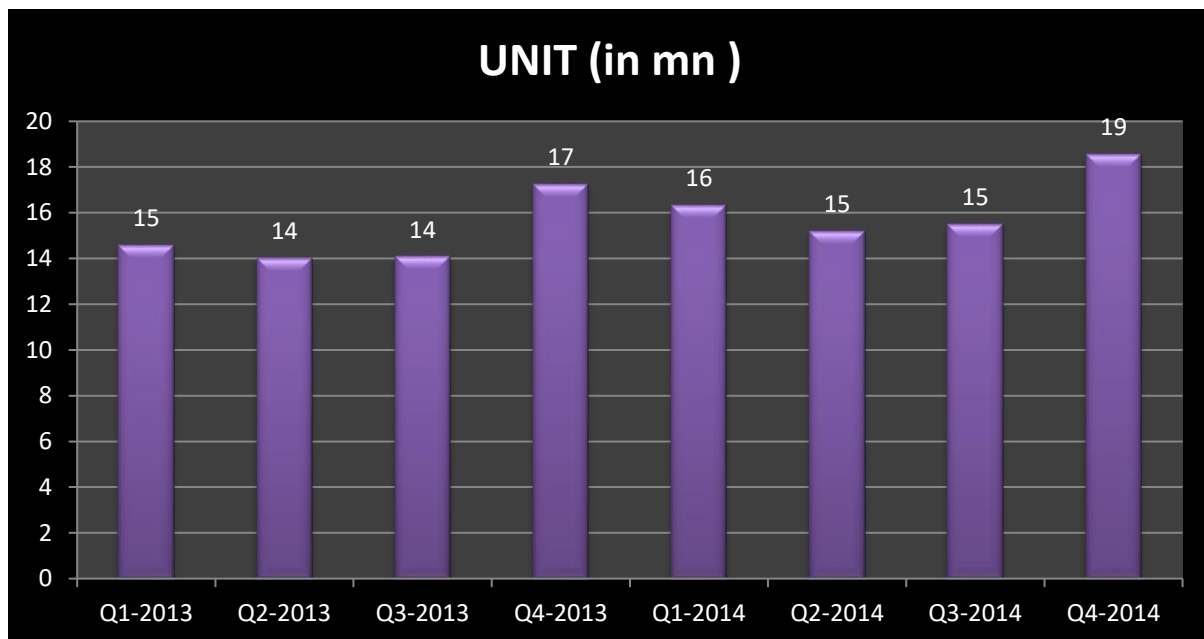


Figure 2 shows that in terms of Units, Quarter wise data of 2013 and 2014:-

Interpretation- The above graph depicts that in Q3-2013, Q1-2013 & Q2-2014 is having the same percentage of market share in Units because the trend of marketing was same in these quarters. As a whole from the graph it is maintained well in both the years.

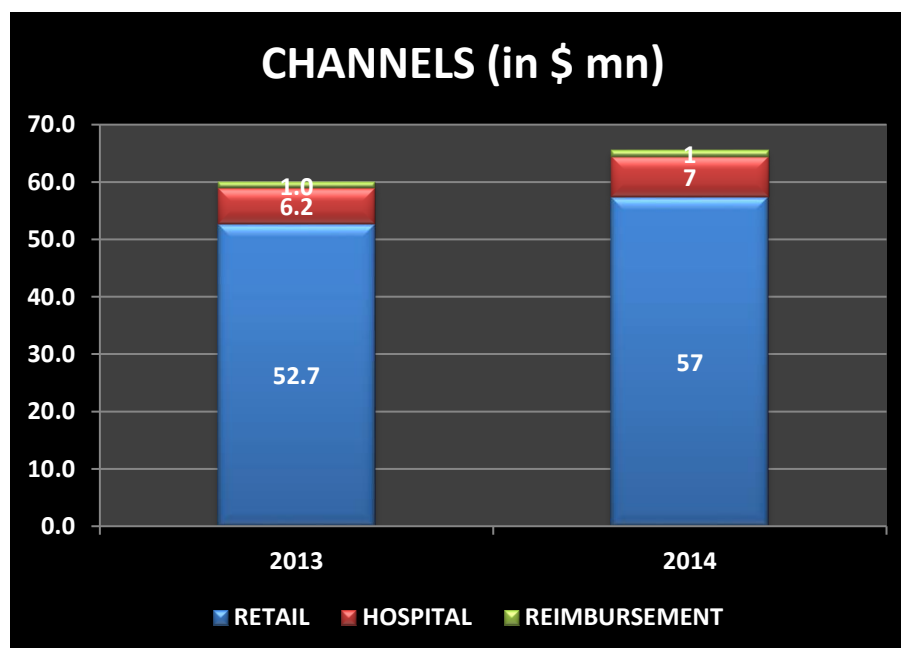


Figure 3 shows that in terms of channels in USD Value Quarter wise data of 2013 and 2014:-

Interpretation- The above graph depicts that in terms of anti-ulcerant market in Russia for all the channels, retail occupies the maximum because in terms of OTC sector of anti-ulcerant its sales and marketing is very high.

B) Omeprazole Market in Russia Market;

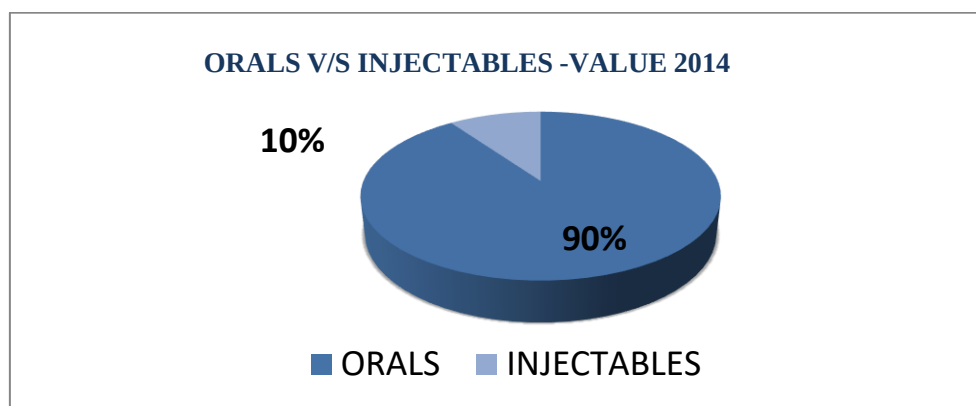


Figure 4 shows orals v/s injectables data analysis of 2013 and 2014)

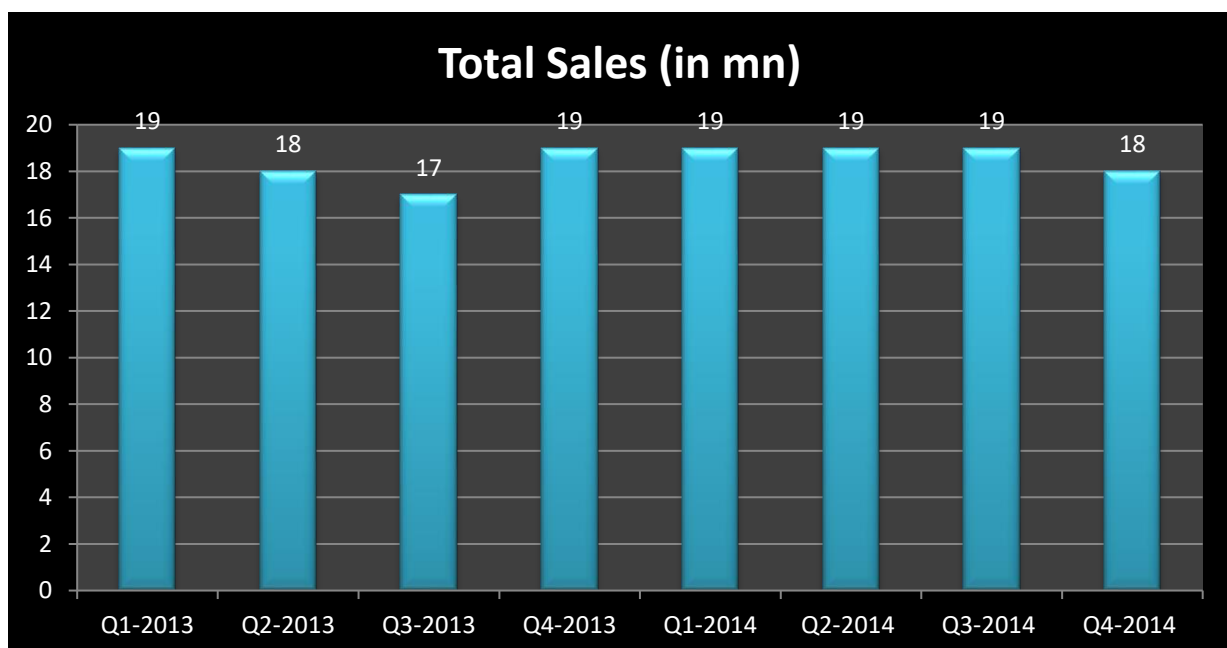


Figure 5 shows that in terms of all channels in USD Value Quarter wise data of 2013 and 2014:-

Interpretations - Reason for decline in Q1-2013 to Q3-2013, in the quarter 3, companies had began to report the devaluation of the Russian currency was affecting the business. (Devaluation means that companies will get fewer rupees for their local currency sales).

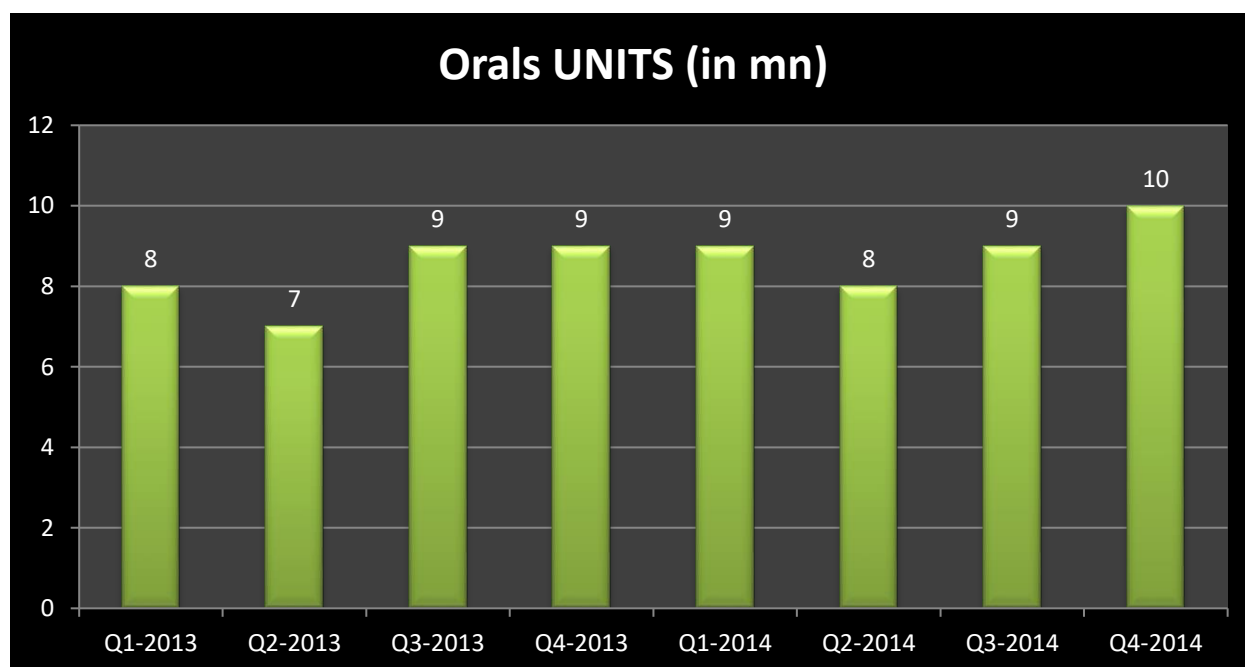


Figure 6 shows in terms of USD Value Quarter wise data of 2013 and 2014:-

Interpretation- Following the same trend as it was in the anti-ulcerant market in whole Russia region.

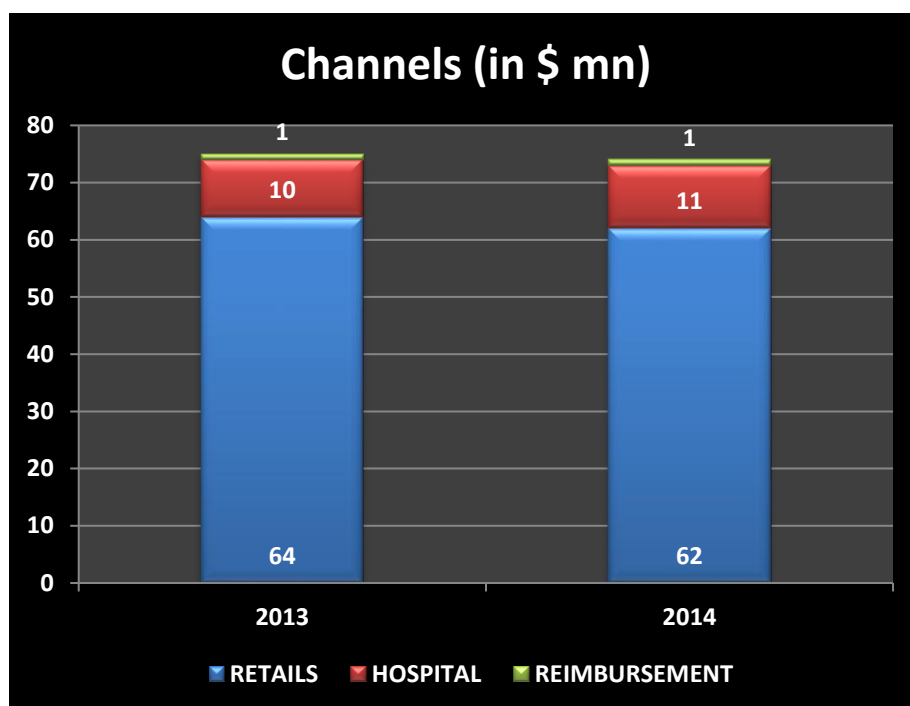


Figure 7 shows in terms of channels in USD Value Quarter wise data of 2013 and 2014:-

Interpretation- The above graph depicts that in terms of Omeprazole market in Russia for all the channels, retail occupies the maximum because in terms of OTC sector of the Omeprazole molecule, sales and marketing is very high.

C) Market position of Omeprazole in the Russia market :-

Table 1 shows that In terms of USD Value:-

MOLECULES	USD 2014(mn)	GR 2014 USD	MS 2014	MS 2013	GAIN/LOSS
OMEPRAZOLE	17.8	-15%	31%	31%	-
BISMUTH	10.2	-4%	18%	16%	Gain with 2%
RABEPRAZOLE	8.2	-5%	14%	13%	Gain with 1%
ESOMEPRAZOLE	8.2	-24%	14%	16%	Loss with 2%
PANTOPRAZOLE	4.4	-14%	8%	8%	-
FAMOTIDINE	2.9	-39%	5%	7%	Loss with 2%
RANITIDINE	1.6	-25%	3%	3%	-
ALGINIC ACID*CALCIUM*SODIUM	1.6	2%	3%	2%	Gain with 1%
ALGINIC ACID*SODIUM*CALCIUM	1.0	-30%	2%	2%	-
DOMPERIDONE*OMEPRAZOLE 0.6		-27%	1%	1%	-

Table 2 shows that in terms of Units:-

MOLECULES	UNITS 2014(mn)	GR 2014 UNITS	MS2014	MS2013	GAIN/LOSS
OMEPRAZOLE	10.5	11%	57%	55%	Gain with 2%
RANITIDINE	3.6	-3%	19%	21%	Loss with 2%
FAMOTIDINE	1.0	-1%	5%	6%	Loss with 2%
PANTOPRAZOLE	0.9	20%	5%	4%	Gain with 1%
BISMUTH	0.8	45%	5%	3%	Gain with 1%
ALGINIC ACID*CALCIUM*SODIUM	0.5	12%	3%	3%	-
ALGINIC ACID*SODIUM*CALCIUM	0.4	-28%	2%	3%	Loss with 2%
RABEPRAZOLE	0.3	27%	2%	1%	Gain with 1%
ESOMEPRAZOLE	0.3	15%	1%	1%	-
DOMPERIDONE*OMEPRAZOLE 0.1		1%	1%	1%	-

- Shift analysis indicates how well a Molecule is doing in the market as compared to its competitors.
- Negative growth is due to the “Devaluation in the value of a country's currency within a fixed exchange rate system of the Russia market”.
- Occurring mostly in terms of values because, it's decreasing (USD) from the previous year.
- Bismuth & Rabeprazole gain MS with less negative growth; this could be a good competitor in the coming future for Omeprazole.

D) TOP 10 BRANDS OF OMEPRAZOLE IN RUSSIA MARKET:-

RANK	COORPORATION	Brand Name	USD 2014(mn)	MS- USD	GROWTH
1	DR REDDY LAB	OMEZ	9.4	53%	-18%
2	PROIZVODSTVO MEDIC	OMEPRAZOL	3.0	17%	-12%
3	KRKA	ULTOP	1.2	7%	-41%
4	ASTRAZENECA*	LOSEC MUPS	0.9	5%	80%
5	SANDOZ GROUP	ORTANOL	0.8	4%	-26%
6	ASTRAZENECA*	LOSEC	0.5	3%	-12%
7	TEVA*	OMEPRAZOL-TEVA	0.5	3%	243%
8	PHARM-CENTER*	OMEPRAZOL-AKOS	0.4	2%	69%
9	AKRIKHIN-PHARMA*	OMEPRAZOL-AKRI	0.4	2%	-19%
10	LABORATORIOS BAGO	ULCOZOL	0.3	1%	-26%

Table 3 depicts that it is following the same trends as it was in anti-ulcerant market.

- Interpretations :-
- Ranks of the Brands fully depend upon its Value & Market share, in both USD & Units.
- Negative growth is due to the “Devaluation in the value of a country's currency within a fixed exchange rate system in Russia Market”.
- Another reason is: may be due to competition or they want to replace with some other products because the earlier one was not performing well in the market.

E) Omez Market in Russia;

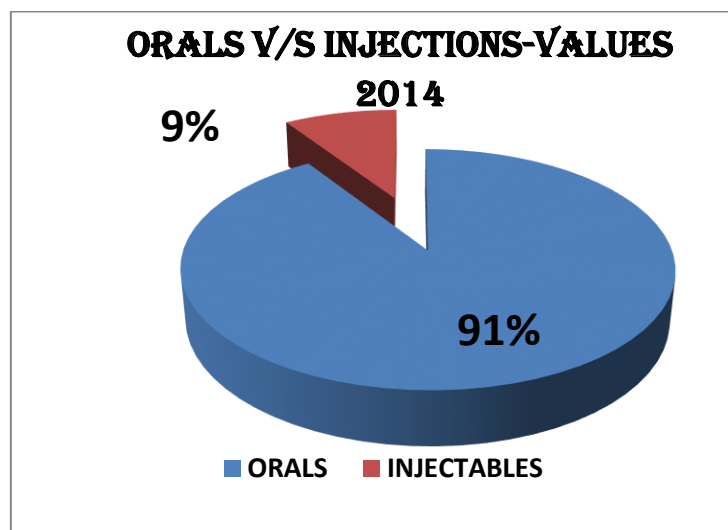


Figure 8 shows that in terms of USD Value Quarter wise data of 2013 and 2014:-

Interpretation- From the above pie chart diagram, it is clearly seen that the percentage of orals are occupying the maximum value in Russia market than the injectables.

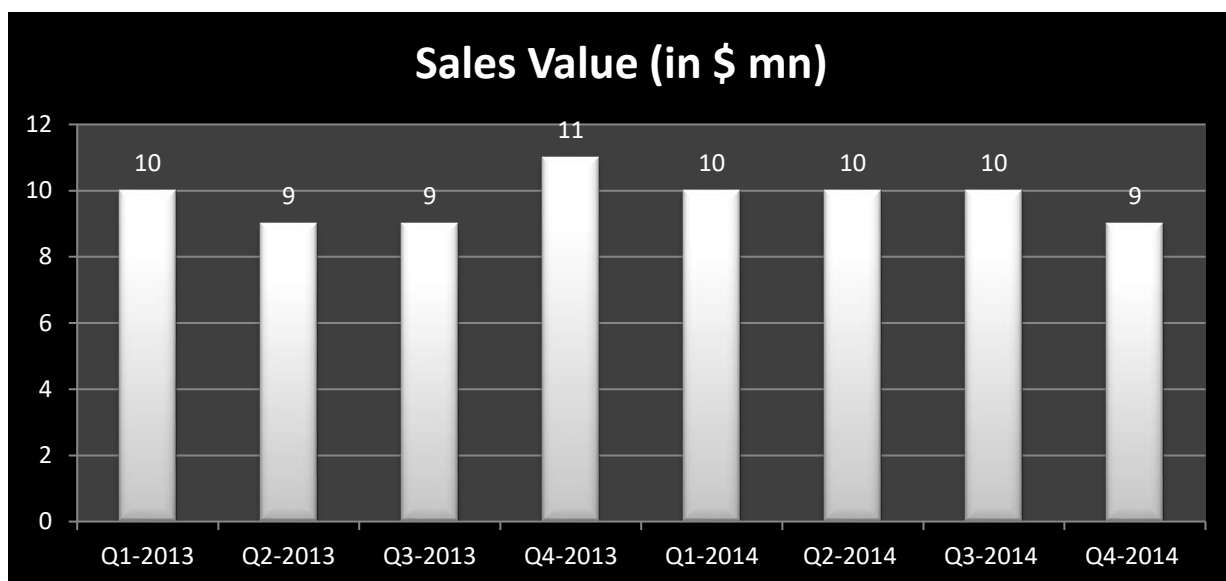


Figure 9 in terms of Omez brand USD Value Quarter wise data of 2013 and 2014:-

- Interpretation- Unit remain stagnated could be due to the stopping of the product & replacing the product was same in both the years.

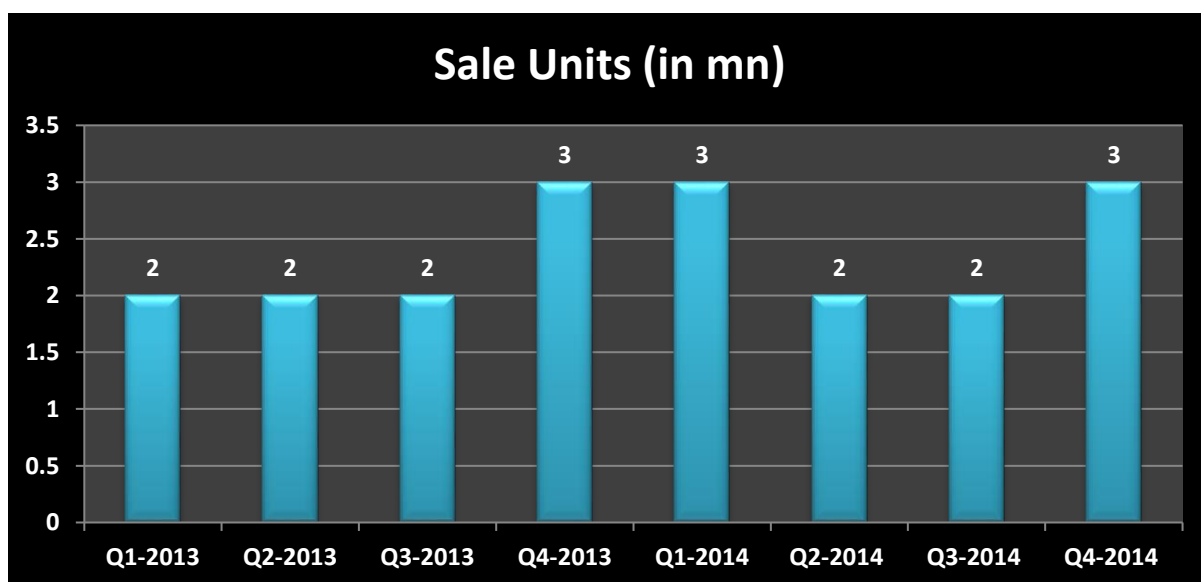


Figure 10 shows sales of Omez brand in terms of Units, Quarter wise data of 2013 and 2014:-

Interpretation- Unit remain stagnated: could be due to the stopping of the product & replacing the product was same in both the years.

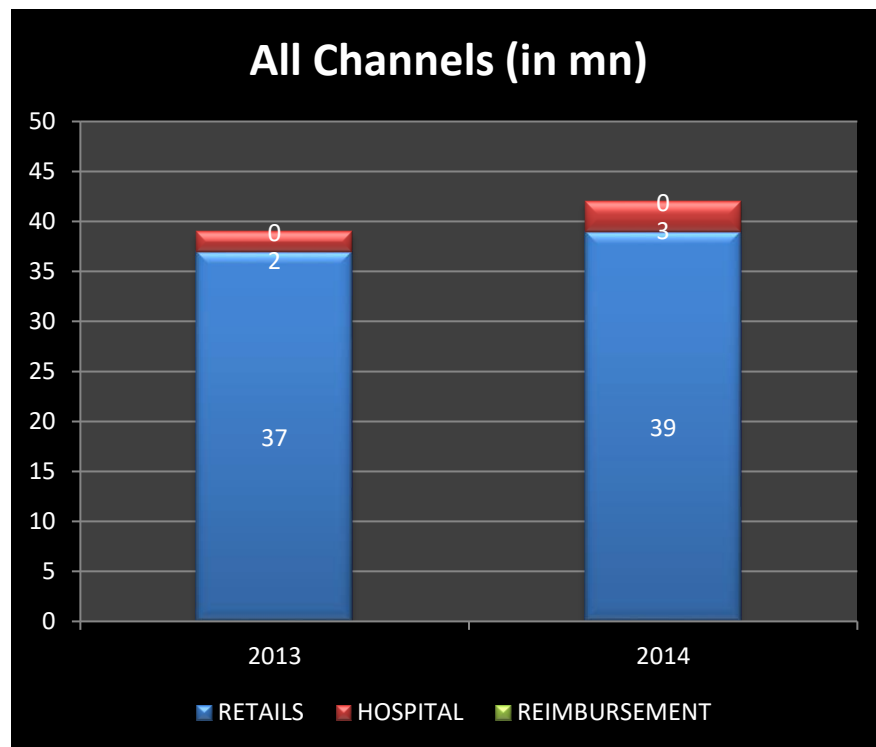


Figure 11 shows in terms of channels in USD Value Quarter wise data of 2013 and 2014:-

Interpretation- The above graph depicts that in terms of Omez market in Russia for all the channels, retail occupies the maximum because in terms of OTC sector of the Omez molecule, sales and marketing is very high.

F) OMEZ MARKET ANALYSIS IN RUSSIA :-

1) ALL CHANNELS:-

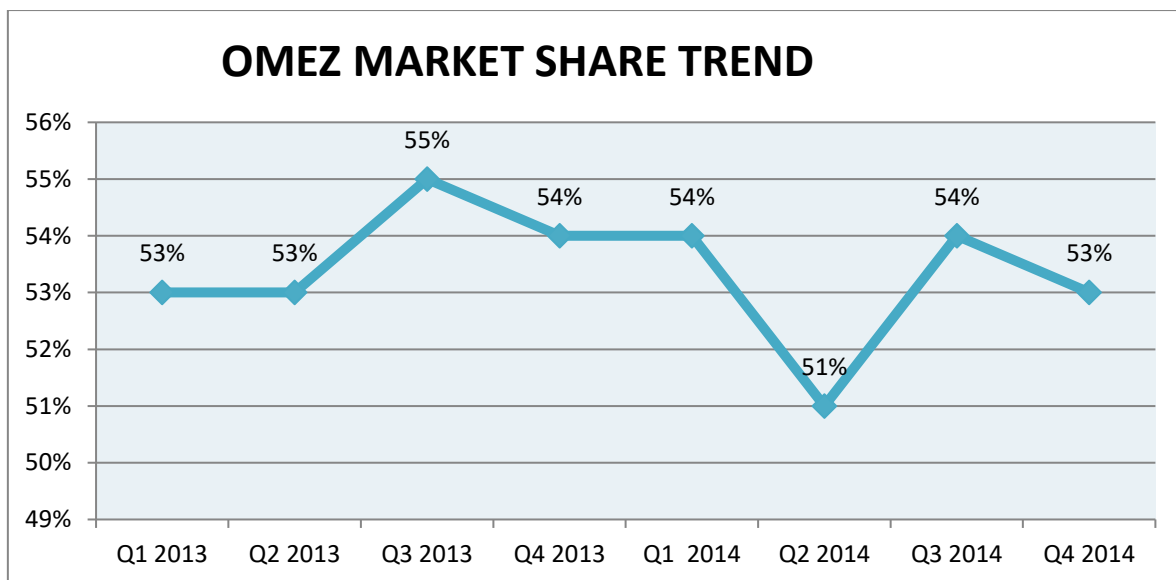
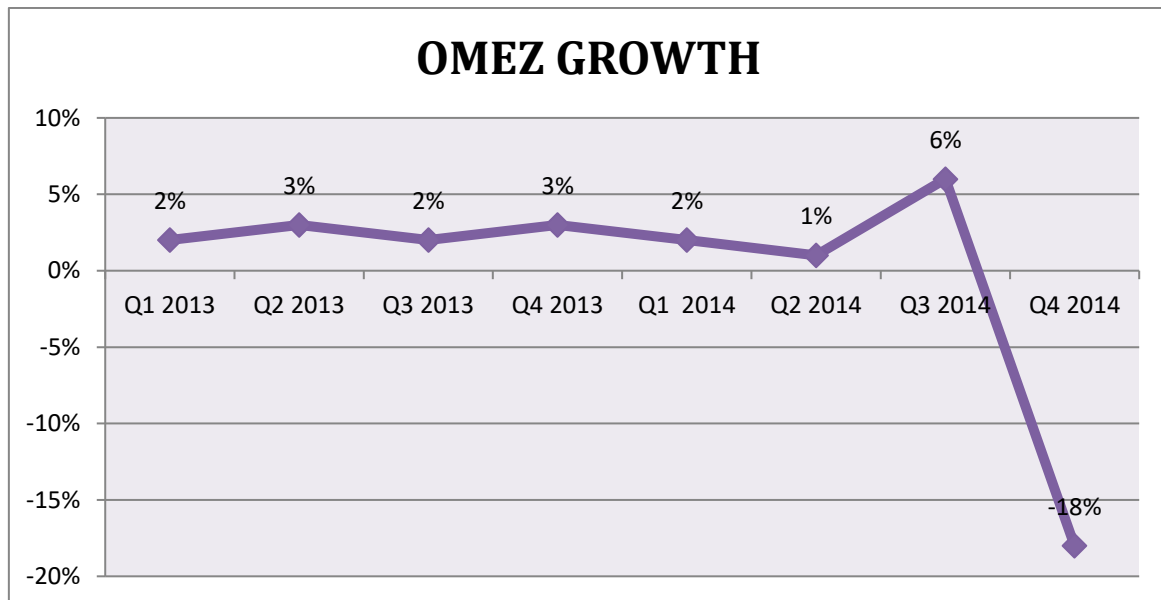


Figure 12 & 13 shows the growth and Market share of the Omez brand Quarter wise data of 2013 and 2014:-

- ✓ Interpretation- De-growth observed because the value in 2014 has fallen down than the previous year.
- ✓ Reason: data was not provided (zero value was there) or due to the low sale.
- ✓ Market share is properly maintained.

2) RETAIL CHANNEL:-

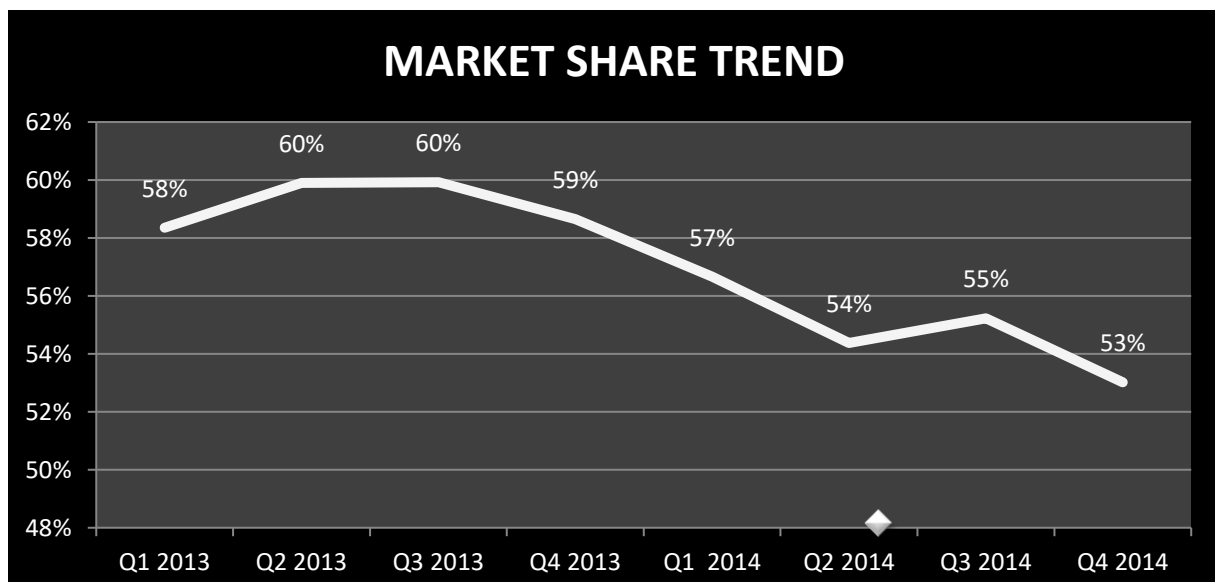
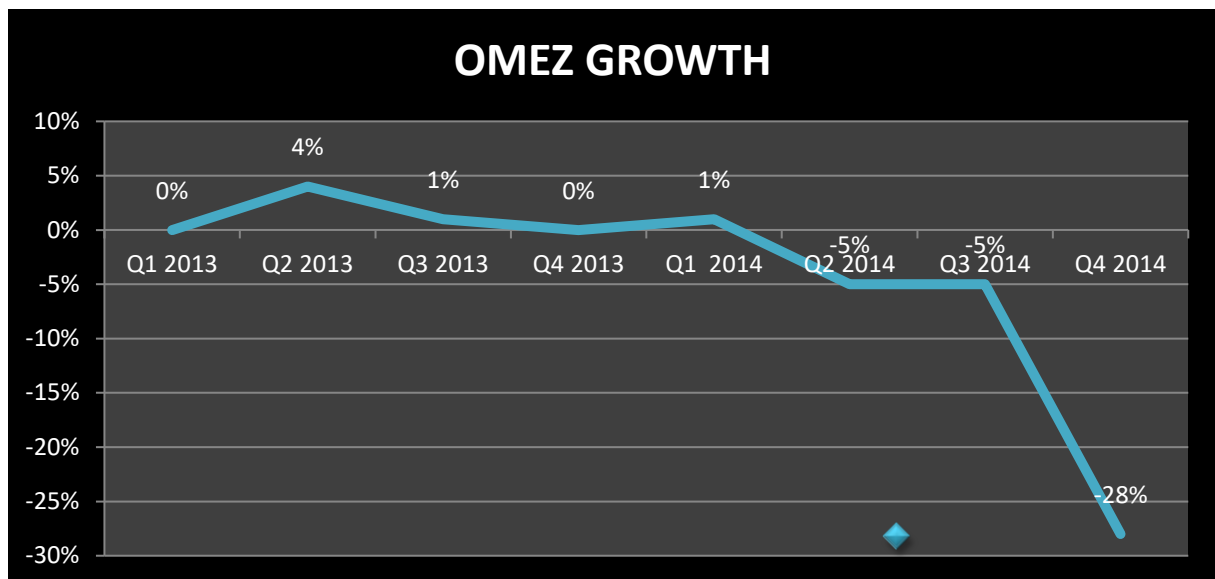


Figure 14 & 15 shows growth and market share of Omez Quarterwise data of 2013 and 2014:-

- ✓ Interpretation- De-growth observed because the value in 2014 is less than the previous year.
- ✓ Losing its Market share quarter by quarter because its absolute value is decreasing or sufficient data is not provided.

3) HOSPITAL CHANNEL:-

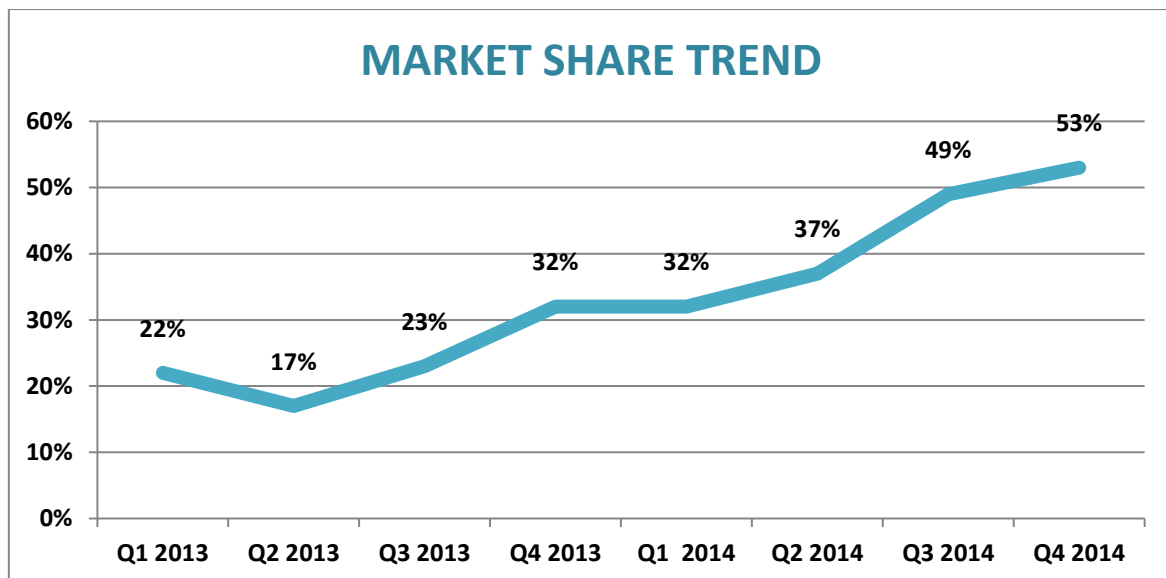
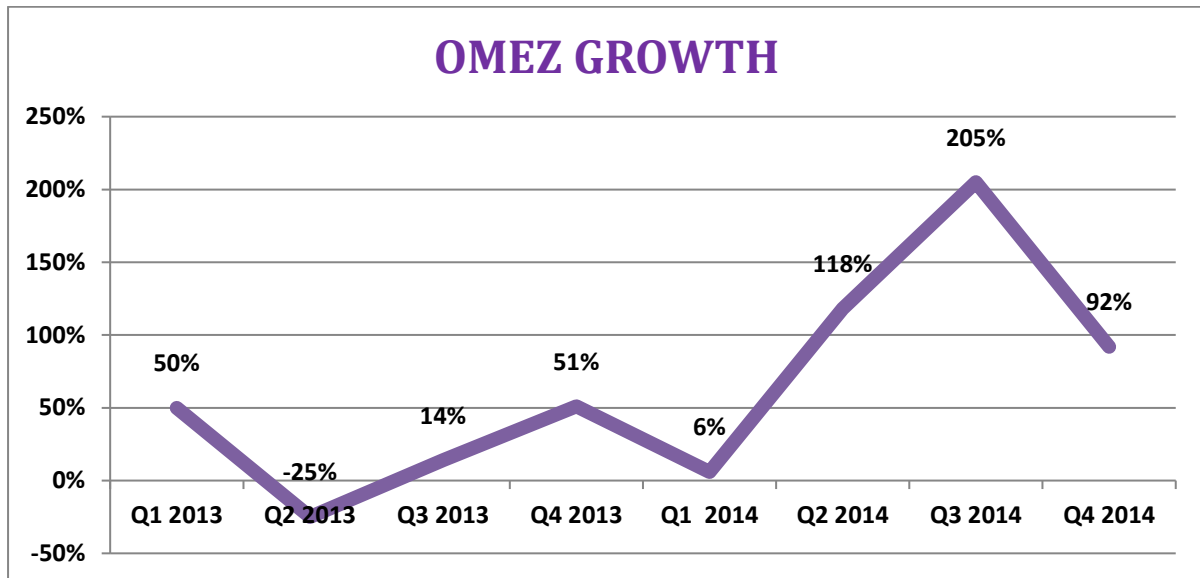


Figure 16 & 17 shows growth and market share of Omez Quarterwise data 2013-2014:-

- ✓ Hospital channel is doing well, in terms of both growth & market share.

4) REIMBURSEMENT CHANNEL :-

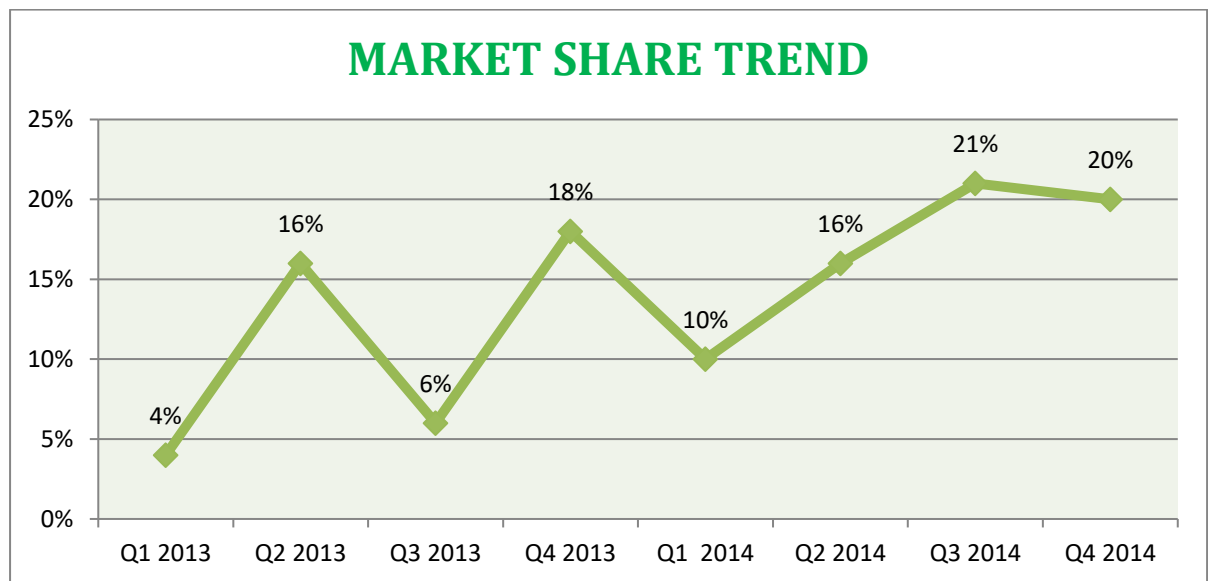
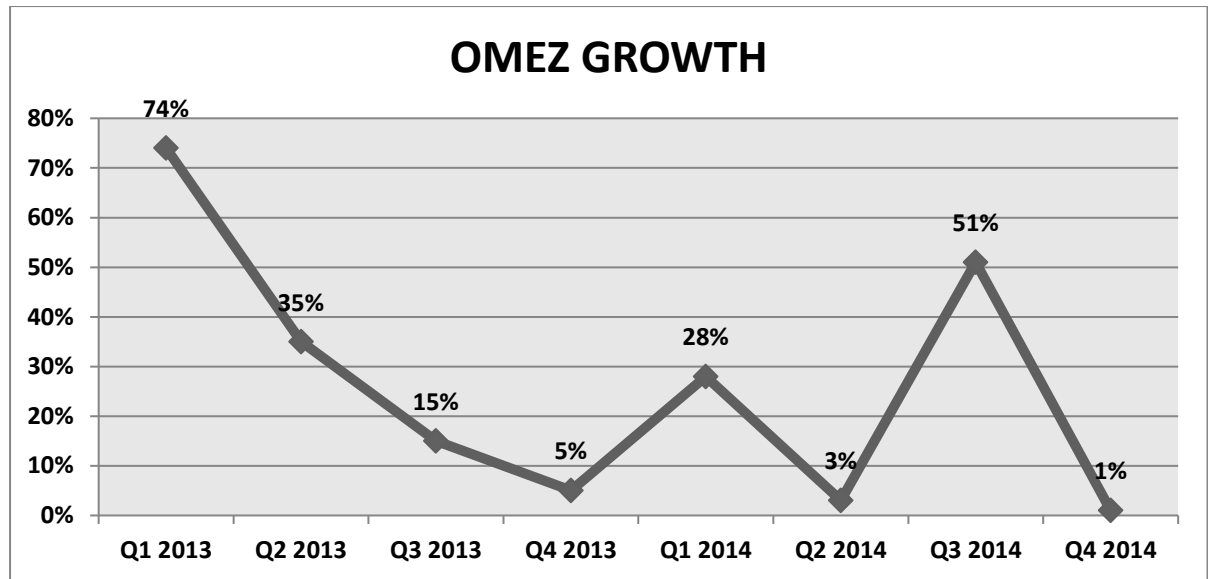


Figure 18 & 19 shows growth and market share of Omez Quarterwise data 2013-2014:-

- ✓ Critical situations with significant drops are seen in growth whereas in market share it is maintained in 2014.
- ✓ Reason: continuity in sale is lacking in every quarter.

CONCLUSION:

This study has the main objective of determining the market scenario of Omeprazole and all about Omez brand.

Omeprazole which has a very fine market not even In India but also in Russia market which is said to be largest pharmaceutical market. Key strength of Omeprazole is not only to be an effective drug but it is also very much cost effective and its demand is constantly increasing. That means companies have a good opportunity in this segment and they need to grab this opportunity.

But Omeprazole has a very tough competition over market so to compete their direct and indirect competitors companies has to focus on the cost effectiveness of the drug which is consider as the most motivational factor for doctors when they prescribe Omeprazole. Market scenario of Omeprazole is full of opportunities and growth.

Other motivating factors like availability of drug which is totally depend on distribution channel of the company and safety of drugs.

Adverse effect of Omeprazole can be neglect because they are not up to the lethal level and adverse effect is not seen very much their percentage is less than fifty. Adverse effects rose due to Omeprazole can be taken care by different other medication support or by adjusting the timing of the onset of Drug. So it can be said ADRs of Omeprazole is not going to be a serious hurdle on the way of its growth.

All these factors are supporting Omeprazole to be a very attractive market. By this research finally concluded that Omeprazole market scenario is full of opportunities and growth. Omeprazole market can be concluded as full of profits and by taking some smart step any company can grab this opportunity.

This is the only way so that companies will be able to grab this market which is full of opportunities and competition. It is the growing market and companies will not want to lose this chance. We can recommend on the basis of the facts that companies can focus on this market there lots of profit which waiting for them.

Although there is lots of competition in the market but according to the findings from this report I recommend following models according to the priority setting for success of the drug. From the bottom of this triangle company needs to set their priority to compete in the

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