

INTRODUCTION

ANTI-ULCERANTS: They are a class of drugs, used in the treatment of ulcers (open sore on an external/internal surface) in the stomach & upper part of the small intestine.

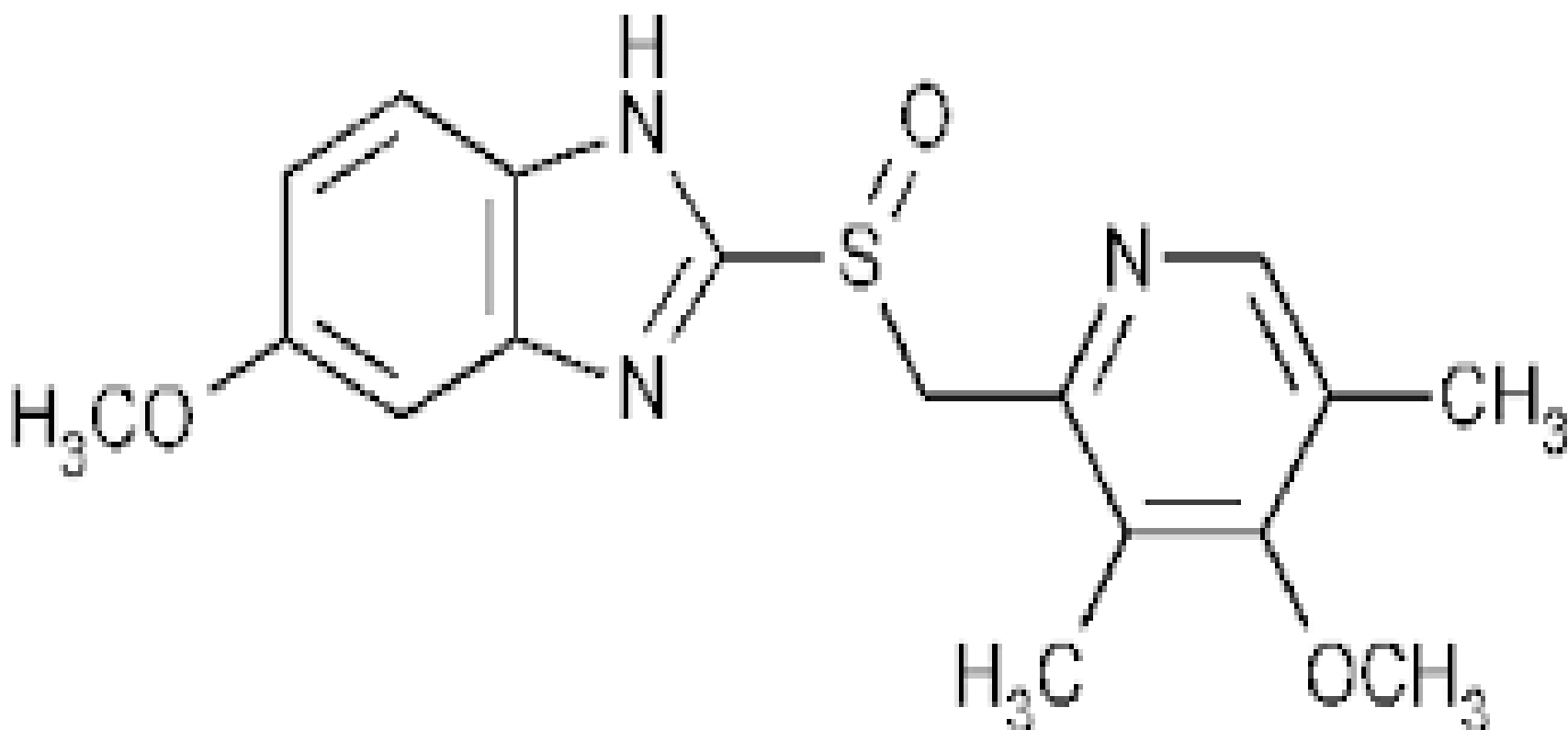
OMEPRAZOLE : It's a proton pump inhibitor (PPI) and is used in the treatment of peptic-ulcer disease, Gastro-esophageal reflux disease, and other conditions caused by excess stomach acid.

MARKET SHARE : The percentage of an industry or **market's** total sales that is earned by a particular company, over a specified time period.

MARKET GROWTH : An increase in the demand for a particular product or service over the period of time from the whole market.

DEVALUATION : means official lowering of the value of a country's currency within a fixed exchange rate system, by which the monetary authority formally sets a new fixed rate with respect to a foreign reference currency.

CHEMICAL STRUCTURE OF OMEPRAZOLE



OBJECTIVE

The objective of the present study is to determine the market scenario, competition and opportunities of PPI (Omeprazole) Market in Russia region.

DR. REDDY’S LABORATORIES

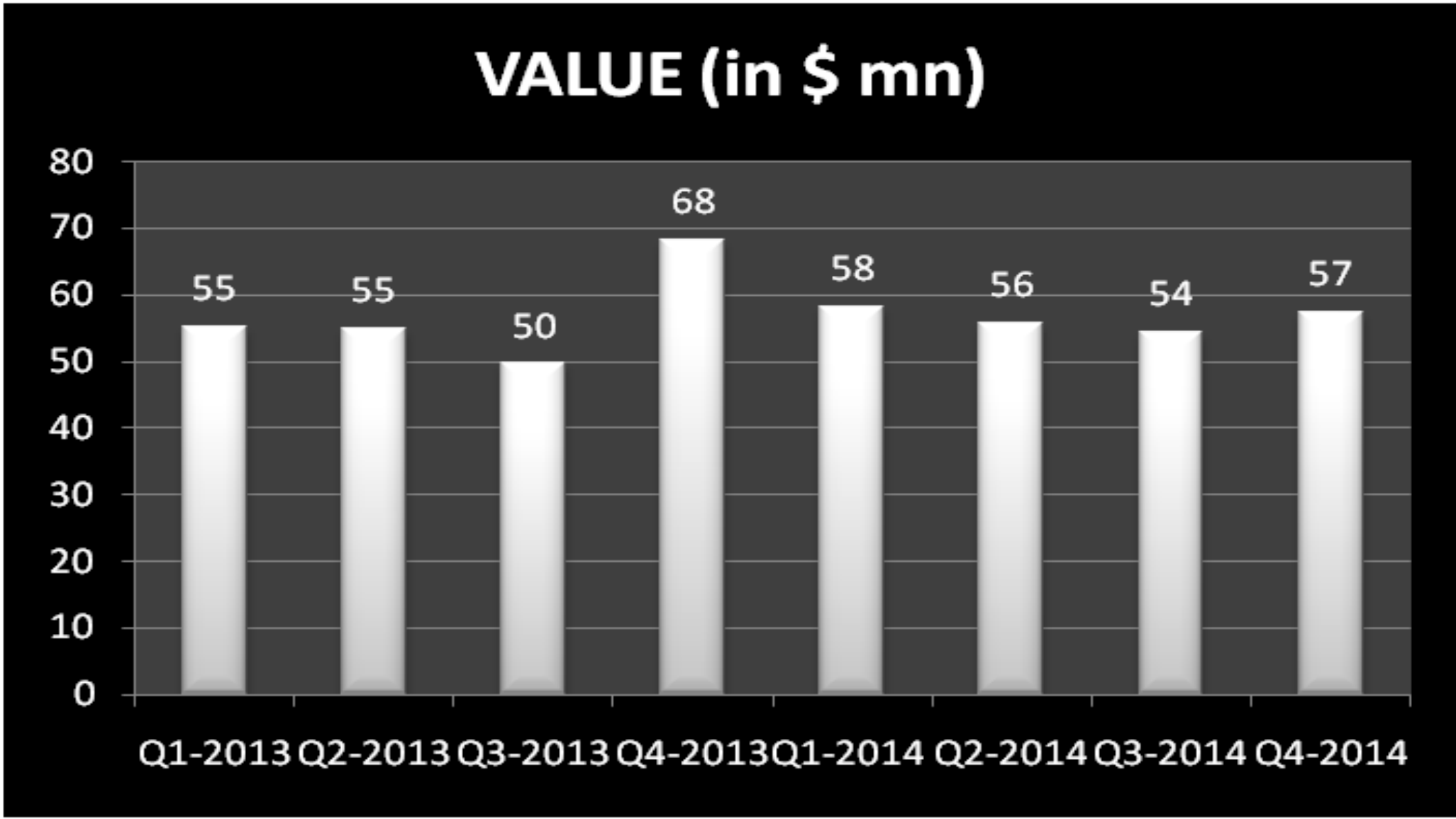
It is a multinational pharmaceutical company based in Hyderabad, Telangana, India. The company has over 190 medications, 60 active pharmaceutical ingredients (APIs) for drug manufacture, diagnostic kits, critical care, and biotechnology products.

PROJECT ASSINGNED

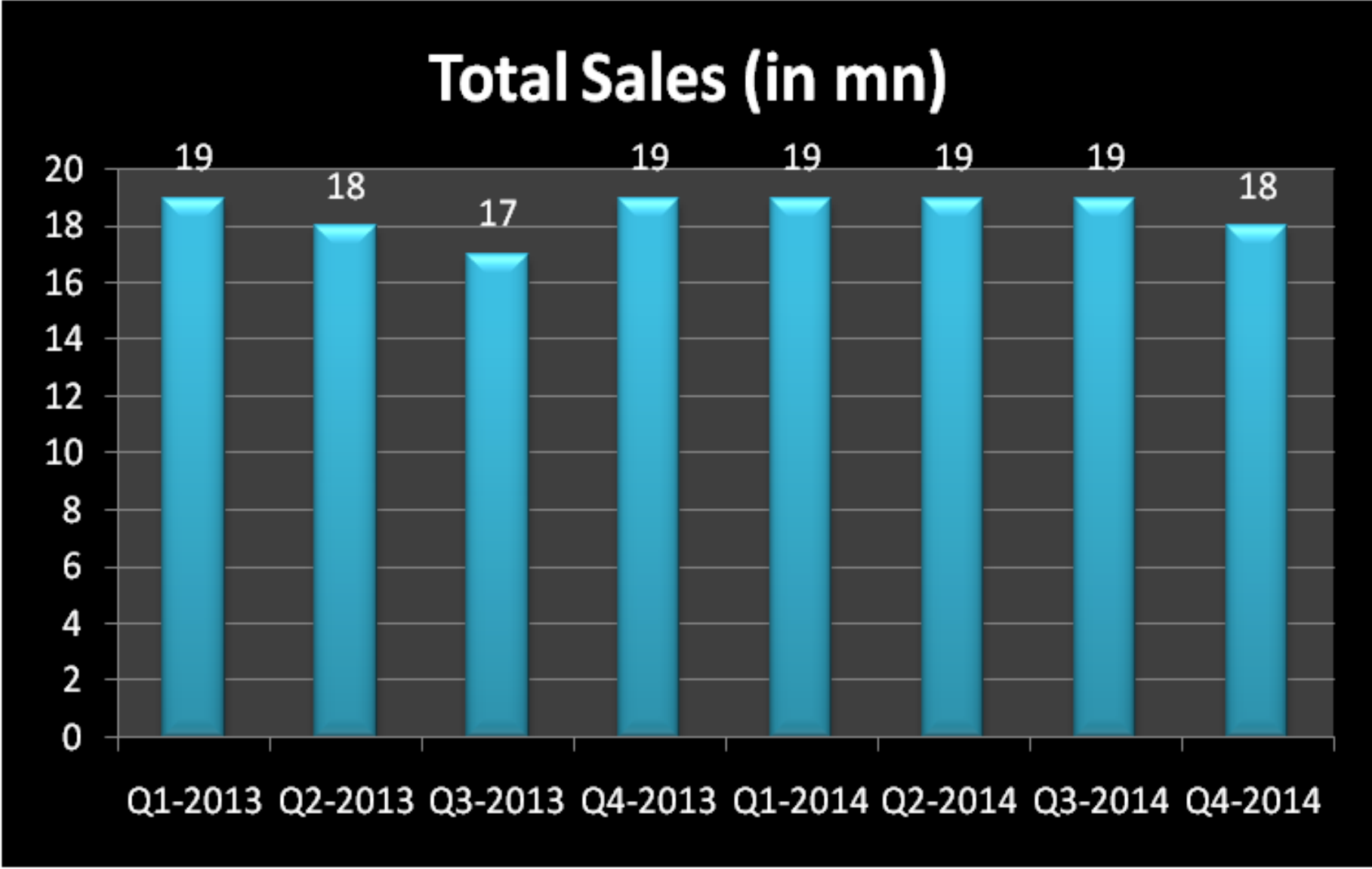
A secondary data (on Excel sheet) was provided by the organisation and on the basis of that interpretation of the growth , market share and its rank in the market was done.

FINDINGS & RECOMMENDATIONS

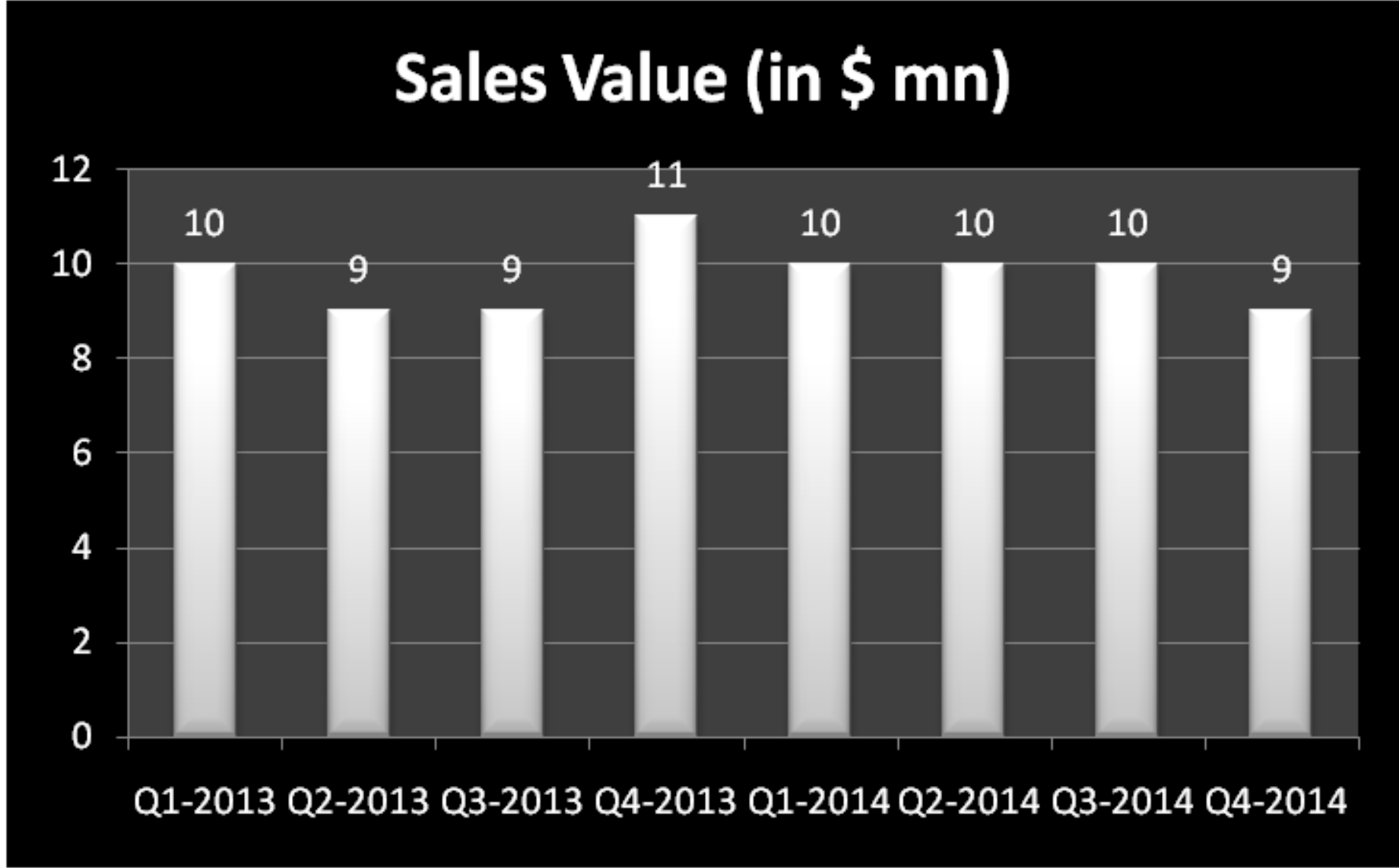
ANTI-ULCERANT MARKET



OMEPAZOLE MARKET



OMEZ OVERVIEW



SHIFT ANALYSIS OF ANTI-ULCERANT MARKET

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 AC-ID*CALCIUM*SODIUM	1.6	2%	3%	2%	Gain with 1%
ALGINIC AC-ID*SODIUM*CALCIUM	1.0	-30%	2%	2%	-
DOMPERIDONE*OMEPRAZOLE	0.6	-27%	1%	1%	-

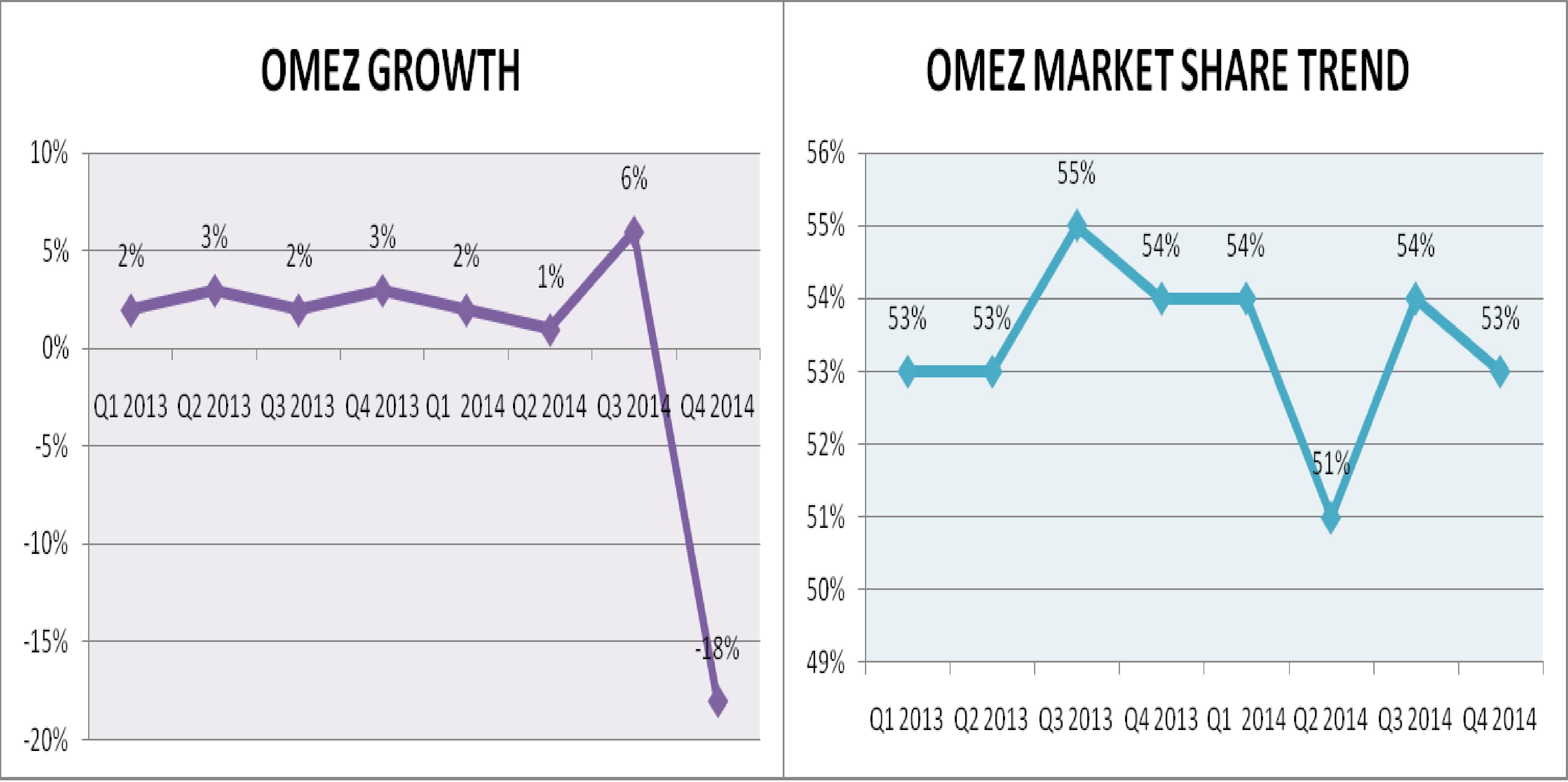
TOP 10 BRANDS FOR OMEPRAZOLE

RANK	COORPORATION	Brand Name	USD 2014(mn)	MS- USD	GROWTH
1	DR REDDY LAB	OMEZ	9.4	53%	-18%
2	PROIZVODSTVO MED-IC	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%

- 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”.
- The above table shows same trends as it was in anti-ulcerant market. Ranks of the Brands fully depend upon its Value & Market share, in both USD & Units.
- Another reason is : may be due to competition or substitutes which were launched in place of the earlier one’s in the market.

OMEZ ANALYSIS

RECOMMENDATIONS



- Devaluation was the reason due to which, the growth was coming in negative terms in the whole anti-ulcerant markets and in all channels.
- Proper planning, applying strategies and market scenario or overview will help the devaluation part to come into positive terms.
- Retail channel contributes maximum to Anti-ulcerant market, because orals sector is maximum covered by the consumers.

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Selected WHO/INRUD* drug use indicators for primary health care facilities (WHO, 1993)

Prescribing Indicators:

- Average number of medicines prescribed per patient encounter
- % Medicines prescribed by generic name
- % Encounters with an antibiotic prescribed
- % Encounters with an injection prescribed
- % Medicines prescribed from essential medicines list or formulary

Patient Care Indicators:

- Average consultation time
- Average dispensing time
- % Medicines actually dispensed
- % Medicines adequately labelled
- % Patients with knowledge of correct doses