

INTERNSHIP REPORT

Dissertation Location: IIHMR University, Jaipur, Rajasthan, India

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Introduction:

Cardiovascular diseases (CVDs) represent a growing public health crisis in India, accounting for a substantial share of mortality and morbidity. Among the pharmacological agents used in the treatment of CVDs, **beta-blockers** hold a central role due to their proven efficacy in managing hypertension, arrhythmias, ischemic heart disease, and heart failure. These agents work by reducing the effects of catecholamines on the heart, resulting in lowered heart rate and blood pressure. As the Indian population grapples with increasing rates of lifestyle diseases—diabetes, obesity, and stress-related conditions—the demand for effective cardiovascular therapies like beta-blockers has surged.

The research, based on a combination of primary data from pharmacists and secondary sources, aims to provide a multidimensional analysis of the beta-blocker market. It explores how factors like distributor availability, physician preference, regulatory pricing, and brand loyalty shape market behavior. The findings are expected to support strategic decision-making for pharmaceutical marketers, healthcare providers, and policymakers striving to improve cardiovascular health outcomes in India.

Objective of Internship

The primary objective of this study is to analyze the market trends and usage patterns of beta-blocker drugs in the treatment of cardiovascular diseases, with a focus on the Maharashtra region. It aims to assess brand preferences, prescription trends, pricing strategies, and competitive dynamics within the Indian pharmaceutical industry. The research also investigates the role of pharmacists, prescribers, and distributors in shaping beta-blocker availability and selection. By combining primary data from pharmacists with secondary industry insights, the study provides strategic recommendations for stakeholders to enhance access, marketing, and adoption of beta-blockers in cardiac care.

Organizational Profile: IIHMR University, Jaipur

1

About the Institution

Established in 1984, IIHMR University Jaipur is a leading postgraduate research university in health management, hospital administration, and pharmaceutical studies.

Accredited by NAAC and recognized by UGC, and capacity building in public health and allied domains.

Vision: To emerge as a globally recognized center for education, research, and training in health systems and management.

Mission: to improve healthcare delivery through better management, policy, and training in health systems and management.

Core Values:

- Academic excellence
- Social relevance
- Ethical Governance
- Innovation and collaboration

Infrastructure and Facilities

- Digitally enabled classroom and libraries

Conclusion:

This research confirms the continued importance of beta-blockers in India's cardiac therapy landscape, especially drugs like Metoprolol and Atenolol due to their affordability and clinical trust. While newer agents such as Bisoprolol and Nebivolol show growth potential, their market reach remains limited by cost and awareness barriers. The study highlights the strong influence of physician prescriptions and distributor availability on brand stocking decisions, emphasizing the need for efficient supply chains and sustained doctor engagement. Pricing patterns reveal a balanced market with both reductions and selective increases, reflecting a mix of competitive pressure and value-based branding. Overall, the beta-blocker market in India is experiencing steady growth, aligned with rising cardiovascular health concerns and expanding access to care. To thrive in this evolving environment, pharmaceutical companies must adopt integrated strategies combining affordability, innovation, and prescriber trust. This study provides useful insights for future policy planning and commercial decision-making in the cardiovascular drug segment.