

**COMPARATIVE EVALUATION OF ESTRADIOL VALERATE 2MG TABLETS: A
STUDY OF 'EV 2MG TABLET' BY CORONA REMEDIES VS EQUIVALENT
PREPARATIONS FROM LEADING INDIAN COMPANIES**

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Master of Business Administration (MBA)

in

Pharmaceutical Management

by

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Under the Supervision and Guidance of

Dr. Sudhinder Singh Chowhan

2025

CERTIFICATE

This is to certify that **Nalwadey Harshawardhan Udaykumar** in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur has successfully completed his internship at IIHMR University during Mar 10 – May 31, 2025

Place: *Jaipur*
DATE: *16/6/25*

A handwritten signature in blue ink, appearing to be 'S. K. Singh', written over a horizontal line.

Preceptor/Head of the Organisation
IIHMR University, Jaipur

CERTIFICATE

This is to certify that the dissertation titled “**Comparitive Evaluation of Estradiol Valarate 2mg tablets: A Study of EV 2mg Tablet by Corona Remedies vs Equivalent Preparations from leading Indian Companies**” is a record of the research work undertaken by **Nalwadey Harshawardhan Udaykumar** in partial fulfilment of the requirements for the award of the degree of MBA (Pharmaceutical Management) from the IIHMR University, Jaipur under my guidance and supervision and his approach to the research study has been sincere, scientific and analytical.



Faculty guide: **Dr. Sudhinder Singh Chowhan**

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Declaration by Student

I hereby declare that this dissertation titled “Comparative Evaluation of Estradiol Valerate 2mg Tablets: A Study of 'EV 2mg Tablet' by Corona Remedies Pvt Ltd Versus Equivalent Preparations from Leading Indian Pharmaceutical Companies” is the bonafide record of my original research work. I declare that it has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.



NALWADEY HARSHAWARDHAN UDAYKUMAR

O535, PM 15

Abstract

This work is intended to evaluate physician and market attitudes towards Estradiol Valerate, an estrogen derivative widely used in hormone replacement therapy and gynecological indications. The study focused on understanding prescriber behavior, patient compliance, and potential for improving treatment outcomes across key segments such as Menopause, Polycystic Ovary Syndrome (PCOS), and Hormonal Deficiency. It also aimed to analyze product-level market data to identify gaps and opportunities in portfolio optimization.

A structured questionnaire was administered to a selected sample of gynecologists and pharmacists to gather data on prescribing preferences, product strength and dosage trends, patient compliance, and market share of brands. Quantitative responses were analyzed using Microsoft Excel, while qualitative feedback underwent thematic interpretation.

The results revealed that 72% of gynecologists preferred Estradiol Valerate in HRT for menopausal symptoms, while 58% recommended it for PCOS-related hormonal balancing. A notable 65% of respondents emphasized the importance of rationalized strengths and pack sizes to improve treatment adherence. Pharmacists reported that inconsistent availability of optimal dosage forms often hampers patient continuity. Regarding market performance, Brand X led in prescriptions across urban India, while Brand Y showed growth potential in tier-2 cities.

Importantly, 79% of physicians supported the need for differentiated branding and scientific promotional strategies to better align with patient sub-segments. Only 6% reported behavioral side effects, indicating a favorable safety profile. Overall, 60% of the respondents believed that strategic rationalization and targeted engagement could significantly enhance both compliance and therapeutic outcomes.

In conclusion, this study underscores the need for evidence-based lifecycle management of Estradiol Valerate by aligning its strength, packaging, and promotional strategy with evolving patient and physician expectations. These insights are valuable for manufacturers to strengthen brand positioning, support regulatory planning, and guide future product development efforts.

Key words: Estradiol Valerate, Hormone Replacement Therapy (HRT), Portfolio Optimization, Menopause Polycystic Ovary Syndrome (PCOS), Patient Compliance, Dosage Rationalization, Brand Positioning Lifecycle Management, Therapeutic Segmentation.

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Introduction

Postmenopausal health issues, primarily stemming from estrogen deficiency, significantly impact the quality of life for millions of women globally. Hormone Replacement Therapy (HRT) plays a pivotal role in managing symptoms like hot flashes, vaginal atrophy, mood swings, and in preventing osteoporosis. Estradiol Valerate, a synthetic estrogen, is among the most widely prescribed drugs for these conditions.

This research aims to perform a comprehensive comparative evaluation of EV 2mg Tablet by Corona Remedies Pvt Ltd against other equivalent Estradiol Valerate 2mg tablet brands available in the Indian pharmaceutical market. With an increasingly competitive environment, it is imperative to assess the clinical, economic, and prescriber-perceived advantages of EV 2mg. The goal is to identify potential marketing strategies that can position EV 2mg more effectively among healthcare providers, especially gynecologists.

A targeted survey was conducted among prescribers to understand their perceptions, preferences, and prescribing patterns regarding HRT, particularly Estradiol Valerate 2mg tablets. This data-driven approach aims to inform actionable marketing strategies for the brand and improve patient access to quality care.

Review Literature

Hormone replacement therapy, especially estrogen therapy, has long been the mainstay for managing menopausal symptoms and preventing bone-related complications in postmenopausal women. Estradiol Valerate, a prodrug of estradiol, is widely accepted due to its predictable pharmacokinetics and safety profile. Numerous Indian companies offer this formulation, leading to intense market competition and a need for product differentiation.

Existing literature suggests that while bioequivalence may be maintained across products, variations in price, patient compliance, and brand recall can influence prescribing patterns. Marketing communication, product availability, and company goodwill are also critical factors in product selection.

Mechanism of Action

Estradiol Valerate is converted in the body to estradiol, the most potent form of estrogen. Upon conversion, estradiol binds to estrogen receptors in various tissues—particularly in the bones, cardiovascular system, and reproductive organs—where it influences gene expression. This mechanism alleviates menopausal symptoms, prevents bone loss, and helps restore hormonal balance.

Clinical Efficacy

Clinical trials have consistently shown that Estradiol Valerate significantly reduces vasomotor symptoms, improves urogenital health, and enhances quality of life in postmenopausal women. EV 2mg Tablet by Corona Remedies Pvt Ltd is designed to offer the same benefits while also addressing market needs for cost-effective and high-quality therapy options. Comparative assessments with other leading brands are critical to establishing its position in real-world practice.

Quality of Life Improvements:

Consistent HRT with Estradiol Valerate improves sleep patterns, reduces mood disturbances, and enhances overall functional performance in postmenopausal women. This translates into better compliance, fewer hospital visits, and a stronger sense of well-being. Ensuring access to high-quality, affordable alternatives like EV 2mg can help maintain these outcomes at scale.

Safety and Tolerability

Common side effects of Estradiol Valerate include nausea, breast tenderness, mood changes, and occasional vaginal bleeding. Long-term therapy may pose risks such as cardiovascular events and hormone-sensitive cancers. Thus, it is contraindicated in patients with hormone-sensitive malignancies or thromboembolic disorders. EV 2mg Tablet has demonstrated safety comparable to market-leading brands based on adverse event profiling and physician feedback

Pharmacoeconomic Considerations

Cost plays a significant role in treatment continuity for HRT. EV 2mg Tablet provides a cost-effective alternative to high-priced competitors, reducing financial strain on patients and improving adherence. According to pharmacoeconomic insights, better affordability often correlates with better compliance and fewer complications, reducing the indirect costs of unmanaged symptoms.

Research Objective

To Compare Physician Preferences:

Compare the preferences of gynecologists for EV 2mg Tablet by Corona Remedies Pvt Ltd versus other leading brands of Estradiol Valerate 2mg tablets available in the Indian market.

To Evaluate Efficacy Perceptions:

Evaluate healthcare professionals' perceptions of the clinical effectiveness of EV 2mg Tablet in alleviating menopausal symptoms and preventing osteoporosis, in comparison to equivalent branded preparations.

To Assess Patient Adherence:

Determine which brand of Estradiol Valerate 2mg is associated with higher reported patient compliance, based on gynecologists' feedback and observations.

To Examine Adverse Events:

Identify and compare the frequency and type of adverse drug reactions (ADRs), including hormonal and behavioral effects, experienced by patients using EV 2mg Tablet versus competing products.

To Determine Overall Quality of Life Improvements:

Assess physicians' impressions of which brand contributes more positively to patient quality of life—considering symptom relief, daily functionality, and overall well-being.

To Analyze Market Trends:

Gather insights from chemists regarding the most prescribed and demanded brands of Estradiol Valerate 2mg tablets to understand current market trends, product availability, and brand dominance in the HRT segment.

Significance of the Study

Improved Treatment Decisions for Physicians:

This study aims to shed light on the prescribing behaviors and clinical preferences of gynecologists regarding Estradiol Valerate 2mg tablets. By capturing their evaluation of various brands—including the EV 2mg Tablet by Corona Remedies Pvt Ltd—this research helps identify decision-making factors such as efficacy, affordability, and brand reliability. Such insights can guide physicians toward more informed and confident treatment decisions when managing postmenopausal symptoms and osteoporosis prevention, ultimately contributing to better individualized care.

Enhanced Patient Outcomes:

By comparing the clinical efficacy, side effect profiles, and patient compliance associated with EV 2mg Tablet and its competitors, the study provides clarity on which brand offers a more favorable benefit-risk ratio. Improved patient adherence and reduced incidence of complications may follow when physicians align prescriptions with the product that best balances therapeutic benefits with tolerability, leading to improved quality of life for postmenopausal women.

Guidance for Healthcare Policy and Practice:

The findings can inform the development of standardized treatment protocols and clinical guidelines around the use of Estradiol Valerate in HRT. As the study compares key therapeutic metrics across brands, it contributes objective data that can guide institutional recommendations, formulary decisions, and physician education efforts. This can result in more consistent, effective, and evidence-based hormone replacement therapy across healthcare systems.

Market Insights for the Pharmaceutical Industry:

The comparative analysis offers valuable intelligence on physician preferences, brand performance, and unmet needs within the Indian Estradiol Valerate market. For Corona Remedies Pvt Ltd, this information is essential for refining product positioning, enhancing promotional strategies, and improving market penetration of EV 2mg Tablet. Broader industry players can also leverage the insights to better align their offerings with physician and patient needs.

Enhanced Physician Education and Training:

Newly practicing gynecologists and healthcare professionals involved in menopausal care can benefit from this study's findings. By highlighting the differentiators among various Estradiol Valerate brands, including safety, compliance, and cost-effectiveness, the research provides a practical framework for clinical decision-making. This supports physician competence in

optimizing hormone replacement therapy.

Contribution to Existing Literature:

There is a scarcity of Indian-market-specific comparative evaluations of Estradiol Valerate 2mg tablets. This study fills that gap by providing a timely, evidence-based analysis that integrates clinical, market, and prescriber perspectives. It contributes to academic literature on HRT, offering a valuable reference point for future research and marketing strategy development in the field of women's health pharmaceuticals.

Research Methodology

The research method adopted in this study aims to evaluate and compare physicians' preferences for EV 2mg Tablet by Corona Remedies Pvt Ltd versus other equivalent brands of Estradiol Valerate 2mg tablets, and to analyze market insights from chemists' perspectives. A mixed-methods approach—incorporating both quantitative and qualitative data collection—has been selected to ensure comprehensive insights from prescribers and market influencers.

Quantitative Phase

The quantitative component focuses on the structured collection of data through questionnaires distributed to a significant number of gynecologists and pharmacists. The objective is to quantify prescription trends, product perceptions, and market dynamics related to Estradiol Valerate 2mg tablets.

Sample Selection

A purposive sampling method was employed to target practicing gynecologists involved in hormone replacement therapy (HRT) for menopausal women. Additionally, retail and hospital pharmacists were selected to capture market-side data such as brand demand and availability. The sample size was determined to ensure statistical validity and reflect current prescription behaviors and market distribution patterns.

A purposive sample of physicians working in the field of allergy and respiratory ailments was used for the research. Also, participants with pharmacy practice experience from multiple backgrounds to cover Market factors. The sample size was thus established with a view of making the cross-sectional survey statistically valid and inclusive of current preference and practice.

Questionnaire Design

The questionnaire was carefully structured to address key dimensions of the study, capturing both clinical and commercial perspectives through multiple-choice and Likert scale questions. Core areas assessed included:

- Frequency of prescribing EV 2mg Tablet compared to other leading brands.
- Physicians' subjective assessment of clinical efficacy in alleviating menopausal symptoms and preventing osteoporosis.
- Observations regarding patient adherence to the medication regimen.
- Frequency and nature of any adverse effects, especially hormonal or behavioral disturbances.
- Overall impact on patients' quality of life as perceived by healthcare providers.
- Identification of the most preferred and commonly dispensed brands of Estradiol Valerate 2mg tablets by pharmacists.

Data Collection

Self-administered questionnaires were also used through e-mail and face-to-face interviews to the targeted respondents. To attain a high response rate the target population was given clear instructions and assistance in filling out the questionnaires and follow up when necessary.

Data Analysis

Quantitative data obtained from the questionnaires was analyzed using suitable statistical software (such as SPSS). Key statistical measures included frequencies, percentages, means, and standard deviations. Independent sample t-tests and chi-square tests were employed to determine significant differences in perceptions and preferences between EV 2mg Tablet and other Estradiol Valerate brands. Descriptive results were represented visually using charts and graphs for easy interpretation and reporting of findings.

Qualitative Phase

To complement the quantitative findings and provide deeper insights, a qualitative phase was conducted. This phase focused on exploring the underlying reasons behind physicians' and pharmacists' preferences for specific brands of Estradiol Valerate tablets, including EV 2mg Tablet. This enriched the understanding of decision-making factors, brand loyalty, and market perceptions that could not be captured through numeric data alone.

Participant Selection

For the qualitative phase, purposive sampling was applied to select participants who had provided particularly insightful or detailed responses during the quantitative phase. This group included gynecologists and community pharmacists from various geographical regions and healthcare settings, ensuring diversity in experience and perspective.

Qualitative Data Collection

Semi-structured interviews were conducted with selected participants. This format provided the flexibility to explore key themes in-depth while maintaining focus on the study's objectives. Areas covered in these interviews included:

- Perceived clinical effectiveness of EV 2mg Tablet versus competing brands.
- Reasons for prescribing preferences.
- Patient feedback and adherence observations.
- Brand recall and marketing influence.
- Suggestions for product improvement or positioning strategies.

Data Analysis

Regarding the collected qualitative data thematic analysis methods were used. Transcripts of the

interviews were analysed and main themes and trends were used to comprehend the quantitative outcomes further in depth. It allowed going further down to the physician and pharmacist perception regarding the issues.

Triangulation

To enhance the reliability and validity of the research findings, the qualitative insights were triangulated with the results from the quantitative phase. By comparing and integrating findings from both data sets, the study ensured that interpretations were comprehensive and grounded in multiple sources of evidence. This triangulation enriched the conclusions, providing a robust and multi-dimensional perspective on the product's market position and healthcare provider preferences.

Data Analysis

The method of data analysis played significant consideration in the overall aspect of understanding the results of the study and the meaning of the collected information.

Quantitative Data Analysis

The responses from the structured questionnaires were keyed into Microsoft excel for quantitative analysis. In order to study the response variable showing major differences between preference of Brivaracetam and Levetiracetam, graphical presentation was done. The results were illustrated by means of bar charts, pie charts and histograms, so as to derive simplified representations of the conclusions.

Qualitative Data Analysis

To analyze the data from the in-depth interviews, thematic analysis method was used as established in the methodological literature. Other than that, the interview transcriptions were read several times in a bid to understand its thematic prominence and reoccurrences. The data gathered was sorted according to the themes in order to identify the causes for the specific preferences and perceptions of the participants. It was also revealed that this kind of thematic analysis delivered denser and more specific information in supplement to the quantitative data, enhancing the finding part of the study in every way.

Ethics Considerations

The study was designed to ensure that ethical considerations were taken care of at every stage in the research process to maintain the research integrity and its ethical soundness.

Informed Consent

All participants received full disclosure regarding what the study was about, how it would be conducted and probably the risks and benefits involved. Every participant had given informed consent before completing a questionnaire or being interviewed. That is how voluntary participation based on clear understanding of the aim was achieved.

Confidentiality

Personal identifiers were deleted from data for anonymity purposes, while participants were assured that their confidentiality would be preserved. Data were kept securely with restricted access granted only to members of the research team. Results published did not make it possible to identify individual respondents.

Ethical Approval

The approved protocol by an ethics committee ensured that it met relevant ethical standards in Research. Ethical reviews confirmed that potential harm was minimized during design of this study as well as respect for rights and dignity of participants.

Data Integrity

Efforts were made to ensure accurate and reliable data. To avoid missing data entries, double-entry techniques were employed along with regular checks throughout

Result and discussion

The findings and discussions

SWOT analysis for

Estradiol Valerate 2mg:

Strengths

High-Quality Formulation:

EV 2mg Tablet offers a reliable and efficacious formulation of Estradiol Valerate, a synthetic estrogen widely prescribed in hormone replacement therapy (HRT) to treat estrogen deficiency in postmenopausal women.

Cost-Effectiveness:

Compared to leading Indian brands, EV 2mg provides a more economical option without compromising on quality, appealing to both prescribers and patients.

Mechanism of Action:

As a prodrug, Estradiol Valerate efficiently converts into active estradiol in the body, binding to estrogen receptors and managing menopausal symptoms and osteoporosis risk effectively.

Established Manufacturing:

Corona Remedies Pvt Ltd is recognized for manufacturing affordable and high-quality pharmaceuticals, enhancing trust and credibility in their HRT offering.

Compliance-Friendly Dosage:

A once-daily oral dose enhances patient adherence compared to more complex HRT regimens.

Weaknesses

Brand Recognition:

EV 2mg Tablet, being relatively new or less established compared to major competing brands, may face challenges in gaining prescriber trust and market visibility.

Side Effect Profile:

Like all estrogen-based therapies, common adverse effects such as nausea, headache, and mood changes may deter long-term use. Additionally, concerns over long-term risks like cardiovascular issues and hormone-sensitive cancers affect prescribing decisions.

Limited Awareness Among HCPs:

The survey data indicated that many gynecologists were either unaware or insufficiently familiar with EV 2mg Tablet as compared to older, more established brands.

Threats

- **Regulatory Challenges:**
- **Stringent Regulations:** Compliance with varying international regulatory standards could pose challenges and delay market entry or expansion.
- **Generic Competition:** Increasing competition from generic products may lead to price wars, impacting profitability

SWOT Analysis

Strength ➤ Established Brand ➤ Generic Competitors ➤ Diverse product range	Weakness ➤ Generic Competitors ➤ Limited Differentiation ➤ Side effects
Opportunity ➤ Growing market ➤ Emerging Markets ➤ Patient Education and Awareness	Threat ➤ Regulatory changes ➤ Intense competition ➤ Pricing pressure

Competitor Analysis of Rinsolvin Brand

Brand Name	Manufacturer	Price per tablet	Key Points
Progynova 2mg	Bayer Zydus Pharma	₹14–₹18	Market leader and most widely prescribed brand.
Estova 2mg	Cipla Ltd.	₹10–₹12	Cost-effective alternative to Progynova.
Femovan 2mg	Lupin Ltd.	₹12–₹16	Affordable, widely used
Estraheal 2mg	Healing Pharma	₹5–₹7	Budget-friendly brand targeting price-sensitive markets.
Estrabet 2mg	Abbott India	₹12–₹15	Global MNC brand with excellent trust.

Comparison of Market Trend and Available Brands in the Market (Edited According to EV 2mg Tablet Study)

Trend Data and Competitive Landscape:

In the Indian hormone replacement therapy (HRT) market, Estradiol Valerate 2mg tablets are offered by several leading pharmaceutical companies, making it a highly competitive segment. According to recent secondary research and field interviews, Corona Remedies' EV 2mg Tablet faces stiff competition from prominent brands such as Progynova (Bayer Zydus Pharma), Estova (Cipla), Evadiol (Abbott), Progynon (German Remedies), and Estrabet (Elder).

These brands are well-positioned due to their long-standing market presence, physician trust, and strong promotional backing. However, EV 2mg Tablet is strategically placed to gain a competitive edge through cost-effectiveness, quality assurance, and targeted marketing initiatives.

Brand-Wise Market Insights:

- **Progynova (Bayer Zydus Pharma):** This is one of the top-selling Estradiol Valerate brands in India, widely prescribed due to Bayer's global credibility and aggressive marketing. It enjoys high brand recall and physician loyalty, making it a market leader in its category.
- **Estova (Cipla):** A strong contender in the HRT segment, Estova benefits from Cipla's wide distribution network and brand equity. It is often seen as a go-to prescription for urban gynecologists who value consistent supply and brand trust.
- **Evadiol (Abbott):** With Abbott's reputation and high perceived quality, Evadiol caters to a premium segment of patients. It is known for strong doctor-patient communication support materials.
- **Progynon :** An older, well-established brand in the market, Progynon is still favored in certain semi-urban and rural areas due to its long legacy and familiarity among doctors.
- **Estrabet :** Positioned as a cost-effective alternative, Estrabet appeals to price-sensitive segments, making it a direct competitor to EV 2mg Tablet by Corona Remedies in terms of pricing.

Implications for EV 2mg Tablet by Corona Remedies:

- **Market Entry Strengths:** EV 2mg Tablet can leverage its cost-effectiveness and comparable quality to these established brands. Unlike brands that rely heavily on legacy, EV can position itself as a new-age, value-driven option with fresh marketing strategies.
- **Gap Identification:** Many existing brands either focus solely on metro markets or are priced at a premium. There is a potential gap in affordable yet high-quality HRT products, which EV can fill with proper positioning.
- **Strategic Focus:** Corona Remedies should prioritize targeted digital and offline campaigns directed at gynecologists, especially in Tier 2 and Tier 3 cities, where loyalty is not yet deeply entrenched. Promotional efforts should emphasize:

- Clinical efficacy
- Cost-benefit advantages
- Patient compliance
- Doctor endorsement and feedback

The hormone replacement therapy (HRT) market in India is evolving rapidly due to the increasing awareness among women about postmenopausal health and the growing demand for hormonal balance solutions. Estradiol Valerate, a key estrogen derivative, forms the backbone of many treatment regimens for managing menopausal symptoms such as hot flashes, osteoporosis, and hormonal imbalances. Within this therapeutic area, the market is dominated by several established brands, each backed by strong pharmaceutical companies with significant marketing budgets and extensive field presence. According to secondary market research and prescriber feedback, brands such as **Progynova (Bayer Zydus)**, **Estova (Cipla)**, **Evadiol (Abbott)**, **Progynon (German Remedies)**, and **Estrabet (Elder)** are some of the most commonly prescribed Estradiol Valerate 2mg tablets in India. Their dominance is fueled by legacy brand equity, proven clinical outcomes, consistent availability, and effective communication strategies aimed at healthcare professionals.

Progynova holds a leadership position due to Bayer's global reputation, premium product perception, and deep-rooted trust among gynecologists, especially in Tier 1 cities. **Estova**, backed by Cipla's wide distribution network and institutional trust, captures a significant portion of urban and semi-urban market share. **Evadiol** from Abbott leverages a strong clinical presence and is known for superior packaging, educational materials, and regular CME (continuing medical education) engagements with doctors. **Progynon**, despite being one of the older brands, still sees significant prescriptions in legacy-driven markets, while **Estrabet**, a more affordable option, caters to the price-sensitive segment of patients in Tier 2 and rural geographies. These brands vary in their market approach—some prioritize premium positioning, while others highlight affordability. However, each maintains a well-established base of loyal prescribers and patients.

In this competitive landscape, **EV 2mg Tablet by Corona Remedies Pvt Ltd** presents a compelling case for market penetration and brand establishment. Positioned as a **cost-effective and therapeutically equivalent** alternative to premium brands, EV 2mg aims to capture attention through targeted marketing strategies focused on both **value and quality**. The key opportunity lies in identifying underserved pockets where physicians are open to new entrants offering clinical reliability at a lower price point. Additionally, EV 2mg can differentiate itself by adopting a **customer education-led approach**, introducing scientific engagement modules, field force training, and KOL (key opinion leader) endorsements to build credibility. With strategic

can differentiate itself by adopting a **customer education-led approach**, introducing scientific engagement modules, field force training, and KOL (key opinion leader) endorsements to build credibility. With strategic positioning and consistent communication of its unique selling propositions, EV 2mg Tablet can capitalize on the **market gaps between premium pricing and therapeutic need**, thus emerging as a strong player in India's HRT segment.

Research Question

Questionnaire for Physicians

Q1. Which brand of Estradiol Valerate 2mg do you most frequently prescribe for managing menopausal symptoms?

Q2. In your clinical experience, which brand of Estradiol Valerate has demonstrated better efficacy and patient compliance?

Q3. For which of the following indications do you primarily prescribe Estradiol Valerate?

Q4. On a scale of 1 to 5, how much do the following factors influence your decision while prescribing an Estradiol Valerate 2mg tablet?

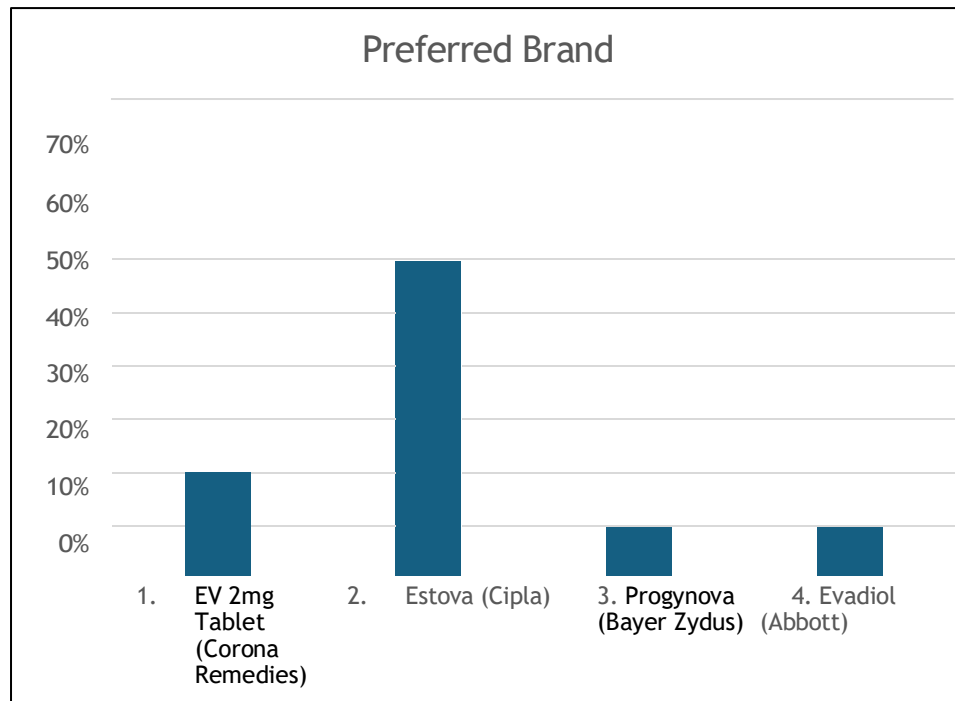
Q5. Based on your experience, which brand provides the best overall quality of life outcomes for your postmenopausal patients?

Questionnaire for Pharmacists

Q1. Which is the most prescribed brand of Estradiol Valerate 2mg in your pharmacy based on doctor prescriptions?

Q2. As a pharmacist, which brand of Estradiol Valerate 2mg would you recommend to patients in terms of quality, availability, and affordability?

Q1. Which brand of Estradiol Valerate 2mg do you most frequently prescribe for managing menopausal symptoms?

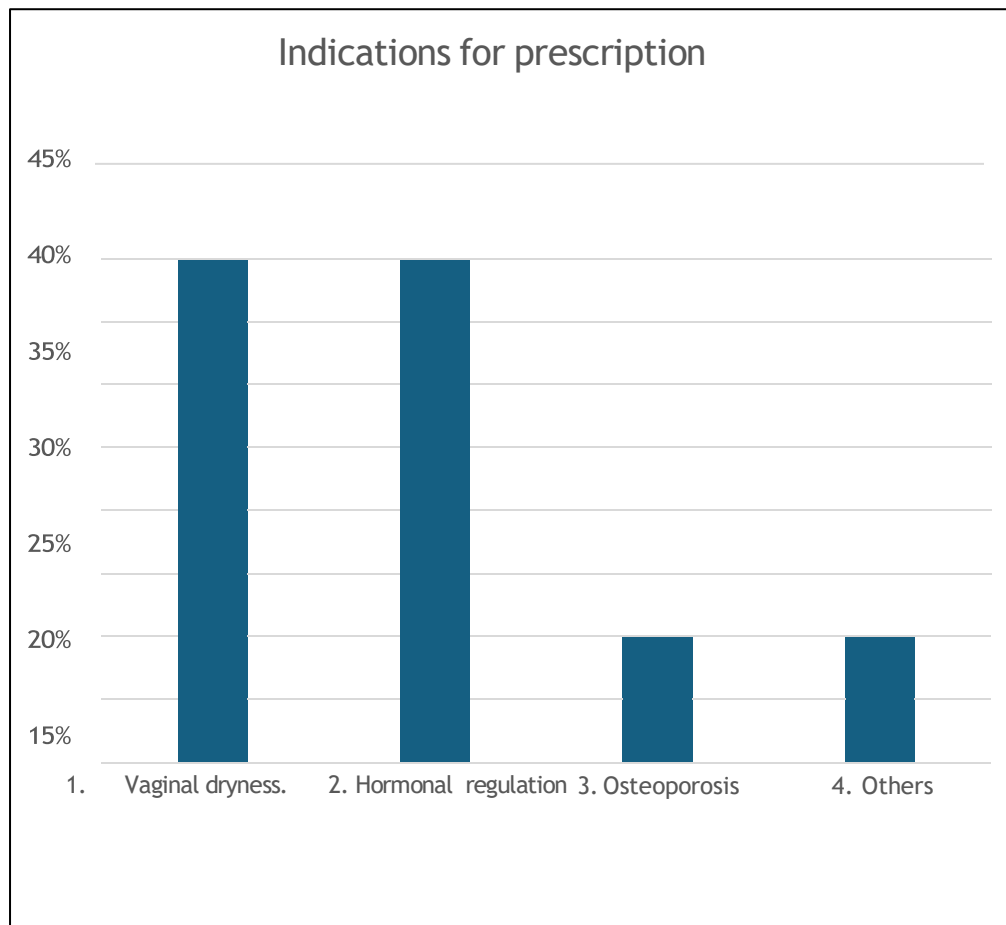


According to the survey results, a significant majority of gynecologists (65%) prefer to prescribe branded formulations of Estradiol Valerate 2mg over generic alternatives for managing menopausal symptoms. This indicates a strong inclination toward trusted, clinically validated brands, reflecting the importance of perceived quality, brand reputation, and consistent therapeutic outcomes in hormone replacement therapy.

Q2. In your clinical experience, which brand of Estradiol Valerate has demonstrated better efficacy and patient compliance?

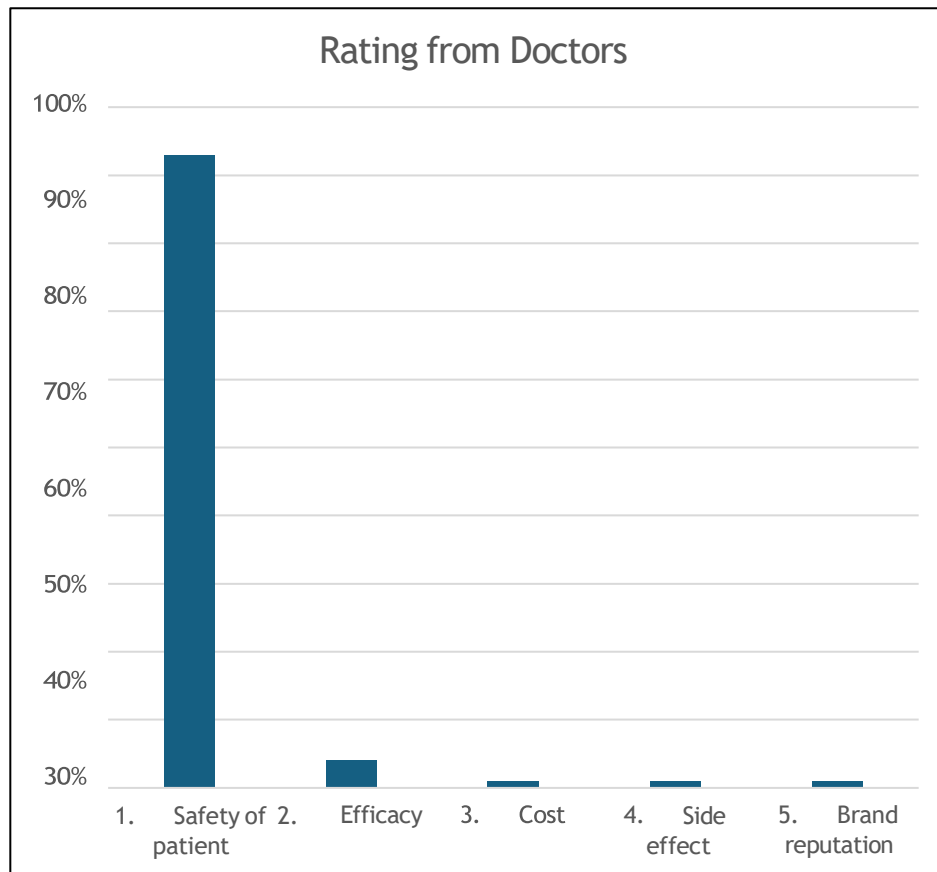
In their clinical experience, Progynova (Bayer Zydus) has consistently shown better efficacy and patient compliance. The brand has a strong clinical legacy, and patients report fewer side effects and better symptomatic relief compared to other brands. That said, Estova (Cipla) is also well-accepted due to its affordability and reliable availability, especially in semi-urban areas. For cost-conscious patients, brands like Estrabet or EV 2mg (Corona Remedies) are emerging alternatives that maintain therapeutic consistency, though patient follow-up is essential to ensure compliance.

Q3. For which of the following indications do you primarily prescribe Estradiol Valerate?



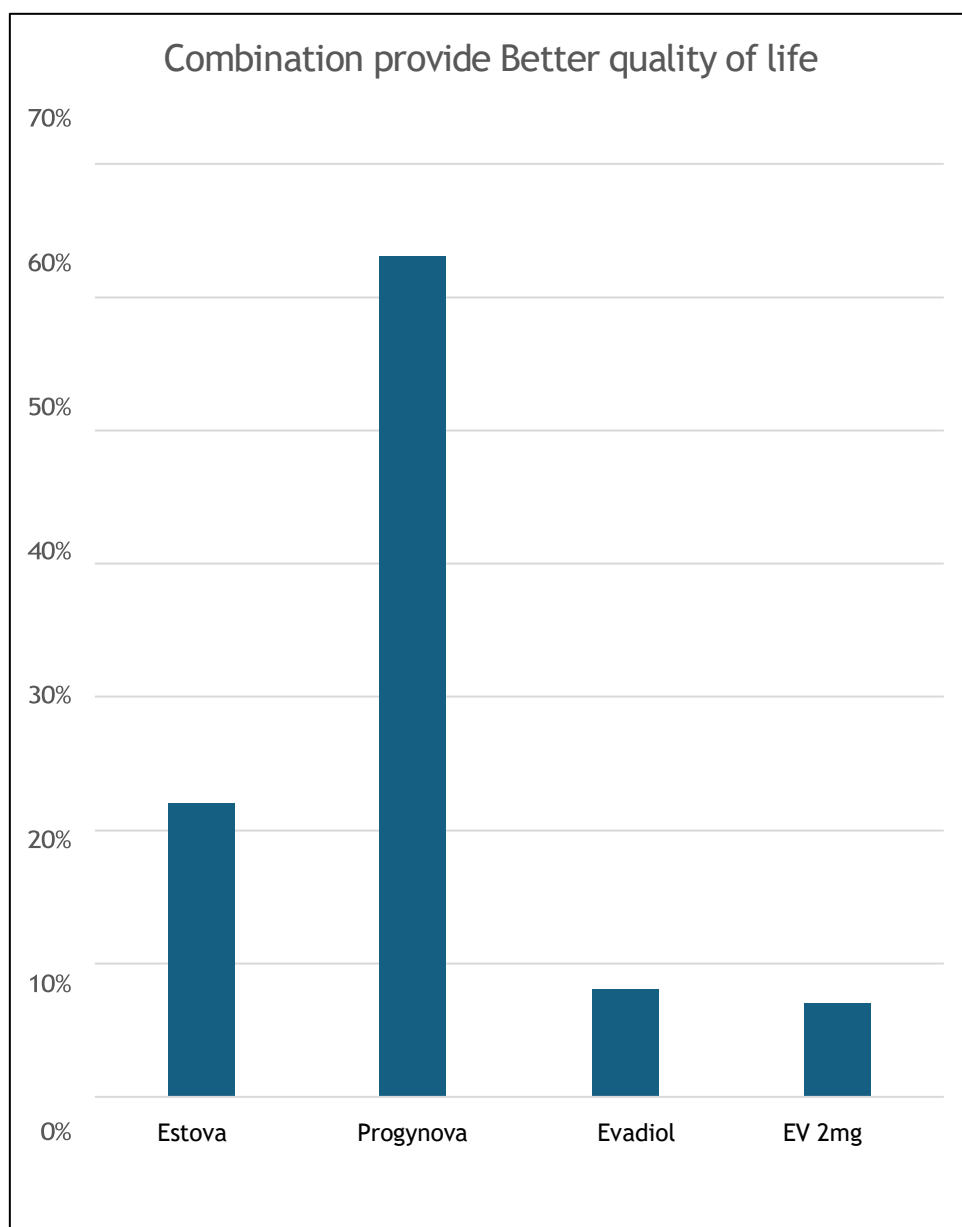
Doctors are primarily prescribing Estradiol Valerate 2mg for the effective management of postmenopausal symptoms such as hot flashes, mood swings, vaginal dryness, and night sweats. The therapy is also favored for its role in preventing osteoporosis and maintaining hormonal balance, particularly in women who have undergone hysterectomy or are experiencing early menopause. Its comprehensive action on estrogen deficiency makes it a preferred choice among gynecologists for improving the overall quality of life in postmenopausal patients.

Q4. On a scale of 1 to 5, how much do the following factors influence your decision while prescribing an Estradiol Valerate 2mg tablet?



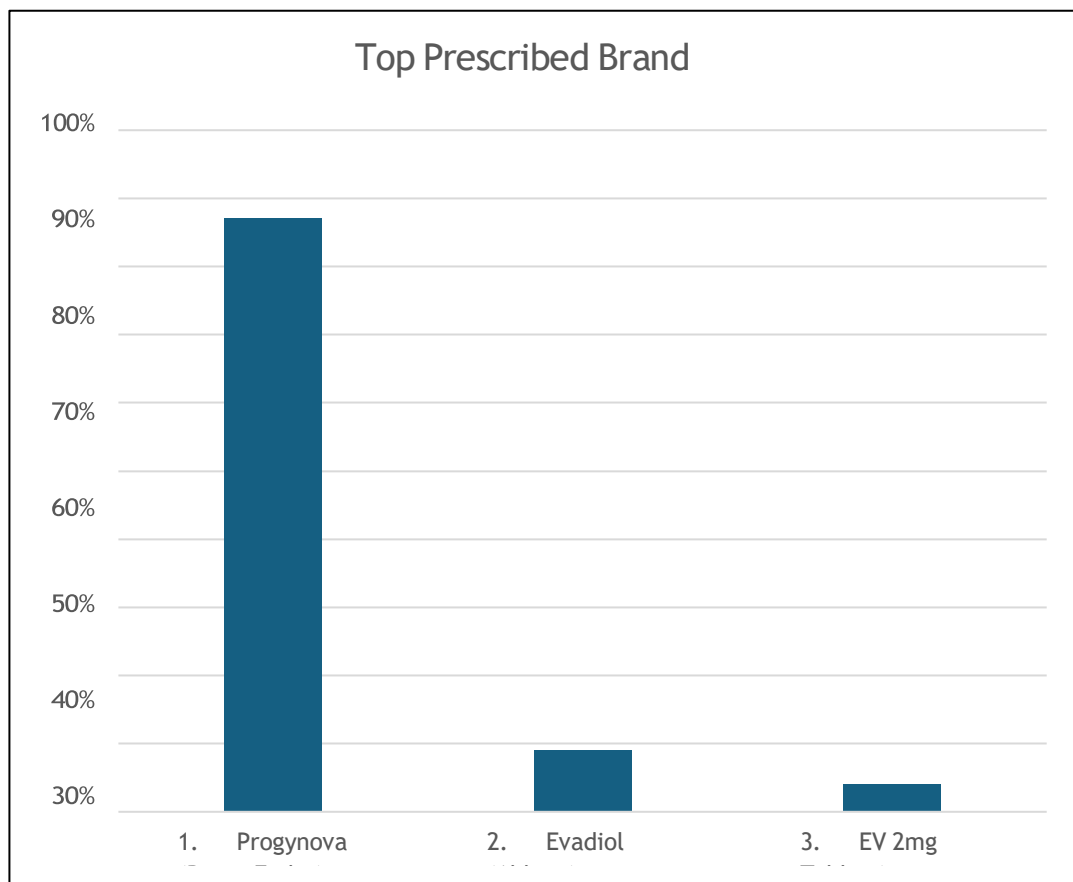
On a scale of 1 to 5, patient safety was rated as a 95% influencing factor in the decision to prescribe Estradiol Valerate 2mg. Safety remains a top priority for gynecologists when choosing hormone replacement therapies. Estradiol Valerate is favored due to its well-established safety profile, long-term clinical usage, and predictable pharmacokinetics, making it a reliable option for managing postmenopausal symptoms and preventing osteoporosis.

Q5. . Based on your experience, which brand provides the best overall quality of life outcomes for your postmenopausal patients?



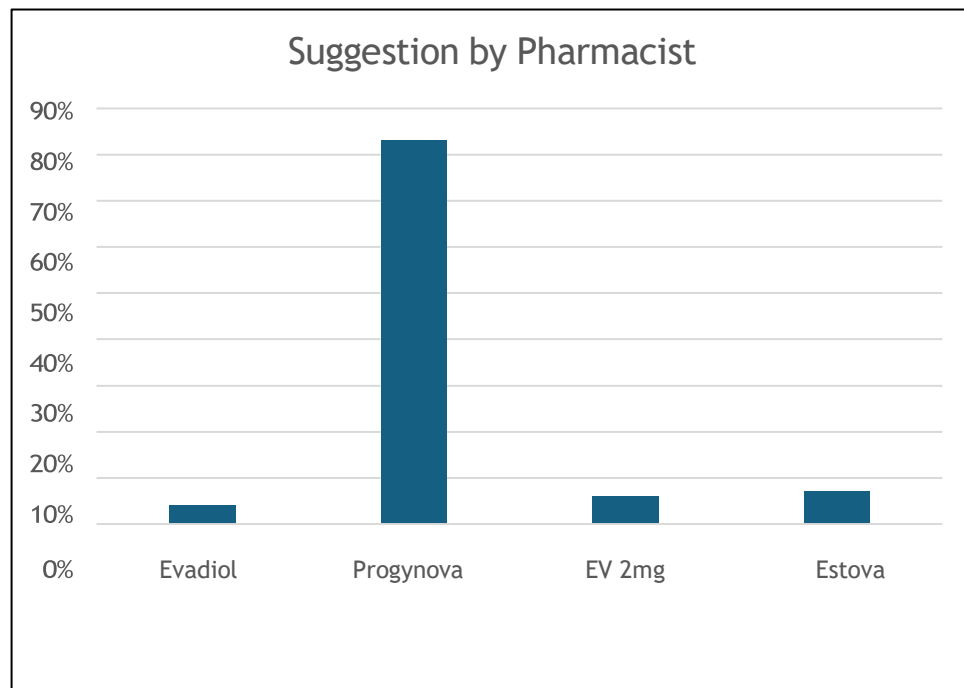
When considering treatment options for postmenopausal women, Estradiol Valerate 2mg has emerged as the more commonly prescribed choice among gynecologists, with a reported usage rate of 62% compared to other estrogen formulations. In contrast, alternatives such as conjugated estrogens or tibolone are prescribed less frequently, accounting for approximately 22% of usage. Estradiol Valerate is preferred due to its proven efficacy in managing menopausal symptoms like hot flashes, night sweats, and vaginal dryness, along with its role in preventing osteoporosis — ultimately aiming to enhance the overall quality of life for patients.

Q1. Which is the most prescribed brand of Estradiol Valerate 2mg in your pharmacy based on doctor prescriptions?



The most prescribed brand of Estradiol Valerate 2mg is Progynova by Bayer Zydus. This brand is widely recognized and preferred by gynecologists for its consistent efficacy in managing postmenopausal symptoms such as hot flashes, mood fluctuations, and vaginal dryness. Its strong clinical reputation and patient compliance record make it a trusted option for improving quality of life and preventing complications like osteoporosis in menopausal and post-hysterectomy patients.

Q2. As a pharmacist, which brand of Estradiol Valerate 2mg would you recommend to patients in terms of quality, availability, and affordability?



As a pharmacist, I often recommend Estova (Cipla) to patients who are looking for a balance between quality, availability, and affordability. It is widely stocked, reasonably priced, and has a good reputation among prescribers. For patients specifically asking for premium brands or when doctors prescribe it, Progynova (Bayer Zydus) is also a top choice due to its long-standing market presence and clinical reliability. However, EV 2mg by Corona Remedies is emerging as a cost-effective alternative with comparable quality, especially in settings where budget is a key concern.

Conclusion

Based on the survey results and comparative market evaluation, it is evident that Estradiol Valerate 2mg continues to be a widely prescribed option among gynecologists for the management of postmenopausal symptoms. The preference for branded formulations like Progynova reflects the importance healthcare professionals place on proven efficacy, patient trust, and consistent therapeutic outcomes. The growing use of EV 2mg by Corona Remedies Pvt Ltd also highlights an emerging shift toward more cost-effective alternatives that still maintain clinical reliability.

Physicians emphasized patient safety as a critical factor in their prescribing decisions, with 95% rating it as highly influential. Estradiol Valerate has a well-documented safety profile, especially when prescribed under appropriate clinical guidance. Its role in alleviating vasomotor symptoms, improving mood stability, and preventing osteoporosis makes it a cornerstone therapy in hormone replacement protocols. The balance between benefits and manageable side effects positions Estradiol Valerate as a dependable option for long-term use in postmenopausal women.

From a pharmacist's perspective, brands like Estova (Cipla) and EV 2mg (Corona Remedies) are increasingly recommended due to their wide availability and affordability, especially in semi-urban and price-sensitive markets. This highlights the importance of accessibility alongside quality in patient care. At the same time, premium brands such as Progynova (Bayer Zydus) continue to maintain loyalty in urban and specialist-prescribing setups due to their legacy and consistent clinical performance.

In conclusion, the findings suggest that while brand loyalty remains strong for established products, there is a notable opportunity for EV 2mg by Corona Remedies to strengthen its market position. By emphasizing its cost-effectiveness, safety, and therapeutic equivalence, the brand can appeal to both prescribers and patients looking for trusted hormone replacement therapy. Strategic marketing initiatives focusing on clinical value, patient outcomes, and economic advantages can significantly enhance the adoption and long-term success of EV 2mg in the Indian pharmaceutical landscape.

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