

**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.**

**Prepared by: Nalwadey
Harshawardhan Udaykumar**

MBA PM-15

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Mentor: Dr. Sudhinder Singh Chowhan

**Associate Professor, IIHMR University,
Jaipur**

Introduction

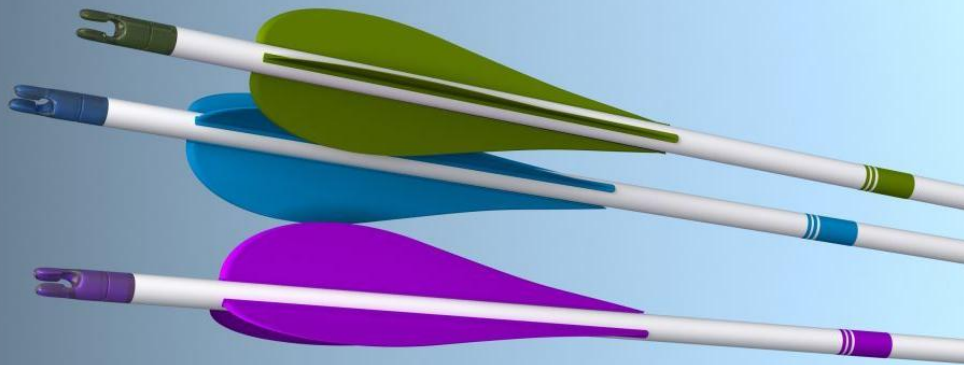
- Postmenopausal health issues, primarily stemming from estrogen deficiency, significantly impact the quality of life for millions of women globally. Hormone Replacement Therapy (HRT) plays a pivotal role in managing symptoms like hot flashes, vaginal atrophy, mood swings, and in preventing osteoporosis. 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.

**Estradiol
Valerate Tablets**



Objective

- Assess the competitive Landscape
- Identify Unique Selling Propositions (USPs)
- Evaluate Marketing Effectiveness



Research methodology

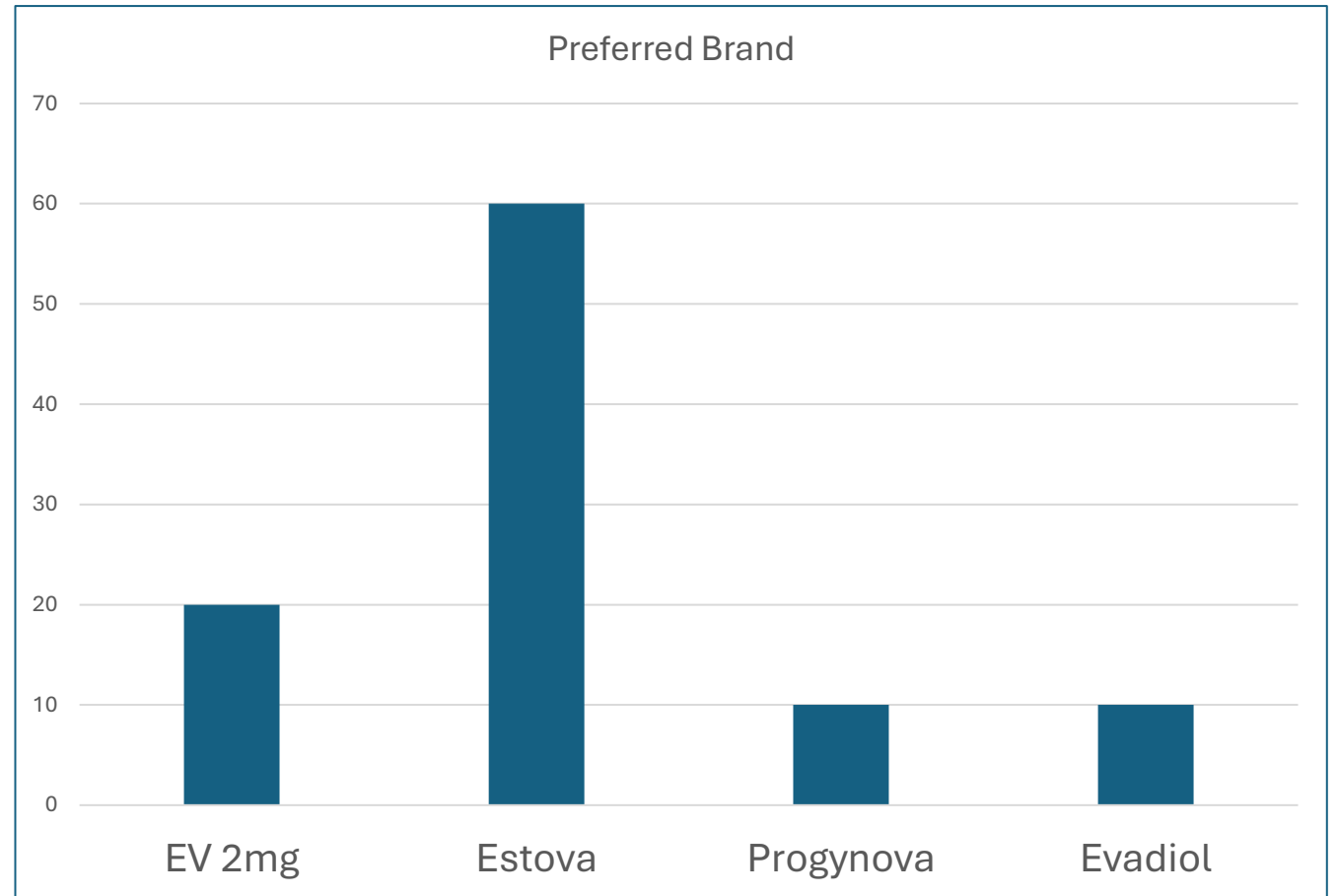
- Study type: Analytical
- Population: Sample size 50 (General Physician, Pharmacists)
- Sampling technique: Purposive
- Tools for data collection: Structured questionnaire



Result

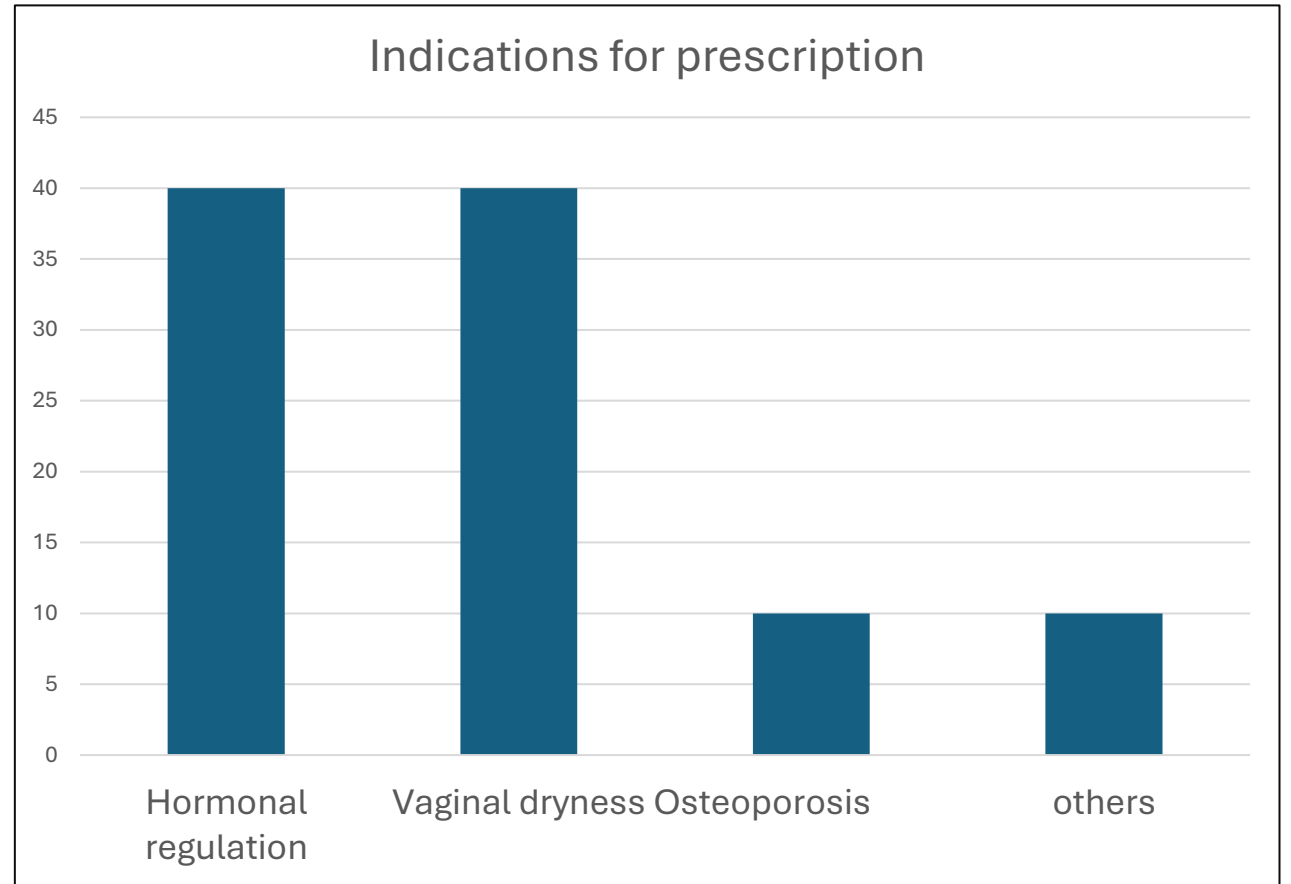


Q1. Which brand of Estradiol Valerate 2mg do you most frequently prescribe for managing menopausal symptoms?



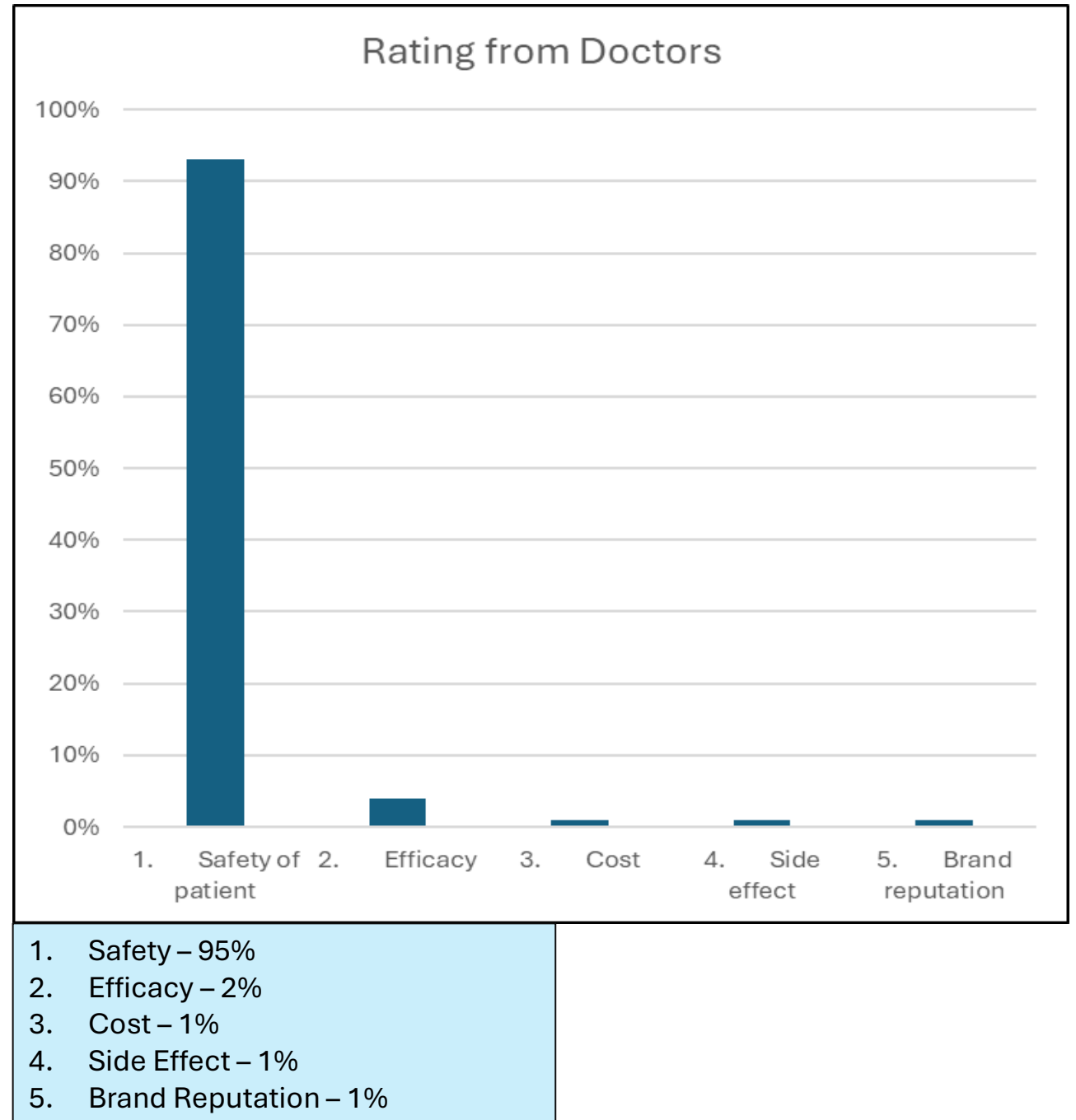
1. Estova – 60%
2. EV 2mg – 20%
3. Progynova – 10%
4. Evadiol – 10%

Q2. For which of the following indications do you primarily prescribe Estradiol Valerate?

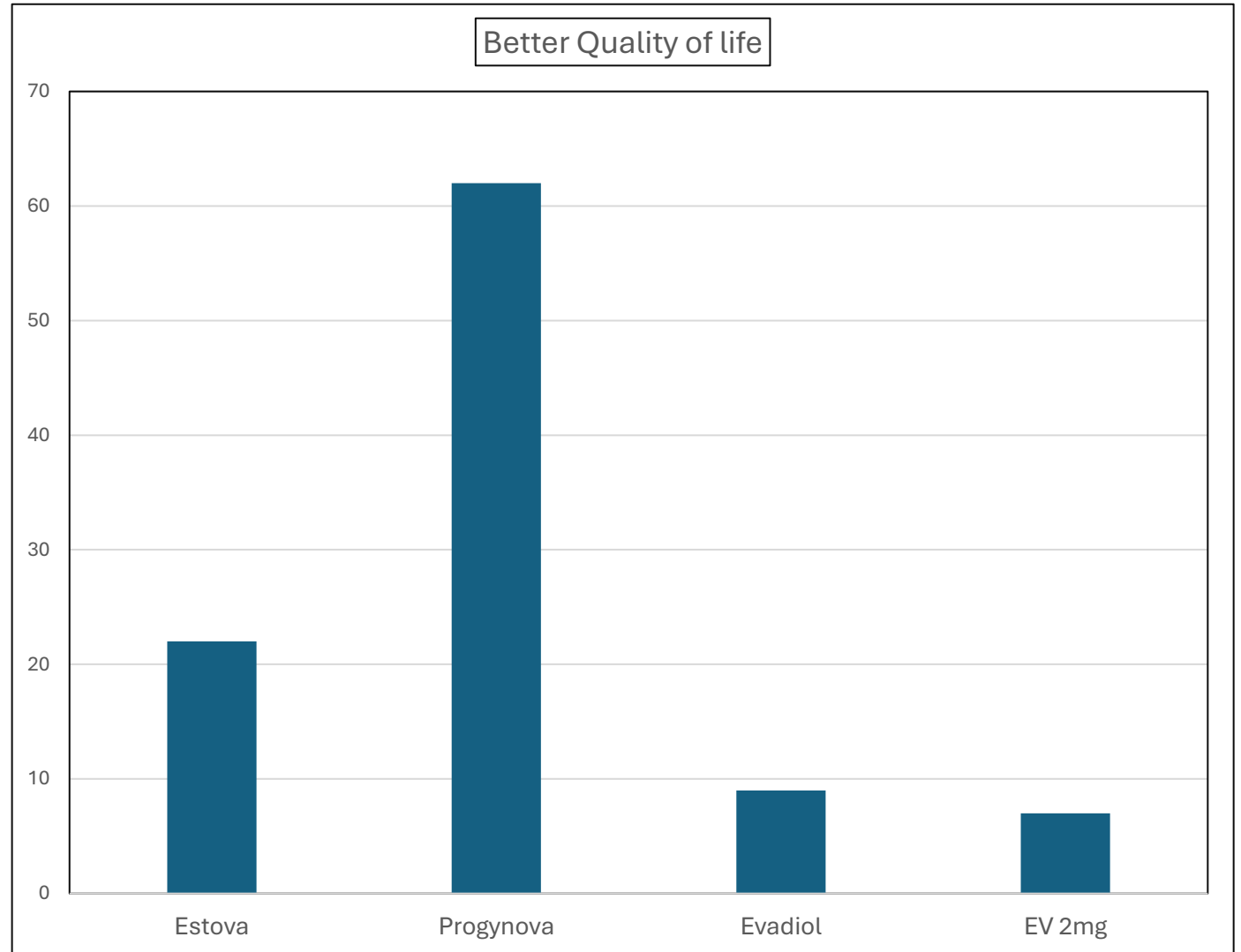


1. Hormonal Regulation – 40%
2. Vaginal Dryness – 40%
3. Osteoporosis – 10%
4. Others – 10%

Q3. On a scale of 1 to 5, how much do the following factors influence your decision while prescribing an Estradiol Valerate 2mg tablet?



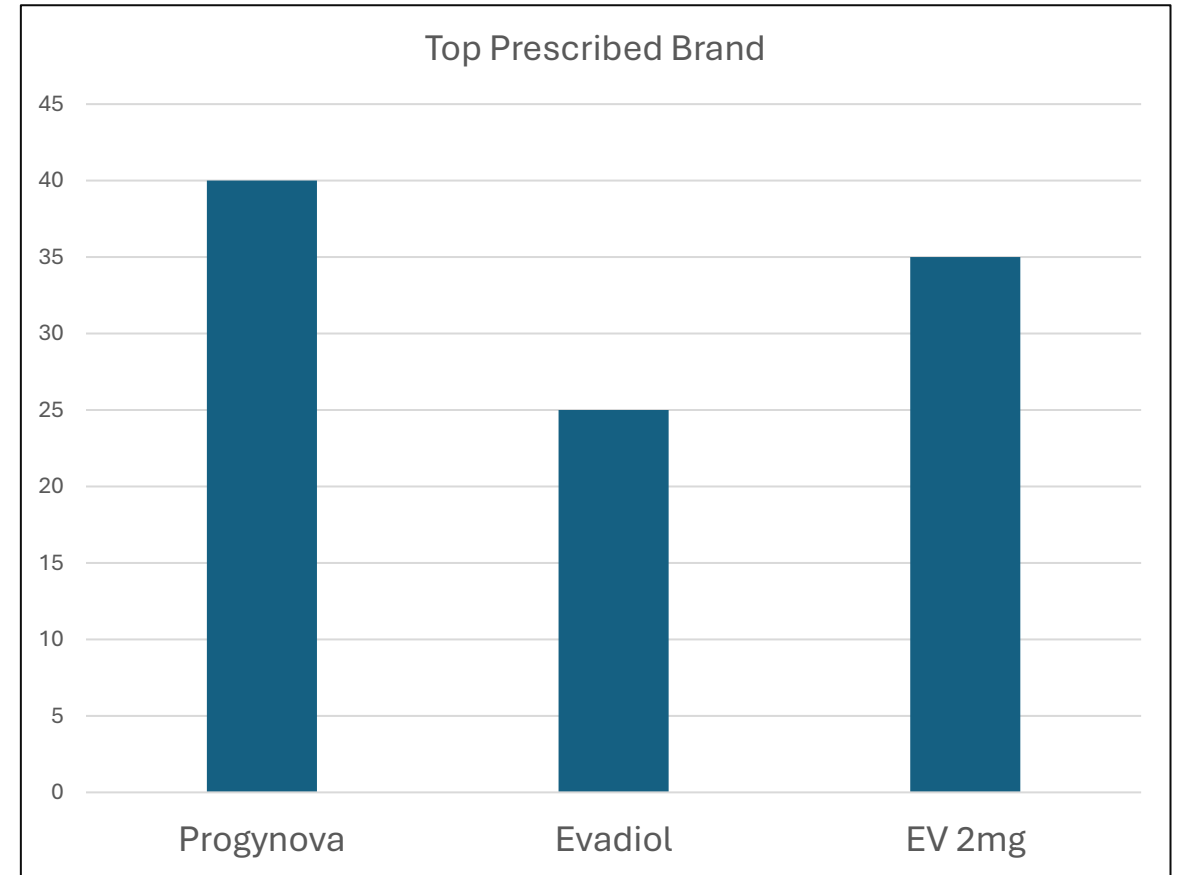
Q4. Based on your experience, which brand provides the best overall quality of life outcomes for your postmenopausal patients?



1. Progynova – 62%
2. Estova – 22%
3. Evadiol – 9%
4. EV 2mg – 7%

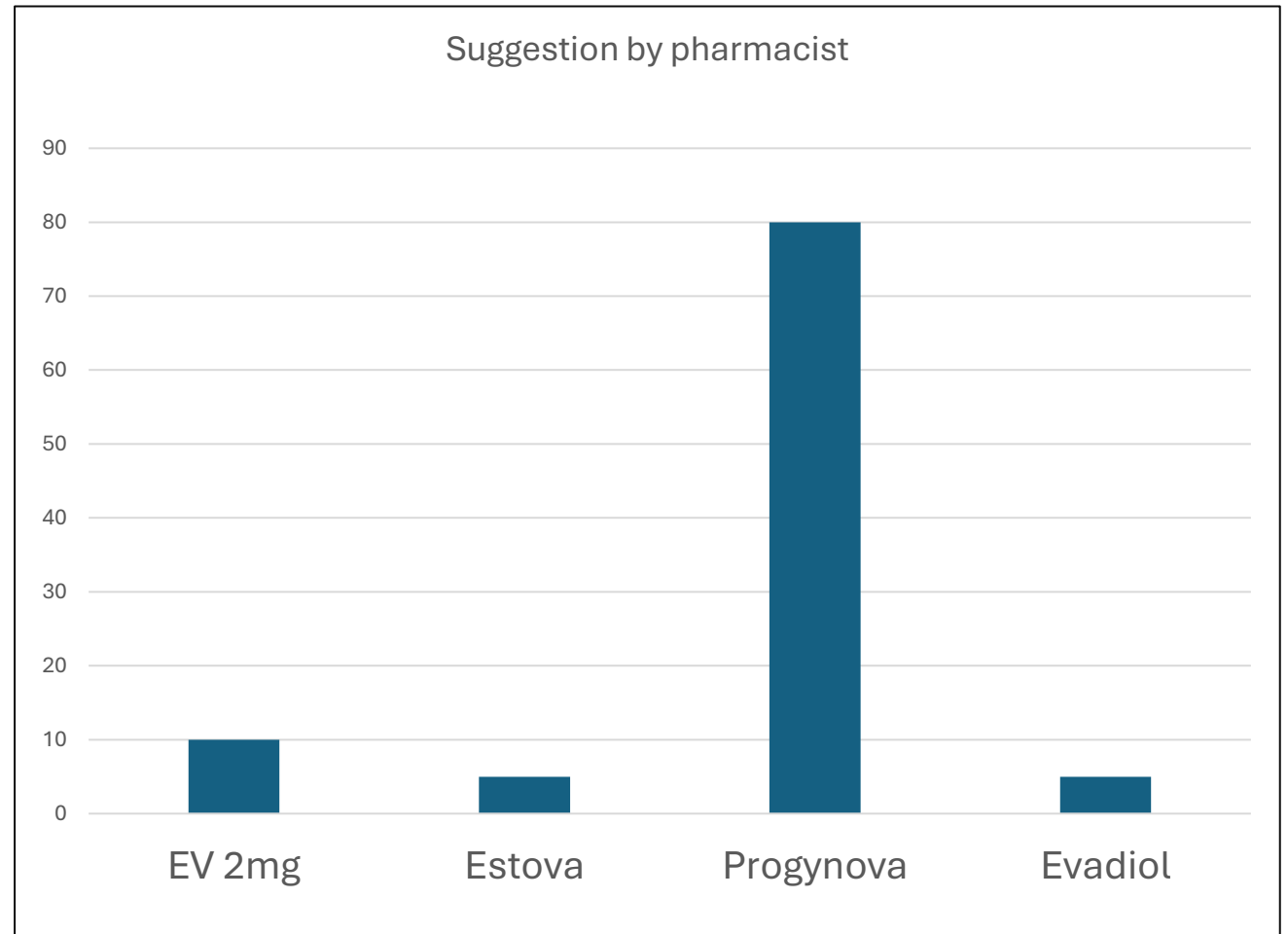
Questions for pharmacist :-

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



1. Progynova – 40%
2. Evadiol – 25%
3. EV 2mg

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



1. Progynova – 80%
2. EV 2mg – 10%
3. Estova – 5%
4. Evadiol – 5%

Learnings/ Findings

Doctor's perspective –

Most Preferred Brands by doctors – **Estova**.

Common Indication for prescription – **Hormonal Regulation, Vaginal Dryness.**

Doctors inclination is towards – **Safety of the patient.**

Better quality of Life – **Progynova**

Pharmacist's perspective –

Top prescribed brand – **Progynova (Bayer Zydus Pharma Ltd)**

Suggestion of pharmacist - **Progynova (Bayer Zydus Pharma Ltd)**

Conclusion

- 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.