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Title:

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.

Introduction:

Hormone replacement therapy (HRT) is commonly used to treat symptoms of estrogen deficiency in postmenopausal women. Estradiol Valerate, a synthetic estrogen, is widely prescribed to alleviate these symptoms, prevent osteoporosis, and maintain hormonal balance. EV 2mg Tablet, manufactured by Corona Remedies Pvt Ltd, aims to offer a high-quality and cost-effective solution in the hormone replacement therapy market.

Generic Name:

Estradiol Valerate

Branded Name:

EV 2mg Tablet

Manufacturer:

Corona Remedies Pvt Ltd

Mechanism of Action:

Estradiol Valerate acts as a prodrug of estradiol, which upon administration is converted into the active hormone estradiol in the body. This hormone binds to estrogen receptors, regulating gene transcription and helping to reduce menopausal symptoms and osteoporosis risk.

Dosage:

The recommended dosage is one tablet daily or as prescribed by the healthcare provider.

Side Effects:

Common side effects include nausea, headache, breast tenderness, mood changes, and irregular vaginal bleeding. Long-term use may increase the risk of cardiovascular issues or hormone-sensitive cancers.

Precautions:

- Should be avoided in women with hormone-sensitive cancers.
- Caution in patients with cardiovascular diseases or a history of thromboembolic disorders.

Contraindications:

- Known hypersensitivity to Estradiol Valerate or any excipients in the formulation.
- Pregnancy or suspected pregnancy.

Background of the Problem:

The hormone replacement therapy market in India is highly competitive. Major pharmaceutical companies offer Estradiol Valerate 2mg tablets, posing a challenge for Corona Remedies Pvt Ltd to strengthen its market position. A comparative evaluation can provide insights to develop targeted marketing strategies.

Research Question:

How can Corona Remedies Pvt Ltd conduct a comprehensive comparative evaluation and formulate targeted marketing strategies to enhance the market presence of EV 2mg Tablet?

Objectives:

1. To assess the competitive landscape of Estradiol Valerate 2mg tablets in India.
2. To identify the unique selling propositions of EV 2mg Tablet.
3. To perform a gap analysis comparing EV 2mg Tablet with competing products.
4. To understand healthcare professionals' preferences and market dynamics.
5. To formulate strategic marketing initiatives.

Hypothesis:

Corona Remedies Pvt Ltd can gain a competitive edge by leveraging superior quality, cost-effectiveness, and targeted marketing strategies.

Duration of Study:

The study will be conducted over a period of 3 months, from 10 March 2025 to 10 June 2025.

Sampling Technique:

The study will use a purposive sampling technique, focusing specifically on gynecologists who prescribe hormone replacement therapy (HRT) for menopausal women.

Data Collection Procedure:

Data will be collected through structured questionnaires and in-depth interviews. The target participants will be gynecologists from hospitals and private clinics. The survey will gather information about their preferences, perceptions, and prescribing patterns for Estradiol Valerate 2mg tablets. This data will provide a comparative analysis between EV 2mg Tablet and its competing brands.

Data Collection:

Surveys, interviews, secondary data analysis.

Data Analysis Plan:

Quantitative data will be analyzed using statistical software like SPSS. Qualitative data from interviews will be thematically analyzed.

Ethical Considerations:

- Informed consent from all participants.
- Ensuring confidentiality and data protection.

Implications of Research:

The study aims to provide actionable insights for Corona Remedies Pvt Ltd to enhance the market acceptance of EV 2mg Tablet. The findings can also contribute to broader pharmaceutical marketing strategies.