

MARKET TREND ANALYSIS OF SILDENAFIL BRAND PERFORMANCE IN INDIAN MARKET

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***Abstract:** Sildenafil being launched in pre-patent period, Indian companies dominates both in sales units and sales value despite of the fact that the MNC brands are costing 20 times higher than that of the Indian Brands Price. Top 5 brands holding more than 90 percent of the market share and lot of small players are present in the market and most of them are regional players with more than 95 brands are available in the market, but all of them put together holding less than 10 percent of the market share.*

***Keywords:** Sildenafil, Pfizer, Erectile Dysfunction, Market Trend*

INTRODUCTION

Sildenafil was originally invented by Pfizer. Actually the invention of Sildenafil itself is an interesting story as the objective of the researchers was to derive Sildenafil as an anti-hypertensive drug, which is the drug useful in treating high blood pressure but actually the side effect associated with Sildenafil was improved penile erection. This accidental side effect has become a main stream treatment for men sexual disorder called Erectile Dysfunction. All over the world it was popularly called by the brand name Viagra and approved by USFDA in 1998 for treating Men's Erectile Dysfunction. In India Viagra was launched in the year 2005, apart from Viagra various other brands of Sildenafil is also available in India, in our present study analysis of the market trend of Sildenafil in India has been done.

REVIEW OF LITERATURE

Several research papers and articles have been written and are available in print media and electronic media: on various marketing aspects of Pharmaceutical products and in specific Sildenafil. We have studied few relevant ones and have also included excerpt from those in the present paper. In an article published in the New England Business Administration Association of Southern Connecticut University, USA, in April 200 authors Nagasimha Balakrishna Kanagal and S Ramesh Kumar discussed about the Global Brands Implications for Multinational companies in the Indian Context.

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In Indian APIs (Active Pharmaceutical Ingredients) Analysis By Sunil Kumar dealt about the contribution of Sildenafil API in Domestic and Export Market. International Journal of Clinical Practice the author G Jackson et al. discussed about the Counterfeit phosphodiesterase type 5 (Sildenafil) inhibitors pose significant safety risks.

RESEARCH METHODOLOGY

Data for this research paper has been collected from medical shops and the secondary data sources, Articles, Research papers, Study conducted by organization of pharmaceutical Producers of India. The data gathered on important aspects have been studied and mathematically analyzed to identify the Market Trend of Sildenafil Brand Performance in Indian Market.

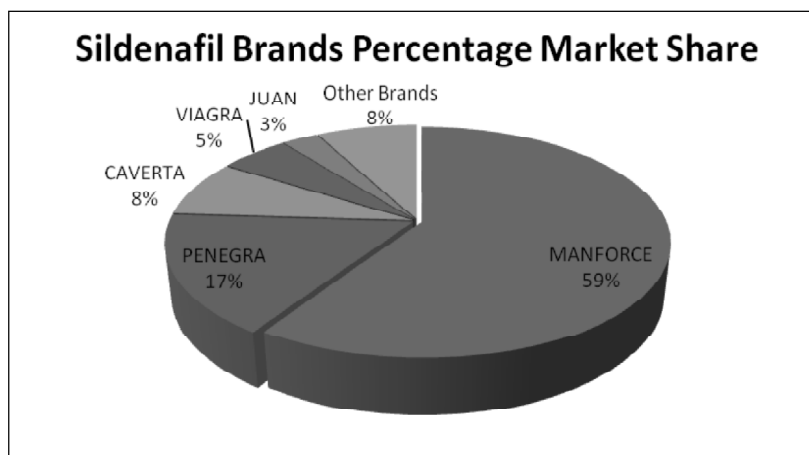
DATA ANALYSIS

In India Sildenafil domestic market value is 301 crores and growing at the rate of 2.28%. Out of which top five brands gains around 277.1 crores with average growth rate of 18.9%. The top brands in terms of value are namely Manforce, Penegra, Caverta, Viagra, Juan (Table 1 and Chart 1).

Table 1

<i>Sildenafil Brands</i>	<i>Sum of MAT VAL DEC 14</i>	<i>% Market Share</i>
Total Domestic Market Size	300.71	100
MANFORCE	178.36	59.3
PENEGRA	50.27	16.7
CAVERTA	23.9	7.9
VIAGRA	16.12	5.4
JUAN	8.45	2.8
Other Brands	23.61	7.9

Chart 1



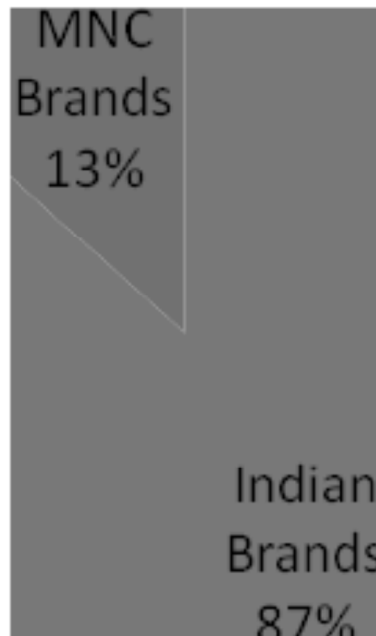
INDIAN BRANDS VS MNC BRANDS

Out of 300.71 crores, Indian companies dominate the market with a market share value of 260.68 crores which is 86.69 % of the total sildenafil market and MNCs are holding a market share of 40.03 crores which is 13.31 % of the total sildenafil market (Table 2 and Chart 2).

Table 2
Sildenafil - Market Share holding by Indian Brands and MNC Brands

	<i>Sum of MAT VAL DEC 14 (in INR Crores)</i>	<i>% Market Share</i>
INDIAN Brands	260.68	86.69
MNC Brands	40.03	13.31
Grand Total	300.71	100

Chart 2: Sildenafil - Market Share holding by Indian companies and MNC



PRICE ANALYSIS OF INDIAN BRANDS VS MNC BRANDS

Despite of the fact Indian Brands are holding a market share value of Rs. 260.68 Crores, Out of 300.71 crores, Indian companies products are priced on an average Rs. 18 for 50 mg and Rs. 26 for 100 mg Sildenafil but the cost of Viagra is Rs. 485 for 50 mg and Rs.622 for 100 mg (Table 3).

Table 3
MRP of Sildenafil 50mg and 100 mg Brands

Brand Name	Pack	50 mg		100 mg	
		Price(In Rs.)	Price/Unit (In Rs.)	Price(In Rs.)	Price/Unit (In Rs.)
Enagra	4 Tablet	50	12.5	80	20.0
Nyte	7 Tablet	105	15.0	96	24.1
Jauan	1 Tablet	16	16.0	30	29.8
Vigora	4 Tablet	71	17.8	106	26.5
Siagraa	4 Tablet	72	18.0	100	25.0
Adams Delite	4 Tablet	72	18.0	108	27.0
Enthusia	4 Tablet	72	18.0	108	27.0
Vigour	4 Tablet	72	18.0	108	27.0
Zenegra	4 Tablet	72	18.0	108	27.0
Kamagra Gold	4 Tablet	72	18.0	128	32.0
Eunice	4 Tablet	72	18.0	110	27.5
Silagra	4 Tablet	72	18.0	113	28.4
Erix	4 Tablet	72	18.0	123	30.7
Progra	4 Tablet	72	18.0	108	27.0
Raise	4 Tablet	72	18.0	108	27.0
Androz	10 Tablet	181	18.1	271	27.1
Suhagra	4 Tablet	75	18.7	60	15.0
Intagra	4 Tablet	75	18.8	105	26.3
Vogira	4 Tablet	75	18.8	105	26.3
Edegra	4 Tablet	79	19.8	108	27.0
Zerect	4 Tablet	84	20.9	153	38.3
Manforce	9 Tablet	216	24.0	167 (4's)	41.8
Penegra	4 Tablet	104	25.9	152	37.9
Caverta	4 Tablet	108	27.0	190	48
Viagra	1 Tablet	485	484.7	622	622

CONCLUSION

While a World Trade Organization accord calls for India to observe pharmaceutical-product patents beginning in 2005, all the products introduced before 2005 were launched by Indian companies without any difficulty. Sildenafil being launched in pre-patent period Indian companies dominate the show it is not only because of the effective marketing and market penetration benefits but also by good pricing strategy which has made this product affordable to most Indians. Top 5 brands namely

Manforce, Penegra, Caverta, Viagra, and Juan are ruling the market and widely available in the market and other brands put together holding less than 10 percent of the market share.

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