

Augmentin topples Corex as top seller

Emerges No. 1 In 2010 Under New Sales Measure Being Rolled Out From April

Rupali Mukherjee | TNN

Mumbai: There's a new pecking order among top-selling drugs in the nearly Rs 55,000 crore domestic organized retail market. Anti-infective medicine Augmentin, till now the fifth largest selling drug, has toppled cough and cold preparation Corex, which was the leading drug for years. This is because now the sales of the entire organized retail market are being captured, including the contribution made by hospitals and doctors under a new sales analysis. So, the Rs 233-crore drug brand Augmentin (manufactured by MNC GlaxoSmithKline) was the market leader in 2010 because of a strong sales contribution from hospitals, while the Rs 216-crore Corex, marketed by Pfizer, has slipped due to poor sales at hospitals, according to market consultancy IMS.

Under the new total sales audit (TSA), which is now being rolled out, sales by three trade channels—retail, hospitals and doctors—will be tracked every month, as against the previous system when only the sales by chemists were captured. (Earlier, 85% of the market, representing sales by stockists/wholesalers to chemists, and valued at over Rs 46,000 crore, was tracked).

Under the earlier system, the top five drugs in 2010 were Corex, Human Mixtard, Voveran, Phensedyl Cough and Augmentin.

TSA, which reflects the `re-

Pills In Pecking Order

Brands	TSA*	
	Rank	Value (Rs cr)
Augmentin	1	233
Phensedyl Cough	2	217
Corex	3	216
Human Mixtard	4	200
Voveran	5	199

*Total Sales Audit | Period: Jan-Dec 2010 | Source: IMS

al' industry picture as it covers the larger pie of the market and provides a complete and comprehensive view of the pharma industry, will be available from April, Sameer Savkur, managing director, IMS Health, told TOI.

Analysing the data for 2010 under the TSA has thrown up a few surprises. Besides Augmentin becoming the number one brand, cough and cold preparation Phensedyl Cough, manufactured by Piramal Healthcare (now under Abbott), occupied the second slot. Phensedyl Cough mopped up sales of Rs 217 crore during January-December 2010.

This was followed by Corex at number three, while diabetic medicine Human Mixtard and Voveran were at the fourth and fifth positions, respectively.

Based on this data, there is not much of a change in the overall rankings of companies in the organized retail market for 2010. Cipla is still ranked the number one company, followed by Ranbaxy and GlaxoSmithKline. Interestingly, GSK with sales of Rs 2,435 crore occupies

the top slot in both hospital and doctor segments and it still remains on the third position, but the gap between it and Ranbaxy (Rs 2,485 crore) has significantly narrowed down.

A major benefit under the new sales audit is that tracking of the vaccine market has improved, with sales now contributing over Rs 800 crore, up from the earlier Rs 300 crore, Savkur said, adding the top three brands in the doctor segment are all vaccines—Pentaxim (Sanofi Pasteur), Varivax (VHB Lifesciences) and Prevenar (Pfizer).

The top three brands in hospital segment are Meronem (Astra), Clexane (Sanofi Aventis) and Augmentin (GSK).

According to Savkur, through TSA, there will be a significant improvement in capturing the entire market and strategic decisions can be taken by companies based on insights. "Companies will be able to take strategic business decisions, for optimizing sales and marketing investments, and sales will be monitored across three different channels".