

Augmentin topples Corex as top seller

Emerges Number 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 being rolled out, sales by three trade channels—retail, hospitals and doctors—will be tracked every month, as against earlier system when only 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

Pills In Pecking Order

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

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

were Corex, Human Mixtard, Voveran, Phensedyl Cough and Augmentin. TSA, which reflects the 'real' 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, followed by Ranbaxy and GlaxoSmithKline. 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).

Miscellaneous