

RESEARCH ARTICLE

PHARMACEUTICS

MARKET SURVEY OF THE ATORVASTATIN (ANTIHYPERTENSIVE)

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ABSRTACT

The market survey of Atorvastatin (Antihypertensive drug) was conducted in Pune and Mumbai region. The various brands of Atorvastatin are Storvas, Tonact, Atorva, TG-Tor, Aztor, Atorlip, Zivast, Xtor, Atorfit, Stator, Avas, Atormac, Modlip, Atheart, Lipikind and Atorec are available in selected areas. The Storvas is more prescribed by doctors. The highest selling brand of Atorvastatin is Strovas. According to medical survey it shows that Atorvastatin (Ranbaxy) is highest selling brand in Mumbai region compare to Pune region. Atorvastatin is good Antihypertensive drug.

KEYWORDS

Atorvastatin, Antihypertensive, Statins.

INTRODUCTION

The role of hyperlipoproteinaemia as a risk factor in coronary heart disease and is fairly well established. The drugs available for the treatment of hyperlipidaemia vary markedly in their chemical structure, their mechanisms, and their clinical response.¹

HMG-CoA reductase inhibitor (Statins) introduced in the 1980s, this class of compounds are the most efficacious and best tolerated hypolipidaemic drugs. They competitively inhibit conversion of 3-Hydroxy-3-methyl glutaryl coenzyme A (HMG-CoA) to mevalonate (rate limiting step in CH synthesis) by the enzyme HMG-CoA reductase.²

The world statins market is changing, with patent expires and maturity of the landmark product Lipitor (atorvastatin). Statins are at the forefront of strategies to combat dyslipidaemia, being pivotal in the prevention of coronary heart disease. Consequently, those drugs are one of the most widely-prescribed and most lucrative sectors of the pharmaceutical industry, with total revenues exceeding \$26 billion in 2008. Importantly, the world statins market is poised to undergo a period of rapid and dynamic change, with the generic statin sector growing particularly strongly in the years ahead. When will annual sales of generic statins exceed those of branded statins? Which branded statin will continue to achieve year-on-year sales growth

during the coming waves of generic competition? *Statins: The World Market, 2009-2024* answers these vital questions – amongst others - and provides the essential information that you need to take advantage of opportunities in the changing statin drugs market from 2009 onwards.³

Atorvastatin is a newer statin is more potent and appears to have the highest LDL-CH lowering efficacy at maximal daily dose of 80mg. At this dose a great reduction in TGs is noted if the same was raised at baseline. Atorvastatin has a much longer plasma t_{1/2} of 18-24hr than other statins, and has additional antioxidant property.⁴

METHOD

Sampling Planning:

We select the medical shop from Pune & asked the questions to the shop owners.

Questionnaire contains following questions:

Which Doctor frequently prescribe Atorvastatin?

Doctor's name-

Specialization-

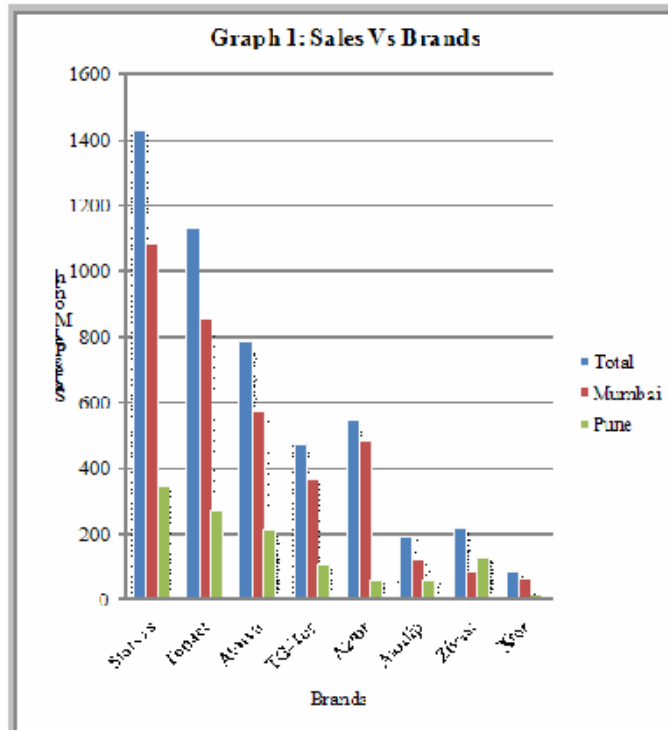
What is the dosage for the Atorvastatin prescribed by most of Doctors?

Has any pharmaceutical company offered any special scheme on its product?

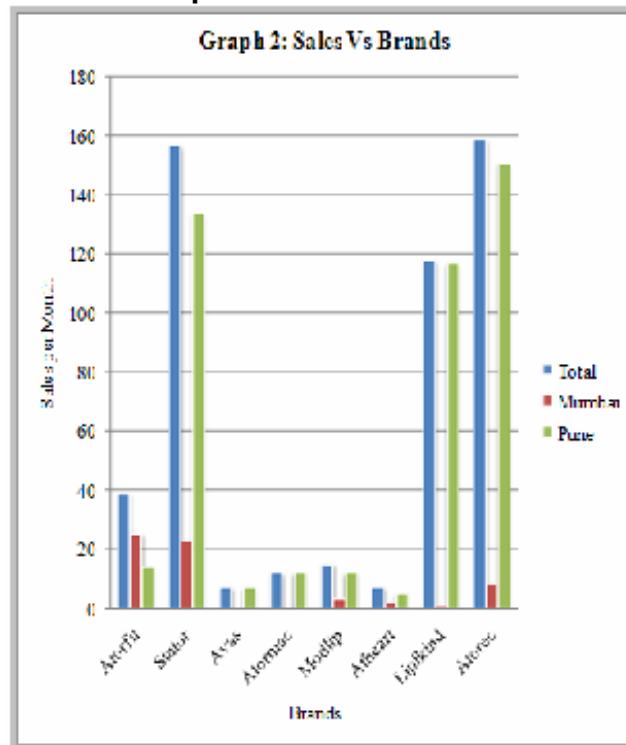


RESULT

Statistical interpretation of collected data



statistical interpretation of collected data



DISCUSSION

- As per 'Graph 1' and 'Graph 2' shows that best selling brand of Atorvastatin is Storvas company (Ranbaxy) as compared to other brands like Tonact, Atorva, TG-Tor, Aztor, Atorlip, Zivast, Xtor, Atorfit, Stator, Avas, Atormac, Modlip, Atheart, Lipikind and Atorec.
- Sale of Storvas is higher in Mumbai region.
- By the medical survey it is stated that Atorvastatin is more prescribed by doctors as per region wise survey we confirmed that Atorvastatin sales good in Mumbai region as compared to Pune region.
- Doctors mostly prescribed 20mg or 10mg dosage form of Atorvastatin.

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3. Statins: The world market, 2009-2024, CCR reference number: KD4R6, Report published

CONCLUSION

- Storvas (Ranbaxy) is good selling brand of Anti-hypertensives.
- Doctor mostly prescribe 20mg or 10 mg dose of Atorvastatin.
- Atorvastatin is good Anti-hypertensive drug.
- Sale of Storvas is higher in Mumbai region.
- Second selling brand is Tonact (Lupin Lab.).
- Third selling brand is Atorva (Zydus Alidac).

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