



# PHARMA MONITOR

Strategic Insights On Pharma Market Trends

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Month Apr-25



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# Therapy Monitor



# Evolution Index (EI)

In the pharmaceutical industry, the Evolution Index is a crucial tool for strategic decision-making. It measures a product's growth relative to its market, offering valuable insights for maximizing profitability and navigating market competition effectively. With a range from -100 to positive values, this index enables companies to make informed, flexible decisions and stay ahead in a competitive landscape.

Analyzing the evolution index over time in combination with the current sales gives us clear picture how the company products are competing on the market against the total market sales.

$$\text{Evolution Index} = \frac{100 + (\text{Brand Growth\%}) \times 100}{100 + (\text{Market Growth\%}) \times 100}$$

# Therapy Monitor

IPM registered a healthy growth of 7.8% for the month of Apr'25, with all therapies recording encouraging growth.

The cardiac segment registered the highest growth at 10.98%, along with the highest sales value. This reflects a significant expansion in cardiac-related drug sales over the past few year. According to an article on PubMed, the prevalence of coronary artery disease (CAD) in urban India has escalated from 1–2% in the 1960s to approximately 10–12% in recent years. Rural areas have also witnessed an increase—from 2–3% to 4–6% over the same period. Cardiovascular diseases (CVDs) now account for 27% of all deaths in India, highlighting the significant health burden and corresponding demand for cardiac medications.

The respiratory segment also showed strong growth of 7.66%, indicating rising demand in this therapeutic area. This could be attributed to factors such as an increase in the prevalence of respiratory illnesses and the launch of new products. Respiratory diseases constitute 15.3% of all prescriptions in India, making it the largest disease category. Air pollution, estimated to cause 670,000 deaths annually in India, significantly exacerbates conditions like chronic bronchitis and asthma.

Gastrointestinal segment has seen a consistent growth in the past decade due to rapid urbanization and dietary shifts. A significant surge in gastrointestinal disorders, including acid reflux and indigestion, keep driving the demand for related medications. For the month of Apr 25, GI registered 7.26% growth over Apr 24.

Other segments, including Pain/Analgesics (7.01%), Vitamins, Minerals, and Nutrients (VMN) (6.26%), Anti-Diabetic (5.60%), and Anti-Infectives (5.65%), also demonstrated healthy growth, reflecting consistent demand and market expansion across these key therapy areas

SUPER GROUP	MTH Apr 25				
	VAL	% Gr	% Contri	EI	Incr Gain
<b>IPM</b>	<b>19710.6</b>	<b>7.8%</b>			<b>1424.3</b>
CARDIAC	2751.2	11.0%	13.96%	103%	272.2
GASTRO INTESTINAL	2469.6	7.3%	12.53%	100%	167.2
ANTI-INFECTIVES	2168.8	5.7%	11.00%	98%	116.0
ANTI DIABETIC	1795.2	5.6%	9.11%	98%	95.2
VITAMINS / MINERALS / NUTRIENTS	1773.7	6.3%	9.00%	99%	104.5
PAIN / ANALGESICS	1360.6	7.0%	6.90%	99%	89.2
RESPIRATORY	1358.3	7.7%	6.89%	100%	96.7
NEURO / CNS	1344.5	8.8%	6.82%	101%	108.2
DERMA	1269.5	7.4%	6.44%	100%	86.9
GYNAECOLOGICAL	633.5	1.6%	3.21%	94%	10.2
BLOOD RELATED	622.9	12.7%	3.16%	105%	70.0
ANTI-NEOPLASTICS	463.5	12.5%	2.35%	104%	51.5
OPHTHAL / OTOLOGICALS	388.0	7.8%	1.97%	100%	28.1
UROLOGY	331.6	14.5%	1.68%	106%	42.1
<b>HORMONES</b>	<b>327.5</b>	10.8%	1.66%	103%	32.0
OTHERS	186.0	17.5%	0.94%	109%	27.7
<b>VACCINES</b>	<b>180.5</b>	6.5%	0.92%	99%	11.0
<b>STOMATOLOGICALS</b>	<b>132.4</b>	9.1%	0.67%	101%	11.0
SEX <b>STIMULANTS / REJUVENATORS</b>	<b>105.5</b>	1.8%	0.54%	94%	1.9
<b>ANTI MALARIALS</b>	<b>47.7</b>	5.9%	0.24%	98%	2.7

<= 94%

95- 105%

>= 106%



# Corporate Monitor



# Corporate Monitor

## #1 - 20

Several Corporates among the top 20 outpaced overall market growth, driven by therapy-focused strategies and strong brand performance.

Sun Pharma led with robust growth in neurology (Oxcarbazepine, Brivaracetam, Desvenlafaxine + Escitalopram), pain (Tapentadol, Trypsin combos), diabetes (Sitagliptin combos), and gastroenterology (Lactitol + Isphagula).

Torrent Pharma delivered strong cardiac sales (Nebivolol, Rosuvastatin combos, Nicorandil), gastro (Domperidone + Esomeprazole, Papain enzymes), and CNS (Pregabalin, antidepressants), alongside diabetes therapies.

Alkem saw gains across pain (Paracetamol), anti-infectives (Amoxicillin + Clavulanic acid), gastro (Domperidone + Pantoprazole), and VMN (Cholecalciferol).

Intas posted double-digit growth through neurology (antiepileptics, antipsychotics), oncology (Denosumab), and diabetes (Voglibose combos).

Cipla maintained leadership in respiratory (asthma, COPD), while cardiac (Torsemide) and anti-infectives (Meropenem, Valaciclovir, Amphotericin B) contributed significantly.

Dr. Reddy's grew in probiotics (Saccharomyces Boulardii), dermatology (Minoxidil), and respiratory (cough & cold).

IPCA gained from analgesics (Aceclofenac), anti-malarials (Chloroquine), and antibacterials (Cefoperazone + Sulbactam).

These players capitalized on chronic therapy demand, differentiated portfolios, and execution excellence to outperform the broader IPM

Rank	SUPER GROUP	MTH Apr 25					
		VAL	% Gr	% MS	G/L %MS	EI	Incr Gain
	<b>IPM</b>	<b>19710.6</b>	<b>7.8%</b>	<b>100%</b>		<b>100%</b>	<b>1424.3</b>
1	SUN*	1683.1	13.7%	8.54%	▲	105%	202.7
2	ABBOTT*	1141.1	7.7%	5.79%	▬	100%	81.7
3	MANKIND*	1127.8	4.3%	5.72%	▼	97%	46.9
4	CIPLA	1019.1	11.6%	5.17%	▲	104%	106.3
5	ALKEM*	792.1	12.1%	4.02%	▲	104%	85.5
6	INTAS	761.7	11.9%	3.86%	▲	104%	81.0
7	TORRENT	751.9	14.1%	3.81%	▲	106%	92.8
8	LUPIN	694.6	8.0%	3.52%	▬	100%	51.4
9	ZYDUS*	633.0	8.4%	3.21%	▲	101%	49.3
10	DR. REDDYS	600.0	11.1%	3.04%	▲	103%	59.9
11	MACLEODS	562.2	4.0%	2.85%	▼	96%	21.6
12	ARISTO	531.4	2.4%	2.70%	▼	95%	12.4
13	EMCURE*	498.9	5.9%	2.53%	▼	98%	27.6
14	GSK	425.2	8.9%	2.16%	▲	101%	34.7
15	GLENMARK	424.2	7.6%	2.15%	▬	100%	30.1
16	USV	410.0	4.5%	2.08%	▼	97%	17.7
17	IPCA	393.8	11.0%	2.00%	▲	103%	39.2
18	MICRO	284.1	1.1%	1.44%	▼	94%	3.0
19	PFIZER*	282.2	8.7%	1.43%	▲	101%	22.7
20	ERIS LS	262.0	2.8%	1.33%	▼	95%	7.0

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# Corporate Monitor

## #21 - 40

Among the 21st to 40th ranked corporates, JB Chemicals, La Renon, P&G Health, Corona Remedies, and Bayer recorded robust double-digit growth, outperforming several peers in the IPM

JB Chemicals gained significant momentum, primarily due to the strong performance of its antihypertensive portfolio, especially Cilnidipine, which continues to see increasing demands across the country

La Renon performed exceptionally well in the Gastrointestinal therapy segment, led by Glutathione, a hepatic protector. It also saw strong traction in the anti-diabetic space, with consistent growth in Sitagliptin-based combinations, addressing the rising diabetic population.

P&G Health's growth was driven by its portfolio in vitamins, minerals, and nutrients (VMN), particularly the Vitamin E and D-Panthenol combination. Its nutraceutical segment also saw an uptick, led by Levocarnitine. Furthermore, growth in anti-anaemic preparations (Ferrous Fumarate + Folic Acid + Zinc) and respiratory products such as Oxymetazoline nasal sprays contributed meaningfully.

Corona Remedies registered impressive growth in the cardiac therapy segment with lipid-lowering agents like Rosuvastatin, and in gynaecology, particularly infertility treatments using Human Chorionic Gonadotropin. It also posted gains in the anti-diabetic segment with Voglibose-based combinations.

Bayer recorded stellar growth in cardiology, supported by diuretics and anti-thrombotic agents, and in gynaecology, led by its Estradiol portfolio.

Hegde & Hegde maintained its stronghold in dermatology, with continued growth also seen in respiratory therapies like the Montelukast + Levocetirizine combination, targeting asthma and COPD.

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	<b>IPM</b>	<b>19710.6</b>	<b>7.8%</b>	<b>100%</b>		<b>100%</b>	<b>1424.3</b>
21	ALEMBIC	234.5	1.8%	1.19%	▼	94%	4.1
22	JB CHEMICALS	208.4	10.1%	1.06%	▲	102%	19.1
23	FDC	185.9	5.1%	0.94%	▼	98%	9.1
24	SANOFI INDIA	178.6	1.7%	0.91%	▼	94%	3.0
25	HIMALAYA	154.8	8.7%	0.79%	▬	101%	12.3
26	LA RENON	154.5	14.6%	0.78%	▲	106%	19.7
27	AJANTA	153.7	7.5%	0.78%	▬	100%	10.7
28	P&G	133.5	20.1%	0.68%	▲	111%	22.3
29	CORONA	124.9	13.7%	0.63%	▲	106%	15.1
30	BAYER	110.1	15.9%	0.56%	▲	108%	15.1
31	FRANCO	109.7	4.5%	0.56%	▼	97%	4.7
32	SYSTOPIC	106.1	8.0%	0.54%	▬	100%	7.9
33	HETERO	103.9	8.5%	0.53%	▬	101%	8.1
34	INDOCO	103.4	4.0%	0.52%	▼	97%	4.0
35	CADILA	102.5	-10.6%	0.52%	▼	83%	-12.2
36	BLUE CROSS	95.6	3.9%	0.49%	▼	96%	3.5
37	MEDLEY	90.5	2.4%	0.46%	▼	95%	2.1
38	FOURRTS	89.3	8.9%	0.45%	▬	101%	7.3
39	HEGDE & HEGDE	88.4	9.3%	0.45%	▬	101%	7.5
40	NUTRICIA	87.6	-0.2%	0.44%	▼	93%	-0.2



# Corporate Monitor

## #41 - 60

Among the companies ranked 41st to 60th, Meyer, Wallace, Pharmed, Allergan, Samarth, Akumentis, Reliance, and RPG achieved impressive double-digit growth.

Meyer showed significant progress in several therapeutic areas, particularly in Vitamins, Nutrients, and Minerals, with a strong performance in Calcium Products (Calcium+Cholecalciferol+Others), Vitamins, Pain Analgesics (through collagen and combinations), and Gastrointestinal therapy, benefiting from antifatulents like Dill Oil, Fennel Oil, and Simethicone.

Wallace maintained strong growth momentum in Gastrointestinal therapy, particularly with oral electrolytes and Antacids (Aluminium+Dimethicone+Magnesium), which continued to drive their success.

Pharmed also recorded a notable growth, especially in Vitamins, Minerals, and Nutrients (Calcium Products and Mineral Supplements like Cholecalciferol and Magnesium) and Pain Analgesics, largely driven by treatments for osteoarthritis and musculoskeletal products such as collagen and combinations.

Allergan demonstrated robust performance in ophthalmology, primarily through dry eye treatments (Carboxy methyl cellulose), Miotics, and Anti-glaucoma preparations (Timolol+Brimonidine).

Samarth posted growth driven by its Cardiac therapy (Heparins), while Reliance saw good performance in blood-related products, particularly Albumin.

Akumentis gained momentum through its Gynaecological offerings (Natural Microionized progesterone) and Cardiac therapy, especially Lipid-lowering drugs like Rosuvastatin. RPG registered growth in Gastrointestinal therapy (Loperamide) and Pain Analgesics (Naproxen).

<= 94%

95- 105%

>= 106%

Rank	SUPER GROUP	MTH Apr 25					
		VAL	% Gr	% MS	G/L %MS	EI	Incr Gain
	<b>IPM</b>	<b>19710.6</b>	<b>7.8%</b>	<b>100%</b>		<b>100%</b>	<b>1424.3</b>
41	MEYER	78.2	21.4%	0.40%	▲	113%	13.8
42	WIN-MEDICARE	77.3	-0.4%	0.39%	▼	92%	-0.3
43	ASTRAZENECA	77.1	-1.8%	0.39%	▼	91%	-1.4
44	APEX	70.1	4.7%	0.36%	▼	97%	3.2
45	WALLACE	69.3	10.1%	0.35%	▬	102%	6.3
46	JANSSEN	65.0	-7.3%	0.33%	▼	86%	-5.1
47	PHARMED	64.7	20.8%	0.33%	▲	112%	11.1
48	RAPTAKOS	61.3	1.1%	0.31%	▼	94%	0.7
49	NOVARTIS*	61.1	0.7%	0.31%	▼	93%	0.4
50	BOEHRINGER INGELHEIM	57.4	-2.9%	0.29%	▼	90%	-1.7
51	ALLERGAN	55.8	17.3%	0.28%	▲	109%	8.2
52	SAMARTH	54.2	12.9%	0.27%	▲	105%	6.2
53	MSD*	53.6	-5.6%	0.27%	▼	88%	-3.2
54	WOCKHARDT	49.6	8.9%	0.25%	▬	101%	4.1
55	VIATRIS	49.4	0.3%	0.25%	▼	93%	0.1
56	AKUMENTIS	49.2	10.6%	0.25%	▬	103%	4.7
57	KLM	47.2	6.8%	0.24%	▬	99%	3.0
58	CENTAUR	46.4	7.2%	0.24%	▬	99%	3.1
59	RELIANCE	46.4	17.0%	0.24%	▲	109%	6.7
60	RPG	46.4	10.4%	0.24%	▬	102%	4.4

# Corporate Monitor

## #61 - 80

Among corporates ranked between 61 to 80 in IPM Roche, Gaiderma, Merck, Biological E, Pure & Cure Healthcare, Ozone, and Lloyd, achieved double-digit growth.

Roche's strong performance was driven by its specialty anti-neoplastics, notably monoclonal antibodies like Pertuzumab and Trastuzumab, alongside its diagnostic agents for glucose monitoring.

Gaiderma's double-digit growth was primarily fueled by its cosmo derma portfolio, specifically combinations of emollients and kojic acid.

Merck's growth was significantly propelled by its anti-hypertensive drugs, including combinations of Bisoprolol, Amlodipine, and Telmisartan.

For Biological E, the Vitamins, Multivitamins, and Minerals segment was the primary growth driver, achieving 100% growth, followed by its vaccines (bacterial and viral).

Pure & Cure Healthcare's double-digit growth was mainly attributed to its lipid-lowering portfolio, featuring combinations like Aspirin + Rosuvastatin + Clopidogrel and Atorvastatin + Clopidogrel.

Ozone experienced double-digit growth by focusing on its anti-diabetic product range, particularly Voglibose + Metformin + Glimepiride combinations.

Lloyd Healthcare also demonstrated double-digit growth, with a broad range of products contributing, focusing on therapy areas such as cardiac, anti-diabetic, and vitamins & minerals.

<= 94%

95- 105%

>= 106%

Rank	SUPER GROUP	MTH Apr 25					
		VAL	% Gr	% MS	G/L %MS	EI	Incr Gain
	<b>IPM</b>	<b>19710.6</b>	<b>7.8%</b>	<b>100%</b>		<b>100%</b>	<b>1424.3</b>
61	SERDIA	42.7	1.5%	0.22%	▼	94%	0.6
62	ROCHE	42.3	51.6%	0.21%	▲	141%	14.4
63	GALDERMA	42.2	14.2%	0.21%	▲	106%	5.2
64	MERCK	41.2	17.4%	0.21%	▲	109%	6.1
65	BIOLOGICAL E	41.1	10.9%	0.21%	▬	103%	4.0
66	TROIKAA	41.0	-15.5%	0.21%	▼	78%	-7.5
67	MANEESH*	39.7	1.2%	0.20%	▼	94%	0.5
68	INTEGRACE HEALTH	39.2	3.7%	0.20%	▬	96%	1.4
69	WALTER BUSHNELL	39.1	7.3%	0.20%	▬	100%	2.7
70	SERUM INSTITUTE	38.6	7.4%	0.20%	▬	100%	2.7
71	PURE AND CURE HEALTHC	35.6	13.4%	0.18%	▬	105%	4.2
72	MSN	35.2	-13.2%	0.18%	▼	81%	-5.3
73	JOHNSON & JOHNSON	34.8	1.6%	0.18%	▼	94%	0.5
74	PIRAMAL	31.6	3.2%	0.16%	▬	96%	1.0
75	UNISON	31.5	8.0%	0.16%	▬	100%	2.3
76	OZONE	31.2	24.7%	0.16%	▲	116%	6.2
77	LLOYD HC	29.5	20.9%	0.15%	▲	112%	5.1
78	TABLETS INDIA	29.5	3.2%	0.15%	▬	96%	0.9
79	ALBERT DAVID	29.4	5.4%	0.15%	▬	98%	1.5
80	FRESENIUS	28.8	5.7%	0.15%	▬	98%	1.6

# Corporate Monitor

## #81 - 100

A double digit growth was registered by Overseas, Charak, Kepler, Entod, BMS, British Biologicals, HBC LSS, and Glowderma in the last set of 20 Corporates from the TOP 100 list

Overseas' growth was significantly supported by its Vitamins & Minerals portfolio, particularly calcium combinations, and its anti-anaemic portfolio featuring elemental iron range.

Charak gained momentum due to its Gynaecological portfolio (M2 Tone) and Gastrointestinal portfolio (Hepatic protectors - Livomyn), followed by its Respiratory portfolio (Kofol).

Kepler HC observed growth driven by its Vitamins & Minerals segment, specifically Moktel & Bifolate.

BMS demonstrated double-digit growth with a complete focus on its Anti-neoplastic therapy, primarily the monoclonal antibody Nivolumab.

British Biologicals, known for its Nutraceuticals, performed well in protein supplements (B-Protin, D-Protin), followed by its Vitamins & Minerals range (MMS & MMS GOLD).

Glowderma achieved double-digit growth by focusing on its Cosmo derma range (MOIZ range) and anti-infectives, both with and without corticosteroids (Kevon).

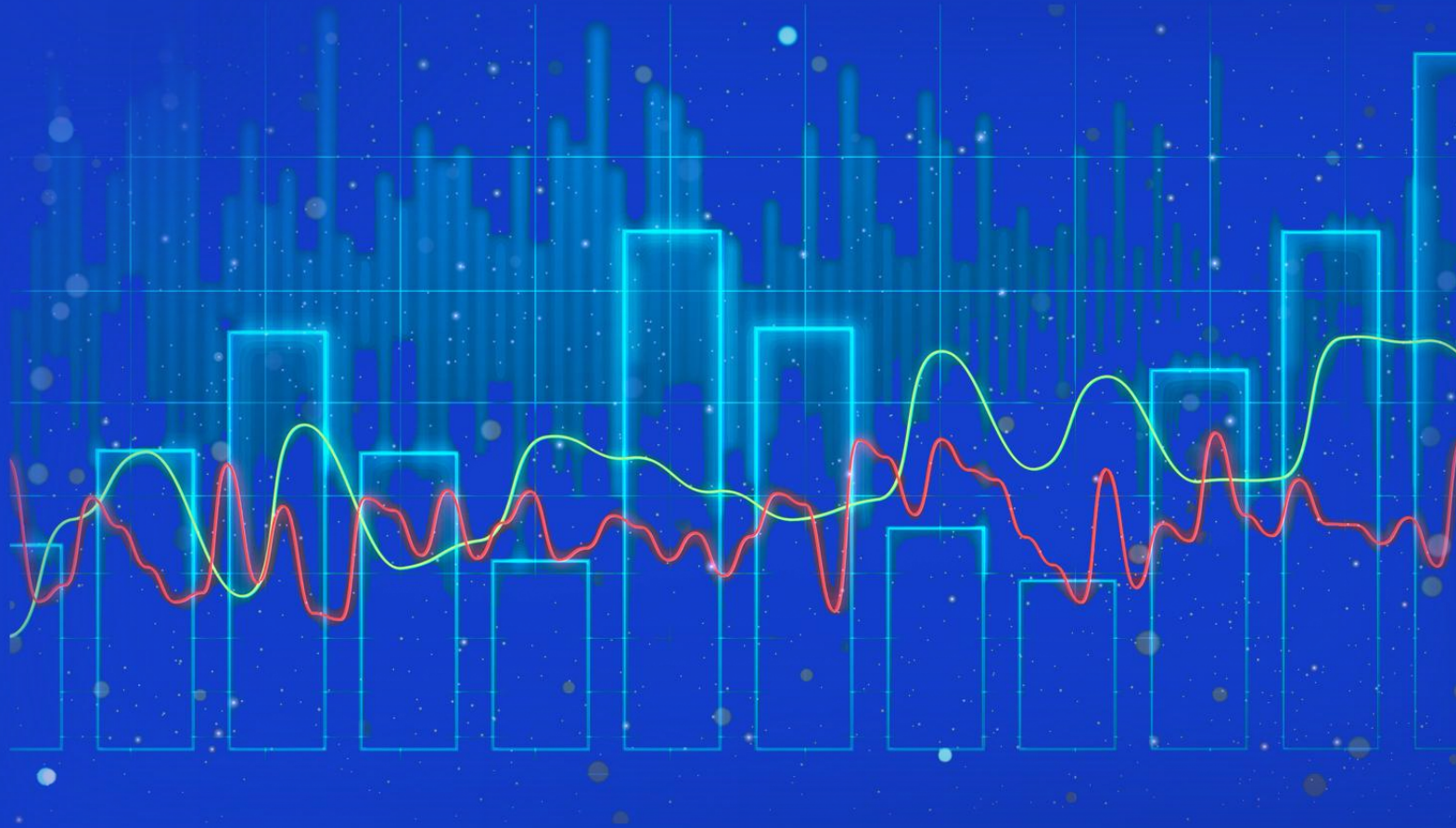
<= 94%

95- 105%

>= 106%

Rank	SUPER GROUP	MTH Apr 25					
		VAL	% Gr	% MS	G/L %MS	EI	Incr Gain
	<b>IPM</b>	<b>19710.6</b>	<b>7.8%</b>	<b>100%</b>		<b>100%</b>	<b>1424.3</b>
81	NATCO	28.3	-5.0%	0.14%	▼	88%	-1.5
82	LEEFORD HC	28.0	4.1%	0.14%	▬	97%	1.1
83	EAST INDIA	27.7	4.8%	0.14%	▬	97%	1.3
84	OVERSEAS	27.2	13.2%	0.14%	▬	105%	3.2
85	CHARAK	27.2	35.6%	0.14%	▲	126%	7.1
86	NEON	26.5	-16.4%	0.13%	▼	78%	-5.2
87	KEPLER HC	26.2	14.2%	0.13%	▬	106%	3.3
88	JAGSONPAL	25.8	-5.1%	0.13%	▼	88%	-1.4
89	GUFIC BIOSCIENCE	24.4	4.1%	0.12%	▬	97%	1.0
90	ENTOD	23.8	35.0%	0.12%	▲	125%	6.2
91	BMS	23.1	14.3%	0.12%	▬	106%	2.9
92	BRITISH BIOLOGICAL	23.1	31.7%	0.12%	▲	122%	5.5
93	LINCOLN	22.9	-12.3%	0.12%	▼	81%	-3.2
94	ICON LSS	22.8	4.8%	0.12%	▬	97%	1.0
95	GALPHA	22.1	6.3%	0.11%	▬	99%	1.3
96	MODI MUNDI	22.0	-6.2%	0.11%	▼	87%	-1.5
97	HBC LSS	21.8	10.7%	0.11%	▬	103%	2.1
98	LINUX LAB.	21.6	4.6%	0.11%	▬	97%	0.9
99	UNS	21.1	3.5%	0.11%	▬	96%	0.7
100	GLOWDERMA	21.1	20.7%	0.11%	▲	112%	3.6

# Brand Monitor





# Brand Monitor #1 – 20

RANK	CORPORATE	COMPANY	BRAND	SG	SG GR%	MTH Apr 25					
						VAL	% GR	% MS in IPM	G/L % MS in IPM	EI against SG	Incr Gain
						19710.6	7.8%	100%			1424.3
1	USV	USV PVT LTD	GLYCOMET GP	ANTI DIABETIC	6%	74.5	4.8%	0.38%	▼	99%	3.4
2	HIMALAYA	HIMALAYA DRUG COMPANY	LIV.52	GASTRO INTESTINAL	7%	72.3	13.8%	0.37%	▲	106%	8.8
3	GSK	GLAXOSMITHKLINE PHARMACEUTICALS LTD.	AUGMENTIN	ANTI-INFECTIVES	6%	66.3	7.5%	0.34%	▬	102%	4.6
4	CIPLA	CIPLA LTD.	FORACORT	RESPIRATORY	8%	64.3	13.5%	0.33%	▲	105%	7.7
5	ALKEM*	ALKEM LABORATORIES LTD.	PAN	GASTRO INTESTINAL	7%	62.9	-0.6%	0.32%	▼	93%	-0.4
6	FDC	FDC LTD.	ELECTRAL	GASTRO INTESTINAL	7%	61.8	4.9%	0.31%	▬	98%	2.9
7	ALKEM*	ALKEM LABORATORIES LTD.	PAN D	GASTRO INTESTINAL	7%	59.8	25.3%	0.30%	▲	117%	12.1
8	ALKEM*	ALKEM LABORATORIES LTD.	CLAVAM	ANTI-INFECTIVES	6%	55.8	10.2%	0.28%	▬	104%	5.2
9	ABBOTT*	ABBOTT INDIA LTD.	UDILIV	GASTRO INTESTINAL	7%	55.5	10.0%	0.28%	▬	103%	5.0
10	IPCA	IPCA LABORATORIES PVT LTD.	ZERODOL SP	PAIN / ANALGESICS	7%	55.3	5.0%	0.28%	▬	98%	2.6
11	ABBOTT*	NOVO NORDISK INDIA PVT LTD	MIXTARD	ANTI DIABETIC	6%	55.0	-9.9%	0.28%	▼	85%	-6.1
12	ARISTO	ARISTO PHARMACEUTICALS PVT.LTD	MONOCEF	ANTI-INFECTIVES	6%	51.8	-4.4%	0.26%	▼	90%	-2.4
13	ABBOTT*	ABBOTT INDIA LTD.	THYRONORM	HORMONES	11%	51.1	16.8%	0.26%	▲	105%	7.4
14	GLENMARK	GLENMARK PHARMACEUTICALS LTD.	TELMA	CARDIAC	11%	49.0	27.9%	0.25%	▲	115%	10.7
15	WIN-MEDICARE	WIN-MEDICARE PVT. LTD.	BETADINE	DERMA	7%	45.8	-2.1%	0.23%	▼	91%	-1.0
16	JB CHEMICALS	JB CHEMICALS	CILACAR	CARDIAC	11%	45.6	23.4%	0.23%	▲	111%	8.6
17	ABBOTT*	NOVO NORDISK INDIA PVT LTD	RYZODEG	ANTI DIABETIC	6%	44.8	10.1%	0.23%	▬	104%	4.1
18	USV	USV PVT LTD	ECOSPRIN AV	CARDIAC	11%	43.3	15.9%	0.22%	▲	104%	5.9
19	JANSSEN	JANSSEN	ULTRACET	PAIN / ANALGESICS	7%	42.2	-4.7%	0.21%	▼	89%	-2.1
20	FRANCO	FRANCO INDIAN PHARMACEUTICALS PVT LTD	DEXORANGE	BLOOD RELATED	13%	41.5	1.6%	0.21%	▼	90%	0.7

<= 94%	95- 105%	>= 106%
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# Brand Monitor #21 – 40

RANK	CORPORATE	COMPANY	BRAND	SG	SG GR%	MTH Apr 25					
						VAL	% GR	% MS in IPM	G/L % MS in IPM	EI against SG	Incr Gain
						19710.6	7.8%	100%			1424.3
21	MANKIND*	MANKIND PHARMACEUTICALS LTD.	MANFORCE	SEX STIMULANTS / REJUVENATORS	2%	41.4	-2.9%	0.21%	▼	95%	-1.2
22	SUN*	SUN PHARMA LABORATORIES LTD.	LEVIPIL	NEURO / CNS	9%	39.8	4.7%	0.20%	▬	96%	1.8
23	CIPLA	CIPLA LTD.	DUOLIN	RESPIRATORY	8%	37.7	-0.6%	0.19%	▼	92%	-0.2
24	SUN*	RANBAXY LABORATORIES LTD	ROSUVAS	CARDIAC	11%	36.6	-5.3%	0.19%	▼	85%	-2.0
25	ARISTO	ARISTO PHARMACEUTICALS PVT.LTD	PANTOP	GASTRO INTESTINAL	7%	36.4	3.4%	0.18%	▬	96%	1.2
26	SANOFI INDIA	SANOFI INDIA LTD.	LANTUS	ANTI DIABETIC	6%	35.0	-1.8%	0.18%	▼	93%	-0.6
27	GSK	GLAXOSMITHKLINE PHARMACEUTICALS LTD.	CALPOL	PAIN / ANALGESICS	7%	34.8	3.8%	0.18%	▬	97%	1.3
28	IPCA	IPCA LABORATORIES PVT LTD.	ZERODOL P	PAIN / ANALGESICS	7%	34.1	10.2%	0.17%	▬	103%	3.2
29	ABBOTT*	NOVO NORDISK INDIA PVT LTD	RYBELSUS	ANTI DIABETIC	6%	33.9	30.8%	0.17%	▲	124%	8.0
30	ABBOTT*	ABBOTT INDIA LTD.	VERTIN	NEURO / CNS	9%	32.7	14.3%	0.17%	▬	105%	4.1
31	PFIZER*	PFIZER LTD	BECOSULES	VITAMINS / MINERALS / NUTRIENTS	6%	32.1	10.5%	0.16%	▬	104%	3.0
32	ASTRAZENECA	ASTRAZENECA PHARMA INDIA LTD	BRILINTA	CARDIAC	11%	31.9	12.1%	0.16%	▬	101%	3.5
33	LUPIN	LUPIN LTD	GLUCONORM-G	ANTI DIABETIC	6%	31.5	10.4%	0.16%	▬	105%	3.0
34	GSK	GLAXOSMITHKLINE PHARMACEUTICALS LTD.	BETNOVATE N	DERMA	7%	31.3	25.9%	0.16%	▲	117%	6.4
35	ARISTO	ARISTO PHARMACEUTICALS PVT.LTD	MIKACIN	ANTI-INFECTIVES	6%	31.2	2.7%	0.16%	▬	97%	0.8
36	GSK	GLAXOSMITHKLINE PHARMACEUTICALS LTD.	T BACT	DERMA	7%	31.1	14.6%	0.16%	▬	107%	4.0
37	SUN*	SUN PHARMA LABORATORIES LTD.	SUSTEN	GYNAECOLOGICAL	2%	30.6	12.6%	0.16%	▬	111%	3.4
38	GSK	GLAXOSMITHKLINE PHARMACEUTICALS LTD.	BETNOVATE C	DERMA	7%	30.4	23.7%	0.15%	▲	115%	5.8
39	INTAS	INTAS PHARMACEUTICALS LTD	LEVERA	NEURO / CNS	9%	30.3	12.7%	0.15%	▬	104%	3.4
40	CIPLA	CIPLA LTD.	BUDECORT	RESPIRATORY	8%	30.2	0.3%	0.15%	▼	93%	0.1

<= 94%	95- 105%	>= 106%
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# Brand Monitor #41 – 60

RANK	CORPORATE	COMPANY	BRAND	SG	SG GR%	MTH Apr 25					
						VAL	% GR	% MS in IPM	G/L % MS in IPM	EI against SG	Incr Gain
						19710.6	7.8%	100%			1424.3
41	APEX	APEX LABORATORIES LTD.	ZINCOVIT	VITAMINS / MINERALS / NUTRIENTS	6%	30.1	-0.2%	0.15%	▼	94%	-0.1
42	SUN*	SUN PHARMA LABORATORIES LTD.	GEMER	ANTI DIABETIC	6%	29.9	4.7%	0.15%	▬	99%	1.3
43	CADILA	CADILA PHARMACEUTICALS LTD	ACILOC	GASTRO INTESTINAL	7%	29.7	-19.6%	0.15%	▼	75%	-7.2
44	GALDERMA	GALDERMA INDIA PVT. LTD	CETAPHIL	DERMA	7%	29.7	9.9%	0.15%	▬	102%	2.7
45	GLENMARK	GLENMARK PHARMACEUTICALS LTD.	TELMA AM	CARDIAC	11%	29.6	14.3%	0.15%	▬	103%	3.7
46	JB CHEMICALS	JB CHEMICALS	RANTAC	GASTRO INTESTINAL	7%	29.1	-9.4%	0.15%	▼	84%	-3.0
47	TORRENT	TORRENT PHARMACEUTICALS LTD.	CHYMORAL FORTE	PAIN / ANALGESICS	7%	28.2	11.4%	0.14%	▬	104%	2.9
48	MANKIND*	MANKIND PHARMACEUTICALS LTD.	PREGA NEWS	OTHERS	17%	28.2	30.3%	0.14%	▲	111%	6.6
49	INTAS	INTAS PHARMACEUTICALS LTD	GABAPIN NT	NEURO / CNS	9%	28.2	14.9%	0.14%	▬	106%	3.7
50	P&G	PROCTER & GAMBLE HEALTH LTD	EVION	VITAMINS / MINERALS / NUTRIENTS	6%	27.6	17.7%	0.14%	▲	111%	4.2
51	SUN*	SUN PHARMA LABORATORIES LTD.	PANTOCID	GASTRO INTESTINAL	7%	27.4	5.3%	0.14%	▬	98%	1.4
52	TORRENT	TORRENT PHARMACEUTICALS LTD.	SHELCAL	VITAMINS / MINERALS / NUTRIENTS	6%	27.4	-8.3%	0.14%	▼	86%	-2.5
53	ALKEM*	ALKEM LABORATORIES LTD.	A TO Z NS	VITAMINS / MINERALS / NUTRIENTS	6%	27.3	17.3%	0.14%	▲	110%	4.0
54	EMCURE*	EMCURE PHARMACEUTICALS LTD	OROFER-XT	BLOOD RELATED	13%	27.2	-9.0%	0.14%	▼	81%	-2.7
55	ABBOTT*	ABBOTT INDIA LTD.	DUPHALAC	GASTRO INTESTINAL	7%	27.2	8.5%	0.14%	▬	101%	2.1
56	MICRO	MICRO LABS LTD	DOLO	PAIN / ANALGESICS	7%	27.1	-12.3%	0.14%	▼	82%	-3.8
57	GLENMARK	GLENMARK PHARMACEUTICALS LTD.	TELMA H	CARDIAC	11%	26.5	-1.0%	0.13%	▼	89%	-0.3
58	ALEMBIC	ALEMBIC LTD	AZITHRAL	ANTI-INFECTIVES	6%	26.4	-11.9%	0.13%	▼	83%	-3.6
59	NUTRICIA	NUTRICIA INTERNATIONAL PVT.LTD	DEXOLAC 1	VITAMINS / MINERALS / NUTRIENTS	6%	26.4	7.0%	0.13%	▬	101%	1.7
60	ABBOTT*	ABBOTT INDIA LTD.	DUPHASTON	GYNAECOLOGICAL	2%	26.0	3.3%	0.13%	▬	102%	0.8

<= 94%

95- 105%

>= 106%

# Brand Monitor #61 – 80

RANK	CORPORATE	COMPANY	BRAND	SG	SG GR%	MTH Apr 25					
						VAL	% GR	% MS in IPM	G/L % MS in IPM	EI against SG	Incr Gain
						19710.6	7.8%	100%			1424.3
61	EMCURE*	ZUVENTUS HEALTHCARE LTD	ZOSTUM	ANTI-INFECTIVES	6%	25.8	14.5%	0.13%	▬	108%	3.3
62	INTAS	INTAS PHARMACEUTICALS LTD	ZORYL-M	ANTI DIABETIC	6%	25.8	6.6%	0.13%	▬	101%	1.6
63	SUN*	RANBAXY LABORATORIES LTD	VOLINI	PAIN / ANALGESICS	7%	25.6	5.3%	0.13%	▬	98%	1.3
64	MANKIND*	MANKIND PHARMACEUTICALS LTD.	MOXIKIND CV	ANTI-INFECTIVES	6%	25.6	-5.2%	0.13%	▴	90%	-1.4
65	MSD*	MSD PHARMACEUTICALS PRIVATE LTD.	JANUMET	ANTI DIABETIC	6%	25.5	-6.3%	0.13%	▴	89%	-1.7
66	ALKEM*	ALKEM LABORATORIES LTD.	TAXIM O	ANTI-INFECTIVES	6%	25.2	2.6%	0.13%	▬	97%	0.6
67	ABBOTT*	ABBOTT HEALTHCARE PVT. LTD	STEMETIL	GASTRO INTESTINAL	7%	25.2	3.7%	0.13%	▬	97%	0.9
68	MANKIND*	MANKIND PHARMACEUTICALS LTD.	UNWANTED KIT	GYNAECOLOGICAL	2%	25.1	-0.6%	0.13%	▴	98%	-0.1
69	MANKIND*	MANKIND PHARMACEUTICALS LTD.	AMLOKIND-AT	CARDIAC	11%	24.9	10.0%	0.13%	▬	99%	2.3
70	SUN*	SUN PHARMA LABORATORIES LTD.	SOMPRAZ D	GASTRO INTESTINAL	7%	24.8	18.9%	0.13%	▴	111%	4.0
71	CIPLA	CIPLA LTD.	DYTOR	CARDIAC	11%	24.7	12.0%	0.13%	▬	101%	2.6
72	ABBOTT*	NOVO NORDISK INDIA PVT LTD	NOVOMIX	ANTI DIABETIC	6%	24.6	-22.4%	0.12%	▴	74%	-7.1
73	CIPLA	CIPLA LTD.	SEROFLO	RESPIRATORY	8%	24.5	5.6%	0.12%	▬	98%	1.3
74	FDC	FDC LTD.	ENERZAL	GASTRO INTESTINAL	7%	24.2	0.2%	0.12%	▬	93%	0.1
75	USV	USV PVT LTD	ECOSPRIN GOLD	CARDIAC	11%	24.2	11.4%	0.12%	▬	100%	2.5
76	P&G	PROCTER & GAMBLE HEALTH LTD	NEUROBION FORTE	VITAMINS / MINERALS / NUTRIENTS	6%	24.2	18.7%	0.12%	▴	112%	3.8
77	SUN*	SUN PHARMA LABORATORIES LTD.	PANTOCID DSR	GASTRO INTESTINAL	7%	23.8	11.8%	0.12%	▬	104%	2.5
78	SANOFI INDIA	SANOFI INDIA LTD.	ALLEGRA	RESPIRATORY	8%	23.6	17.9%	0.12%	▴	110%	3.6
79	GSK	GLAXOSMITHKLINE PHARMACEUTICALS LTD.	ELTROXIN	HORMONES	11%	23.2	6.1%	0.12%	▬	96%	1.3
80	NUTRICIA	NUTRICIA INTERNATIONAL PVT.LTD	APTAMIL GOLD	VITAMINS / MINERALS / NUTRIENTS	6%	23.2	-1.6%	0.12%	▴	93%	-0.4

<= 94%

95- 105%

>= 106%

# Brand Monitor #81 – 100

RANK	CORPORATE	COMPANY	BRAND	SG	SG GR%	MTH Apr 25					
						VAL	% GR	% MS in IPM	G/L % MS in IPM	EI against SG	Incr Gain
						19710.6	7.8%	100%			1424.3
81	DR. REDDYS	DR. REDDYS LABORATORIES LTD	ECONORM	GASTRO INTESTINAL	7%	23.1	19.4%	0.12%	▲	111%	3.7
82	BMS	BMS INDIA PVT. LTD.	OPDYTA	ANTI-NEOPLASTICS	12%	23.1	14.3%	0.12%	▬	102%	2.9
83	RELIANCE	RELIANCE LIFE SCIENCE	ALBUREL	BLOOD RELATED	13%	22.5	33.0%	0.11%	▲	118%	5.6
84	TORRENT	TORRENT PHARMACEUTICALS LTD.	NIKORAN	CARDIAC	11%	22.5	32.0%	0.11%	▲	119%	5.5
85	CIPLA	CIPLA LTD.	MONTAIR LC	RESPIRATORY	8%	22.3	18.8%	0.11%	▲	110%	3.5
86	ARISTO	ARISTO PHARMACEUTICALS PVT.LTD	MERO	ANTI-INFECTIVES	6%	22.2	12.8%	0.11%	▬	107%	2.5
87	PFIZER*	PFIZER LTD	COREX DX	RESPIRATORY	8%	22.0	22.2%	0.11%	▲	114%	4.0
88	TORRENT	TORRENT PHARMACEUTICALS LTD.	NEXPRO RD	GASTRO INTESTINAL	7%	21.9	21.3%	0.11%	▲	113%	3.8
89	ALKEM*	ALKEM LABORATORIES LTD.	PIPZO	ANTI-INFECTIVES	6%	21.8	31.4%	0.11%	▲	124%	5.2
90	ARISTO	ARISTO PHARMACEUTICALS PVT.LTD	MONOCEF SB	ANTI-INFECTIVES	6%	21.8	4.6%	0.11%	▬	99%	1.0
91	SYSTOPIC	SYSTOPIC LABORATORIES LTD-MEM	CYRA D	GASTRO INTESTINAL	7%	21.6	5.0%	0.11%	▬	98%	1.0
92	ZYDUS*	ZYDUS CADILA - ZHL	LIPAGLYN	CARDIAC	11%	21.6	37.4%	0.11%	▲	124%	5.9
93	BLUE CROSS	BLUE CROSS LABORATORIES LTD	MEFTAL SPAS	GASTRO INTESTINAL	7%	21.5	1.5%	0.11%	▬	95%	0.3
94	FDC	FDC LTD.	ZIFI	ANTI-INFECTIVES	6%	21.4	-7.2%	0.11%	▼	88%	-1.7
95	JB CHEMICALS	JB CHEMICALS	CILACAR T	CARDIAC	11%	21.2	24.0%	0.11%	▲	112%	4.1
96	USV	USV PVT LTD	GLYCOMET TRIO	ANTI DIABETIC	6%	21.1	-4.1%	0.11%	▼	91%	-0.9
97	ABBOTT*	ABBOTT HEALTHCARE PVT. LTD	KENACORT	DERMA	7%	21.1	9.2%	0.11%	▬	102%	1.8
98	MACLEODS	MACLEODS PHARMACEUTICALS PVT.LTD	MEROMAC	ANTI-INFECTIVES	6%	21.0	7.8%	0.11%	▬	102%	1.5
99	ARISTO	ARISTO PHARMACEUTICALS PVT.LTD	MONTAZ	ANTI-INFECTIVES	6%	20.9	11.4%	0.11%	▬	105%	2.1
100	SUN*	SUN PHARMA LABORATORIES LTD.	RIFAGUT	GASTRO INTESTINAL	7%	20.6	17.0%	0.10%	▬	109%	3.0

<= 94%	95- 105%	>= 106%
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# Stars of the month



## Incremental Gain

- Pan D
- Telma
- Liv 52
- Cilacar
- Rybelsus



## % MS Gain

- Pan D
- Rybelsus
- Cilacar
- Telma



## Highest EI

- Pipzo
- Lipaglyn
- Rybelsus
- Alburel
- Nicoran



# Thank you

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