

## A REVIEW ON PHARMACEUTICAL MARKETING OF RABEPRAZOLE AND DOMPERIDONE

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### ABSTRACT

In india pharmaceutical companies are striving to create their own presence by developing new API (Active pharmaceutical ingredient ) or designing different pharmaceutical marketing strategies to cater to the hug market of around 1.35cr population which are very diverse in nature and it should be served so systematically with minimising wastage of medicines to accelerate the production and R&D for pharma companies. Government of india is assisting lot of new initiatives to promote this new innovation in to pharrma market. In this research paper the more emphasis is given on marketing strategies devised by pharmaceutical Companies in Indian Pharrma Market which are different for different pharrma Products 1.Branded medicine 2. OTC (Over the counter Medicines) 3. Generic medicines (India is one of the leading exporter of generic medicine to rest of the World). Marketing strategies for Branded medicines are different than that of OTC Products and OTC Marketing strategies are different than that of generic Pharrma products. Different Pharrma companies have devised different marketing strategies for same segment of product to cater very diverse population of India they are like (Social media marketing via Facebook Page, YouTube, LinkedIn, twitter and many more).The findings of this paper are Pharrma industries in India has adopted traditional as well as modern marketing stratargies which invludes includes recent trends data analytic reports to analyse demand for the pharrma product in future. . In India for Branded medicines physicians are decision maker to purchase the medicines. For other products Generic and OTC (over the counter Product) different instrument of Advertisement and promotional tools are contributing a lot to increase

sales of thee products In this paper marketing mix of pharrma product and other aspects has been studied with reference to Indian pharrma Industries. This research paper provides us an overview of the role of marketing strategies to Identify, Create, communicate and deliver the required input in nation's healthcare to stand India fit and healthy.

The Review paper attempts to understand the essence & concept of Pharmaceutical Marketing. It further aims to massively review the existing literature on Pharmaceutical Marketing and present the inferences. This conceptual study is completed with the help of Secondary data. It encompasses the thoughts of authors & researchers who have contributed to the Pharmaceutical Marketing domain. The Review has been categorised into studies of Marketing Mix, Consumer Behaviour towards Pharrma Products, Green Marketing approach and execution of Pharrma Marketing. The Papers & literature reviewed have been selected on Author's convenience & judgement, which may result in the limitation for study and the inferences presented may be indicative rather exhaustive

**Keywords:** Pharmaceutical Marketing ,rabeprazole sodium and domperidon marketing ,marketing strategies, product brand.

### Introduction:

Domperidone + Rabeprazole is a combination of two medicines: Domperidone and Rabeprazole. Domperidone is a prokinetic which works on the upper digestive tract to increase the

movement of the stomach and intestines, allowing the food to move more easily through the stomach. Rabeprazole is a proton pump inhibitor (PPI) which works by reducing the amount of acid in the stomach which helps in the relief of acid-related indigestion and heartburn.

#### **RABEPRAZOLE**

**SODIUM+DOMPERIDONE** belongs to a group of medicines called gastrointestinal agents used to treat acidity, heartburn, gastro-oesophageal reflux disease (GERD), Zollinger-Ellison syndrome, nausea, vomiting, the fullness of stomach, bloating, gas, helicobacter pylori infection, gastric and duodenal ulcers. Acidity occurs when the gastric glands produce more stomach acid required for digestion.

#### **RABEPRAZOLE**

**SODIUM+DOMPERIDONE** is a combination of two drugs: Rabeprazole sodium (proton pump inhibitor) and Domperidone (a dopamine antagonist). Rabeprazole sodium works by blocking the action of an enzyme called gastric proton pump, which is responsible for the production of acid. Domperidone works by increasing the movements and contractions of the stomach muscle. Together,

#### **RABEPRAZOLE**

**SODIUM+DOMPERIDONE** helps in treating acidity-related problems

The Global Rabeprazole Sodium domperidon Market Size is estimated to grow at a CAGR of 4.50% during the forecast period for 2023-2031. The market was analyzed qualitatively and quantitatively from 2021-2031. The rabeprazole sodium and domperidone market grew at a CAGR of around 4.6% during 2022-2031. Most of the growth

during this period was derived from the Asia-Pacific owing to the improving health awareness, rising disposable incomes, as well as the well-established presence of domestic companies in the region. The demand for rabeprazole sodium and other PPI drugs has grown significantly in recent years, driven by an aging population and increasing rates of GERD and other acid-related disorders. The market for rabeprazole sodium is highly competitive, with some generic and branded options available. Despite this competition, rabeprazole sodium is a popular treatment option due to its efficacy and well-established safety profile. The market for rabeprazole sodium is expected to grow in the coming years, driven by increasing demand for PPI drugs and the growing global population of elderly individuals.

#### **Competitive Landscape:**

**Some of the major rabeprazole sodium market players are:**

**Alembic Pharmaceuticals Ltd**

**ASN Corporation**

**Cadila Pharmaceuticals Ltd**

**Cipla Ltd**

**Reddy's Laboratories Ltd**

**Elikem Pharmaceuticals Pvt Ltd**

**Enal Drugs Private Limited**

**Intas Pharmaceutical, Ltd.**

**Jasco Labs Private Limited**

**JSN Chemicals**

**Jubilant Pharma**

**Shanghai Pharma Group Changzhou  
Kony Pharmaceutical**

**Smaart Pharmaceutticals**

**Sterile India**

**Sun Pharmaceutical Industries Ltd.**

**Syntech ChemandPharm**

**Torrent Pharmaceuticals Ltd**

**Woodward Pharma**

**Zhejiang Yongtai Technology**

Marketing strategies

The rabeprazole sodium market is segmented on application, age, and distribution channel. Based on application, the market is segmented into gastroesophageal reflux disease, peptic ulcer, and others. The market is segmented on age, below 55 years and above 55 years. Based on distribution channels, the market is segmented into hospital pharmacies, drug and retail store pharmacies, and online providers. Retail pharmacies are the most often used distribution routes for over-the-counter and prescription medications, including rabeprazole sodium. Patients can easily get the drug at these pharmacies without a prescription, which is convenient for them. Additionally, many retail pharmacies provide home delivery services, making buying prescription drugs even more convenient for customers. Hospitals and clinics, where the medication is prescribed and given directly to patients, and online pharmacies, which let customers buy

prescription drugs over the internet, are other places where rabeprazole sodium is distributed

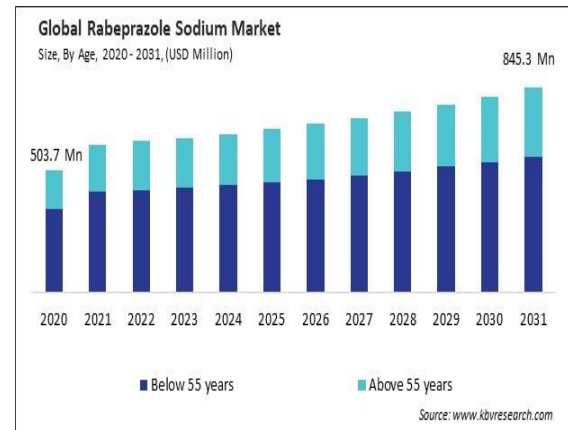


Fig No 1:- Global Rabeprazole Sodium And Domepredole Market .

### 1. Market/product development strategy:

A product/market development strategy concerns developing new products or modifying existing products and offering those products to current or new markets. These strategies typically surface when there is little opportunity for growth in an organisation's existing market.

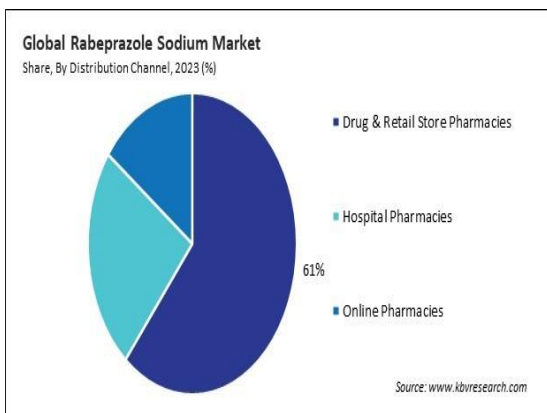
### 2.REVENUE STRATEGY:

A revenue model strategy (or more casually, a business strategy) is a strategy usually focused on forming a product or service whereby advertising or licencing revenue can be generated subsequently, or more broadly, a strategy focused on generating revenue.

**3.DIRECT SALES:-**

The traditional method of employing sales personnel and then deploying those in the regions and markets where you are looking to generate new customers is still widely used today. This is certainly the case in the B2B pharmaceutical markets where face-to-face contact is still a large enabler of business. This non-marketing strategy needs guidelines on how to recruit salespeople who understand how to sell products in new and often emerging markets but has proven (and still does) to be effective.

**4.SOCIAL MEDIA STRATEGY:**Social media platforms provide an audience of highly engaged people, who can be targeted both organically and via paid means to help achieve marketing objectives. The scope of social media optimisation also includes the incorporation of features such as sharing and commenting on social media platforms and on company websites. Such a strategy can incorporate all of or a range of networks, such as Twitter, LinkedIn, Facebook and Instagram, to only adopting just one which is most frequently used by your particular audience.



**Fig no 2:- distribution channel outlook.**

**Available medicine for rabeprazole and domperidone**

Sr no.	Medicines	Companies	price	Strip
1	Cyrad	Systopic	51 rs	10
2		laboratories	225 Rs	10
3	Veloz	Pvt	217-	15
4		Ltd	288 Rs	15
5	Rakold	Torrent	361Rs	15
6	Razod	pharmaceutical Ltd	304Rs	15
	Rabicip	Ltd	301 Rs	
	Rablet	Alembic pharmaceutical Ltd		
		Dr reddys laboratories Ltd		
		Cipla Ltd		
		Lupin Ltd		

**Razod (Dr reddys laboratories):**

- Domestic (India): ₹25-35 crores (approximately \$3.4-4.7 million USD)
- International: ₹15-25 crores (approximately \$2-3.4 million USD)
- Total: ₹40-60 crores (approximately \$5.4-8.1 million USD)

#### **Cyrad (systopic laboratory Pvt)**

- Domestic (India): ₹5-10 crores (approximately \$670,000-\$1.34 million USD)
- International: ₹2-5 crores (approximately \$270,000-\$670,000 USD)
- Total: ₹7-15 crores (approximately \$940,000-\$2 million USD)

#### **Rabicin d (cipla Pvt):**

- Domestic (India): ₹15-25 crores (approximately \$2-3.4 million USD)
- International: ₹10-20 crores (approximately \$1.3-2.7 million USD)
- Total: ₹25-45 crores (approximately \$3.4-6.1 million USD)

#### **Rabler d (lupin pvt)**

- Domestic (India): ₹25-40 crores (approximately \$3.4-\$5.4 million USD)
- International: ₹15-30 crores (approximately \$2-\$4.1 million USD)
- Total: ₹40-70 crores (approximately \$5.4-\$9.5 million USD)

#### **Conclusion**

The marketing strategy for rabeprazole sodium and domperidone aim to establish a

strong brand, presence, increase market share, and drive revenue growth. By targeting healthcare professionals, patients, and leveraging digital channels, we can effectively promote the product and achieve our objective.

The marketing of rabeprazole and domperidone product potential has its resemblance to regular marketing effort; however, the rabeprazole and domperidone product in the form of life-saving drugs do have a different set of strategies where eventually one sells an idea on a speculation that a patient will demand the product & doctors will prescribe.

Marketing essentials trigger the improvised marketing avenues with moral responsibility towards the environment and people at large. Pharmaceutical marketing shapes the future of the company with enhanced approaches and better prospects in the market at large.

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