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A Market Survey of Amlodipine (Antihypertensive) in Moradabad City

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ABSTRACT

A market survey of Amlodipine (Antihypertensive drug) was conducted at several medical shops in Moradabad City. The various brands of Amlodipine are Citanil-T, Amlokind, Omletime, Amodep, Angicam, Lupidip, Amlogen, Amlip etc. are available in selected areas. The Amlokind is more prescribed by doctors. The highest selling brand of Amlodipine is Amlokind. According to medical survey it has been shown that Amlokind (Mankind Pharmaceuticals Pvt Ltd.) is highest selling brand in Moradabad city. Amlodipine is good Antihypertensive drug.

Key Words: Amlodipine, Amlokind, Antihypertensive, Citanil-T, Market survey.

1. INTRODUCTION

Hypertension (HTN or HT), also recognized as high blood pressure (HBP), is a long term medical condition in which the blood pressure in the arteries is persistently raised. High blood pressure usually does not cause symptoms. Long term high blood pressure, however, is a major risk factor for coronary artery disease, stroke, heart failure, peripheral vascular disease, vision loss, and chronic kidney disease.¹⁻³

High blood pressure can be categorized as either primary (essential) high blood pressure or secondary high blood pressure. About 90–95% of cases are primary, defined as high blood pressure due to nonspecific lifestyle and genetic factors. Lifestyle factors that raise the risk include excess salt, excess body weight, smoking, and alcohol. The remaining 5–10% of cases are classified as secondary high blood pressure, defined as high blood pressure due to an identifiable cause, such as chronic kidney disease, narrowing of the kidney arteries, an endocrine disorder, or the use of birth control pills.⁴

Blood pressure is expressed by two measurements, the systolic and diastolic pressures, which are the maximum and minimum pressures, respectively. Normal blood pressure at rest is within the range of 100–140 millimeters mercury (mmHg) systolic and 60–90 mmHg diastolic. High blood pressure is present if the resting blood pressure is persistently at or above 140/90 mmHg for most adults. Different numbers apply to children. Ambulatory blood pressure monitoring over a 24-hour period appears more accurate than office best blood pressure measurement.⁵⁻⁶

Lifestyle changes and medications can lower blood pressure and decrease the risk of health complications. Lifestyle changes include weight loss, decreased salt intake, physical exercise, and a healthy diet. If lifestyle changes are not sufficient then blood pressure medications are used. Up to three medications can control blood pressure in 90% of people. The treatment of moderately high arterial blood pressure (defined as >160/100 mmHg) with medications is associated with an improved life expectancy. The effect of treatment of blood pressure between 140/90 mmHg and 160/100 mmHg is less clear, with some reviews finding benefit and others finding a lack of evidence for benefit. High blood pressure affects between 16 and 37% of the population globally. In 2010 hypertension was believed to have been a factor in 18% (9.4 million) deaths.⁷⁻¹²

Lifestyle measures are standard first-line treatment for hypertension, although doctors will prescribe medication alongside lifestyle measures to lower blood pressure in people with a level above 140 over 90. Drugs are usually started as monotherapy (just one drug) and at a low dose. Side-effects associated with antihypertensive drugs are usually minor. Several classes of medications, collectively referred to as antihypertensive medications, are available for treating hypertension.¹³⁻¹⁷

2. MATERIALS AND METHODS

We selected the medical shops in Moradabad city and asked the questions to the shop owners.

Questionnaire contains following questions:

1. Which drug in Antihypertensive category is generally prescribed by most of doctors?
2. What is the dosage for the specific drug prescribed by Doctors?
3. What is the brand or company name of that particular drug?

3. RESULTS AND DISCUSSION

As per Figure 1 and Figure 2, it shows that best selling brand of Amlodipine is Amlkind of Mankind pharma company as compared to other brands like Citanil-T, Omletime, Amodep, Angicam, Lupidip, Amlogen, Amlip etc.

By the market survey at various medical shops of Moradabad city, it is stated that Amlodipine is more prescribed by doctors.

Doctors mostly prescribed 5 mg or 10 mg dosage form of Amlodipine.

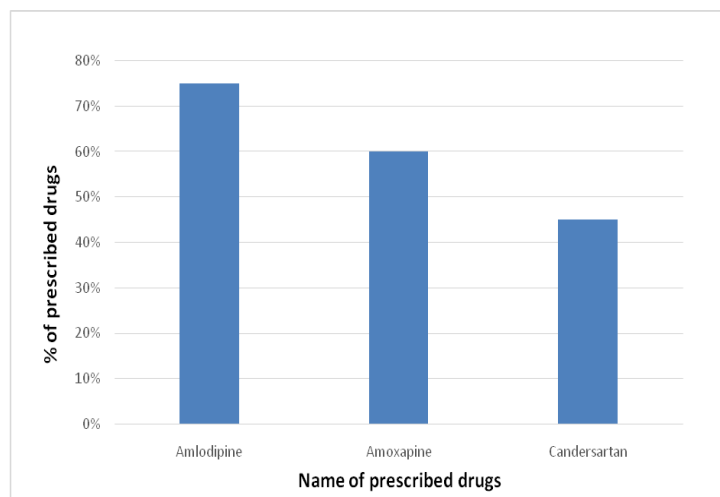


Figure 1: Graph showing prescribed generic drugs

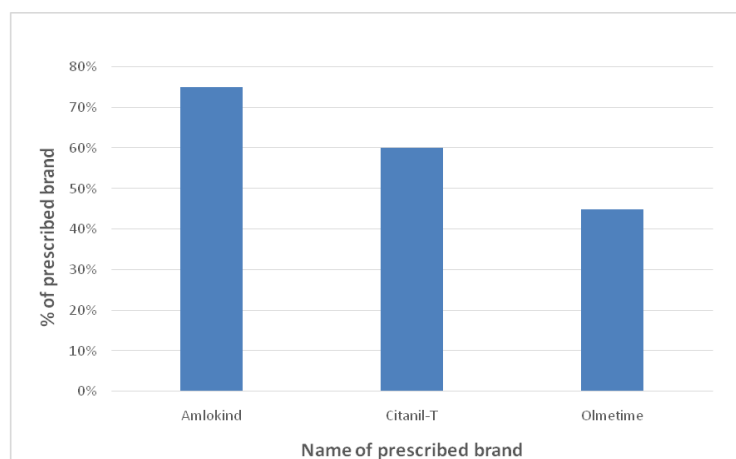


Figure 2: Graph showing prescribed brand drugs

4. CONCLUSION

- Amlkind (Mankind Pharmaceuticals Pvt. Ltd.) is good selling brand of Anti-hypertensives.
- Doctors mostly prescribe 5 mg or 10 mg dose of Amlodipine.
- Amlodipine is good Anti-hypertensive drug.
- Second more prescribed brand is Citanil-T (Alembic Pharmaceuticals Pvt. Ltd.).
- Third selling brand is Olmetime (Mankind).

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