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**“DOCTORS’ PREFERENCE IN PRESCRIBING
AYURVEDIC MEDICINE PRODUCED BY
HIMALAYA AYURVEDIC HEALTH CARE LTD”**

SUMMER PROJECT REPORT

Submitted to the

Faculty of Management Sciences, Anna University

in partial fulfillment of the requirement

for the award of the degree of

MASTER OF BUSINESS ADMINISTRATION

by

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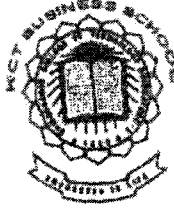
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October 2006

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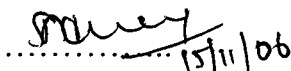
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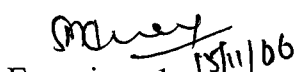
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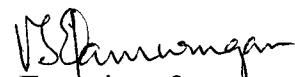
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Faculty Guide


Prof. S. GANESAN
Director

Evaluated and Viva Voce conducted on15.11.2006.....


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Examiner 1


Examiner 2

DECLARATION

I hereby declare that the dissertation entitled “**DOCTORS’ PREFERENCE IN PRESCRIBING AYURVEDIC MEDICINE PRODUCED BY HIMALAYA AYURVEDIC HEALTH CARE LTD**” submitted for the **MASTER OF BUSINESS ADMINISTRATION** degree is my original work and the dissertation has not formed the basis for the award of any other Degree, Associate ship, Fellowship or any other similar titles.



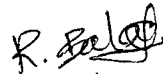
Signature of the Student
With date

11 October 2006

TO WHOMSOEVER IT MAY CONCERN

This is to certify **Mr.K.M.KATHIRESAN**, final year MBA student of **KCT Business School, coimbatore**, has successfully completed his project work under the topic **“ANALYSING THE DOCTERS’ ATTITUDE TOWARDS PRESCRIBING MEDICINE OF HIMALAYA”** during the period **26/06/06 to 02/05/06** in the Marketing Department of our company.

We wish him success in all his future endeavors.



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ABSTRACT

Nature based treatment and using of medicines is the lime light of the current attitude of the patents. The doctors also have the primary goal to cure the problems of the patients without any side effects. But most of the medicines may not suit the different types of health conditions of patients. So most of the doctors want to move or change their attitude to the nature based treatment. But the companies providing the nature-based medicines are very few.

Himalayas are having the primary goal of promoting nature-based medicine. So they need a wide range of study on usage of nature based medicine at different categorized patients. This analysis is going to help us analyze the doctor's attitude of prescribing the nature medicine. So we have taken up this study which will help us analyze to the attitude of prescribing the medicines to various problems of different types of patients and their attitude of using the medicines. In this project, we are also going to have a detailed study of various factors like cost, quality, etc., with other competitors, so that to get a better performance of existing product.

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO
	ABSTRACT	v
	LIST OF TABLES	vii
	LIST OF GRAPHS	viii
1	INTRODUCTION	
	1.1 ABOUT THE INDUSTRY	1
	1.2 OBJECTIVES OF THE STUDY	2
	1.3 SCOPE OF THE STUDY	3
	1.4 RESEARCH METHODOLOGY	4
	1.4.1 PRIMARY DATA COLLECTION	5
	1.4.2 SAMPLING	5
	1.4.3 TYPE OF SAMPLING	6
	1.4.4 STATISTICAL TOOLS FOR ANALYSIS	7
	1.5 LIMITATIONS	
2	COMPANY PROFILE	
	2.1 ABOUT HIMALAYA PRODUCTS	8
	2.2 COMPANY PRODUCT PROFILE	13
3	DATA ANALYSIS AND INTERPRETATION	16
4	MACRO-MICRO ECONOMIC ANALYSIS	
	CONCLUSION	
5	5.1 RESULT & DISCUSSION	36
	5.2 CONSIDERED RECOMMENDATION	37
	ANNEXURE-I	
	ANNEXURE-II	

LIST OF TABLES

TABLE NO	TITLE	PAGE NO
1	SHOWING PATENT MEDICINES PRESCRIBED	17
2	PRESCRIPTION OF HIMALAYA PRODUCTS	18
3	PRODUCTS RELATED TO HIMALAYA PRESCRIBED GENERALLY	19
4	PERFORMANCE OF HIMALAYA	20
5	CONDITION FOR PRESCRIBING HIMALAYA MEDICINE	22
6	PRODUCTS USED AS SUPPLEMENTS	24
7	HIMALAYA PRODUCTS USED AS SUPPLEMENTS	25
8	SATISFACTION LEVEL OF PATENTS	26
9	INREPARATION OF PATIENTS	27
10	PREFERENCE OF OTHER BRANDS	28
11	BRANDS PREFERENCE BY OTHER COMPETITIORS	29
12	RATING OF QUALITY OF HIMALYA IN RELATION TO OTHER BRANDS	31
13	HIMALAYA IS A WELL BALANCED MEDCINE	33
14	RATING THE PRICE LEVEL OF HIMALAYA IN RELATION TO OTHER BRAND	34

LIST OF FIGURES

FIGURE NO	TITLE	PAGE NO
1	SHOWING PATIENT MEDICINES	17
2	PRESCRIPTION OF HIMALAYA'S PRODUCT	18
3	PRODUCT'S RELATED TO HIMALAYA	19
4	PRODUCTS USED AS SUPPLEMENTS	24
5	HIMALAYA'S PRODUCTS USED AS SUPPLEMENTS	25
6	PREPARATION OF PATIENTS	27
7	HIMALAYA IS A WELL BALANCED MEDICINE	33

Chapter - I

INTRODUCTION

1.INTRODUCTION

1.1 ABOUT THE INDUSTRY

AYURVEDA

The word 'Ayurveda ' comes from the word 'Ayurveda ' meaning 'life' and the word 'Ayurveda ' meaning 'to know'. Ayurveda means 'the science of life', and is a medical system practiced in India, Sri Lanka and Nepal. Ayurveda's mythological origins, through, are attributed to the Indo-European Nasatya or as wins, twin Physicians of the gods of the ancient Indo-European Pantheon. Four thousands year old references to the Nasatya are found in the now extinct, Hurrian and little languages in turkey and in the Sanskrit language in India. Ayurveda is considered the upaveda or accessory Veda to the Atharva Veda. The four Vedas are the world's oldest literary documents in an Indo-European language. A Classic Ayurvedic text Parallels the time frame of the Atharva Veda, is the Charaka Samhita, written in the Indus Valley area around 1000 B.C.E. (Before the Common Era) in Sanskrit, it is a treatise on general medicine. This strongly suggests the probability that ayurveda, though of pan Indo-European origins earlier, had begun to evolve into a distinct entity with in the subcontinent by the first millennium B.C.E. Ayurveda's lasting influence in the non Indo-European sphere began after the rise and spread of Buddhism in the 6th century B.C.E. Buddhist monks introduced Ayurveda to china, Tibet, Korea, Mongolia and Sri Lanka, leaving a lasting legacy in their medical systems. More recently, the German translation of an ayurvedic text that dates back to less than 1000 B.C.E., the Susruta Samhita, contributed to modern medicine, in the discipline of plastic surgery. Susruta mention eight branches in ayurveda – General medicine, Surgery, ENT and Eye diseases, Toxicology, Psychiatry, Pediatrics, Gynecology, Sexology and Virility. The Himalaya drug company, since 1930, has blended ayurvedic expertise with modern medical research methodology, to extend the science of ayurvedic to produce scientifically verified herbal solutions.

1.2 OBJECTIVES OF STUDY

Primary Objective

To analyze the doctor attitude towards Prescribing Ayurvedic Medicine with special reference to Himalaya Products.

Secondary Objective:

- ❖ To analyze the competitive advantage of Himalaya Products over other competitive brands.
- ❖ To analyze the Price of Himalaya Products over other competitive Brands.
- ❖ To analyze the Quality of Himalaya Products over other competitive Brands.

1.3 SCOPE OF THE STUDY

- ❖ The study focuses on the perception of doctors in ayurvedic medicines
- ❖ The study is carried in and around Chennai city.
- ❖ Doctors are classified on the basis of their specialization at their opinion is gathering to have a deep insight in their preference.

1.4 RESEARCH METHODOLOGY

Methodology is simply the plan of action for a research, which explains in details how data is to be collected, analyzed and interpreted systematically to give a solution to the problem.

A research cannot be conducted abruptly. Researcher has to proceed systematically in the already planned direction with the help of a number of steps in sequence. To make the research systematic, the researcher has to adopt certain methods.

The method adopted by the researcher for completing the project is called Research Methodology.

Data becomes information only when a proper methodology is adopted. Hence, Methodology is a tool, which process the date to a reliable information. The present chapter attempt to highlight the research methodology adopted in this project.

1.4.1 PRIMARY DATA COLLECTION

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character.

Primary data collection is nothing but the data that is directly collected from the people by the researcher himself. Primary data may pertain to demographic/socio characteristics or the customers, attitudes and opinions of people, their awareness and knowledge and other similar aspects.

In this study Primary Data collection method has helped the researcher to a great extent in arriving at the results.

1.4.2 SAMPLING

Sampling may be defined as the selection of some part of an aggregate or totality. On the basis of which a judgment or inference about the aggregate or totality is made. Research conducted by considering only a few units of population is called as Sampling. Sampling is an important and persuasive activity. Sampling technique has got its own Range of Advantages.

1. Reduce cost owing to study of selected units from the population.
2. Greater speed due to smaller units to be studied
3. Greater accuracy is results

4. Greats depth of information
5. Research of units for reuse in destructive nature of experiments is possible.

SAMPLE SIZE

One can say the sample must be an optimum size that it is should be neither excessively large nor too small. Technically, the sample size should be large enough to give a confidence interval of desired width and such the size of the sample must be chosen by logical process before sample is taken the universe.

1.4.3 Type of Sampling

Convenience Sampling

Sampling that plays a vital role in deciding the quality of any project. While doing this survey under convenient sampling method, because the time is limited & the survey has to be conducted among various categories of Doctors.

1.4.4 STATISTICAL TOOLS FOR ANALYSIS

To interpret the collected and process data the following statistical tools were during the analyzing phase.

- Percentage method

Percentage Method

Percentage refers to a special kind of ratio. Percentages are used making comparison between two or more series of data. Percentages are used to describe relationship. Percentage can also be used to compare the relative terms the distribution of two or more series of data.

$$\text{Percentage of Respondents} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

1.5 LIMITATIONS OF STUDY

The study has the following constraints:

- ❖ The sample size is restricted to 110 respondents, due to the time & financial constraints.
- ❖ Results are fully applicable to Chennai city only

Chapter - II

COMPANY PROFILE

2.COMPANY PROFILE

2.1 ABOUT HIMALAYA PRODUCTS

HISTORY

The beginnings making of an Indian multinational. The Himalaya Drug Company was founded in 1930 by M. Manal with a clear vision to bring Ayurveda to society in a contemporary form and to unravel the mystery behind the 5,000 year old system of medicine. This included referring to ancient Ayurvedic texts, selecting indigenous herbs and subjecting the formulations to modern pharmacological, toxicological and safety tests to saw restless elephants being fed with a root to pacify them. The plant from which this was taken is Rauwolfia serpentine, fascinated by the plant's effect on elephants, he had it scientifically evaluated. After extensive research, Serpina, the world's first anti-hypertensive drug, launched in 1934. The legacy of researching nature forms the foundation of Himalayan's operations. Himalaya has pioneered the use of modern science to rediscover and validate Ayurveda's products. Cutting edge technology is employed to create pharmaceutical grade Ayurvedic products. Since its inception, the company has focused on developing safe, natural and innovative remedies that will help people lead richer, healthier lives. Today, Himalaya products have been endorsed by over 200,000 doctors around the globe and consumers in over 60 countries rely on Himalaya for their health and personal care needs.

MISSION

We will satisfy each customer's health needs through well-researched, effective and safe remedies harnessed from nature's wealth we will consider the world our market and make international quality standards our obsession we will maintain customer-friendly prices and proudly participate in securing India's rightful place in the global economy, all through the total commitment of each member of the Himalaya family.

BRAND IDENTITY

Brand identity the promise of health, well-being and a prescription for good living. The Himalaya brand has much in common with the mountain range from which it draws its name. For centuries, the Himalaya has been an icon of aspiration, of man's quest to unlock Nature's secrets. They represent purity and lofty ideals, the fact that the Himalayas are the source of many of the herbs that are used in our products makes brand identity. The leaf that forms the crossbar of the letter evokes the company's focus on herbal health care. The teal green represents proximity to nature, while the orange is evocative of want, vibrancy and commitment to carrying. The Himalaya brand carries with it the promise of good health and wellbeing.

LOCATION

Location largest tablet-coating unit in the country starting off operations in Dehradun way back in the 1930's the company later spreads its wings to Mumbai and across the country. In 1975 the company set up an advanced manufacturing facility in Makali, Bangalore which today houses the corporate headquarters. In 1991, the company relocated its R&D facility to Bangalore. The manufacturing facility at Kamala has the largest tablet-coating unit the country. Over one crore tablets are punched every day.

R&D

"Research & Development" each Himalaya Product undergoes years of primary research and clinical trials before it reaches the market Himalaya has a well-defined Research and Development policy. It states that no investment is too much when it comes to scientifically creating safe drugs and therapies. Himalaya's history is one of innovation through research. The company believes that the ideal healthcare system lies in the synergy between ayurveda and modern science. Himalaya's consultant endeavor is to create innovative products that satisfy the health and personal care requirements of contemporary living. Himalaya prides itself on being a completely research-oriented company. Indeed, it is this emphasis on R&D that allows Himalaya to produce safe, efficacious and consistent remedies using ayurvedic principles. The R&D department is focused on product development, quality control and standardization. All products are

derived through rigorous research and produced in state-of the-art facilities. The products represent commitment to continuous investment in the best people, practices and technology. Himalaya does not support “Borrowed Science” or the practice of using published literature to substantiate efficacy claims. Each Himalaya product undergoes years of primary research and clinical trials before it reaches the market.

INNOVATION

Himalaya history is one of innovative through research. Our quest to produce natural, safe and effective remedies has been driven by several factors, an enduring belief in the power of Ayurveda, a close observation of nature and the systematic application of primary research methods for validation and testing. We believe that the ideal healthcare system lies in the synergy between Ayurveda and modern science. It will be our constant endeavor to create innovative products that satisfy the health and personal care requirements of contemporary living.

The important innovations of Himalaya:

- a) Liv 52
- b) Serpina
- c) Pure hands

AYURVEDA AT HIMALAYA

Ayurveda or the ‘science’ of life’ is an ancient, holistic system for diagnosis and treatment, perhaps the oldest system of medicine known to humanity. Fundamental to ayurveda is the use of well-balanced combinations of plants and other agents in synergistic formulas. At Himalaya, they have pioneered the use of modern science to rediscover and validate Ayurveda’s secrets. They employ cutting edge research to create pharmaceutical grade Ayurvedic products. Natural, effective and safe, these products have helped thousands of people live healthier, richer lives. Our focus is on wellness; on helping people get healthy and stay healthy. At Himalaya, research begins with raw herbs chosen from traditional texts and from observation and experience of indigenous plants. Our team of herbalists study texts, both traditional and scientific, exhaustively for relevant data. A few herbs of promising activity are short-listed. Polyherbal formulations of these short-listed herbs are made in order to provide a wider scope of pharmacological

and cosmetic activity. Multi-centered, double-blind trials according to which criteria further assist in scientifically validating the formulations. Today, the company has created a state-of-the-Art research and Development facility at Bangalore that is one of the best available, for traditional medicine anywhere in the world. Over 40 qualified doctors and scientists are constantly at work, developing and evaluating new drugs and therapies, in the 1930's Himalaya developed a pioneering experimental herb farm, which grew rare endangered herbs for dedicated herb suppliers, a herbarium, an agrotech division and a nursery. The standardization of herbal medicine. The tab letting of ayurvedic medicine is more arduous, with multiple granulating processing and coating variables. Today, Himalaya's manufacturing unit has the largest coating capacity in Asia. Researching ayurveda at Himalaya. Using modern research methodology and manufacturing practice, Himalaya has made available to people all over the world, and alternate method of treatment, which has no known side effects.

RECOGNITION

In March 2001, we were granted a "Good Manufacturing Practices (GMP)" Certificate, issued by the licensing authority, Directorate of Indian Systems of medicine, Bangalore. Himalaya is the first Ayurvedic facility to get GMP certification in the country. We are the only phytopharmaceutical company whose ayurvedic product, Liv.52, a hepatoprotective formula, is registered as a 'pharmaceutical speciality' in switzerland. Our R&D wing has been recognized as Research Center by the Rajiv Gandhi University of Health sciences, Karnataka, India. The WHO has sponsored a project, through the Ministry of Health in India, to standardize medically usefully herbs. Himalaya is one of the companies chosen for the project.

QUALITY ASSURANCE

Quality covers two areas – Quality Assurance and Quality Control. Pharmaceutical products are designed and developed with the following requirements: GMP (Good Laboratory Practice), GCP (Good Clinical Practice), GMP (Good manufacturing Practice) for pharmaceuticals include assessment of quality, safety & efficacy: Crude plant material-pharmacognosy plant preparation – analytical Finished product – formulation and development Stability – stability studies are conducted on all products as per ICH (International Conference for Harmonization) guidelines to ensure quality of the product throughout its shelf-life.

2.2 COMPANY PRODUCT PROFILE

Pharmaceutical

CHILDREN'S HEALTH

- ❖ Bonnisan
- ❖ Mentat
- ❖ Koflet
- ❖ Septilin
- ❖ Liv.52

WOMEN'S HEALTH

- ❖ Clarina
- ❖ Renalka
- ❖ Evecare
- ❖ Reosto
- ❖ Lukol
- ❖ Styplon
- ❖ Menusan
- ❖ V-Gel

MEN'S HEALTH

- ❖ Confido
- ❖ Speman
- ❖ Himcolin
- ❖ Tentex forte
- ❖ Himplasia
- ❖ Tentex Royal
- ❖ General Health
- ❖ Abana
- ❖ Himcocid
- ❖ Renalka
- ❖ Clarina



P-2031

- ❖ Himcospaz
- ❖ Reos
- ❖ Cystone

Personal Care

BABY CARE

- ❖ Baby Cream
- ❖ Baby Lotion
- ❖ Baby Powder
- ❖ Gentle Baby Shampo
- ❖ Moisturizing Baby Soap
- ❖ Nourishing Baby Oil

HAIR CARE

- ❖ Protein Shampo
- ❖ Protein Conditioner
- ❖ Hair Loss Cream
- ❖ Anti – Dandruff Hair Oil

ORAL CARE

- ❖ Dental Care

HEALTH CARE

- ❖ Pain Balm
- ❖ Pain Massage Oil
- ❖ Cold Balm
- ❖ Muscle & Joint Rub
- ❖ Daily Health Capsules
- ❖ Foot care Cream
- ❖ Anti Septic Cream

Well Being

PURE HERBS

- ❖ Amalaki
 - ❖ Arjuna
 - ❖ Bael
 - ❖ Brahmi
 - ❖ Gokshura
 - ❖ Karela
 - ❖ Neem
 - ❖ Shigru
 - ❖ Vasaka
 - ❖ Tulasi
-
- Anti – Stress Massage Oil
 - Gripe Water
 - Honey
 - Throat Drops

Chapter - III

MACRO-MICRO ECONOMIC ANALYSIS

3.MICRO – MACRO ECONOMIC ANALYSIS

Ayurvedic medicines are produced by several thousand companies in India, but most of them are quite small, including numerous neighborhood pharmacies that compound ingredients to make their own remedies. It is estimated that the total value of products from the entire Ayurvedic production in India is on the order of one billion dollars (U.S.). The industry has been dominated by less than a dozen major companies for decades, joined recently by a few others that have followed their lead, so that there are today 30 companies doing a million dollars or more per year in business to meet the growing demand for Ayurvedic medicine. The products of these companies are included within the broad category of "fast moving consumer goods" (FMCG; which mainly involves foods, beverages, toiletries, cigarettes, etc.). Most of the larger Ayurvedic medicine suppliers provide materials other than Ayurvedic internal medicines, particularly in the areas of foods and toiletries (soap, toothpaste, shampoo, etc.), where there may be some overlap with Ayurveda, such as having traditional herbal ingredients in the composition of toiletries.

The key suppliers in Ayurveda are Dabur, Baidyanath, and Zandu, which together have about 85% of India's domestic market. These and a handful of other companies are mentioned repeatedly by various writers about the Ayurvedic business in India; a brief description is provided for them, arranged here from oldest to newest.

Dabur India Ltd. is India's largest Ayurvedic medicine supplier and the fourth largest producer of FMCG. It was established in 1884, and had grown to a business level in 2003 of about 650 million dollars per year, though only a fraction of that is involved with Ayurvedic medicine. Last year, about 15% of sales volume was pharmaceuticals, the remaining 85% were mostly non-medicine items such as foods and cosmetics. Dabur's Ayurvedic Specialities Division has over 260 medicines for treating a range of ailments and body conditions—from common cold to chronic paralysis. These materials constitute only 7% of Dabur's total revenue (thus, less than 50 million dollars). Dabur Chyawanprash (herbal honey) has a market share of 70% and chewable Hajmola

Digestive Tablets has an 88% share. Other major products are Dabur Amla Hair Oil, Vatika (Shampoo), and Lal Dant Manjan (Tooth Powder).

Sri Baidyanath Ayurvedic Bhawan Ltd. (Baidyanath for short) was founded in 1917 in Calcutta, and specializes in Ayurvedic medicines, though it has recently expanded into the FMCG sector with cosmetic and hair care products; one of its international products is Shikakai (soap pod) Shampoo. Baidyanath has a sales volume of about 350 million dollars, but most of the product sales are in the cosmetic range. The company reports having over 700 Ayurvedic products, made at 10 manufacturing centers, with 1,600 employees. Included items are herbal teas, patent medicines, massage oils, and chyawanprash.

Zandu Pharmaceutical Works was incorporated in Bombay in 1919, named after an 18th-century Ayurvedic. The company focuses primarily on Ayurvedic products (in 1930, pharmaceuticals were added, but the pharmaceutical division was separated off about 30 years later). However, today Zandu has a chemicals division and cosmetics division. Its total sales volume is about 45 million dollars. One of its current projects is to develop a dopamine drug from a plant extract, applying for new drug status in the U.S.

The Himalaya Drug Company was established in 1934 in Bangalore. It currently has a business level of about 500 million dollars and has a U.S. distribution division (Himalaya USA). It is known in the U.S. for the product Liv-52, marketed as a liver protector and therapy for liver diseases like viral hepatitis; the product was first marketed in India in 1955.

Charak Pharmaceuticals was founded in 1947, and currently has three distribution centers in India; it produces liquids, tablets, and veterinary supplies. It has gained a large advantage with its new product Evanova, a preparation containing 33 herbs and minerals and non-hormonal active ingredients used as a menopause treatment alternative to HRT. Soya is one of the main ingredients in this product.

Vicco Laboratories was established in 1958. It mainly produces topical therapies based on Ayurveda and is best known internationally for its toothpaste product, Vajradanti, which has been marketed in the U.S. for more than 25 years.

The Emami Group, founded in 1974, provides a diverse range of products, doing 110 million dollars of business annually, though only a portion is involved with Ayurvedic products, through its Himani line; the company is mainly involved with toiletries and cosmetics, but also provides Chyawanprash and other health products.

Aimil Pharmaceuticals Ltd., incorporated in 1984 and engaged in manufacturing and sale of both generic and proprietary Ayurvedic medicines, with a business level of about 20 million dollars annually. Its wide range of Ayurvedic herbal formulations, covering most therapeutic segments, was honored by the Indian government's National Award for Quality Herbal Preparations and National Award for R & D in the year 2002. It is known for its proprietary formulas for hepatitis, diabetes, menstrual disorders, digestive disorders, and urinary diseases.

Chapter - IV

DATA ANALYSIS AND INTERPRETATION

4. DATA ANALYSIS AND INTERPRETATION

SHOWING PATENT MEDICINES PRESCRIBED

Table No : 1

SL.NO	CRITERIA	RESPONDENTS	%
1	YES	35	32
2	NO	75	68
3	TOTAL	110	100

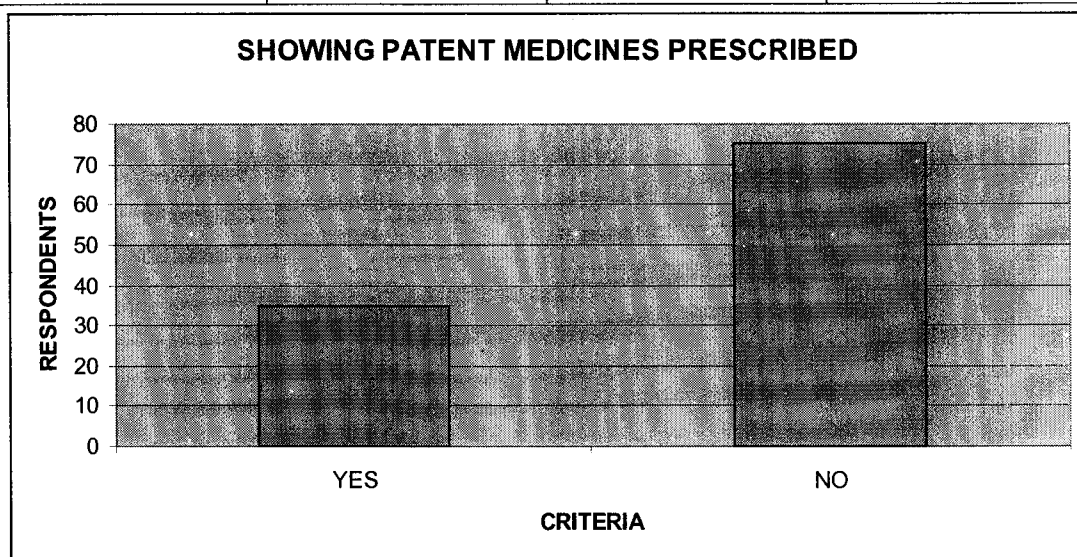


Fig-1

Interpretation:-

It is interpreted from the above table that 32% of the doctor's prescribe patent medicines & 68% do not prescribe patent medicines.

Inference:-

From the above table it can be understood that 68% do not prescribe patent medicines.

PRESCRIPTION OF HIMALAYA PRODUCTS

Table No : 2

SL.NO	CRITERIA	RESPONDENTS	%
1	YES	35	32
2	NO	75	68
	TOTAL	110	100

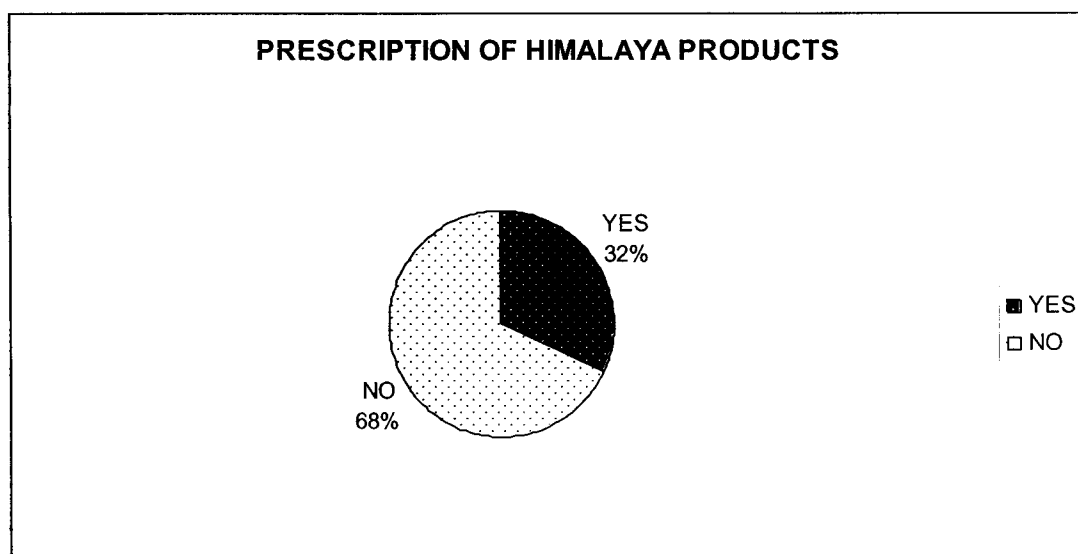


Fig - 2

Interpretation:-

It is inferred from the above table that 32% of the doctor's prescribe patent medicines & 68% do not prescribe Himalaya Products.

Inference:-

From the above table it can be understood that 68% do not prescribe Himalaya Production

PRODUCTS RELATED TO HIMALAYA PRESCRIBED GENERALLY

Table No : 3

SL.NO	PRODUCTS	RESPONDENTS	PERCENTAGE
1	CLASSICAL PREPARATION	60	54
2	PATENT PREPARATION	35	32
3	FMCG PRODUCTS	15	100
	TOTAL	110	100

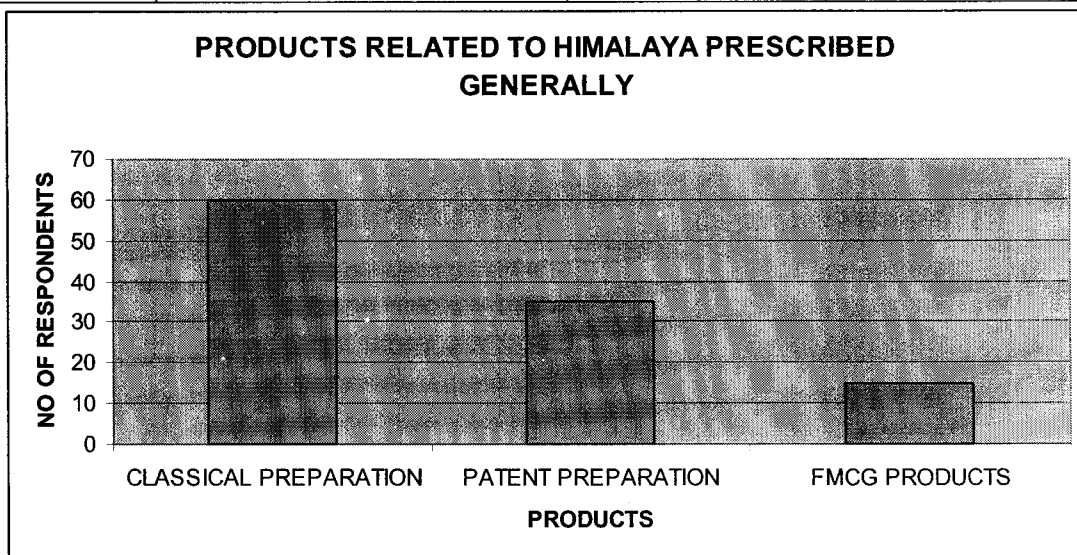


Fig - 3

Interpretation:-

It is that 54% of doctor prescribe classical preparation 32% prescribe patent, & 14% prescribe FMCG products..

Inference:-

From the above table it can be understood that 54% prescribe Himalaya Products generally.

PERFORMANCE OF HIMALAYA

Table No:4

CRITERIA/ PRODUCTS	CLASSICAL PREPARATION		PATENT PREPARATION		FMCG PRODUCTS	
	NO	%	NO	%	NO	%
Very good	75	68	-	-	-	-
Good	35	32	35	32	-	-
Neutral	-	-	15	14	10	9
Satisfactory	-	-	60	54	50	45
Not at all good	-	-	-	-	50	46
Total	110	100	110	100	110	100

Interpretation for Classical Preparation:-

It is understood that 68% respondents are very good and 32% respondents feel good with Classical Preparation.

Inference for Classical Preparation:-

From the above table it can be understood that 68% respondents feel very good with Classical Preparation Products.

PERFORMANCE OF HIMALAYA

Interpretation for Patent Preparation:-

It is understood that 32% respondents are good and 14% respondents feel Neutral and 54% feel satisfied with Patent Preparation.

Inference for Patent Preparation:-

From the above table it is understood that 54% respondents feel Satisfied with Patent Preparation Products.

PERFORMANCE OF HIMALAYA

Interpretation for FMCG Preparation:-

It is understood that 9% respondents are Neutral and 45% respondents feel Satisfied and 46% are not at all good with FMCG preparation.

Inference for FMCG Preparation:-

From the above table it is understood that 46 % respondents are not at all good with FMCG Preparation Products.

CONDITION FOR PRESCRIBING HIMALAYA MEDICINE

Table No : 5

	SKIN DISEASE		DIABETES		INFECTION		GENERAL WEAKNESS	
	NO	%	NO	%	NO	%	NO	%
Classical Preparation	95	86	35	32	25	23	25	23
Catalysts	15	14	75	68	85	77	85	77
Total	110	100	110	100	110	100	110	100

Interpretation for skin disease:-

It is found that 86% are prescribing classical preparation and 14% are prescribing catalysts for skin disease.

Inference for skin disease:-

From the above table it is understood that 86% prescribe Classical Preparation for skin disease.

Interpretation for diabetes:-

It is found that 32% are prescribing classical preparation and 68% are prescribing catalysts for diabetes.

Inference for skin diabetes:-

From the above table it is understood that 68% prescribe catalysts for diabetes.

Interpretation for Infection:

It is found that 23% are prescribing classical preparation and 77% are prescribing catalysts for Infection.

Inference for skin diabetes:-

From the above table it is understood that 77% prescribe catalysts for infection.

Interpretation for General Weakness:-

It is found that 23% are prescribing classical preparation and 77% are prescribing catalysts for General Weakness.

Inference for skin General Weakness:-

From the above table it is understood that 77% prescribe catalysts for General Weakness.

PRODUCTS USED AS SUPPLEMENTS

Table No : 6

CRITERIA	RESPONDENTS	%
YES	75	68
NO	35	32
TOTAL	110	100



Fig - 4

Interpretation:-

It is found that 68% of the doctors use Himalaya medicines them as supplements, 32 % do not use them as supplements.

Inference:-

From the above table it can be understood that 68% products are used as supplements.

HIMALAYA PRODUCTS USED AS SUPPLEMENTS

Table No:7

CRITERIA	RESPONDENTS	%
Classical Preparation	75	68
Patent Preparation	25	23
FMCG Preparation	10	9
Total	110	100

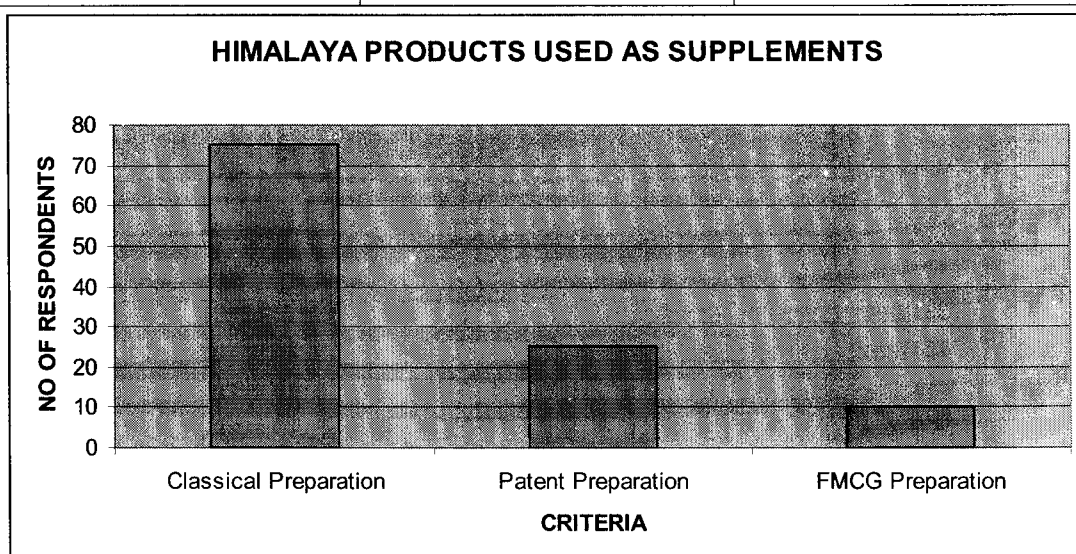


Fig No - 5

Interpretation:-

It is found that 68% of the doctors use classical preparation 23% use patent preparation and 9% use FMCG products.

Inference:-

From the above table it can be understood that 68% of Himalaya products are used as supplements.

SATISFACTION LEVEL OF PATENTS

Table No : 8

CRITERIA	RESPONDENTS	%
Highly satisfied	10	9
Moderately satisfied	85	77
Les satisfactory	15	14
Un satisfactory	-	0
Total	110	100

Interpretation:-

It is inferred that 9% are highly 77% are moderated satisfied and 14% are least satisfied.

Inference:-

From the above table it can be understood that 77% respondents are moderately satisfied with the level of Patents.

INREPARATION OF PATIENTS

Table No:9

PREFERENCE	RESPONDENTS	%
Only Patent	-	-
Only Classical	70	64
Patent and Classical	40	36
Only Supplement	-	-
Total	110	100

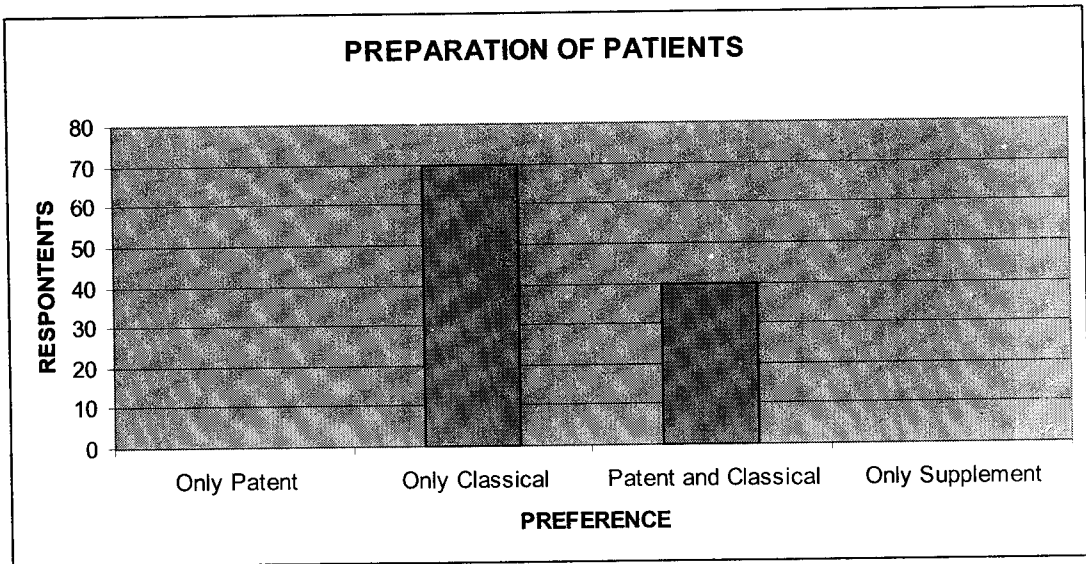


Fig No - 6

Interpretation:-

It is found that only 64% of the patient's prefer classical medicines and 36% prefer a combination of patent and classical.

Inference:-

From the above table it can be understood that 64% patients prefer only classical preparation.

PREFERENCE OF OTHER BRANDS

Table No : 10

CRITERIA	RESPONDENTS	%
YES	79	72
NO	31	28
TOTAL	110	100

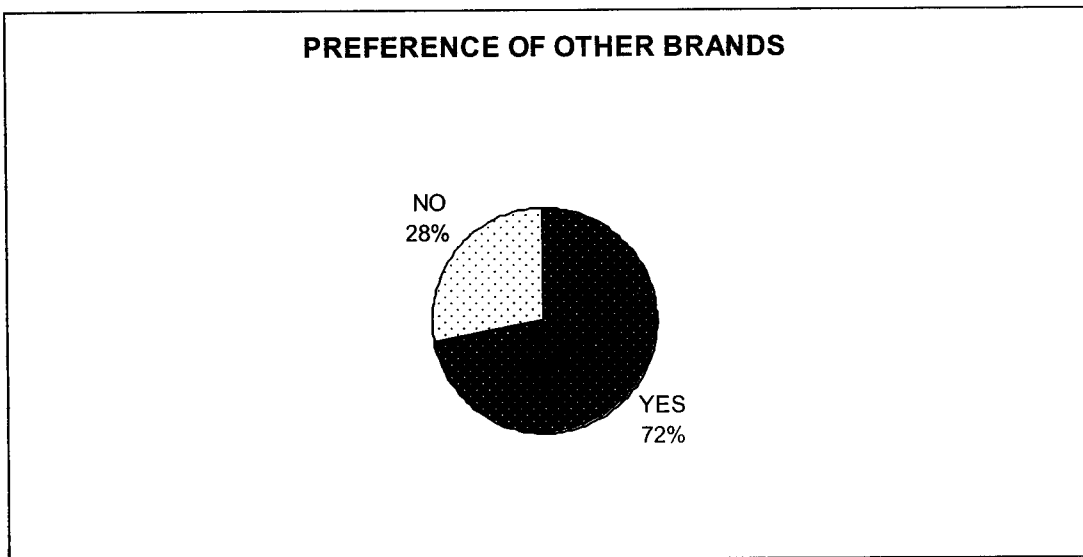


Fig No - 7

Interpretation:-

It is found 72% of the doctors have prescribed other brands of medicines to patients and 28% have not preferred other brands.

Inference:-

From the above table it can be understood that 72% patients prefer other brands.

BRANDS PREFERENCE BY OTHER COMPETITIORS

Table No : 11

	CLASSICAL		PATENT PREPARATION		FMCG PREPARATION	
Dabur	40	37%	30	28%	-	-
Baidyanath	10	9%	05	4%	-	-
Ayush	20	18%	10	9%	-	-
Kottakal	0	0%	05	5%	-	-
Imcops	10	9%	20	18%	-	-
Aryavaidyasala	30	27%	40	36%	-	-

Interpretation for classical preparation:-

It is found that 37% of doctors prescribe Dabur, 10% prescribe Baidyanath, 20% prescribe Ayush, 10% prescribe Imcops and 30% prescribe Aryavaidyasala.

Inference for Classical Preparation:-

From the above table it is found that 37% prescribe Dabur as a competitor in Classical Preparation.

Interpretation for Patent Preparation:-

It is found that 28% of doctors prescribe Dabur, 4% prescribe Baidyanath, 9% prescribe Ayush, 5% prescribe kottakal, 18% prescribe Imcops and 36% prescribe Aryavaidyasala.

Inference for Classical Preparation:-

From the above table it is found that 36% prescribe Aryavaidyasala as a competitor in Patent Preparation.

RATING OF QUALITY OF HIMALAYA IN RELATION TO OTHER BRANDS

Table No: 12

	Excellent		Very good		Good		Neutral		Poor	
	NO	%	NO	%	NO	%	NO	%	NO	%
Dabur	-	-	90	82	10	9	10	9	-	-
Baidyanath	-	-	90	82	10	9	10	9	-	-
Ayush	-	-	05	05	90	82	10	9	05	04
Imcops	-	-	10	9	80	73	10	9	10	9
Aryavaidasala	-	-	-	-	10	9	70	64	30	27

Interpretation for Dabur:-

From the above table it is understood that 82% of the respondent has rated Dabur as very good and 9% of the respondent has rated as good and 9% of the respondent has rated as neutral.

Inference of Dabur:-

From the above table it is understood that 82% of respondents feel the Dabur is very good when compare to quality level of Himalaya.

Interpretation for Baidyanath:

From the above table it is understood that 82% of the respondent has rated Baidyanath as very good and 9% of the respondent has rated as good and 9% of the respondent has rated as neutral.

Inference for Baidyanath:

From the above table it is understood that 82% of respondents feel the Baidyanath is very good when compare to quality level of Himalaya.

Interpretation for Ayush:

From the above table it is understood that 5% of the respondent has rated Ayush as very good and 82% of the respondent has rated as good and 9% of the respondent has rated as neutral and 4% of the respondent has rated as poor.

Inference for Ayush:

From the above table it is understood that 82% of respondents feel the Ayush is good when compare to quality level of Himalaya.

Interpretation for Imcops:

From the above table it is understood that 9% of the respondent has rated Imcops and very good and 73% of the respondent has rated as good and 9% of the respondent has rated as neutral and 9% of the respondent has rated as poor.

Inference for Imcops:

From the above table it is understood that 73 of respondents feel the Imcops is good when compare to quality level of Himalaya.

Interpretation for Aryavaidyasala:

From the above table it is understood that 9% of the respondent has rated as good and 64% of the respondent has rated as neutral and 27% of the respondent has rated as poor.

Inference for Aryavaidyasala:

From the above table it is understood that 64% of respondents feel the Aryavaidyasala is neutral when compare to quality level of Himalaya.

HIMALAYA IS A WELL BALANCED MEDCINE

Table No: 13

CRITERIA	RESPONDENTS	%
Yes	45	41
No	65	59
Total	110	100

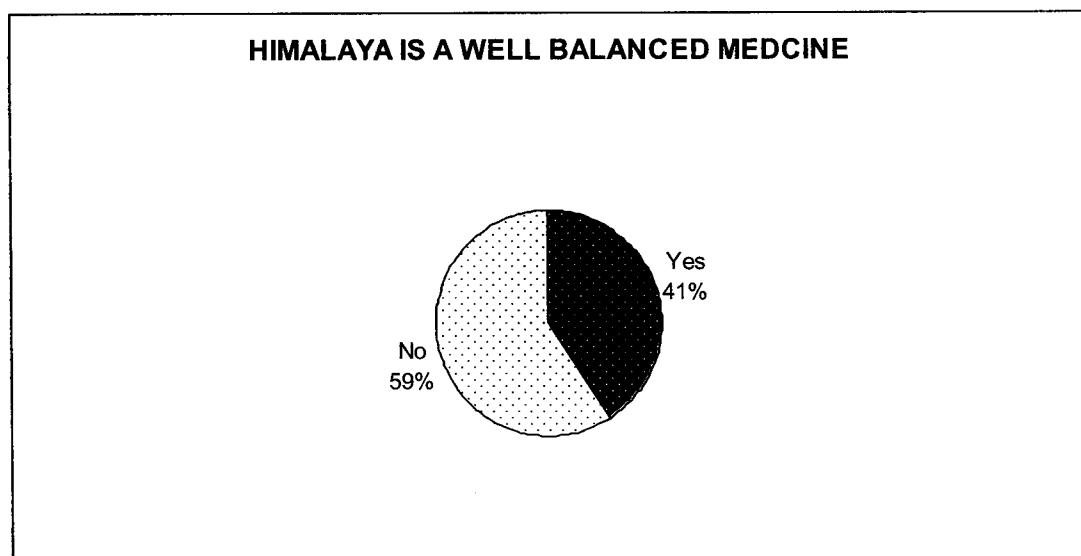


Fig No - 8

Interpretation:

It is inferred that 41% of the doctors say they are well balanced medicine & 59% say they are not well balanced medicine.

Inference:-

From the above table it can be understood that 59% of respondents say that Himalaya is not a well balanced medicine.

RATING THE PRICE LEVEL OF HIMALAYA IN RELATION TO OTHER BRAND

Table No: 14

Rating the price level of Himalaya in relation to other brand

	Excellent		Very good		Good		Neutral		Poor	
	NO	%	NO	%	NO	%	NO	%	NO	%
Dabur	-	-	35	32	25	23	50	45	-	-
Baidyanath	-	-	10	10	50	45	30	27	20	18
Ayush	-	-	25	23	35	32	50	45	-	-
Imcops	-	-	-	-	50	45	30	28	30	27
Aryavaidasala	-	-	25	23	50	45	35	32	-	-

Interpretation for Dabur:

From the above table it is understood that 32% of the respondent has rated Dabur as very good and 23% of the respondent has rated as good and 45% of the respondent has rated as neutral.

Inference for Dabur:

From the above table it is understood that 45% of respondents feel the Dabur is neutral is neutral when compare to price level of Himalaya.

Interpretation for Baidyanath:

From the above table it is understood that 10% of the respondent has rated Baidyanath as very good and 45% of the respondent has rated as good and 27% of the respondent has rated as neutral and 18% of the respondent has rated as poor.

Inference for Baidyanath:

From the above table it is understood that 45% of respondents feel the Baidyanath is neutral when compare to price level of Himalaya.

Interpretation for Ayush:

From the above table it is understood that 23% of the respondent has rated Ayush as very good and 32% of the respondent has rated as good and 45% of the respondent has rated as neutral.

Inference for Ayush:

From the above table it is understood that 45% of respondents feel the Ayush is neutral when compare to price level of Himalaya.

Interpretation for Imcops:

From the above table it is understood that 45% of the respondent has rated as good and 28% of the respondent has rated as neutral and 27% of the respondent has rated as poor.

Inference for Imcops;

From the above table it is understood that 45% of respondents feel the imcops is good when compare to price level of Himalaya.

Interpretation for Aryavaidyasala:

From the above table it is understood that 23% of the respondent has rated Aryavaidyasala as very good and 45% of the respondent has rated as good and 32% of the respondent has rated as neutral.

Inference for Aryavaidyasala:

From the above table it is understood that 45% of respondents feel the Aryavaidyasala is good when compare t price level of Himalaya.

Chapter - V

CONCLUSION

5.CONCLUSION

5.1 RESULTS AND DISCUSSION

- ❖ It is found that different categories of doctors prescribe Himalaya classical preparations and patent preparation to their patients, doctor prescribe them in combinations also.
- ❖ 90% of Allopathy doctors mostly prescribe patent preparations from Himalaya.
- ❖ Allopathy doctors find that patent and FMCG product of Himalaya to be very good when compared to classical preparation.
- ❖ The major conditions are which are Allopathy doctors use classical preparation is skin disease diabetes and general weakness. They also use them as catalyst for the above condition.
- ❖ Himalaya medicines are quite popular among Siddha, Homeopathy and Unani. Physician classical preparations of Himalaya are used for major prescription to the patients.
- ❖ Next to Himalaya, the most preferred brand is Dabur for patent preparations, next comes Baidyanath, Ayush.
- ❖ For classical preparations, doctors prefer Dabur, Kottakal, Aryavaidyasala and Imcops.
- ❖ Doctors consider that the patients are moderately satisfied with Himalaya products which yield 85 % satisfaction level.
- ❖ Himalaya products are used by doctors as catalysts and as a supplement of food products.

5.2 CONSIDERED RECOMMENDATION

- ❖ The company is facing a stiff competition from Dabur, Baidyanath, Imcops and Aryavaidyaśala in terms of classical and patent preparation; hence the company should concentrate and try to improve its quality and promotional strategies to face its competitors.
- ❖ Variety of other classical preparations has to be introduced by the company to its existing line of preparation of LIV 52 and Serpine.
- ❖ Company should concentrate on their advertisement strategy to future increase its customer base.
- ❖ Company should adopt a flexible and good advertisement and promotional strategy in order to promote and increase the sales of FMCG products.

ANNEXURE

ANNEXURE-I

KUMARAGURU COLLEGE OF TECHNOLOGY
COIMBATORE
DEPARTMENT OF MANAGEMENT STUDIES

A Survey On “Analysing The Doctor’s Attitude Towards Prescribing Ayurvedic Medicine Of Himalaya At Himalaya”.

QUESTIONNAIRE

- 1) Name :
- 2) Designations :
- 3) Specialization / field of practice
 - a) Allopathic b) Ayurved c) Siddha d) Homeopathy e) Unani
- 4) Do you use patent medicines for prescription?
- 5) a) Yes b) No
- 6) If yes, which all products related to Himalaya you prescribe generally?
 - b) Classical Preparation b) Patent Preparation c) FMCG Product
- 7) The product of Himalaya you find very good (please tick the relevant)

	Classical Preparation	Patent Preparation	FMCG Product
Very Good			
Good			
Neutral			
Satisfactory			
Not at all good			

- 8) For what conditions you have prescribed them?

(Please tick the relevant)

	Skin Diseases	Diabetes	Infection	General Weakness
Classical Preparation				
Catalysts				

- 9) Are any of their products used as supplements?

a) Yes b) No

10) If so which product of Himalaya is used as a supplement?

c) Classical Preparation b) Patent Preparation c) FMCG Product

11) Are the patients convinced / satisfied?

a) Highly Satisfied b) Moderately Satisfied

c) Less Satisfied d) Unsatisfied

12) Do patients encourage such patent medicines or do they prefer more of classical products?

a) Only Patent Medicines b) Only Classical Medicines

c) Patent & Classical d) Only Supplement

13) Have you ever prescribed any other brands to your patients?

a) Yes b) No

14) If, so what other brands you have prescribed?

	Classical Preparation	Patent Preparation	FMCG Products
Dabur			
Baid Yanath			
Ayush			
Imcops			
Aryavaidyasala			

15) Please rate the quality of Himalaya brands in relations to other brands.

(Please tick the relevant)

	Excellent	Very Good	Good	Neutral	Poor
Dabur					
Baid Yanath					
Ayush					
Imcops					
Aryavaidyasala					

16) Technically are they worth using/ use they well balanced medicines?

a) Yes b) No

17) Do you find Himalaya products are affordable and worth when compared with other products?

	Excellent	Very Good	Good	Neutral	Poor
Dabur					
Baid Yanath					
Ayush					
Imcops					
Aryavaidyasala					

ANNEXURE - II

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- Research Methodology - C.R. Kothari
- Website - www.himalayahealthcare.com