



Computataion of Retail Price based on Sep.-2015 Data under Para 4 of DPCO 2013														
r-HuErythropoietin (r-HuEPO) 20000 IU for M/s Cadila healthcare														
Number of Companies consisting of Market Share of 1% & Above											2			
Sum of MAT value considered for price calculation (in Lakhs)											71.47			
Sum of PTR per unit considered for price calculation											8492.40			
Number of Packs considered											2			
Average PTR											4246.20			
Add : 16% Retailer Margin											679.39			
Retail Price (without local taxes)											4925.59			
% Reduction with compared to Highest Price											8.61%			
Minimum Price (Rs.)											3846.15			
Maximum Price (Rs.)											4646.25			
Average of all considered (Rs.)											4246.20			
Retail Price (Rs.)											4925.59			
TOTAL MAT											71,47,394	100%		
S. No.	Pack Description	BRAND	Company	Strength	Pack Size (ML)	Unit	PTR (Rs.)	MAT (Rs.)	SKU wise MAT %	Qualify (Y/N) Y=Yes N=No	Price per Unit (Rs.)	Price per Unit (Rs.) Considered		
1	ESPOGEN 20000 IU INJECTION 1	ESPOGEN	LG LIFSCIENCES	20000 IU	1	Each Pack	4,646.25	7,66,631	10.73%	Y	4646.25	4646.25		
2	WEPOX 20000 IU INJECTION 0.5 ML	WEPOX	WOCKHARDT LTD	20000 IU	1	Each Pack	3,846.15	63,80,763	89.27%	Y	3846.15	3846.15		



