

Computation of Retail Price based on Oct.-2015 Data under Para 4 of DPCO 2013													
r-HuErythropoietin (r-HuEPO) 4000 IU of M/s Cadila Healthcare													
											Number of Companies consisting of Market Share of 1% & Above		14
											Sum of MAT value considered for price calculation (in Lakhs)		15483.89
											Sum of PTR per unit considered for price calculation		22398.14
											Number of Packs considered		21
											Average PTR		1066.58
											Add : 16% Retailer Margin		170.65
											Retail Price (without local taxes)		1237.23
											% Reduction with compared to Highest Price		26.75%
											Minimum Price (Rs.)		500.00
											Maximum Price (Rs.)		1456.00
											Average of all considered (Rs.)		1066.58
											Retail Price (Rs.)		1237.23
								TOTAL MAT		1,568,858,166		100%	
S. No.	Pack Description	BRAND	Company	Strength	Pack Size	Unit	PTR (Rs.)	MAT (Rs.)	SKU wise MAT %	Company Levelwise MAT (ignoring O% MAT)	Qualify (Y/N) (Y=Yes N=No)	Price per Unit (Rs.)	Price per Unit (Rs.) Considered
1	ERYPRO 4000 IU INJECTION 1 ML	ERYPRO	BIOCON LTD	4000 IU	1	Each Pack	1,100.42	30,754,538	1.96%	3.89%	Y	1100.42	1100.42
2	ERYPRO SAFE 4000 IU PREFILLED SYRINGE 1 ML	ERYPRO	BIOCON LTD	4000 IU	1	Each Pack	1,285.64	30,319,248	1.93%	3.89%	Y	1285.64	1285.64
3	EPOFER 4000 IU INJECTION 1	EPOFER	EMCURE PHARMACEUTICALS LTD	4000 IU	1	Each Pack	1,055.04	21,699,008	1.38%	11.93%	Y	1055.04	1055.04
4	VINTOR 4000 IU INJECTION 1 ML	VINTOR	EMCURE PHARMACEUTICALS LTD	4000 IU	1	Each Pack	1,055.04	165,438,712	10.55%	11.93%	Y	1055.04	1055.04
5	EPOFIT 4000 IU PREFILLED SYRINGE 1 ML	EPOFIT	INTAS PHARMACEUTICALS LTD	4000 IU	1	Each Pack	1,127.62	184,245,220	11.74%	14.56%	Y	1127.62	1127.62
6	RENOCEL 4000 IU INJECTION 1	RENOCEL	INTAS PHARMACEUTICALS LTD	4000 IU	1	Each Pack	500.00	44,175,500	2.82%	14.56%	Y	500.00	500.00
7	EPREX 4000 IU INJECTION 1 ML	EPREX	JANSEN	4000 IU	1	Each Pack	1,456.00	30,768,192	1.96%	1.96%	Y	1456.00	1456.00
8	ANFOE 4000 IU PREFILLED SYRINGE 1	ANFOE	LA RENON	4000 IU	1	Each Pack	857.25	7,824,666	0.50%	0.50%	N	857.25	
9	ESPOGEN 4000 IU INJECTION 1	ESPOGEN	LG LIFESCIENCES	4000 IU	1	Each Pack	1,344.00	45,666,432	2.91%	2.91%	Y	1344.00	1344.00
10	EPOCEPT 4000 IU INJECTION 1 ML	EPOCEPT	LUPIN LTD	4000 IU	1	Each Pack	564.10	59,998,240	3.82%	3.82%	Y	564.10	564.10
11	EPOSIS 4000 IU INJECTION 1 ML	EPOSIS	MICRO LABS LTD	4000 IU	1	Each Pack	1,180.98	68,128,374	4.34%	4.34%	Y	1180.98	1180.98
12	EPOTRUST 4000 IU INJECTION 1 ML	EPOTRUST	PANACEA BIOTEC LTD	4000 IU	1	Each Pack	1,026.67	21,818,791	1.39%	2.48%	Y	1026.67	1026.67
13	EPOTRUST 4000 IU PREFILLED SYRINGE 0.4 ML	EPOTRUST	PANACEA BIOTEC LTD	4000 IU	1	Each Pack	1,364.42	17,094,425	1.09%	2.48%	Y	1364.42	1364.42
14	CERITON EPO 4000 IU INJECTION 0.4 ML	CERITON	RANBAXY LABORATORIES LTD	4000 IU	1	Each Pack	1,131.22	371,040	0.02%	0.02%	N	1131.22	
15	RELIPOIETIN 4000 IU INJECTION 0.4 ML	RELIPOIETIN	RELIANCE LIFE SCIENCE	4000 IU	1	Each Pack	1,064.00	39,537,176	2.52%	2.52%	Y	1064.00	1064.00
16	NEO RECORMON 4000 IU INJECTION 5 ML	NEO RECORMON	ROCHE	4000 IU	1	Each Pack	891.00	3,118,500	0.20%	0.20%	N	891.00	
17	ENCOURAGE 4000 IU INJECTION 1 ML	ENCOURAGE	RPG LIFE SCIENCES LTD.	4000 IU	1	Each Pack	500.00	1,634,000	0.10%	1.19%	Y	500.00	500.00
18	RPO 4000 IU PREFILLED SYRINGE 1 ML	RPO	RPG LIFE SCIENCES LTD.	4000 IU	1	Each Pack	1,128.00	17,173,800	1.09%	1.19%	Y	1128.00	1128.00
19	ALPHARED 4000 IU INJECTION 0.4 ML	ALPHARED	SAMARTH LIFE SCIENCES PVT LTD	4000 IU	1	Each Pack	1,200.00	18,889,322	1.20%	1.20%	Y	1200.00	1200.00
20	REPOITIN 4000 IU INJECTION 1 ML	REPOITIN	SERUM INSTITUTE OF INDIA LTD	4000 IU	1	Each Pack	571.43	9,154,686	0.58%	0.58%	N	571.43	
21	WEPOX 4000 IU INJECTION 0.4 ML	WEPOX	WOCKHARDT LTD	4000 IU	1	Each Pack	1,038.71	16,399,696	1.05%	2.99%	Y	1038.71	1038.71
22	WEPOX 4000 IU INJECTION 1 ML	WEPOX	WOCKHARDT LTD	4000 IU	1	Each Pack	914.29	12,810,481	0.82%	2.99%	Y	914.29	914.29
23	WEPOX SAFE 4000 IU PREFILLED SYRINGE 0.4 ML	WEPOX SAFE	WOCKHARDT LTD	4000 IU	1	Each Pack	1,253.97	17,618,328	1.12%	2.99%	Y	1253.97	1253.97
24	EPORISE 4000 IU PREFILLED SYRINGE 1	EPORISE	ZUVENTUS HEALTHCARE LTD	4000 IU	1	Each Pack	1,175.62	289,885,555	18.48%	18.48%	Y	1175.62	1175.62
25	ZYROP 4000 IU INJECTION 6 ML X 5	ZYROP	ZYDUS CADILA	4000 IU	1	Each Pack	1,063.62	414,334,235	26.41%	26.41%	Y	1063.62	1063.62