**Computatation of Retail Price based on September, 2020 Data under Para 4 of DPCO 2013**

| | | |
|---|---|---|
| Each uncoated chewable tablet containing Ascorbic Acid IP 100mg + Sodium Ascorbate IP 450 mg-eq. to Ascorbic Acid 400 mg + Zinc Nitrate USP-eq. to Elemental Zinc-5 mh for Akums Drugs & Pharmaceuticals Ltd. (manufacturer/importer) and Blue Cross Laboratories Pvt. Ltd. (marketer) | Number of Companies cosisting of Market Share of 1% & Above | 1 |
| | Sum of MAT value considered for price calculation (in Lakhs) | 1,306.05 |
| | Sum of PTR per unit considered for price calculation | 3.29 |
| | Number of Packs considered | 1 |
| | Average PTR | 3.29 |
| | Add : 16% Retailer Margin | 0.53 |
| | Retail Price (without local taxes) | 3.82 |
| | % Reduction with compared to Highest Price | 0.00% |

| | |
|---|---|
| Minimumum Price (Rs.) | 3.29 |
| Maximum Price (Rs.) | 3.29 |
| Average of all considered (Rs.) | 3.29 |
| Retail Price (Rs.) | 3.82 |

| | | | | | | | TOTAL MAT | 130,873,367 | 100% | | M3 | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| S.No. | पैक विवरण Pack Description | छाप BRAND | कंपनी Company | Strength | Pack Size | Unit | PTR(Rs.) | MAT(Rs.) | SKU wise MAT % | Brandwise MAT (ignoring O% MAT) | Qualify ( Y/N) Y=Yes N=No | Price per Unit (Rs.) | Price per Unit (Rs.) Considered |
| 1 | CIMUNE TABLET 20 | CIMUNE | ZYDUS CADILA - ZHL | | 20 | TABLET | 65.71 | 130604736 | 99.79% | 99.79% | Y | 3.29 | 3.29 |
| 2 | OURDAILY TABLET 15 | OURDAILY | ABBOTT HEALTHCARE PVT. LTD | | 15 | TABLET | 49.29 | 268630.5 | 0.21% | 0.21% | N | 3.29 | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | | | | | | | | | | | | |
| | | Rs. Per Tablet | | | | | | | | | | | |
| | Worked out Retail Price | 3.82 | Excluding GST | | | | | | | | | | |
| | Claimed Retail Price | 4.02 | Excluding GST | | | | | | | | | | |
| | **Proposed retail Price** | **3.82** | Excluding GST | | | | | | | | | | |