

## 63770/2021/NPPA

**Computation of Retail Price based on February, 2021 Data under Para 4 of DPCO, 2013**

Composition:- Ointment containing Povidone Iodine IP 5% w/w (Available Iodine 0.5% w/w) + Ornidazole IP 1% w/w for M/s Innova Captab Ltd. (manufacturer) and M/s Emcure Pharmaceuticals Ltd. (marketer) (ref. 2471)	Number of Companies consisting of Market Share of 1% & Above				2
	Sum of MAT value considered for price calculation (in Lakhs)				374.16
	Sum of PTR per unit considered for price calculation				9.78
	Number of Packs considered				3
	Average PTR				3.26
	Add : 16% Retailer Margin				0.52
	Retail Price (without local taxes)				3.78
% Reduction with compared to Highest Price					57.22%

Minimum Price (Rs.)			1.08
Maximum Price (Rs.)			7.62
Average of all considered (Rs.)			3.26
Retail Price (Rs.)			3.78

S.No.	पैक विवरण Pack Description	छाप BRAND	कंपनी Company	Strength	Pack Size	Unit	TOTAL MAT	3,74,20,507	100%	M3			
							PTR(Rs.)	MAT(Rs.)	SKU wise MAT %	Brandwise MAT (ignoring 0% MAT)	Qualify (Y/N) Y=Yes N=No	Price per Unit (Rs.)	Price per Unit (Rs.) Considered
1	BIONECT 5/1 % OINTMENT 15 GM*	BIONECT	MACLEODS PHARMACEUTICALS PVT.	5/1 %	15	GM	114.29	32581564.62	87.07%	87.07%	Y	7.62	7.62
2	POVIDOT OZ 5/1 % OINTMENT 15 GM	POVIDOT OZ	LEEFORD HEALTHCARE	5/1 %	15	GM	16.2	941521	2.52%	2.52%	Y	1.08	1.08
3	PURADINE OZ 5/1 % OINTMENT 15 GM	PURADINE OZ	LEEFORD HEALTHCARE	5/1 %	15	GM	16.2	3893070.6	10.40%	10.40%	Y	1.08	1.08
4	ZUVENDINE OZ 5/1 % OINTMENT 15 GM	ZUVENDINE OZ	ZUVENTUS HEALTHCARE LTD	5/1 %	15	GM	15	4350.9	0.01%	0.01%	N	1.00	
		Rs. Per gm											
	Worked out Retail Price		3.78	Excluding GST									
	Claimed Retail Price		5.06	Excluding GST									
	<b>Proposed retail Price</b>		<b>3.78</b>	Excluding GST									

\* Pharmatrac has initially reported the formulation as Cream, but later on rectified the same to Ointment vide email dated 26.10.2021 based on web sources.

