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 M/s 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	PIRAMAL ENTERPRISE LIMITED		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	4.50	Excluding GST										
	Proposed retail Price	**3.82**	Excluding GST										