Computatation of Retail Price based on August, 2019 Data under Para 4 of DPCO 2013

Each Film coated tablet containing Escitalopram oxalate IP eq. to Escitalopram 5 mg + Clonazepam IP 0.5 mg for M/s Ravian Life Sciences (P) Ltd. (manufacturer/ importer) and Zydus Healthcare Ltd. (marketers)	Number of Companies cosisting of Market Share of 1% & Above	10
	Sum of MAT value considered for price calculation (in Lakhs)	5,685.04
	Sum of PTR per unit considered for price calculation	60.78
	Number of Packs considered	11
	Average PTR	5.53
	Add : 16% Retailer Margin	0.88
	Retail Price (without local taxes)	6.41
	% Reduction with compared to Highest Price	12.78%

Minimumum Price (Rs.)	3.06
Maximum Price (Rs.)	6.34
Average of all considered (Rs.)	5.53
Retail Price (Rs.)	6.41

							TOTAL MAT	58,59,80,009	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	CAMDEM 5/0.5 MG TABLET 10	CAMDEM	SINSAN PHARMACEUTICALS	5/0.5 MG	10	Tablet	50	1453851.21	0.25%	0.25%	N	5.00	
2	CITADEP PLUS 5/0.5 MG TABLET 10	CITADEP PLUS	CIPLA LTD.	5/0.5 MG	10	Tablet	47.54	8557.2	0.00%	0.00%	N	4.75	
3	CITAPURE PLUS 5/0.5 MG TABLET 10	CITAPURE PLUS	A.N.PHARMACIA	5/0.5 MG	10	Tablet	48.79	2671225.83	0.46%	0.46%	N	4.88	
4	CITAWOK PLUS 5/0.5 MG TABLET 10	CITAWOK PLUS	WOCKHARDT LTD	5/0.5 MG	10	Tablet	56.43	2945081.7	0.50%	0.50%	N	5.64	
5	CLOCIT L 5/0.5 MG TABLET 10	CLOCIT L	SALAS PHARMA PVT.LTD	5/0.5 MG	10	Tablet	62.5	453737.9	0.08%	0.08%	N	6.25	
6	DEPRAN 5/0.5 MG TABLET 15	DEPRAN	INTAS PHARMACEUTICALS LTD	5/0.5 MG	15	Tablet	93.21	40174420.29	6.86%	6.86%	Y	6.21	6.21
7	DIPWELL LS 5/0.5 MG TABLET 10	DIPWELL	DYCINE PHARMACEUTICALS	5/0.5 MG	10	Tablet	57.86	131342.2	0.02%	0.02%	N	5.79	
8	ESCER PLUS 5/0.5 MG TABLET 10	ESCER PLUS	MAYFLOWER INDIA	5/0.5 MG	10	Tablet	47.86	187371.9	0.03%	0.03%	N	4.79	
9	ESCNX PLUS 5/0.5 MG TABLET 10	ESCNX PLUS	CNX HEALTHCARE PVT LTD	5/0.5 MG	10	Tablet	68.93	929256.2	0.16%	0.16%	N	6.89	
10	ESYZA PLUS 5/0.5 MG TABLET 10	ESYZA PLUS	WOCKHARDT LTD	5/0.5 MG	10	Tablet	56.43	8978158.18	1.53%	1.53%	Y	5.64	5.64
11	EZEEPAM PLUS 5/0.5 MG TABLET 10	EZEEPAM PLUS	ERIS LIFESCIENCES LTD	5/0.5 MG	10	Tablet	50.39	22495557.31	3.84%	3.84%	Y	5.04	5.04
12	FELIZ S PLUS 5/0.5 MG TABLET 10	FELIZ S PLUS	TORRENT PHARMACEUTICALS LTD.	5/0.5 MG	10	Tablet	63.43	17342067.85	2.96%	2.96%	Y	6.34	6.34
13	GALOP PLUS 5/0.5 MG TABLET 10	GALOP PLUS	EMCURE PHARMACEUTICALS LTD	5/0.5 MG	10	Tablet	56.82	5992139.73	1.02%	1.02%	Y	5.68	5.68
14	JOYCOM PLUS 5/0.5 MG TABLET 10	JOYCOM PLUS	SAFFRON THERAPEUTICS PVT LTD	5/0.5 MG	10	Tablet	52.86	4279651.32	0.73%	0.73%	N	5.29	
15	LIBOTRYP EZ 5/0.5 MG TABLET 10	LIBOTRYP EZ	WOCKHARDT LTD	5/0.5 MG	10	Tablet	51.43	181187.89	0.03%	0.03%	N	5.14	
16	NEWCITA LITE 5/0.5 MG TABLET 10	NEWCITA LITE	ALKEM LABORATORIES LTD.	5/0.5 MG	10	Tablet	62.86	29791485.95	5.08%	5.08%	Y	6.29	6.29
17	NEXITO PLUS 5/0.5 MG TABLET 10	NEXITO PLUS	SUN PHARMA LABORATORIES LTD.	5/0.5 MG	10	Tablet	57.86	384620271.8	65.64%	65.64%	Y	5.79	5.79
18	RESTOVEL LD 5/0.5 MG TABLET 10	RESTOVEL LD	ERIS LIFESCIENCES LTD	5/0.5 MG	10	Tablet	51.43	58321.62	0.01%	0.01%	N	5.14	
19	REXIPRA PLUS 5/0.5 MG TABLET 10	REXIPRA PLUS	INTAS PHARMACEUTICALS LTD	5/0.5 MG	10	Tablet	57.14	28102152.06	4.80%	4.80%	Y	5.71	5.71
20	S VOCITA H 5/0.5 MG TABLET 10	S VOCITA H	SHINE PHARMACEUTICALS LTD	5/0.5 MG	10	Tablet	49.25	5941786.14	1.01%	1.01%	Y	4.93	4.93
21	S-CITADEP PLUS 5/0.5 MG TABLET 10	S-CITADEP PLUS	CIPLA LTD.	5/0.5 MG	10	Tablet	47.54	1295134.07	0.22%	0.22%	N	4.75	
22	STALOPAM MINI PLUS 5/0.5 MG TABLET 10	STALOPAM MINI PLU	LUPIN LTD	5/0.5 MG	10	Tablet	60.86	19039163.84	3.25%	3.25%	Y	6.09	6.09
23	SZETALO PLUS 5/0.5 MG TABLET 10	SZETALO PLUS	ABBOTT HEALTHCARE PVT. LTD	5/0.5 MG	10	Tablet	30.64	6026305.84	1.03%	1.03%	Y	3.06	3.06
24	TALOPREX PLUS 5/0.5 MG TABLET 10	TALOPREX PLUS	ARINNA LIFESCIENCES PVT. LTD	5/0.5 MG	10	Tablet	57.16	2861860.85	0.49%	0.49%	N	5.72	
25	XTAZ 5/0.5 MG TABLET 10	XTAZ	MEDLEY PHARMACEUTICALS	5/0.5 MG	10	Tablet	39.29	19920.03	0.00%	0.00%	N	3.93	
		Rs. Per Tablet											
	Worked out Retail Price	6.41	Excluding GST										
	Claimed Retail Price	9.80	Excluding GST										
	Proposed retail Price	**6.41**	Excluding GST										