

APPENDIX I



9th September 1995

Operations Research Group

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To,

Mr. Sanjay R. Desai
Research Scholar
M.S.Patel Institute of Management Studies
M.S.University Of Baroda

Baroda

Dear Mr. Desai,

This has reference to your letter of 7th Sept 1995 requesting to give some details on the methodology and clearifications for some doubts regarding the PHARMACEUTICAL RETAIL AUDIT data that was given to you for the purpose of Research related to pharmaceutical industry. The pointwise clearification is as follows.

- 1) Ignoring sales from sources other than retail outlets will not affect the ranking to a great extent as most of the pharmaceutical products are sold through retail outlets. There are few categories only which are having more sales through other sources than retail outlet (e.g. I.V. Fluids, cardiac drugs etc.)
- 2) The ranking of the companies are valid in toto and they are arrived at by the world wide accepted Retail Store Audit methodology.
- 3) The companies that are covered in our reports are not only those companies who subscribe to our reports. There are more than one hundred and forty companies in our report who are not subscribing to our reports. All those companies which are having national presence are covered, some companies are covered on clients request, some companies which are having presence in a particular group only but are having very big market share in that group are also covered.

No major companies are missed out.

- 4) The Anatomical classification is done on the guidelines of W.H.O. in the same way as it is done internationally.

- 5) The Retail Store Audit in India was started by late Dr. Vikram Sarabhai in the nineteen hundred and sixty one. It has stand through for more than thirty four years without any problem and it is well accepted by the pharma industry. On an average the validity of the report is around 80% accuracy level. The report is accepted internationally also.

For your refrence we are enclosing a brochure on the ORG PHARMACEUTICAL SERVICES.

We are sure that the above explanation will give you a better insight of this service.

With best wishes



Gautam B. Pandya
Research Director