

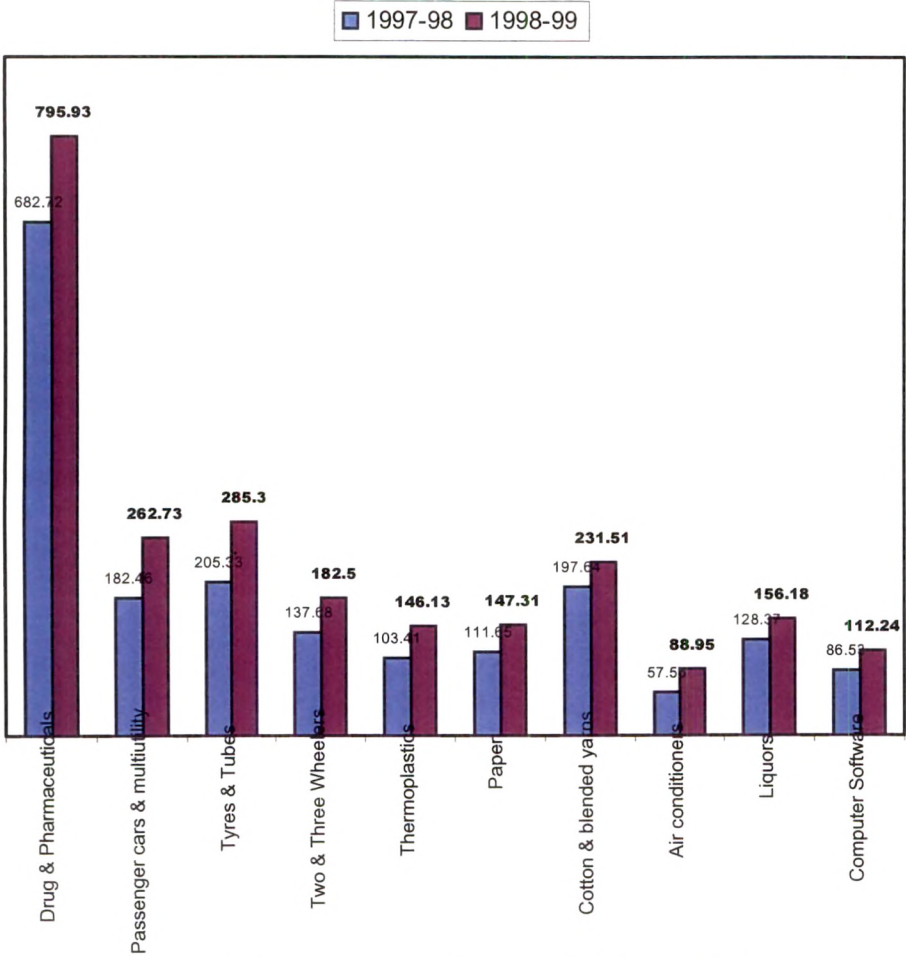
## APPENDIX- 13

### BIG SPENDER:

| Drugs & Pharmaceuticals         |        |            |                        | Big Spenders          |                       |                        |
|---------------------------------|--------|------------|------------------------|-----------------------|-----------------------|------------------------|
|                                 | Year   | Sales      | Mkt.                   | Advt.                 | Total                 | O/U                    |
| Company                         | Ending | (Rs.Crore) | Spending<br>(Rs.Crore) | Spending<br>(RsCrore) | Spending<br>(RsCrore) | Spending<br>(Rs.Crore) |
| Abbott Laboratories (India)     | Mar-99 | 101.60     | 14.58                  | -                     | 14.58                 | 14.35                  |
| Albert David                    | Mar-99 | 98.65      | 19.07                  | -                     | 19.07                 | 19.33                  |
| Amrutanjan                      | Mar-99 | 60.07      | 2.27                   | 5.22                  | 7.49                  | 12.47                  |
| Core Healthcare                 | Jun-99 | 277.09     | 90.14                  | -                     | 90.14                 | 39.69                  |
| Infar (India)                   | Dec-98 | 95.20      | 25.48                  | -                     | 25.45                 | 26.73                  |
| Intercare                       | Mar-99 | 37.28      | 12.45                  | -                     | 12.45                 | 33.40                  |
| J B Chemicals & Pharmaceuticals | Mar-99 | 154.76     | 3.47                   | 3.31                  | 6.78                  | 4.38                   |
| Parke-Davis (India)             | Mar-99 | 215.84     | 18.51                  | 10.20                 | 28.71                 | 13.30                  |
| Rexcel Pharmaceuticals          | Dec-98 | 77.44      | 7.86                   | -                     | 7.86                  | 10.15                  |
| Smithkline Beecham Pharma       | Dec-98 | 407.01     | 111.35                 | 6.64                  | 117.99                | 28.99                  |

Source : BIG SPENDERS, A & M. 15<sup>TH</sup> MARCH,2000.

Appendix-13 (Absolute marketing spend by category, in Rs Crore)



Source : BIG SPENDERS, A & M , 15TH MARCH, 2000.