

Computation of Retail Price based on April 2017 Data under Para 4 of DPCO 2013

Tropical spray containing Diclofenac Diethylamine BP 2.32% w/w (equi. To Diclofenac Sodium 2% w/w), Methyl Salicylate IP-10% w/w, Menthol IP- 5% w/w for M/s Sun Pharmaceutical Industries Ltd (marketer & manufacturer/importer)	Number of Companies consisting of Market Share of 1% & Above					1
	Sum of MAT value considered for price calculation (in Lakhs)					1,222.55
	Sum of PTR per unit considered for price calculation					22.54
	Number of Packs considered					4
	Average PTR					5.64
	Add : 16% Retailer Margin					0.90
	Retail Price (without local taxes)					6.54
% Reduction with compared to Highest Price						1.05%

Minimum Price (Rs.)			5.57
Maximum Price (Rs.)			5.70
Average of all considered (Rs.)			5.64
Retail Price (Rs.) pre GST			6.54
Excise Factor			0.95905
Retail Price (Rs.) Post GST			6.27

S.No.	पैक विवरण Pack Description	छाप BRAND	Seller	Strength	Pack Size	Unit	TOTAL MAT	1222.54,669	100%	M3			
							PTR (Rs.)	MAT (Rs.)	SKU wise MAT %	Brandwise MAT %	Quality (Y/N) Y=Yes N=No	Price per Unit (Rs.)	Price per Unit (Rs.) Considered
1	DICLOTROY QPS PLUS SOLUTION 15 ML	DICLOTROY QPS PLU	TROIKAA PHARMACEUTICALS LTD		15	ML	85.54	26,59,775	2.18%	3.75%	Y	5.70	5.70
2	DICLOTROY QPS PLUS SOLUTION 30 ML	DICLOTROY QPS PLU	TROIKAA PHARMACEUTICALS LTD		30	ML	167.19	19,13,512	1.57%	3.75%	Y	5.57	5.57
3	DYNAPAR QPS PLUS SOLUTION 15 ML	DYNAPAR QPS	TROIKAA PHARMACEUTICALS LTD		15	ML	85.54	138,08,910	11.30%	96.26%	Y	5.70	5.70
4	DYNAPAR QPS PLUS SOLUTION 30 ML	DYNAPAR QPS	TROIKAA PHARMACEUTICALS LTD		30	ML	167.19	1038,72,472	84.96%	96.26%	Y	5.57	5.57
		(Rs. Per gm)											
	Worked out Retail Price	6.27	Excluding GST	Note: The Authority noted that the pack sizes in the working sheet are of 15ml and 30ml and therefore, the pharma data is used for fixing price of Volini Maxx 15mg and 30mg pack size. The authority further decided that in respect of 40gm and 60gm pack sizes, the retail price has been fixed on the basis of recommended price of 30mg spray by applying the following formula:									
	Claimed Retail Price			P(s) = P x -[1 + 0.7 x {(s - s*)/s*}]									
	for 15gm pack MRP Rs. 105 i.e. Rs. 7 per gm i.e. Rs. 6.25/gm excl. GST (Rs. 7/1.12)	6.25	Excluding GST	Where: P(s) = price ceiling for strength s									
	for 30gm pack MRP Rs. 210 i.e. Rs. 7 per gm i.e. Rs. 6.25/gm excl. GST (Rs. 7/1.12)	6.25	Excluding GST	P* = price ceiling for reference strength s*									
	for 40gm pack MRP Rs. 280 i.e. Rs. 7 per gm i.e. Rs. 6.25/gm excl. GST (Rs. 7/1.12)	6.25	Excluding GST	s = strength in terms of API content									
	for 60gm pack MRP Rs. 420 i.e. Rs. 7 per gm i.e. Rs. 6.25/gm excl. GST (Rs. 7/1.12)	6.25	Excluding GST	s* = reference strength									
	Proposed retail Price												
	Price for 15 gm = 6.25 * 15		93.75										
	Price for 30 gm = 6.25 * 30		187.5										
	Price for 40 gm = 6.25*30 (1+ 0.7* (40-30)		231.25										
	Price for 60 gm = 6.25*30 (1+ 0.7* (60-30)		318.75										