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## **Rising tendencies towards self-treatment drives the Indian OTC drug market, finds Netscribes**

*Netscribes (India) Pvt. Ltd., launches a report on the OTC Pharmaceuticals Market in India 2011 as part of Netscribes' Healthcare Industry report series.*

**Mumbai, India – October 21, 2011**– Netscribes (India) Pvt. Ltd., a knowledge consulting Solutions Company, announces the launch of its OTC Drug Market in India 2011 report. India has a huge self medicated patient base, which is expected to provide a boost to the Indian OTC market.

The report begins with the introduction section which offers a brief insight into the major over-the-counter segments. It then moves to the market overview section which provides an insight into the global market and then moves on to the Indian market, highlighting the market size and growth. The top ten OTC brands in both the Indian and the global market, along with the sales figures have been provided. The report also provides individual market sizes for the different segments of the OTC market.

An analysis of the drivers explains the factors for growth of the industry including rising consumer confidence in OTC products, increasing number of shifts from prescription to OTC drugs, booming retail growth, increasing focus on brand building, changing demographics and lower price control. The key challenges include low penetration in rural areas, preference of home remedies to OTC products, high competition and time consuming clinical trial procedures

The government initiatives section gives analyses the efforts to reduce drug prices, changes in the customs duty structure and the various other initiatives undertaken by the Government.

A brief overview of the drug market value chain and drug regulations is presented in the next section. It analyses the pharmaceutical value chain, and focuses on the different stages of clinical trial that a drug must pass through. A snapshot of different regulatory frameworks existing in the Indian pharma industry has been shown.

The competition section provides an overview of the competitive landscape in the industry. It includes a brief profile of the major players in the market along with their financials. It also includes the latest developments in the industry.

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### **About Netscribes (India) Pvt. Ltd.**

Netscribes ([www.netscribes.com](http://www.netscribes.com)) is a pioneering knowledge consulting and solutions firm with clientele across the globe. The company's expertise spans areas of investment & business research, business &

corporate intelligence, publishing services and customized knowledge database creation. At its core lies a true value proposition that draws upon a vast knowledge base.

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