Annexures

Annexure I – Questionnaire (Stage – I) 175
Annexure II – Questionnaire – Antibiotics (Stage II) 183
Annexure III – Questionnaire – Quinolones (Stage II) 186
Annexure IV – Questionnaire – Cough & cold preparations – (Stage II) 190
Annexure V – Questionnaire – Haematinics (Stage II) 194
Annexure VI – Questionnaire – Pain relievers (Stage II) 198
Annexure VII – Questionnaire – Cold rubs and inhalers (Stage II) 202
Annexure VIII – Questionnaire – Ayurvedic products (Stage II) 206
Annexure IX – Questionnaire – Antibiotics (Stage III) 210
Annexure X – Questionnaire – Quinolones (Stage III) 213
Annexure XI – Questionnaire – Cough and cold preparations (Stage III) 216
Annexure XII – Questionnaire – Haematinics (Stage III) 219
Annexure XIII – Questionnaire – Pain relievers (Stage III) 222
Annexure XIV – Questionnaire – Cold rubs and inhalers (Stage III) 224
Annexure XV – Questionnaire – Ayurvedic Products (Stage III) 227
Annexure XVI – Market shares of Antibiotic brands 230
Annexure XVII – Market shares of Quinolone brands 231
Annexure XVIII – Market shares of Cough and cold preparations 232
Annexure XIX – Market shares of Haematinic brands 233
Annexure XX – Market shares of Pain reliever brands 234
Annexure XXI – Market shares of Cold rubs and inhalers 235
Annexure XXII – Market shares of Ayurvedic brands 236
Annexure XXIII – Database Marketing of Cipla 237
Annexure XXIV – Tiger Balm – Case Study 240