



Price Differentiation of selected Jan Aushadhi Medicines and Their Branded Counterparts: A Cost Comparison Study

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Abstract:

Pradhan Mantri Bhartiya Jan Aushadhi Pariyojana is an initiative by the Indian government to assist the country's underprivileged by reducing their out-of-pocket medical costs. The rising cost of healthcare has a disproportionate impact on the poor, who often cannot afford even basic medical care. The low cost of the medications sold in Jan Aushadhi outlets, in comparison to the prices of name-brand medications, has proven to be a great benefit for the poor. This research looks at the difference in cost between various brands of the same salt and the generic drugs sold in Jan Aushadhi pharmacies.

Keywords: Generic medicines, Jan Aushadhi

Introduction

Pradhan mantra On July 1, 2015, our Prime Minister Narendra Modi made the announcement that our country will be implementing the Bhartiya Jan Aushadhi Pariyojana. People are able to get low-cost generic medication via this programme, which does not compromise the quality of the drugs. At first, many were unaware about the programme, which meant that they were unable to take advantage of its benefits. But thanks to the numerous efforts that have been made by the government of India, people are now becoming increasingly knowledgeable about the programme on a day-to-day basis.

In India, the vast majority of individuals purchase branded medications. The market for branded medicines in India is rather substantial. Due to the fact that branded medications have evolved into an essential component of our everyday lives, it is not simple to compete with the brands. However, the cost of medical expenses can be very difficult for low-income people to manage, which is why the government came up with this programme to provide low-cost generic medications to the general public without sacrificing the quality of those medications.

The pharmaceutical industry in India is dominated by companies such as Sun Pharma, Dr. Reddy's, Lupin, Cipla, Aurobindo, and Candila. Glenmark, Torrent Pharma, Alkem Lab, I, GlaxoSmithKline, Abbott India, Biocon., Sanofi India, Wockhardt, Pfizer, Dr. Lal Path Lab, Merck., Novartis India, and Eris Life are some of the companies that have invested in this venture.

Branded and Generic Medicines

The cost of medicines is an important component of a family's regular expenditures. Everyone, no matter their age, will at some point in their lives need medical treatment and treatment with medication. Daily medication is required for a significant portion of the population. People are becoming more knowledgeable about generic drugs in today's society. While there are those who support the use of generic medicines, there are others who are opposed to this practise.

There are two categories of medication that may be purchased at a pharmacy: the first category has a brand name, and the second category is generic. The vast majority of individuals are oblivious to the reason why generic drugs are less expensive than branded medicines. Generic versions of branded drugs are available for purchase and perform the same functions as their branded counterparts. Branded drugs are those that are offered under the name of a particular firm or brand. Promotion is only done for branded drugs, not for generic versions of such medicines. Medications sold under a brand name are produced by a specific business. Branded medications are more expensive than generic pharmaceuticals because the firm that makes them invests a significant amount of capital into the research and development of such medicines in order to get patents for those treatments. On the other hand, generic pharmaceuticals do not support any brand name; rather, they are only accessible by the salt name. Since generic medicines do not support any brand name, they are much more affordable than branded medicines.

Literature Review:

- **Archana sawshilya(2020):** Prime Minister Jan Aushadhi Pariyojana: Challenges in Effective Implementation. This study was conducted by the researcher to understand the obstacles and hurdles faced by the authorities to successfully implement the scheme. Lack of awareness, corruption in govt officials, limited coverage and high competition with the brands were the main reasons which create hurdles in successfully implement the scheme.
- **Kanchan Mukherjee(2017):** A Cost analysis of the Jan Aushadhi Scheme in India. In the above article a comparison is done between generic and branded medicines to understand whether generic medicines available at Jan Aushadhi stores are cheaper or not in comparison to branded medicines. The result showed that most of the generic medicines available at jan aushadhi stores are cheaper than branded ones but in some cases some cheaper medicines are provided by some brands also.
- **Meenu Pichholiya, Abhijit Basu, Arvind kumar Yadav, Nitin Kothari & Jameela Tahashildar (2015):** An Observational Comparative study of cost between branded medicines and generic medicines: In this study a comparative study was done to compare the cost of generic drugs and branded drugs. The outcome was very surprising as 26 generic medicines out of 50 selected medicines were costlier than their branded versions.

Objective of study:

- To compare the price of generic medicine available at Jan Aushadhi stores with other branded medicines
- To show percentage difference of price of generic medicine and branded medicines

Comparison of cost of selected Jan Aushadhi Generic Medicines and Branded medicines**1. Telemistron 40mg:**

- This medicine is used to treat “blood pressure”
- The price of this medicine at Jan Aushadhi store is Rs. 11
- The price of this salt available in different brand is as follows:

<u>Medicine Name</u>	<u>Brand</u>	<u>Price(Rs)</u>	<u>Per tablet price(Rs)</u>	<u>Percentage costlier than Jan Aushadhi Medicine</u>
<u>Jan Aushadhi medicine</u>		<u>11(for 10 tablets)</u>	<u>1.1</u>	
1.Telma 40	Glenmark	241(for 30 tablets)	8.1983	645.3% costlier
2.Tazlon 40	USV	80(for 10 tablets)	8.198	645.27% costlier
3.tellzy 40	Alembic Pharmaceuticals Ltd	122.9 (for 15 tablets)	8.1933	644.84% costlier
4.Eritel 40	Eris Lifesciences Ltd	122.89(for 15 tablets)	8.19266	644.79% costlier
5.Telista 40	Lupin Ltd	122.47(for 15 tablets)	8.16466	642.24% costlier
6.Telsartan 40	Dr Reddy's Laborateries	114.13(for 14 tablets)	8.152	641.09% costlier
7.Telsar 40	Torrent Pharmaceuticvals Ltd	110.8(for 15 tablets)	7.386	571.45% costlier
8.Telvas 40	Aristo Pharmaceuticals Pvt Ltd	88.46(for 15 tablets)	5.8973	436.11% costlier
9.Temsan 40	Emcure Pharmaceuticals Ltd	61.45(for 15 tabletsa)	4.096	272.36% costlier
10.Telmikind 40	Mankind Pharma	34.85(for 10 tablets)	3.485	216.81% costlier

From the above table it can be clearly seen that these different brands are far more costlier than the generic medicines available at jan aushadhi stores. If a person buys generic medicine instead of any of these branded medicines, he can save a lot of money and use it for other needs.

2. Glimperide 1 mg Tablets:

- This medicine is used to treat type-2 diabetes
- The cost of generic medicine available at jan Aushadhi store is Rs 4 for 10 tablets. So the per tablet price is 0.4 paisa
- The other branded medicines available for the salt is as follows:

<u>Medicine Name</u>	<u>Brand</u>	<u>Price of strip</u>	<u>Per unit price</u>	<u>Percentage costlier than jan aushadhi medicine</u>
Glimperide 1mg	Jan Ausahdhi	4(for 10 tablets)	0.4	
1.Amaryl 1mg	Sanofi India Ltd	133.81(for 30 tablets)	4.4603	1015.075% costlier
2.Glimer 1 mg	Abott	66.86(for 15 tablets)	4.4593	1014.825% costlier
3.Glimy 1mg	Dr. Reddy's Laboratories Ltd	62.07(for 14 tablets)	4.4335	1008.375% costlier
4.Diapride 1mg	Micro Labs Ltd	120.96(for 30 tablets)	4.032	908% costlier
5.glimisave 1mg	Eris LifeScience Ltd	60.4(for 15 tablets)	4.0267	906.67% costlier
6.Azulix 1mg	Torrent Pharmaceuticals Ltd	40.15(for 10 tablets)	4.015	903.75% costlier
7.Glador 1mg	Lupin Ltd	59.58(15 tablet)	3.972	893% costlier
8.Zoryl 1mg	Intas Pharmaceutical Ltd	48.38(for 15 tablets)	3.22	705% costlier
9.Glimestar 1 mg	Mankind Pharma Ltd	27.09(for 10 tablets)	2.709	577.25% costlier
10.Euglim 1 mg	Bayer Zydus Pharma Pvt Ltd	37.1(for 15 tablets)	2.4733	518.325% costlier

From the following result we can say that there is a huge difference between the price of this salt available in different brands and generic medicine available at Jan Aushadhi store. So, a person can save lot of money by purchasing this medicine from Jan Aushadhi store.

3.Vildagliptin 50 mg:

- This medicine is used to control blood sugar level in type 2 diabetes.
- The cost of this salt available at Jan Aushadhi store is Rs. 60 for 15 tablets. So the per unit price is Rs 4.
- The comparison of cost of generic medicine available at jan aushadhi store and other branded drugs is given below.

<u>Medicine Name</u>	<u>Brand</u>	<u>Price of strip</u>	<u>Per unit price</u>	<u>Percentage costlier than jan aushadhi medicine</u>
Jan Aushadhi		60(for 15 tablets)	4	
1.Euvilde 50 mg	Europa Healthcare Pvt Ltd	104(for 10 tablets)	10.4	160% costlier
2.Vilazest	Lakshya Pharma Pvt Ltd	149(for 15 tablets)	9.93	148.25% costlier
3.Zomelis 50 mg	Eris LifeSciences Ltd	148.5(for 15 tablets)	9.9	147.5% costlier
4.Vilnip 50 mg	Lupin Ltd	148.45(for 15 tablets)	9.89	147.41% costlier
5.Vilzato 50	Elbrit LifeSciences	130(for 15 tablets)	8.67	116.67% costlier
6.Vildee	Talent India	123.75(for 15 tablets)	8.25	106.25% costlier
7.Vidamence 50 mg	Immence Life Sciences Pvt Ltd	105(for 15 tablets)	7	75% costlier
8.Viladiet	Exmo Biogenics Pvt Ltd	104(for 15 tablets)	6.93	73.25% costlier
9.Vildanat	Natco Pharma Ltd	93.8(for 15 tablets)	6.7	67.5% costlier
10.Vilact	Panacea Biotec Ltd	66(for 10 Tablets)	6.6	65% costlier

Through the above comparison table we can say that in selected brands medicine for this salt is costlier than than the jan ausahdhi generic medicine and people can save their money by switching from branded medicines to generic medicine available at jan aushadhi store.

4. Cetrizine 1 mg:

- this medicine is used in treatment of allergy.
- The cost of this salt available at jan aushadhi store is Rs. 5 for 10 tablets so the per unit price is 0.5 paisa.
- The comparison of jan aushadhi generic medicine with other branded version is given below:

<u>Medicine Name</u>	<u>Brand</u>	<u>Price of strip</u>	<u>Per unit price</u>	<u>Percentage costlier than jan aushadhi medicine</u>
<u>Citrizine 1 mg</u>		<u>5(for 10 tablets)</u>	<u>.5</u>	
1.Cetzine	Dr. Reddy,s Laboratories	30.66(for 10 tablets)	2.044	308.8% costlier
2.Alerid	Cipla Ltd	18.49(for 10 tablets)	1.849	269.8% costlier
3.Alday	S.H. Pharmaceuticals Ltd	18.48(for 10 tablets)	1.848	269.6% costlier
4.Allercet	Micro labs Ltd	18.48(for 10 tablets)	1.848	269.6% costlier
5.Hicet	Micro Labs Ltd	18.48(for 10 tablets)	1.848	269.6% costlier
6.CZ3	Lupin Ltd	18.4(for 10 tablets)	1.84	268% costlier
7.Cetirix	Alkem Laboratories Ltd	18.4(for 10 tablets)	1.84	268% costlier
8.Incid-L	Bayer Zydus Pharma Ltd	18.4(for 10 tablets)	1.84	268% costlier
9.Zyncet tablet	Torrent Pharmaceuticals Ltd	18.4(for 10 tablets)	1.84	268% costlier
10.zyrtec	Dr. Reddy's Laboratories	18.14(for 10 tablets)	1.814	262.8% costlier

5. Thyroxin 50 mg:

- This medicine is used to treat hypothyroidism
- The cost of medicine available at Jan Aushadhi Store is Rs. 45 for 100 tablets. So the per unit price is 0.45
- The comparison of the medicine with other branded medicine is given below:

<u>Medicine Name</u>	<u>Brand</u>	<u>Price of strip</u>	<u>Per unit price</u>	<u>Percentage costlier than jan aushadhi medicine</u>
<u>Thyroxin 50 mg</u>	<u>Jan Aushadhi</u>	<u>45(for 100 tablets)</u>	<u>0.45</u>	
1.Euthyroid	Akumentis Healthcare Ltd	104(for 4 tablets)	26	5677.77% costlier
2.Thyrox	Macleads Pharmaceuticals Ltd	121.97(for 100 tablets)	1.2197	171.04% costlier
3.thyronorm	Abott	146.24(for 120 tablets)	1.2167	170.38% costlier
4.Thyrorich	Primus Pharmaceuticals Ltd	110.04(for 120 tablets)	1.1004	144.53% costlier
5.thyrofit	Eris Lifesciences Ltd	132(for 120 tablets)	1.1	144.44% costlier
6.Lethyrox	Intas Pharmaceuticals Ltd	110.88(for 100 tablets)	1.1088	146.4% costlier
7.Thyroup	Lupin Ltd	131.99(for 120 tablets)	1.099	144.22% costlier
8.Thyromed	Eomed Chemicals Ltd	109.3(for 100 tablets)	1.093	142.89% costlier

The above comparison clearly shows there is huge difference in prices of medicines available at Jan Aushadhi stores and other branded substitutes.

6. Aspirin 75 mg:

- This medicine helps to prevent blood clots in our blood vessels.
- The price of this medicine available at jan aushadhi store is Rs. 2 for 14 tablets. So the per unit price is 0.142
- The comparison of this medicine with other branded substitutes is given below:

<u>Medicine Name</u>	<u>Brand</u>	<u>Price of strip</u>	<u>Per unit price</u>	<u>Percentage costlier than jan aushadhi medicine</u>
<u>Aspirin 75 mg</u>	<u>Jan Aushadhi</u>	<u>2(for 14 tablets)</u>	<u>0.142</u>	<u>% costlier</u>
1.Dilsprin 75	Jackson Laboratories Pvt Ltd	27.6(for 10 tablets)	2.76	1843.66% costlier
2.Riyoprin 75mg	Riyadh Pharma	20(for 10 tablets)	2	1308.45% costlier
3.Aspo 75	Zeelab Pharmacy Pvt Ltd	8.5(for 10 tablets)	0.85	498.59% costlier
4.Aspeeday 75	Srinivas Gujarat Laboratories Pvt Ltd	3.81(for 10 tablets)	0.381	168.31% costlier
5.Ecosprin 75	USv Ltd	5.33(for 14 tablets)	0.3807	168.09% costlier
6.ASA 75mg	Zydus Cadila	3.7(for 10 tablets)	0.37	160.56% costlier
7.E prin 75mg	Torrent Pharma Ltd	3.72(for 14 tablets)	0.265	86.619% costlier
8.Aspidot 75 mg	Three Dots Life Science	2.43(for 10 tablets)	0.243	71.12% costlier
9.CV Sprin 75mg	Cadila Pharma Ltd	2.21(for 10 tablets)	0.221	55.63% costlier
10.Sprin 75	Alkem Laboratories Ltd	2.05(for 10 tablets)	0.205	44.36% costlier

The above comparison clearly shows difference in prices of Jan aushadhi medicine and other branded medicine.

7. Cefixime 200mg:

- This medicine is an antibiotic that is used to treat bacterial infections.
- The price of the medicine available at Jan Aushadhi store is Rs.42 for 10 tablets. So the per unit price of the medicine is rs 4.2 for each tablet.
- The comparison of price of the medicine available at jan aushadhi store and other branded medicine is given below.

<u>Medicine Name</u>	<u>Brand</u>	<u>Price of strip</u>	<u>Per unit price</u>	<u>Percentage costlier than jan aushadhi medicine</u>
<u>Cefixime 200</u>	<u>Jan Aushadhi</u>	<u>42(for 10 tablets)</u>	<u>4.2</u>	
1.Zifix 200	FDC Ltd	119(for 10 tablets)	11.9	183.33% costlier
2.Taxim-O 200	Alkem Laboratories Ltd	118(for 10 tablets)	11.8	180.95% costlier
3.Cefix 200	Cipla Ltd	107.74(for 10 tablets)	10.774	156.52% costlier
4.cefolac 200	Macleads Pharmaceuticals Pvt Ltd	102.699for 10 tablets)	10.269	144.5% costlier
5.Omnicef O 200	Aristo Pharmaceuticals Pvt Ltd	98.72(for 10 tablets)	9.872	135.04% costlier
6.cefspan 200	Glaxo Smithkine Pharmaceuticals Pvt ltd	89.04(for 10 tablets)	8.904	112% costlier
7.ceftas 200	Intas Pharmaceuticals Ltd	83.82(for 10 tablets)	8.382	99.57% costlier
8.mahacef 200	Mankind Pharma Ltd	83.77(for 10 tablets)	8.377	99.45% costlier
9.milixim 200	Glenmark Pharma Ltd	74.19(for 10 tablets)	7.419	76.64% costlier
10.cefilab 200	Ozone Pharmaceuticals Ltd	65.67(for 10 tablets)	6.567	56.35% costlier

The above comparison shows the difference between the branded medicine and salt of the medicine available at jan aushadhi store. The results shows that a person can save his money by switching from branded medicine to jan aushadhi medicine.

8.Diclofinac 50 mg

- This medicine is used to treat mild to moderate pain or signs and symptoms of osteoarthritis or rheumatoid arthritis.
- The price of thid medicine at Jan Aushadhi store is Rs 5 for 10 tablets. So the per unit price is 0.5.

- The comparison of price of this medicine available at jan aushadhi store and other branded medicine is given below.

<u>Medicine Name</u>	<u>Brand</u>	<u>Price of strip</u>	<u>Per unit price</u>	<u>Percentage costlier than jan aushadhi medicine</u>
Jan Aushadhi		5(for 10 tablets)	0.5	
1.Maxxilef 50	Maxzima Pharmaceuticals Pvt Ltd	49.3(for 10 tablets)		% costlier
2.Qrel 50	Perk Pharmaceuticals Ltd	34(for 10 tablets)	3.4	580% costlier
3.Inac 50	Zydus Cadila	23.03(for 10 tablets)	2.3	360% costlier
4.Dicloran 50	Lekar Pharma Ltd	21.5(for 10 tablets)	2.15	330% costlier
5.Divon 50	Micro Labs Ltd	21.39(for 10 tablets)	2.139	327.8% costlier
6.Dynapar EC	Troikaa Pharmaceuticals Ltd	21.34(for 10 tablets)	2.139	327.8% costlier
7.Dairo 50	Icon Life Sciences	20(for 10 tablets)	2	300% costlier
8.Nac 50	Systopic Laboratories Pvt Ltd	16(for 10 tablets)	1.6	220% costlier
9.Dilona 50	Mapra Laboratories Pvt Ltd	16.1(for 10 tablets)	1.6	220% costlier
10.Reactin 50	Cipla Ltd	15(for 10 tablets)	1.5	200% costlier

The above comparison clearly shows the difference in price of generic medicine available at jan aushadhi store and other branded medicine.

9. Omeprazole 20 mg

- This medicine is used to treat heartburn, acid reflux and peptic ulcer disease.
- The price of this medicine at jan aushadhi store is Rs 9 for 10 tablets. So the per unit cost of the medicine is 0.9.
- The comparison of price of the medicine at jan aushadhi store and other branded medicine is given below.

<u>Medicine Name</u>	<u>Brand</u>	<u>Price of strip</u>	<u>Per unit price</u>	<u>Percentage costlier than jan aushadhi medicine</u>
<u>Omeprazole 20 mg</u>	<u>Jan Aushadhi</u>	<u>9(for 10 tablets)</u>	<u>0.9</u>	
1.Omicap	Micro Labs Ltd	50.62(for 10 tablets)	5.062	462.44% costlier
2.Ometab	Intas Pharmaceuticals Ltd	39.15(for 10 tablets)	3.915	335% costlier
3.Ocid 20	Zydus Cadila	61.92(for 20 tablets)	3.096	244% costlier
4.Omez 20	Dr. Reddy,s Laboratories Ltd	61.48(for 20 tablets)	3.074	241.22% costlier
5.Oskar 20	Mankind Pharma	26.68(for 10 tablets)	2.668	196.44% costlier
6.Biocid	Biochem Pharma Industries	24.55(for 10 tablets)	2.455	172.78% costlier
7.Omesec	Sun Pharmaceuticals Ltd	19(for 10 tablets)	1.9	111% costlier

The above comparison clearly shows the difference in prices of the medicine available at jan aushadhi store and other branded medicine.

10. Calcium and Vitamin D3

- This medicine is used to treat deficiency of calcium and vitamin D3 in patients.
- The price of the medicine available at jan aushadhi store is Rs 7 for 10 tablets. So the per unit price is Rs. 0.7.
- The comparison of price of medicine available at jan aushadhi store and other branded medicine is given below.

<u>Medicine Name</u>	<u>Brand</u>	<u>Price of strip</u>	<u>Per unit price</u>	<u>Percentage costlier than jan aushadhi medicine</u>
<u>Calcium & Vitamin D3</u>	<u>Jan Aushadhi</u>	<u>7(for 10 tablets)</u>	<u>0.7</u>	
1.Collacium D3	Auftritt Health Pvt Ltd	180(for 10 tablets)	18	2471.42% costlier
2.D500 Cal	Eris Life Science Pvt Ltd	70.81(for 10 tablets)	7.081	911.57% costlier
3.Tricium 500mg	Corona Remedies Pvt Ltd	103.85(for 15 tablets)	6.923	889% costlier
4.Ossopan 500	Ttk Healthcare Ltd	101.20(for 15 tablets)	6.746	863% costlier
5.Catch D3	Vasu Organics Pvt Ltd	91.8(for 15 tablets)	6.12	774.28% costlier
6.Cipcal 500	Cipla GX	86.50(for 15 tablets)	5.767	723.85% costlier
7.Calcifit 500	Meridian Enterprises Pvt Ltd	168(for 30 tablets)	5.6	700% costlier
8.Sincal	Sinsan Pharmaceuticals Pvt Ltd	83.50(for 15 tablets)	5.567	695.28% costlier
9.Calbisix Chu Strip	Eisen Pharmaceuticals Pvt Ltd	53(for 10 tablets)	5.3	657.14% costlier
10.Dailycal 500mg	Systopic Laboratories	52.50(for 15 tablets)	3.5	400% costlier

The comparison clearly shows there is huge difference in prices of the generic medicine available at jan aushadhi store and branded medicine. A person can save a lot of money by swticing from branded medicine to Jan Aushadhi medicine.

Research Findings

The above research is a comparative analysis of prices of selected medicines available at Jan aushadhi store and branded substitutes of the medicine. Prices of jan aushadhi medicines were compared with the selected branded substitutes. Results showed that there is huge difference in prices in most of the medicines. The difference in prices is showed by percentage so that a lay man can also understand the difference. The tabular representation makes it easy and quick to understand the prices, per unit price and difference in prices of generic and branded medicines. The results are very clear that the generic medicines available at jan aushadhi store are much cheaper than branded

medicines. Hence a person can save his hard earned money by switching from branded medicine to generic medicine available at jan aushadhi store.

Conclusion

Pradhan Mantra Bhartiya Jan Aushadhi Pariyojana focuses on saving health care expenses of the people. Through the above analysis it is clearly understood that the scheme is very helpful in saving people's money so that poor can tolerate health care expense without over burdening themselves with debt. The scheme is a milestone in providing affordable medicines to specially poor people of India, hence making people's life easy in providing cost efficient medicines.

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