

विषय : औषध (मूल्य नियंत्रण) आदेश, 2013 के अंतर्गत दवा: Each film coated tablet contains: Escitalopram Oxalate IP eq. to Escitalopram 15mg for M/s Merrill Pharma Pvt Ltd (Manufacturer) & M/s Alkem Laboratories Ltd (Marketer) की रिटेल कीमत निर्धारण (फाइल नंबर 4009)	Number of Companies cosisting of Market Share of 1% & Above								3
	Sum of MAT value considered for price calculation (in Lakhs)								1,026.94
	Sum of PTR per unit considered for price calculation								42.71
	Number of Packs considered								4
	Average PTR								10.68
	Add : 16% Retailer Margin								1.71
	Retail Price (without local taxes)								12.39
% Reduction with compared to Highest Price								5.07%	

1	100%	M3			
	SKU wise MAT %	Brandwise MAT (ignoring O% MAT)	Qualify (Y/N) Y=Yes N=No	Price per Unit (Rs.)	Price per Unit (Rs.) Considered
50	37.58%	37.58%	Y	11.25	11.25
14	0.00%	0.00%	N	6.79	
14	52.07%	52.07%	Y	10.14	10.14
50	8.98%	8.98%	Y	10.25	10.25
16	1.05%	1.05%	Y	11.07	11.07
20	0.16%	0.16%	N	10.36	
50	0.16%	0.16%	N	10.21	