

LIST OF CHARTS

Chart No.	Title	Page No.
Chart 1	Worldwide Pharmaceutical Market in 2008 by Sectors	11
Chart 2	Therapeutic segments in Indian Pharmaceutical Market by 2010	33
Chart 3	Qualification of the Doctors	91
Chart 4	Years of practice of the Doctors	92
Chart 5	Methods adopted while suggesting medicines for specific disease	93
Chart 6	Inquiry about doctor's reputation and background before visit	141
Chart 7	Patients satisfaction with present doctor	143
Chart 8	Thinking of changing present doctor	144
Chart 9	Substitute brand provided by the local retail pharmacist	147
Chart 10	Protest for the prescribed brand mentioned in the prescription slip	147
Chart 11	Consider the price of medicines mentioned in the doctor's prescription	148
Chart 12	Age profile of the Patients	151
Chart 13	Gender profile of the Patients	151
Chart 14	Qualification profile of the Patients	152
Chart 15	Family Size of the patients surveyed	153
Chart 16	Income profile of the Patients	154
Chart 17	Number of Drugstores owned by the Pharmacist	209
Chart 18	Store size of the Pharmacist	210
Chart 19	Establishment year of the Pharmacist stores	210
Chart 20	Location of the drug store	211
Chart 21	Type of the drug store	211
Chart 22	Equipments for storage in the Pharmacist store	212
Chart 23	Categories of products stock in the Stores	213
Chart 24	Mode of payment for the stock procurement	217
Chart 25	Average credit period for the stock purchase	217
Chart 26	Qualification profile of the Pharmacists	221
Chart 27	Years of practice of the Pharmacists	222
Chart 28	Income profile of the Pharmacists	223
Chart 29	Size of the company	270
Chart 30	Number of years in the profession	271
Chart 31	Average doctor calls everyday	272
Chart 32	Interaction with the doctors	272
Chart 33	Reasons of visits of Medical Representatives	276
Chart 34	Qualification profile of the Medical Representatives	278
Chart 35	Years of experience in the market	278
Chart 36	Income profile of the Medical Representatives	279