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## **CURRENT REVIEW ON GENERIC VS. BRANDED DRUGS**

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### **ABSTRACT**

Our paper focuses on the benefits of generic drugs for human consumption and the paucity of branded drugs. The concept of generic prescription is widely accepted in various parts of the world. Generally, generic medicines provide a great opportunity to save on healthcare costs as the costs are generally lower. However, physicians and patients are apprehensive about their quality, despite the biological equivalent of innovative products. Day-to-day patients are aware of the benefits and uses of generic drugs. We must consult our doctor before deciding whether a generic is right for us. The benefits of the branded drug benefit the pharmacist but the patient lost money. Patients have a lower cost advantage for the retailer, as compared to the profit margin; the steps are needed to ensure that the right amount of patients can be reached at a reasonable cost with the use of generics.

**Keywords:** - Branded medicines, generics, mark-ups, medicine price, India, quality testing

## **INTRODUCTION**

India is the 4<sup>th</sup> largest producer and 10<sup>th</sup> largest exporter of drugs in the world. Despite Government provision for the health care budget, a major proportion Indian population does not have access to even essential medicines. [3]

In most parts of the world, modification of brand prescription is an accepted practice and is often done for financial reasons. In India, however, replacement is not a widely accepted practice worldwide. The unavailability of generic formulations, usually due to poor quality and fake use of drugs, is due to several factors, including distrust of generic drugs by practitioners. The strategy for generic prescribing is underway in institutional settings, where drugs with appropriate quality control measures can be purchased in bulk and distributed through the organizational list. [1]

In India, many pharmaceutical companies produce under both types, that is, the branded product they advertise and the pressure through doctors and branded generics that they expect to be sold over the counter by retailers. Since generic companies use the same active ingredients in both formulations, generic drugs have a copy of the generic drug branded with the same ingredients, the same dosage, the same indications, and even the same therapeutic effect. However, about the quality of generic drugs, there is little evidence of trade names available to the market and changes in consumer prices. [3]

The study was conducted to compare the structure of prices of branded products and their branded-generic parts and the substances that inhibit bacterial growth after receiving institutional ethical approval. [3]

### **Generic drugs**

Generic drugs are copies of brand-name drugs that have the same drug, intended use, effects, and side effects, route of administration, risk, safety and potency as the original drug.[2]

- Low manufacturing cost
- Low marketing investment
- Low retailer margin

## Branded drug

A brand name drug is a medicine that's discovered, developed and marketed by a pharmaceutical company. Once a new drug is discovered, the company files for a patent to protect against other companies making copies and selling the drug. [2]

- Stringent quality control
- High manufacturing cost
- High marketing investment

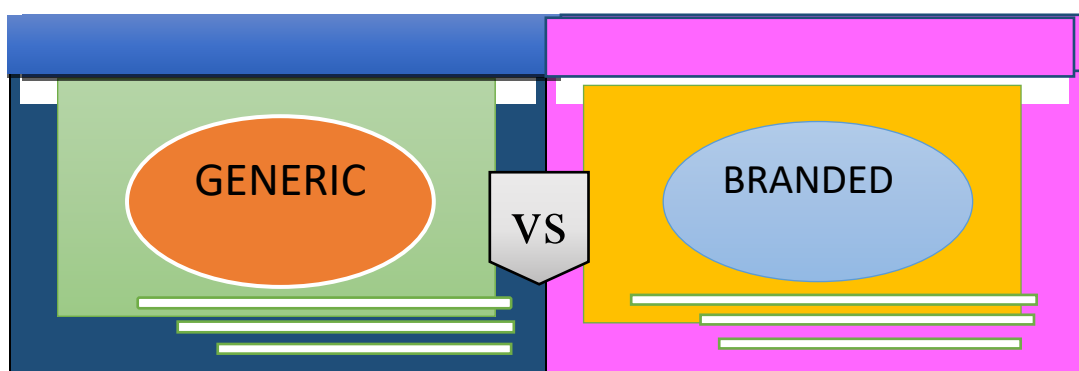


Figure No. 1:

## Content

A generic drug is the same as a brand-name drug in Dosage, Safety, Strength, Quality, The way it works, The way it is taken, The way it should be used.

## Differences between generic drugs and branded drugs

Both look different, different shapes, sizes, colors.

Might have different inactive ingredients (Drugs are made up of both active and inactive ingredients. Some people may be sensitive to inactive ingredients).

Generic costs were less than the brand name drug (the cash price and insurance co-pay are usually lower. Generic can cost between 20-80% less, but keep in mind that cost is only one factor when considering the right medication for your condition.

Generics vary by manufacturer, which means you could receive different versions based on where you purchase your medications and what type of generic they dispense. [5]

**Methodology:**

Calculate the difference between generic and branded drugs. Medicines are available to patients in the MRP mentioned on the package of medicines; medicines are available to the patients at the MRP mentioned on the drug package. PTR is the price at which the wholesaler (distributor) sells the product to the retailer and the purchase rate is recorded from the voucher. Trade margins for all "pairs" and retailers of cephalosporins were calculated using the formula, and cost-to-retailers were analyzed:

$$\frac{100 \times (\text{MRP} - \text{PTR})}{\text{PTR}}$$

We calculated the percentage increase in the retailer's trade and the % cost advantage of switching to generic products. [3]

<b>Brand Vs. Generic FDA Application Requirements</b>	
<b>GENERIC DRUG (ANDA REQUIREMENTS)</b>	<b>BRAND NAME DRUGS (NDA REQUIREMENTS)</b>
1. Labelling	1. Labelling
2. Pharmacology & Toxicology	2. Pharmacology & Toxicology
3. Chemistry	3. Chemistry
4. Manufacturing	4. Manufacturing
5. Controls	5. Controls
6. Microbiology	6. Microbiology
7. Inspection	7. Inspection
8. Testing	8. Testing
<b>9. Bioequivalence</b>	<b>9. Animal Testing</b>
	<b>10. Clinical Studies</b>
	<b>11. Bioavailability</b>

The sociodemographic, morbidity, and drug use profiles of the two study groups are presented and compared in the table below. Age and gender distribution and primary disease duration were comparable. However, branded drug users are well educated, have higher family income per month, and use more drugs and doses daily. They also incurred higher

drug costs for their drug prices. Medication adherence scores, as measured by DIA-10, showed moderate to good adherence in both groups, with no mean score but no statistically significant difference. [1]

## **SUMMARY**

1. The government of India has launched a special generic drugstore called 'Fair Price Medicine Shop' (FPMS) in the Public-Private Partnership (PPP) model in the premises of the Government Hospital. Compared to drugs purchased by open market retailers, FPMS has found a promising strategy for efficacy, safety, and treatment adherence to patients taking generic drugs. [1]

2. Many of the newer approved drugs are minor improvements to generic products, but they are still effective. Generic medicine has clinical safety records when compared to new, branded drugs. For most plan members, generic medicines provide the best overall value. [2]

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