



Market Analysis of Gliclazide as an Anti-Diabetic Agent in India

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Received: 2025-04-20

Revised: 2025-05-02

Accepted: 2025-05-07

ABSTRACT

Gliclazide is an oral Antidiabetic medication used primarily to manage type 2 diabetes mellitus. It belongs to the sulfonylurea class of drugs and works by stimulating the pancreas to release more insulin, which helps lower blood sugar levels. Gliclazide is known for its moderate risk of causing low blood sugar (hypoglycemia) compared to other sulfonylureas and is often preferred for its controlled and steady glucose-lowering effect. It may also have some protective effects on blood vessels, making it a suitable option for diabetic patients at risk of cardiovascular complications. Gliclazide is usually taken once or twice a day and is most effective when combined with a proper diet and regular exercise.

Keywords: Gliclazide, Sulfonylurea, Diabetes mellitus

INTRODUCTION

Gliclazide is an oral Antidiabetic medication belonging to the sulfonylurea class, primarily used in the management of Type 2 Diabetes Mellitus (T2DM). It functions by stimulating the pancreatic β -cells to secrete insulin, thereby lowering blood glucose levels. Gliclazide is considered a second-generation sulfonylurea, known for its improved safety profile, particularly in reducing the risk of hypoglycemia when compared to older agents like glibenclamide.

First introduced in the 1960s, gliclazide has gained wide acceptance globally and is especially prevalent in countries such as India due to its cost-effectiveness, clinical efficacy, and availability in both immediate-release and modified-release (MR) formulations. Beyond glycemic control, gliclazide has demonstrated antioxidant and antiplatelet properties, suggesting potential vascular protective effects, which are critical in managing diabetes-related complications.

MATERIALS AND METHODS

In order to gather information for the "*Gliclazide*" study, a number of local doctors were physically visited and asked questions from the questionnaire.

A distinct survey was created specifically for physicians in addition to pharmacists. The questions were posed in person, and the physicians' and pharmacists' responses were recorded.

Following the arrangement of the data in a pie chart, the proportion of the most prescribed and dispensed brands were determined.

Questionnaire for Doctors

- Which Diabetes mellitus medication do you typically prescribe?
- Do you recommend any combination treatments in addition to these medications?
- Why did you recommend this medication?
- How do you want this medication to work?
- How should the medication be taken?



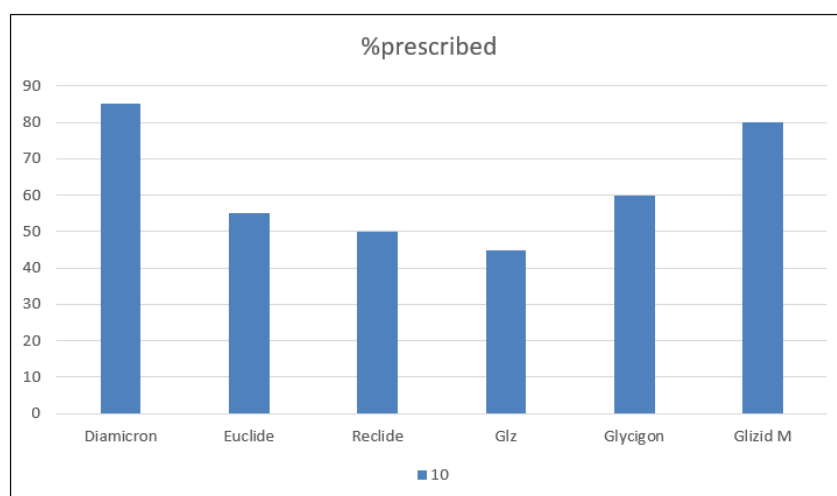
- What would happen if the patient neglected to take their medication?
- Which food or medication should be abstained from while receiving treatment?
- What dangers come with using this medication?
- How long should I take this medication?
- Can there be an allergic reaction to this medication?

Questionnaire for Pharmacists

- Which Diabetes mellitus are prescribed the most frequently in our community?
- How frequently do you come across patients who are resistant to Diabetes mellitus?
- How can you avoid the development of Diabetes mellitus resistance?
- What are the typical Diabetes mellitus side effects, and how can patients deal with them, in your opinion?
- How can you make sure that patients know how important it is to finish their course of Diabetes mellitus?
- What methods do you use to instruct patients on the appropriate use of Diabetes mellitus?
- How do you respond to patient requests for over-the-counter Diabetes mellitus?
- Which sources or recommendations do you use to keep abreast of developments in the practice of prescription Diabetes mellitus?
- Could you give an example of a situation where you had to advise a patient on the proper use of Diabetes mellitus?
- How do you work with medical professionals to reduce resistance and maximize Diabetes mellitus therapy?

Most Prescribed Brand

Sr No.	Doctors	Drugs	%Prescription
1.	Dr. Smit Nalawade	Diamicon	70%
2.	Dr.Suresh Chavan	Euclide	80%
3.	Dr.Nitin Jadhav	Reclide/Reclid XR	65%
4.	Dr. Sachin Kadam	Glz	59%
5.	Dr. Vikrat Mane	Euclide	64%
6.	Dr. Meena Jagdale	glycigon	65%
7.	Dr. Pallavi Mane		80%
8.	Dr.Bhushan Patil	Glz	61%
9.	Dr. Sanjay Korde	glycigon	80%
10.	Dr. Manisha Kadam	Reclide/Reclid XR	78%
11.	Dr. Dipali Suryvanshi	Diamicon	80%
12.	Dr.Shinde	Glz	59%
13.	Dr. Sonali Shelar	Diamicon	70%
14.	Dr. Ranvindra Harshe	Glizid M	70%
15.	Dr.Dipak Inamdar	Euclide	59%



Outcome of Medical Survey

Sr No.	Medical	Drugs
1.	Shree Krishna Medical Store	Diamicron
2.	Shree Datt Medical Store	Diamicron
3.	Omshiv Medical Store	glycigon
4.	Shree Ram Medical Store	Reclide
5.	Uday Medical Store	Glycigon
6.	Om Medical Store	Diamicron
7.	Prasad Medical Store	glycigon
8.	Novel Medical Store	Reclide
9.	Yashoda Medical Store	Glycigon
10.	Janseva Generic Medical Store	Euclide
11.	Wellness Medical Store	Diamicron
12.	Anand Medical Store	Glizid M
13.	Saikrupa Medical Store	Glizid M
14.	Wellcare Medical Store	glycigon
15.	Varad Medical Store	Reclide
16.	Krishna Medical Store	Glynase
17.	Sai Medical Store	Glycigon
18.	Carepoint Medical Store	Reclide
19.	Satara Medical Store	Euclide
20.	Mahavir Medical Store	Glycigon
21.	Shaha Medical Store	Euclide
22.	Avinash Medical Store	Glizid M
23.	Sairaj Medical Store	Euclide
24.	Ashirwad Medical Store	Glycigon
25.	Siddhi Medical Store	Glizid M



Comparison of Price (In Rupees)

Sr No.	Brand Name	Mrp
1.	Euclide	₹ 130
2.	Glizid M	₹ 217
3.	Glz	₹ 250
4.	Reclide	₹499
5.	glycigon	₹ 80
6.	Diamicon	₹307

Comparison of Companies

Brand Name	Name of Drug	Name of Company	Price in [₹]
Euclide-80mg	Glipizide 80mg	USP Private Ltd	₹116
Glizid M-80mg	Glipizide 80mg	Mankind Pharma	₹106
Glz-80mg	Glipizide 80mg	Alembic Pharmaceutical's Ltd	₹79
Reclide-80mg	Glipizide 80mg	Dr. Reddy's Laboratories Ltd	₹116
Glycigon-80mg	Glipizide 80mg	Ariso Pharmaceutical's Pvt Ltd	₹70
Diamicon-80mg	Glipizide 80mg	Serdia Pharmaceutical Pvt Ltd	₹101

Sales and Marketing

To keep making steady money and keep customers coming back, pharmacy managers need to think about good ways to sell and promote their products.

In big pharmacy chains, the main office usually decides when and how to run promotions. All the stores in the chain have to follow these rules.

But in independent pharmacies, the manager usually has to come up with their own sales and marketing ideas. Since they know their store's products well, they can decide which items to promote to keep the shelves stocked and sales going.

Finance

It is usually the manager of a pharmacy, who keeps all finances in order, including:

Accounts

- Daily proceeds
- Insurance payments
- Payments to suppliers
- Salaries and wages

Pharmacy Management

Being a pharmacy manager comes with many responsibilities. In bigger pharmacies, it can be hard for one person to do everything, so a team may be needed to help manage the work.

To run a successful pharmacy, managers need to have certain important skills. They should be good at talking and working with others, helping customers, and solving problems.



They also need to understand how to track the pharmacy's performance using numbers and data. On top of that, they should know about sales and marketing so the pharmacy can make good profits.

CONCLUSION

A market survey on gliclazide tablets indicates that consumers base their brand choices on several key factors: the drug's perceived effectiveness in managing blood sugar, affordability, and the reputation or trustworthiness of the brand.

To increase market share, pharmaceutical companies should tailor their marketing efforts to highlight these aspects. Demonstrating clinical efficacy, offering competitive pricing, and building a strong, trustworthy brand image are crucial. It's also important to address any barriers to purchase, such as concerns over side effects, inconsistent quality, or negative reviews.

To remain competitive, companies must actively monitor patient feedback and industry trends. This enables them to refine their strategies and consistently align with the evolving needs and expectations of their target market.

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How to cite this article:

Om Anil Sankpal et al. Ijppr.Human, 2025; Vol. 31 (5): 122-126.

Conflict of Interest Statement: All authors have nothing else to disclose.

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