

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

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## CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>AWARENESS AND RISK PERCEPTION OF ATM CARD USERS: AN EMPIRICAL INVESTIGATION</b> <i>PRIYODARSHINI DHAR &amp; SAMIRENDRA NATH DHAR</i>	1
2.	<b>BRAND LOYALTY AND CUSTOMER SATISFACTION OF INTERNET SERVICE PROVIDERS</b> <i>R.MUTHUKUMAR &amp; DR. V. VIJAYALAKSHMI</i>	7
3.	<b>LINKAGE BETWEEN ATTITUDE, PERCEIVED DESIRABILITY AND THE ROLE OF SELF EFFICACY AS A MODERATING VARIABLE OF SUBJECTIVE NORM ON INTENTION OF ENTREPRENEURSHIP</b> <i>SYAHRAN, MUGI HARSONO &amp; TULUS HARYONO</i>	12
4.	<b>ESTIMATION OF DAILY EXCHANGE RATE VOLATILITY: A COMPARATIVE STUDY OF INDIAN CURRENCY WITH TOP TRADABLE CURRENCIES OF THE WORLD</b> <i>NISCHITH. S &amp; DR. MAHESH.R</i>	17
5.	<b>INVESTOR SAFEGUARDS ACTIONS IN CAPITAL MARKET</b> <i>DR. K.VS.N.JAWAHAR BABU &amp; K. GIRIDHAR</i>	24
6.	<b>A STUDY ON CUSTOMER SATISFACTION TO BSNL 3G MOBILE SERVICES IN MYSORE</b> <i>KIRANA D.V &amp; SRI RANJINI S</i>	28
7.	<b>COMMITMENT OF INDUSTRIAL HOUSES TO NEIGHBOURING WORLD</b> <i>DR. MARIYA T CHEERAN, GEORGE JOSEPH &amp; RENJITH T A</i>	32
8.	<b>IMPACT OF ANNUAL INFLOW OF FOREIGN DIRECT INVESTMENT WITH SELECTED ECONOMIC GROWTH FACTORS</b> <i>R.MAHESH &amp; A.PALANISAMY</i>	35
9.	<b>FUNDAMENTAL ANALYSIS OF OLD GENERATION PRIVATE SECTOR BANKS IN INDIA</b> <i>R. CHANDRASEKARAN &amp; C. KANDASAMY</i>	39
10.	<b>A COMPARATIVE ANALYSIS OF EMPLOYEES WORK VALUES OF GEN X AND GEN Y IN COMPANIES</b> <i>DR. BHAGIRATHI NAYAK &amp; DR. PRATIMA SARANGI</i>	44
11.	<b>A STUDY ON PERCEPTION OF PU STUDENTS TOWARDS EATING JUNK FOOD WITH SPEICAL REFERENCE TO BANGALORE CITY</b> <i>ASHA RANI.K</i>	49
12.	<b>INCLUSIVE GROWTH IN INDIA: ISSUES AND CHALLENGES</b> <i>PADALA SANDYA RANI</i>	56
13.	<b>EVALUATION OF THE REALIZATION OF SCIENTIFIC SPECULATIONS ON FUTURE ADVANCEMENT IN COMPUTER TECHNOLOGY</b> <i>FITHANEGEST KASSA DAGNEW</i>	61
14.	<b>PROBLEMS AND PERFORMANCE OF SHGs IN SHIVAMOGGA DISTRICT</b> <i>SHIVAPRASAD D T</i>	64
15.	<b>ONLINE BUYING AND CONSUMER BEHAVIOUR: AN ANALYSIS OF FLIPKART.COM SHOPPERS</b> <i>RAMYA R &amp; JYOTHI A N</i>	72
16.	<b>A COMPARATIVE STUDY ON PHARMACEUTICAL COMPANIES' SHARE PRICES</b> <i>PRATHYUSH VISWANATH &amp; VIDHYA AVADHANI</i>	77
17.	<b>CUSTOMERS' PERCEPTION TOWARDS e-BANKING SERVICES OF THE COMMERCIAL BANKS IN KOLLAM DISTRICT</b> <i>DR. PRADEEPKUMAR, K.S</i>	81
18.	<b>THE IMPACT OF THE INTERNET NETWORK TECHNOLOGY ON ACCOUNTING INFORMATION SYSTEMS</b> <i>CARLITO BILI CAEIRO</i>	85
19.	<b>EFFICIENCY OF THE SUGAR MANUFACTURING FIRMS OF INDIA</b> <i>RAMA RANI</i>	88
20.	<b>A STUDY ON CUSTOMER SATISFACTION OF FASTRACK WATCHES IN MYSORE</b> <i>PRAVEEN KUMAR L</i>	98
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	104

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**A COMPARATIVE STUDY ON PHARMACEUTICAL COMPANIES' SHARE PRICES**

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**ABSTRACT**

Pharmaceutical industry is a vast market in India which covers all the population irrespective of caste creed & sex. The Indian pharmaceutical industry has become the third largest producer in the world in terms of volumes and is poised to grow into an industry of \$20 billion in 2015, from the current turnover of \$12 billion. In terms of value, India still stands at number 14 in the world. The pharmaceutical products account for 8 percent of the global pharmaceutical sales and India is the fifth largest producer of bulk medicines in the world. In 2001, the value of India's exports of medicines reached US\$1.7 billion. This research is ascertained to know the share price of these company. We have analysed a quantum data from 2010-2014, to know its fluctuation in the stock market. We found to have a phenomenal ascertainment of these analysis are influential. We prefer to go for Sun Pharmaceutical rather than Dr. Reddy's Laboratories due its expansion in India & demand for it various product. The 2014 acquisition of Ranbaxy will make the company the largest pharmaceutical company in India, the largest Indian Pharmaceutical company in the US, and the 5th largest speciality generic company globally.

**KEYWORDS**

Pharmaceutical industry, stock market, share prices, bulk medicines.

**INTRODUCTION**

Indian **Pharmaceutical Industry** is estimated to be worth \$ 4.5 billion, growing at about 8 to 9 percent annually. It ranks very high in the third world, in terms of technology, quality and range of medicines manufactured. From simple headache pills to sophisticated antibiotics and complex cardiac compounds, almost every type of medicine is now made indigenously. The Industry possesses quality producers and many units approved by regulatory authorities in USA and UK. International companies associated with this sector have stimulated, assisted and spearheaded this dynamic development in the past 53 years and helped to put India on the pharmaceutical map of the world. There are 20,000 laboratories in India's **pharmaceutical industry** and the scale of the pharmaceutical market amounts to Euro 5.3 billion. The leading 250 pharmaceutical companies control 70% of the market with market leader holding nearly 7% of the market share. It is an extremely fragmented market with severe price competition and government price control.

Around 70% of the country's demand for bulk drugs, drug intermediates, pharmaceutical formulations, chemicals, tablets, capsules, orals and injections is met by home production. There are about 250 large units and about 8000 Small Scale Units, which form the core of the pharmaceutical industry in India (including 5 Central Public Sector Units).

Following the de-licensing of the pharmaceutical industry, industrial licensing for most of the drugs and pharmaceutical products has been done away with. Manufacturers are free to produce any drug duly approved by the Drug Control Authority. Technologically strong and totally self-reliant, the pharmaceutical industry in India has low costs of production, low R&D costs, innovative scientific manpower, strength of national laboratories and an increasing balance of trade. The Pharmaceutical Industry, with its rich scientific talents and research capabilities, supported by Intellectual Property Protection regime is well set to take on the international market.

**OBJECTIVES OF THE STUDY**

- To know the increase in share price of pharmaceutical industry.
- To gain knowledge in the activity of stock exchange
- To know the factors thus effects these prices.
- To help the researchers to know or to give brief about fluctuation in the stock market in these industry.

**REVIEW OF THE LITERATURE**

Stock market is a legal gamble where a person, has to know how to play safely. This research shows the movements of prices of shares in the stock market. There are few aspect to determine these prices such as their analysing history of stock prices, review of their financial profits, mergers and acquisition etc.

**DR. REDDY'S LABORATORIES**

**Dr. Reddy's Laboratories**, is a multinational pharmaceutical company based in Hyderabad, Telangana, India. The company was founded by Anji Reddy, who previously worked in the mentor institute, Indian Drugs and Pharmaceuticals Limited, of Hyderabad, India. Dr. Reddy's manufactures and markets a wide range of pharmaceuticals in India and overseas. The company has over 190 medications, 60 active pharmaceutical ingredients(APIs) for drug manufacture, diagnostic kits, critical care and biotechnology products.

Dr. Reddy's began as a supplier to Indian drug manufacturers, but it soon started exporting to other less-regulated markets that had the advantage of not having to spend time and money on a manufacturing plant that would gain approval from a drug licensing body such as the U.S. Food and Drug Administration (FDA). By the early 1990s, the expanded scale and profitability from these unregulated markets enabled the company to begin focusing on getting approval from drug regulators for their formulations and bulk drug manufacturing plants in more-developed economies. This allowed their movement into regulated markets such as the US and Europe. In 2014, Dr. Reddy Laboratories was listed among 1200 of India's most trusted brands according to the Brand Trust Report 2014, a study conducted by Trust Research Advisory, a brand analytics company.

By 2007, Dr. Reddy's had six FDA plants producing active pharmaceutical ingredients in India and seven FDA-inspected and ISO 9001 (quality) and ISO 14001 (environmental management) certified plants making patient-ready medications – five of them in India and two in the UK.

In 2010, the family-controlled Dr Reddy's denied that it was in talks to sell its generics business in India to US pharmaceutical giant Pfizer, which had been suing the company for alleged patent infringement after Dr Reddy's announced that it intended to produce a generic version of atorvastatin, marketed by Pfizer as Lipitor, an anti-cholesterol medication. Reddy's was already linked to UK pharmaceuticals multinational Glaxo Smithkline.



TABLE 1

	31-12-2010	Current	%Gain / Loss
Open Price	1685	3325.5	
High Price	1697	3388.6	
Low Price	1658.1	3312.5	
Last Price	1662.55	3349.3	625.38
Volume	33895	12824	-94.96

TABLE 2

	31-12-2011	Current	%Gain / Loss
Open Price	1575.7	3325.5	
High Price	1590	3388.6	
Low Price	1565	3312.5	
Last Price	1577.95	3349.3	625.38
Volume	35183	12824	-94.96

TABLE 3

	31-12-2012	Current	
Open Price	1832.35	3325.5	
High Price	1835	3388.6	
Low Price	1817.05	3312.5	
Last Price	1828.5	3349.3	625.38
Volume	16085	12824	-94.96

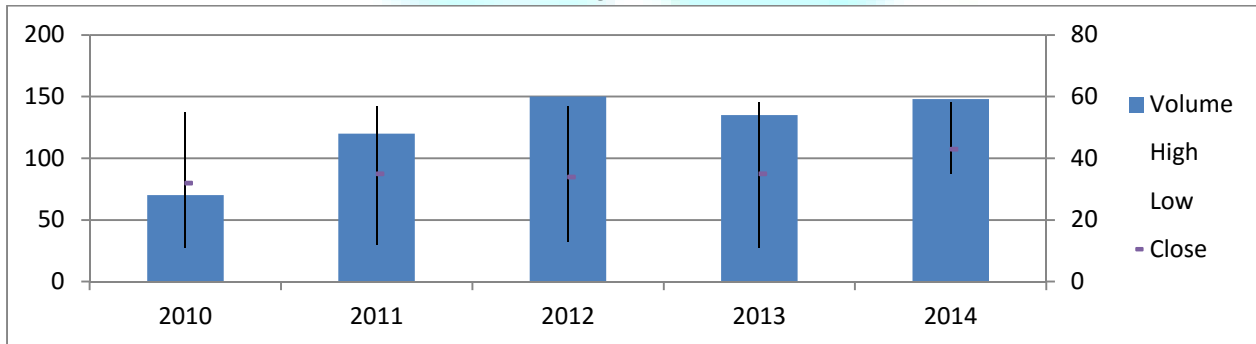
TABLE 4

	31-12-2013	Current	%Gain / Loss
Open Price	2520	3325.5	
High Price	2548.2	3388.6	
Low Price	2520	3312.5	
Last Price	2533.05	3349.3	625.38
Volume	4670	12824	-94.96

TABLE 5

	31-12-2014	Current	%Gain / Loss
Open Price	3169.05	3325.5	
High Price	3260	3388.6	
Low Price	3169.05	3312.5	
Last Price	3244.95	3349.3	625.38
Volume	17677	12824	-94.96

GRAPH-1



**SUN PHARMACEUTICAL INDUSTRIES LIMITED**

Sun Pharmaceutical Industries Limited (NSE: SUNPHARMA, BSE: 524715) is a multinational pharmaceutical company headquartered in Vadodara, Gujarat that manufactures and sells pharmaceutical formulations and active pharmaceutical ingredients (APIs) primarily in India and the United States. The company offers formulations in various therapeutic areas, such as cardiology, psychiatry, neurology, gastroenterology and diabetology. It also provides APIs such as warfarin, carbamazepine, etodolac, and clorazepate, as well as anticancers, steroids, peptides, sex hormones, and controlled substances

Sun Pharmaceuticals was established by Mr. Dilip Shanghvi in 1983 in Vapi with five products to treat psychiatry ailments. Cardiology products were introduced in 1987 followed by gastroenterology products in 1989. Today it is the largest chronic prescription company in India and a market leader in psychiatry, neurology, cardiology, orthopedics, ophthalmology, gastroenterology and nephrology.

The 2014 acquisition of Ranbaxy will make the company the largest pharma company in India, the largest Indian pharma company in the US, and the 5th largest speciality generic company globally.

Over 72% of Sun Pharma sales are from markets outside India, primarily in the US. The US is the single largest market, accounting for about 60% turnover; in all, formulations or finished dosage forms, account for 93% of the turnover. Manufacturing is across 26 locations, including plants in the US, Canada, Brazil, Mexico and Israel. In the US, the company markets a large basket of generics, with a strong pipeline awaiting approval from the U.S. Food and Drug Administration (FDA).

Sun Pharma was listed on the stock exchange in 1994 in an issue oversubscribed 55 times. The founding family continues to hold a majority stake in the company. Today Sun Pharma is the second largest and the most profitable pharmaceutical company in India, as well as the largest pharmaceutical company by market capitalisation on the Indian exchanges.

The Indian pharmaceutical industry has become the third largest producer in the world in terms of volumes and is poised to grow into an industry of \$20 billion in 2015 from the current turnover of \$12 billion. In terms of value India still stands at number 14 in the world.

Table 6

	31-12-2010	Current	%Gain / Loss
Open Price	243.5	933.2	
High Price	244.65	946.4	
Low Price	240.75	920.5	
Last Price	242.33	940.2	6885.14
Volume	557474	409161	-35.5

TABLE 7

	31-12-2011	Current	%Gain / Loss
Open Price	247.58	933.2	
High Price	249.9	946.4	
Low Price	246.28	920.5	
Last Price	248.43	940.2	6885.14
Volume	190206	409161	-35.5

TABLE 8

	31-12-2012	Current	%Gain / Loss
Open Price	370.75	933.2	
High Price	370.75	946.4	
Low Price	366.65	920.5	
Last Price	367.75	940.2	6885.14
Volume	33880	409161	-35.5

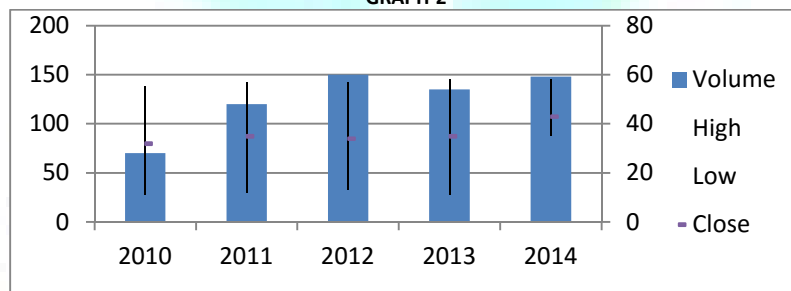
TABLE 9

	31-12-2013	urrent	%Gain / Loss
Open Price	571	933.2	
High Price	573.2	946.4	
Low Price	566.5	920.5	
Last Price	567.75	940.2	6885.14
Volume	65378	409161	-35.5

TABLE 10

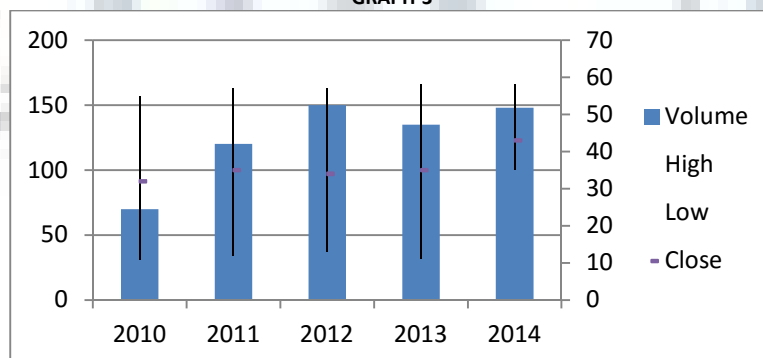
	31-12-2014	Current	%Gain / Loss
Open Price	816	933.2	
High Price	827.9	946.4	
Low Price	816	920.5	
Last Price	826.15	940.2	6885.14
Volume	59801	409161	-35.5

GRAPH-2



Difference of changes in the both company

GRAPH-3



**FINDINGS**

- These price fluctuations depend upon stock market conditions.
- These prices vary upon activity of enterprise such as merger & acquisition.

**SUGGESTIONS**

- Pharmaceutical industry has its own credit as many these are high in demand.
- Sun Pharma announced that it would acquire 100% of Ranbaxy Laboratories Ltd, in an all-stock transaction, valued at \$4 billion.
- Sun Pharma would be the largest pharmaceutical company in India, the largest Indian Pharma company in the US, and the 5th largest generic company worldwide
- The expected the stock prices will be high.

**REFERENCES**

1. [www.moneycontrol.com](http://www.moneycontrol.com)
2. [www.wikipedia.com](http://www.wikipedia.com)



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