**N = 40**

 **Fig 1: Bar chart showing incidence of patients requiring Anti-Vertigo Medication per week**

**N = 40**

**Fig 2: Bar chart showing gender bifurcation of patients requiring Anti-Vertigo Medication per week**

**N = 40**

**Fig 3: Bar chart showing prevalent age group of patients requiring Anti-Vertigo Medication per week**

 **Fig 4: Pie chart showing category of incident patients having secondary to pre-existing ailment**

**N = 40**

**N = 11**

 **Fig 5: Bar chart showing incident patients having most common secondary to pre-existing ailment**

**N = 40**

 **Fig 6: Bar chart showing the preference in line of treatment for Vertigo management**

**N = 40**

 **Fig 9: Bar chart showing the preference in line of treatment for Vertigo management**

**Fig 10: Pie chart showing duration of pharmacological therapy for Vertigo**

**N = 40**

 **Fig 11: Bar chart showing dosage titration in Vertigo treatment**

**N = 40**

 **Fig 12: Pie chart showing Betahistine once a day preparation awareness**

**N = 40**

**N = 40**

 **Fig 13: Bar chart showing Betahistine once a day usage**

**N = 22**

 **Fig 14: Pie chart showing choice of Betahistine once a day preparation usage**

**N = 40**

 **Fig 15: Pie chart showing preference of once a day preparation usage**

**N = 40**

 **Fig 16: Pie chart showing use of once a day preparation usage indication specifically**

**N = 40**

 **Fig 17: Pie chart showing use of two Anti-Vertigo molecules**

**N = 40**

 **Fig 18: Pie chart showing use of two Anti-Vertigo molecules**

**N = 60**

 **Fig 19: Bar chart showing incidence of patients requiring Anti-Vertigo Medication per week**

**N = 60**

**Fig 20: Bar chart showing gender bifurcation of patients requiring Anti-Vertigo Medication per week**

**N = 60**

**Fig 21: Bar chart showing prevalent age group of patients requiring Anti-Vertigo Medication per week**

 **Fig 22: Pie chart showing category of incident patients having secondary to pre-existing ailment**

**N = 60**

**N = 53**

 **Fig 23: Bar chart showing incident patients having most common secondary to pre-existing ailment**

**N = 60**

 **Fig 24: Bar chart showing the preference in line of treatment for Vertigo management**

**N = 60**

 **Fig 25: Bar chart showing the preference in line of treatment for Vertigo management**

**Fig 26: Pie chart showing duration of pharmacological therapy for Vertigo**

**N = 60**

 **Fig 27: Bar chart showing dosage titration in Vertigo treatment**

**N = 60**

 **Fig 28: Pie chart showing Betahistine once a day preparation awareness**

**N = 60**

**N = 60**

 **Fig 29: Bar chart showing Betahistine once a day usage**

**N = 28**

 **Fig 30: Pie chart showing choice of Betahistine once a day preparation usage**

**N = 60**

 **Fig 31: Pie chart showing preference of once a day preparation usage**

**N = 60**

 **Fig 32: Pie chart showing use of once a day preparation usage indication specifically**

**N = 60**

 **Fig 33: Pie chart showing use of two Anti-Vertigo molecules**

**N = 60**

 **Fig 34: Pie chart showing use of two Anti-Vertigo molecules**

**N = 20**

 **Fig 35: Bar chart showing incidence of patients requiring Anti-Vertigo Medication per week**

**N = 20**

**Fig 36: Bar chart showing gender bifurcation of patients requiring Anti-Vertigo Medication per week**

**N = 20**

 **Fig 37: Bar chart showing prevalent age group of patients requiring Anti-Vertigo Medication per week**

 **Fig 38: Pie chart showing category of incident patients having secondary to pre-existing ailment**

**N = 20**

**N = 17**

 **Fig 39: Bar chart showing incident patients having most common secondary to pre-existing ailment**

**N = 20**

 **Fig 40: Bar chart showing the preference in line of treatment for Vertigo management**

**N = 20**

 **Fig 41: Bar chart showing the preference in line of treatment for Vertigo management**

**Fig 42: Pie chart showing duration of pharmacological therapy for Vertigo**

**N = 20**

 **Fig 43: Bar chart showing dosage titration in Vertigo treatment**

**N = 20**

 **Fig 44: Pie chart showing Betahistine once a day preparation awareness**

**N = 20**

**N = 20**

 **Fig 45: Bar chart showing Betahistine once a day usage**

**N = 6**

 **Fig 46: Pie chart showing choice of Betahistine once a day preparation usage**

**N = 20**

 **Fig 47: Pie chart showing preference of once a day preparation usage**

**N = 20**

 **Fig 48: Pie chart showing use of once a day preparation usage indication specifically**

**N = 20**

 **Fig 49: Pie chart showing use of two Anti-Vertigo molecules**

**N = 60**

 **Fig 50: Pie chart showing use of two Anti-Vertigo molecules**

**N = 35**

 **Fig 51: Bar chart showing incidence of patients requiring Anti-Vertigo Medication per week**

**N = 35**

**Fig 52: Bar chart showing gender bifurcation of patients requiring Anti-Vertigo Medication per week**

**N = 35**

**Fig 53: Bar chart showing prevalent age group of patients requiring Anti-Vertigo Medication per week**

 **Fig 54: Pie chart showing category of incident patients having secondary to pre-existing ailment**

**N = 35**

**N = 18**

 **Fig 55: Bar chart showing incident patients having most common secondary to pre-existing ailment**

 **Fig 57: Bar chart showing the preference in line of treatment for Vertigo management**

**N = 35**

**N = 35**

 **Fig 58: Bar chart showing the preference in line of treatment for Vertigo management**

**Fig 59: Pie chart showing duration of pharmacological therapy for Vertigo**

**N = 35**

 **Fig 60: Bar chart showing dosage titration in Vertigo treatment**

**N = 35**

 **Fig 61: Pie chart showing Betahistine once a day preparation awareness**

**N = 35**

**N = 35**

 **Fig 62: Bar chart showing Betahistine once a day usage**

**N = 15**

 **Fig 63: Pie chart showing choice of Betahistine once a day preparation usage**

**N = 35**

 **Fig 64: Pie chart showing preference of once a day preparation usage**

**N = 35**

 **Fig 65: Pie chart showing use of once a day preparation usage indication specifically**

**N = 35**

 **Fig 66: Pie chart showing use of two Anti-Vertigo molecules**

**N = 60**

 **Fig 67: Pie chart showing use of two Anti-Vertigo molecules**

**N = 10**

 **Fig 68: Bar chart showing incidence of patients requiring Anti-Vertigo Medication per week**

**N = 10**

**Fig 69: Bar chart showing gender bifurcation of patients requiring Anti-Vertigo Medication per week**

**N = 10**

**Fig 70: Bar chart showing prevalent age group of patients requiring Anti-Vertigo Medication per week**

**Fig 71: Pie chart showing category of incident patients having secondary to pre-existing ailment**

**N = 10**

**N = 9**

 **Fig 72: Bar chart showing incident patients having most common secondary to pre-existing ailment**

**N = 40**

 **Fig 74: Bar chart showing the preference in line of treatment for Vertigo management**

**N = 10**

 **Fig 75: Bar chart showing the preference in line of treatment for Vertigo management**

**N = 10**

**Fig 76: Pie chart showing duration of pharmacological therapy for Vertigo**

 **Fig 77 : Bar chart showing dosage titration in Vertigo treatment**

**N = 10**

 **Fig 78: Pie chart showing Betahistine once a day preparation awareness**

**N = 10**

**N = 10**

 **Fig 79: Bar chart showing Betahistine once a day usage**

**N = 4**

 **Fig 80: Pie chart showing choice of Betahistine once a day preparation usage**

**N = 10**

 **Fig 81: Pie chart showing preference of once a day preparation usage**

**N = 10**

 **Fig 82: Pie chart showing use of once a day preparation usage indication specifically**

**N = 10**

 **Fig 83: Pie chart showing use of two Anti-Vertigo molecules**

**N = 10**

 **Fig 84: Pie chart showing use of two Anti-Vertigo molecules**

**N = 165**

 **Fig 85: Bar chart showing incidence of patients requiring Anti-Vertigo Medication per week**

**Fig 86: Bar chart showing gender bifurcation of patients requiring Anti-Vertigo Medication per week**

**N = 165**

**N = 165**

**Fig 87: Bar chart showing prevalent age group of patients requiring Anti-Vertigo Medication per week**

**N = 165**

 **Fig 88: Pie chart showing category of incident patients having secondary to pre-existing ailment**

**N = 108**

 **Fig 89: Bar chart showing incident patients having most common secondary to pre-existing ailment**

Total Respondents = 108 multiple responses (out of 165 Sampled doctors)

 **Fig 90: Bar chart showing the preference in line of treatment for Vertigo management**

**N = 165**

**N = 165**

 **Fig 91: Bar chart showing the preference in line of treatment for Vertigo management**

**N = 165**

**Fig 92: Pie chart showing duration of pharmacological therapy for Vertigo**

 **Fig 93: Bar chart showing dosage titration in Vertigo treatment**

**N = 165**

 **Fig 94: Pie chart showing Betahistine once a day preparation awareness**

**N =165**

**N = 165**

 **Fig 95: Bar chart showing Betahistine once a day usage**

**N = 75**

 **Fig 96: Pie chart showing choice of Betahistine once a day preparation usage**

**N = 165**

 **Fig 97: Pie chart showing preference of once a day preparation usage**

**N = 165**

 **Fig 98: Pie chart showing use of once a day preparation usage indication specifically**

**N = 165**

 **Fig 99: Pie chart showing use of two Anti-Vertigo molecules**

**N = 165**

 **Fig 100: Pie chart showing use of two Anti-Vertigo molecules**

* **Higher patient compliance**
* **Prevention of Dosage accumulation**
* **Patients taking frequent medications will be comfortable with O.D formulation**
* **Doctors psychology with conventional dosage**
* **Inability to titrate the dosage**

* **Customer’s lack of faith in O.D formulation**
* **Improper promotion and follow up**
* **Failure to convince customer with scientific dossier**
* **Launch an O.D formulation with Betahistine and Dimenhydrinate combination**
* **Promote in Gynaecology, Endocrinology & Orthopaedic specialities**
* **Mould customer perception to enhance product growth**