

RESEARCH THESIS: TO COMPARATIVELY EVALUATE SALE TRENDS OF SITAGLIPTIN AND DAPAGLIFLOZIN IN KALAMB AND YAVATMAL

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ABSTRACT

The global rise in Type 2 Diabetes Mellitus (T2DM) has significantly increased the demand for effective oral hypoglycemic agents. Among the newer classes of antidiabetic drugs, Sitagliptin, a dipeptidyl peptidase-4 (DPP-4) inhibitor, and Dapagliflozin, a sodium-glucose co-transporter 2 (SGLT2) inhibitor, have gained substantial market share due to their efficacy and safety profiles. This study presents a comparative sales survey to evaluate the market performance, prescription patterns, and consumer acceptance of Sitagliptin and Dapagliflozin. Data were collected through structured questionnaires distributed among pharmacists, physicians, and medical representatives, along with retail sales data from selected pharmacies. Parameters such as monthly sales volume, cost-effectiveness, patient adherence, brand availability, and

physician preference were analysed. The results indicate a notable increase in the sales of Dapagliflozin, primarily due to its additional benefits, including cardiovascular protection, weight loss, and renal benefits. Conversely, Sitagliptin continues to show consistent sales owing to its well-established safety profile, minimal risk of hypoglycaemia, and long-term clinical use. The study concludes that while Sitagliptin maintains a stable market position, Dapagliflozin is emerging as a preferred choice in recent years. Market growth is influenced by evolving clinical guidelines, patient awareness, and pharmaceutical marketing strategies. These findings provide valuable insights for healthcare providers and pharmaceutical

companies in decision-making and strategic planning.

KEYPOINTS: Mechanism of Action, Market Sales Trend, Cardiovascular and Renal Benefits, Safety Profile, Patient Compliance, Cost and Accessibility, Physician Preference, Market Influencing Factors, Overall Conclusion.

INTRODUCTION

Type 2 Diabetes Mellitus (T2DM) is a chronic metabolic disorder characterized by insulin resistance and impaired insulin secretion, leading to persistent hyperglycemia. The global burden of diabetes has increased significantly over the past decades, making it a major public health concern. According to the International Diabetes Federation, the prevalence of diabetes continues to rise worldwide, necessitating the development and utilization of effective therapeutic agents.^[1,2]

Oral antidiabetic drugs play a crucial role in the management of T2DM, with newer classes offering improved safety and additional clinical benefits. Among these, Sitagliptin, a dipeptidyl peptidase-4 (DPP-4) inhibitor, works by enhancing incretin hormone levels, thereby increasing insulin secretion and decreasing glucagon release. It is widely prescribed due to its favorable safety profile and low risk of hypoglycemia. On the other hand, Dapagliflozin, a sodium-glucose co-transporter 2 (SGLT2) inhibitor, lowers blood glucose levels by promoting renal glucose excretion and has demonstrated additional benefits such as weight reduction and cardiovascular protection.^[5,6]

In recent years, treatment guidelines by organizations such as the American Diabetes Association have increasingly recommended SGLT2 inhibitors like Dapagliflozin, especially in patients with cardiovascular or renal comorbidities. This shift in clinical practice has influenced prescription patterns and market dynamics.^[1]

A product survey of Sitagliptin and Dapagliflozin is essential to evaluate their market performance, availability, pricing, brand competition, and acceptance among healthcare professionals and patients. Such a survey helps in understanding real-world trends, identifying factors influencing drug utilization, and assessing the competitive positioning of these two important antidiabetic agents in the pharmaceutical market.

Product Survey

1. Overview of the Products

2. Available Brands and Manufacturers
3. Dosage Forms and Strengths
4. Pricing and Cost Analysis
5. Market Availability
6. Sales Trend Analysis
7. Physician Preference
8. Patient Acceptance and Compliance
9. Safety and Adverse Effects
10. Competitive Positioning

Uses of Survey

1. Assessment of Market Trends
2. Understanding Prescription Patterns
3. Evaluation of Patient Compliance
4. Pricing and Accessibility Analysis
5. Evaluation of Drug Performance

Types of Survey

1. Cross-Sectional Survey
2. Longitudinal Survey
3. Descriptive Survey
4. Analytical Survey
5. Questionnaire-Based Survey
6. Interview-Based Survey

Diabetes Mellitus

Diabetes Mellitus (DM) is a chronic metabolic disorder characterized by elevated blood glucose levels (hyperglycemia) resulting from defects in insulin secretion, insulin action, or both. It is one of the most common non-communicable diseases worldwide and is associated with serious complications affecting the heart, kidneys, eyes, and nerves.^[2]

According to the International Diabetes Federation, the global prevalence of diabetes continues to rise, making it a major public health concern. Proper management is essential to prevent long-term complications.

The American Diabetes Association defines diabetes based on elevated blood glucose levels measured through fasting plasma glucose, HbA1c, or oral glucose tolerance tests.

Types of Diabetes Mellitus

1. Type 1 Diabetes Mellitus (T1DM)

- An autoimmune disorder in which the body's immune system destroys insulin-producing β -cells of the pancreas.
- Leads to absolute insulin deficiency.
- Commonly occurs in children and young adults.
- Patients require lifelong insulin therapy.

2. Type 2 Diabetes Mellitus (T2DM)

- The most common form of diabetes.
- Characterized by insulin resistance and relative insulin deficiency.
- Strongly associated with obesity, sedentary lifestyle, and genetic factors.
- Managed with lifestyle modification and oral drugs such as
 - Sitagliptin
 - Dapagliflozin.^[1]

3. Gestational Diabetes Mellitus (GDM)

- Develops during pregnancy due to hormonal changes.
- Usually resolves after delivery but increases the risk of developing T2DM later.
- Requires careful monitoring to avoid complications for mother and baby.

4. Other Specific Types of Diabetes

- Caused by genetic defects, pancreatic diseases, or drug-induced conditions.
- Examples include: Maturity-Onset Diabetes of the Young (MODY)
- Secondary diabetes due to pancreatic disorders or medications

Drug Profile

1. Sitagliptin

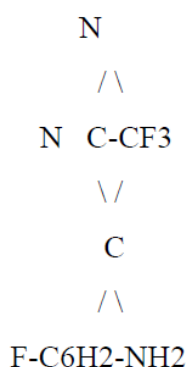
- **Class:** Dipeptidyl Peptidase-4 (DPP-4) Inhibitor
- **Brand Name:** Januvia (Merck & Co.)
- **Mechanism of Action:** Sitagliptin inhibits the DPP-4 enzyme, preventing the breakdown of incretin hormones (GLP-1 and GIP). This increases insulin secretion and decreases

glucagon release in a glucose-dependent manner, reducing blood glucose levels.^[3]

- **Indications:** Used in Type 2 Diabetes Mellitus as monotherapy or in combination with other antidiabetic agents when diet and exercise alone do not provide adequate glycemic control.
- **Dosage Form:** Oral tablets (25 mg, 50 mg, 100 mg), once daily.
- **Adverse Effects:** Generally well tolerated; may cause mild gastrointestinal symptoms, headache, or nasopharyngitis. Low risk of hypoglycemia.^[4]
- **Special Considerations:** Dose adjustment may be required in patients with renal impairment.

Chemical Structure of Drugs

- **Chemical Name:** (R)-4-oxo-4-[3-(trifluoromethyl)-5,6-dihydro [1,2,4] triazolo[4,3-a] pyrazin-7(8H)-yl]-1-(2,4,5-trifluorophenyl) butan-2-amine
- **Molecular Formula:** C₁₆H₁₅F₆N₅O
- **Molecular Weight:** 407.32 g/mol
- **Structure Description:** Sitagliptin contains a triazolo pyrazine ring fused system with a trifluoromethyl group and an amine-substituted butanone chain. It is a small molecule DPP-4 inhibitor.
- **Structural Representation**



2. Dapagliflozin

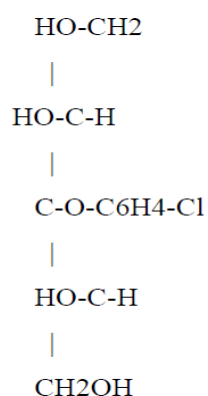
- **Class:** Sodium-Glucose Co-Transporter 2 (SGLT2) Inhibitor
- **Brand Name:** Farxiga/Forxiga (AstraZeneca)
- **Mechanism of Action:** Dapagliflozin inhibits the SGLT2 protein in the proximal renal tubules, reducing glucose reabsorption and increasing urinary glucose excretion, which

lowers blood glucose levels independent of insulin.^[5]

- **Indications:** Primarily for Type 2 Diabetes Mellitus; also indicated for reducing the risk of cardiovascular events and progression of kidney disease in patients with T2DM and comorbid conditions.^[7]
- **Dosage Form:** Oral tablets (5 mg, 10 mg), once daily.
- **Adverse Effects:** May cause genital infections, urinary tract infections, dehydration, and hypotension. Generally low risk of hypoglycemia when used alone.
- **Special Considerations:** Use with caution in patients with renal impairment; monitor kidney function.

Chemical Structure of Drugs

- **Chemical Name:** (1S)-1,5-Anhydro-1-C-[4-chloro-3-(4-ethoxybenzyl) phenyl]-D-glucitol
- **Molecular Formula:** C₂₁H₂₅ClO₆
- **Molecular Weight:** 408.88 g/mol
- **Structure Description:** Dapagliflozin has a glucose moiety linked via a C-glycosidic bond to an aromatic ring substituted with chloro and ethoxy groups, which allows it to selectively inhibit SGLT2 in the kidney.
- **Structural Representation**



Literature Review (2026–2021)

1. R. K. Ghai, M. Thanekar, V. Duraisamy, et al. [2026]

An observational study reported increasing physician preference for triple therapy consisting of Sitagliptin, Dapagliflozin, and Metformin. Around 36.7% of clinicians preferred this combination as first-line or early second-line therapy because it effectively targets multiple pathological defects involved in diabetes management.^[8]

2. B. R. Sharma, S. Tyagi, R. K. Singh [2026]

The study evaluated the safety and tolerability of Sitagliptin-Dapagliflozin combination therapy in elderly diabetic patients above 65 years. The therapy was found to be well tolerated with minimal risk of dehydration, acute kidney injury, and severe adverse effects while supporting weight reduction.^[9]

3. Mahendra Pal Singh, Sandeep Gupta, Manish Singh, et al. [2025]

A Phase 3 multicentric clinical trial compared triple therapy (Dapagliflozin + Sitagliptin + Metformin) with dual therapy (Sitagliptin + Metformin). The study demonstrated greater HbA1c reduction with triple therapy (2.08%) and better achievement of glycemic targets in difficult-to-treat diabetic patients.^[10]

4. Sambit Das, A. Ramachandran, S. K. Wangnoo, et al. [2025]

The REALIZE Study emphasized early initiation of Sitagliptin-Dapagliflozin combination therapy in younger patients with Type 2 Diabetes Mellitus. The study showed improved renal markers and a mean weight loss of 1.7 kg, supporting long-term organ protection.^[11]

5. K. P. N. Suresh Kumar, M. T. Variam, et al. [2025]

The BRIDGE-DS Study evaluated Sitagliptin-Dapagliflozin therapy in diabetic patients with Heart Failure with Preserved Ejection Fraction (HFpEF). The study reported reduced NT-proBNP levels and improved cardiovascular outcomes.^[12]

6. Ashwini D. Nikam, Sachin S. Rane, Amol P. Patil, et al. [2025]

The authors developed an RP-HPLC analytical assay using a Hibar® RP-Purosphere C18 column for simultaneous estimation of Sitagliptin and Dapagliflozin. The assay demonstrated excellent precision and linearity for pharmaceutical quality control.^[13]

7. Manoj Chawla, Dharmarajan Panneerselvam, et al. [2024]

The SIDAXA Study reported that a fixed-dose combination of Sitagliptin and Dapagliflozin was highly effective in Indian clinical settings. Among 328 patients, the therapy achieved a mean HbA1c reduction of 1.05% over 12 weeks along with weight reduction and blood pressure benefits without increased hypoglycemia risk.^[14]

8. Rajashree Dhar, Ashish Prasad, V. Annadurai [2024]

The authors conducted a bioequivalence study on triple fixed-dose combinations containing Sitagliptin, Dapagliflozin, and Metformin. The study confirmed equivalent therapeutic

performance compared to separate administration of the drugs, improving patient adherence.^[15]

9. S. Jani, R. Shukla, P. Patel, et al. [2024]

The study developed a first-order derivative spectroscopy method for simultaneous estimation of Sitagliptin and Dapagliflozin in pharmaceutical formulations. The method was reported to be economical and suitable for routine quality control analysis.^[16]

10. Verma, P. Kulkarni, et al. [2023]

The study analyzed prescribing trends of newer antidiabetic drugs in India and reported increased physician preference for Dapagliflozin because of its cardiovascular and renal benefits. Sitagliptin remained widely prescribed due to its safety and low risk of hypoglycemia.^[17]

11. R. Mehta, S. Agarwal, et al. [2022]

The study evaluated patient adherence and satisfaction with Sitagliptin and Dapagliflozin therapy. Results showed improved treatment compliance in patients receiving combination therapy compared to monotherapy.^[18]

12. K. Sharma, N. Patel, et al. [2021]

The authors reviewed the market growth of SGLT2 inhibitors and DPP-4 inhibitors in diabetes management. The study reported rapid market expansion of Dapagliflozin due to increasing awareness of cardiovascular protection and renal safety.^[19]

AIM AND OBJECTIVE

Aim: To comparatively evaluate sale trends of sitagliptin and dapagliflozin in kalamb and yavatmal.

Objectives

1. To compare the sales trends of Sitagliptin and Dapagliflozin in the pharmaceutical market.
2. To evaluate the prescribing patterns of doctors for both drugs.
3. To analyze patient preference and satisfaction toward Sitagliptin and Dapagliflozin.
4. To identify the factors affecting the sales and market growth of both drugs.
5. To study the impact of safety, efficacy, pricing, and marketing strategies on product demand.

6. To determine which drug has greater future market potential in diabetes management.

Scope of Study

The study focuses on the comparative evaluation of the sales trends of Sitagliptin and Dapagliflozin used in the treatment of Type 2 Diabetes Mellitus.

The scope of the study includes

1. Analysis of the market demand and sales growth of Sitagliptin and Dapagliflozin.
2. Study of prescribing patterns of doctors and dispensing patterns of pharmacists.
3. Evaluation of patient preference, satisfaction, and compliance toward both drugs.
4. Identification of factors affecting product sales such as efficacy, safety, pricing, brand value, and marketing strategies.
5. Comparative assessment of the current and future market potential of both drugs in the pharmaceutical industry.
6. Collection of data through surveys, interviews, and market observations from healthcare professionals and patients.
7. Understanding the changing trends in antidiabetic therapy and the increasing preference for newer diabetes medications.

This study will help pharmaceutical companies and healthcare professionals understand customer needs, improve marketing strategies, and identify future business opportunities in the diabetes care market.

Plan of Work

1. **Selection of Topic:** Selection of the project topic: *Comparative Evaluation of Sales Trends of Sitagliptin and Dapagliflozin*.
2. **Literature Review:** Collection and study of information related to Type 2 Diabetes Mellitus, Sitagliptin, Dapagliflozin, their mechanism of action, market growth, and sales trends from journals, articles, and websites.
3. **Preparation of Survey Questionnaire:** Designing a product survey questionnaire to collect information regarding prescription patterns, sales trends, market demand, and patient preference.
4. **Data Collection:** Collection of primary data from doctors, pharmacists, medical representatives, and patients through surveys and interviews.
5. **Market Analysis:** Comparative analysis of the sales trends, demand, and market

performance of Sitagliptin and Dapagliflozin.

6. **Data Interpretation:** Organizing and interpreting the collected data using tables, charts, and graphs for better understanding.
7. **Result and Discussion:** Evaluation of survey findings and discussion of factors affecting the sales and market growth of both drugs.
8. **Conclusion:** Drawing final conclusions based on the comparative market analysis and identifying future opportunities for both drugs.
9. **Preparation of Project Report and Presentation:** Compilation of all data, references, graphs, and findings into a final project report and PowerPoint presentation.

METHODOLOGY

The methodology of the present study was designed to comparatively evaluate the sales trends of Sitagliptin and Dapagliflozin in the treatment of Type 2 Diabetes Mellitus.

1. **Study Design:** The study was conducted using a comparative and survey-based research method to analyze the market performance and sales trends of Sitagliptin and Dapagliflozin.
2. **Data Collection:** Data for the study were collected from both primary and secondary sources.

Primary Data: Primary data were collected through:

- Survey questionnaires
- Interviews with doctors, pharmacists, and medical representatives
- Patient feedback regarding drug preference and satisfaction

Secondary Data: Secondary data were collected from:

- Research articles
- Medical journals
- Pharmaceutical market reports
- Online databases and websites related to diabetes treatment and drug marketing

3. **Study Population:** The study population included:

- Physicians treating Type 2 Diabetes Mellitus
- Pharmacists from retail and hospital pharmacies
- Medical representatives
- Patients using Sitagliptin or Dapagliflozin

4. Survey Method: A structured questionnaire was prepared to collect information regarding:

- Prescription patterns
- Market demand
- Sales growth
- Patient compliance
- Drug preference
- Factors affecting product sales

5. Data Analysis: The collected data were arranged and analyzed using: The comparative sales trends of both drugs were interpreted based on the responses collected from the survey.

- Tables
- Bar graphs
- Pie charts
- Percentage analysis

6. Study Duration: The study was conducted over a specified period for collecting and analyzing market-related information regarding both drugs.

7. Outcome of Study: The study aimed to identify:

- Which drug has higher market growth
- Factors influencing sales trends
- Future market opportunities for both drugs in diabetes management

Questionnaires: For chemist

1. How frequently do customers inquire about Sitagliptin & Dapagliflozin drug?
2. How would you rate the demand for Sitagliptin & Dapagliflozin drug compared to other diabetics medications?
3. How many brands of Sitagliptin & Dapagliflozin drug are available in your pharmacy store?
4. How satisfied are you with the availability of Sitagliptin & Dapagliflozin drug from suppliers?
5. Have you encountered any challenges in Sitagliptin & Dapagliflozin drug to customers due to pricing concerns?

Brands Name List**Brands of Sitagliptin**

Brand	Company	Strength	Approx. Price (₹)
Januvia	Merck & Co.	50 / 100 mg	about ₹231 for 10 tablets (50 mg)
Janumet	Merck & Co.	50/500 mg etc.	₹250 – ₹450 / 14–15 tabs
Ristaben	Lupin Limited	50 / 100 mg	₹120 – ₹220 / 10 tabs
Ristfor	Lupin Limited	Sitagliptin Metformin	₹180 – ₹350 / 10–15 tabs
Xelevia	Sun Pharmaceutical Industries	50 / 100 mg	₹120 – ₹220 / 10 tabs
Velmetia	Sun Pharmaceutical Industries	Sitagliptin Metformin	₹300 – ₹500 / 14–15 tabs
Tesavel	Alkem Laboratories	50 / 100 mg	₹150 – ₹250 / 10 tabs
Steglujan	Merck & Co.	Ertugliflozin Sitagliptin	₹500 – ₹900 / 10–14 tabs
Brynovin	Generic	Sitagliptin	₹80 – ₹180 / 10 tabs
Efficib	Generic	Sitagliptin	₹120 – ₹220 / 10 tabs
Sitagliptin Accord	Accord	Sitagliptin	₹70 – ₹150 / 10 tabs
Sitagliptin Sun	Sun Pharma	Sitagliptin	₹70 – ₹150 / 10 tabs
Sitagliptin/Metformin Accord	Accord	Combination	₹120 – ₹250 / 10 tabs
Sitagliptin/Metformin Sun	Sun Pharma	Combination	₹120 – ₹250 / 10 tabs
Zituvimet	Generic	Combination	₹180 – ₹320 / 10–14 tabs
Zituvio	Generic	Sitagliptin	₹100 – ₹200 / 10 tabs

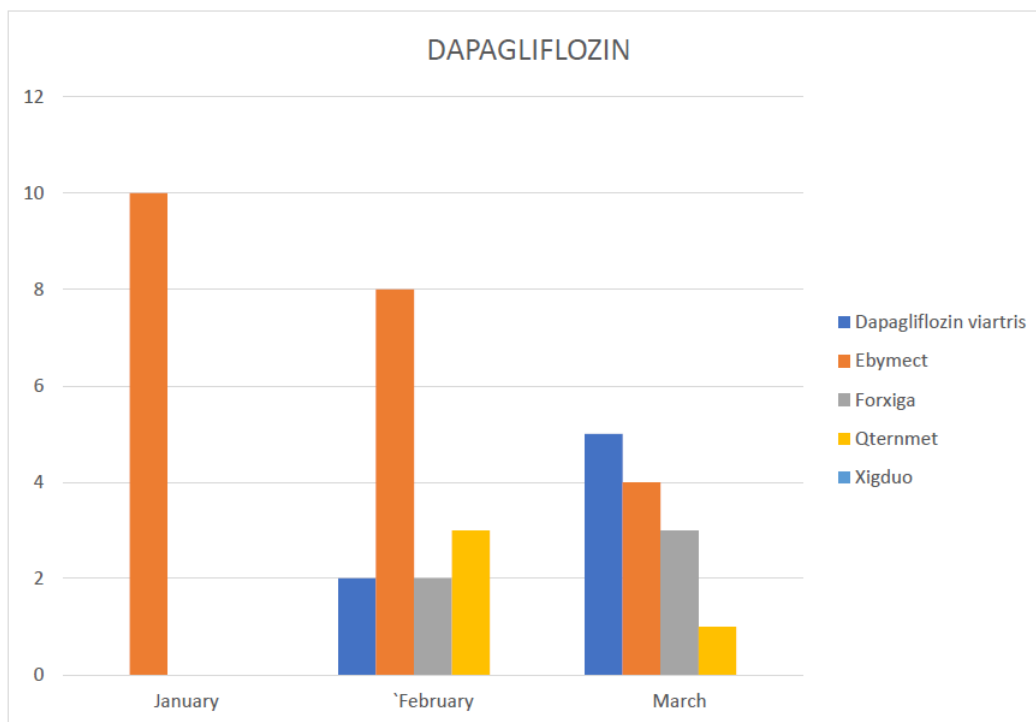
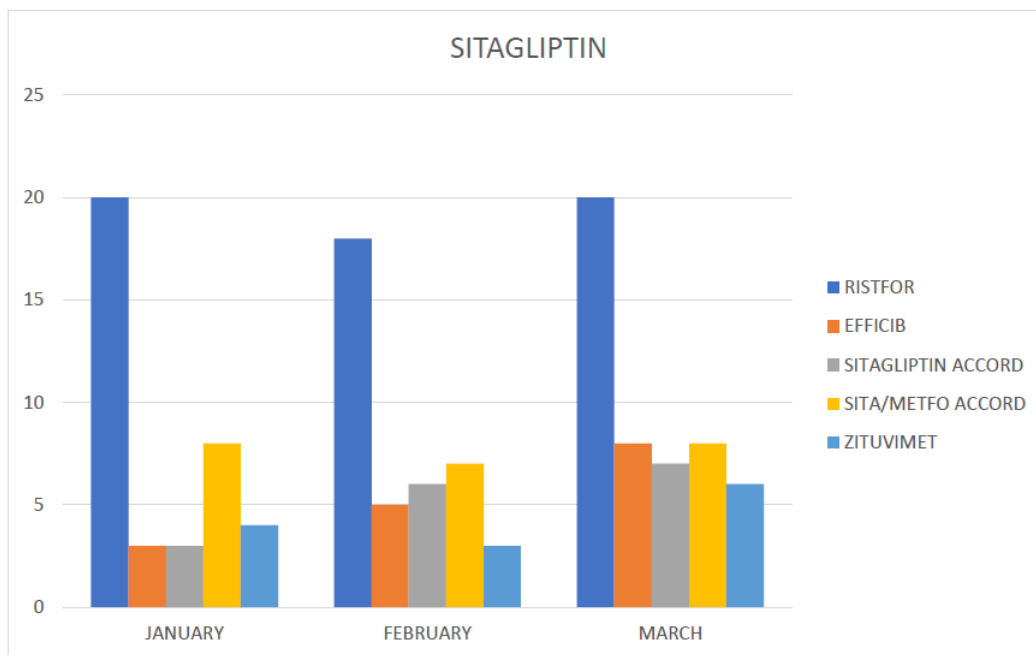
Brand of Dapagliflozin

Brand	Company	Composition	Approx. Price (₹)
Dapagliflozin Viatris	Viatris	Dapagliflozin	₹120 – ₹250 / 10 tabs
Ebymect	AstraZeneca	Dapagliflozin + Metformin	₹300 – ₹450 / strip
Edistride	AstraZeneca	Dapagliflozin	₹350 – ₹450 / strip
Farxiga	AstraZeneca	Dapagliflozin	₹350 – ₹500 / strip
Forxiga	AstraZeneca	Dapagliflozin	About ₹389 for 14 tablets (10 mg) (PharmEasy)
Qtern	AstraZeneca	Dapagliflozin + Saxagliptin	₹600 – ₹900 / strip
Qternmet	AstraZeneca	Dapagliflozin + Saxagliptin + Metformin	₹700 – ₹1000 / strip
Xigduo	AstraZeneca	Dapagliflozin + Metformin	about ₹286 – ₹407 depending on strength (PharmEasy)

Graphical Data Presentation

Kalamb Medical Stores

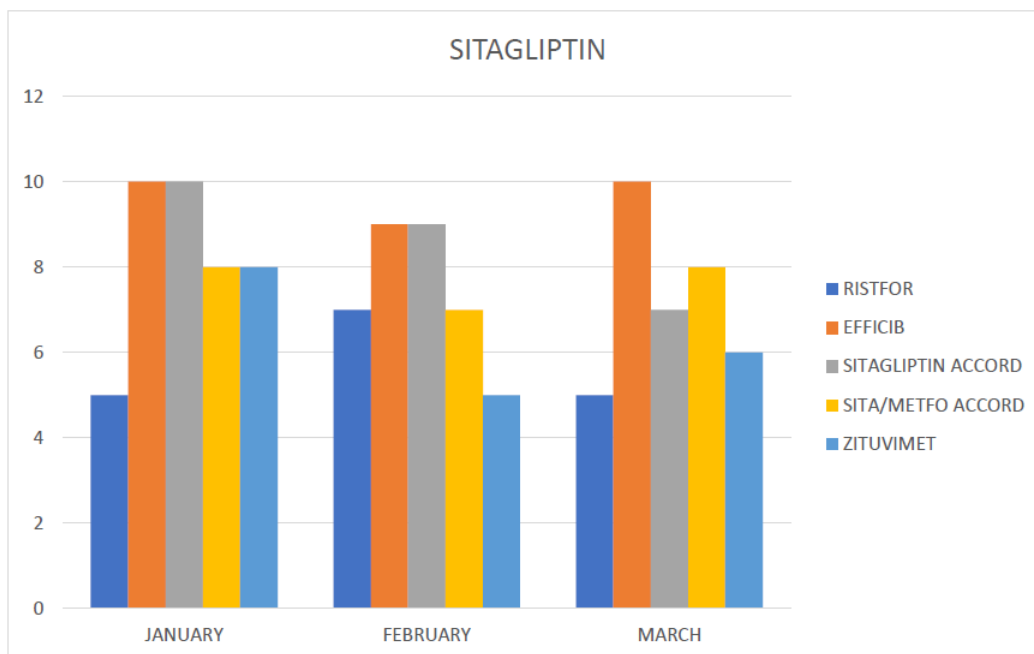
Durwankur Medical Store

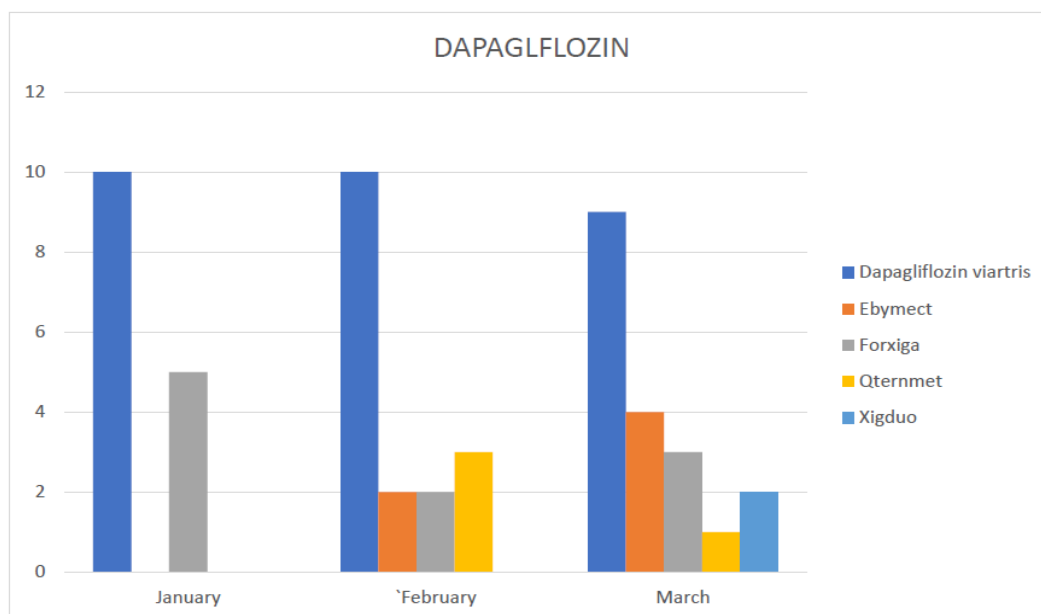


- This graph is of **Durwankur medical store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.

- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.
- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 20 & 0, in February is 18 & 2, in March 20 & 5.
- The unit selling in strip of Efficib & Ebymect in January is 3 & 10, in February is 5 & 8, in March 8 & 4.
- The unit selling in strip of Sitagliptin & Forxiga in January is 3 & 0, in February is 6 & 2, in March 7 & 3.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 8 & 0, in February is 7 & 3, in March 8 & 1.
- The unit selling in strip of Zituvimet & Xigduo in January is 4 & 0, in February is 3 & 0, in March 6 & 0.
- Dr. Akshay Tundalwar has prescribed five brand sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Ristfor & Ebymect has highest selling.

Samrudhi Medical Store

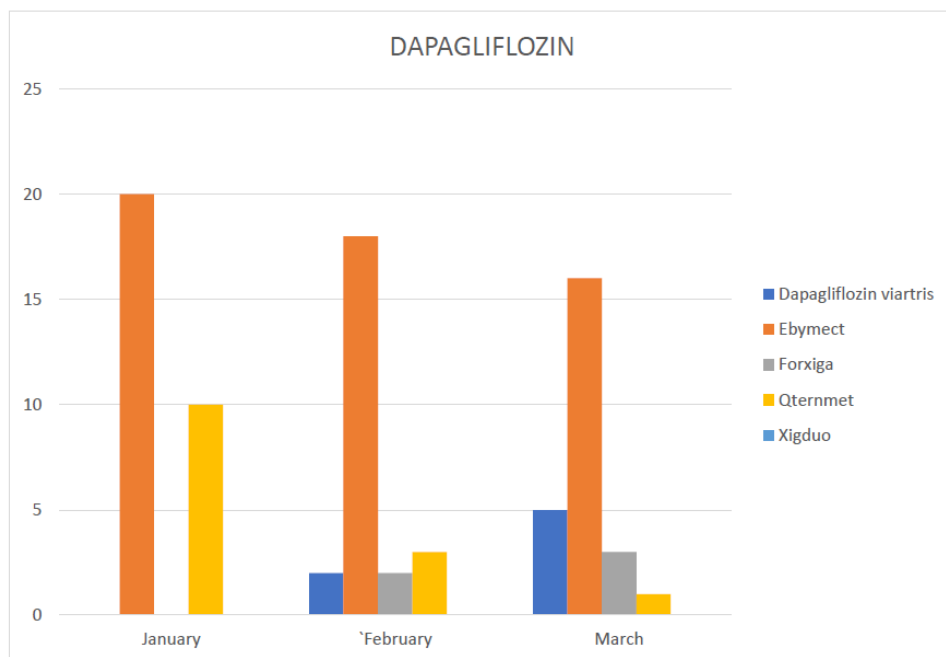
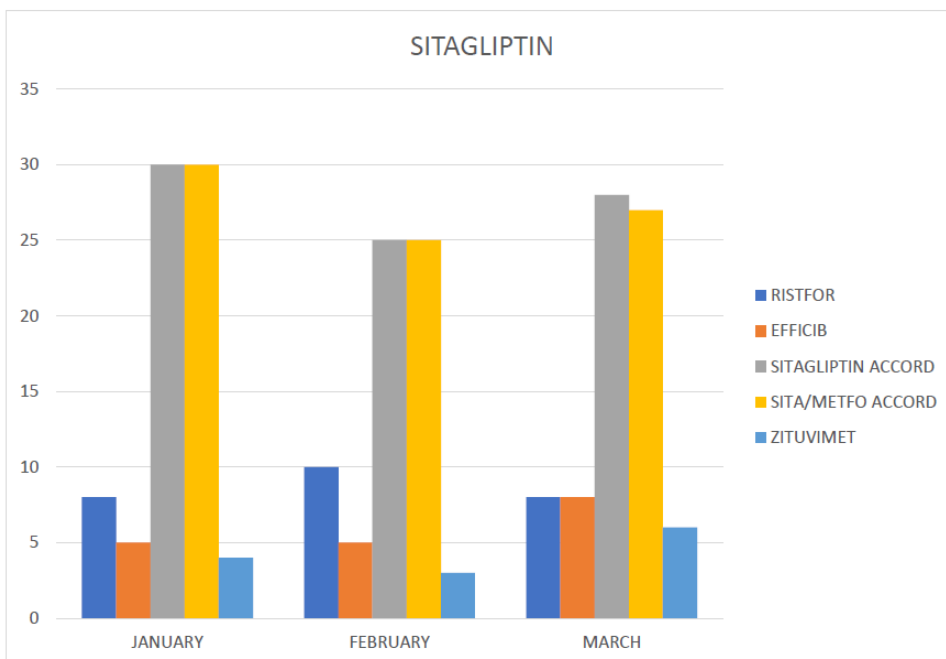




- This graph is of **Samrudhi medical store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo
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- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 5 & 10, in February is 7 & 10, in March 5 & 9,
- The unit selling in strip of Efficib & Ebymect in January is 10 & 0, in February is 9 & 2, in March 10 & 4,
- The unit selling in strip of Sitagliptin & Forxiga in January is 10 & 5, in February is 9 & 2, in March 8 & 3,
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 8 & 0, in February is 7 & 3, in March 8 & 1,
- The unit selling in strip of Zituvimet & Xigduo in January is 8 & 0, in February is 5 & 0, in March 6 & 0,
- Dr. Piyush kalantri(Yavatmal) has prescribed five brand sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Efficib & Dapagliflozin viartris has

highest selling.

Suchak Medical Store

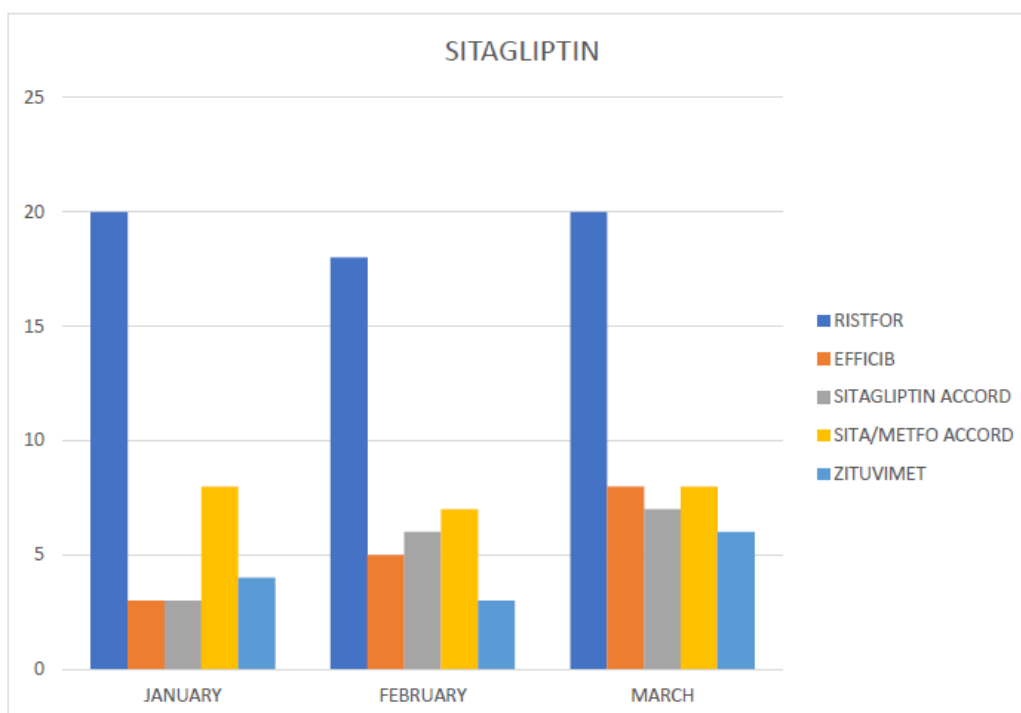


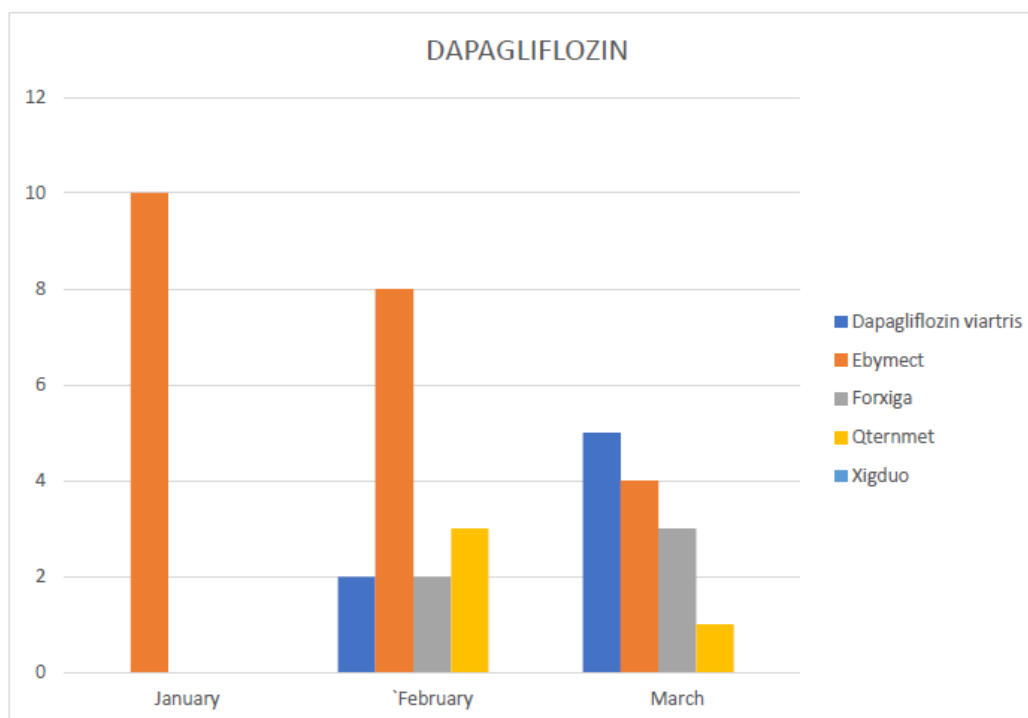
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- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 8 & 0, in February is 10 & 2, in March 20 & 5.
- The unit selling in strip of Efficib & Ebymect in January is 5 & 20, in February is 5 & 18, in March 8 & 16.
- The unit selling in strip of Sitagliptin & Forxiga in January is 30 & 0, in February is 25 & 2, in March 28 & 3.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 30 & 10, in February is 25 & 3, in March 27 & 1.
- The unit selling in strip of Zituvimet & Xigduo in January is 4 & 0, in February is 3 & 0, in March 6 & 0.
- Dr. Dipak Agrawal (Yavatmal) has prescribed five brand sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Sitagliptin & Ebymect has highest selling.

Shafia Medical Store

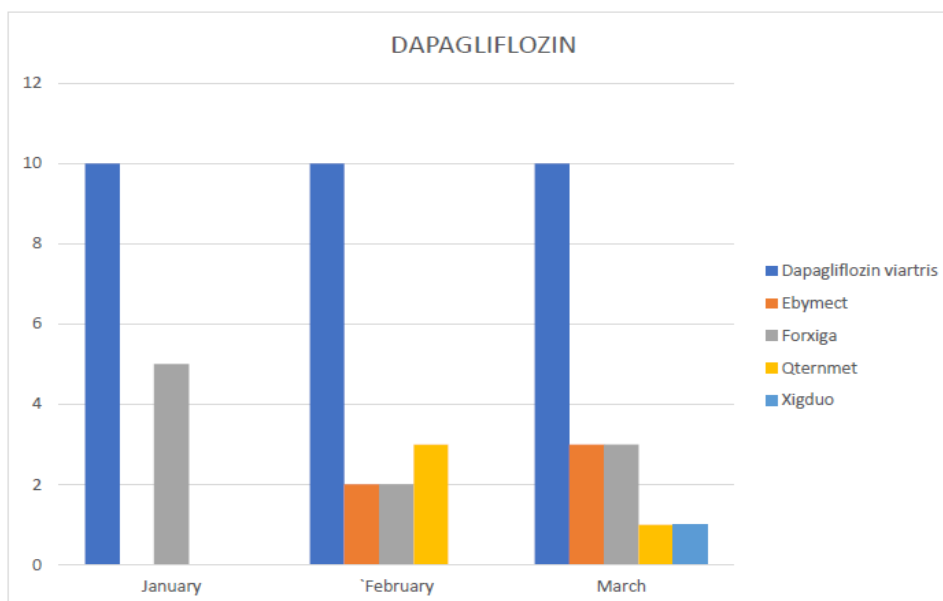
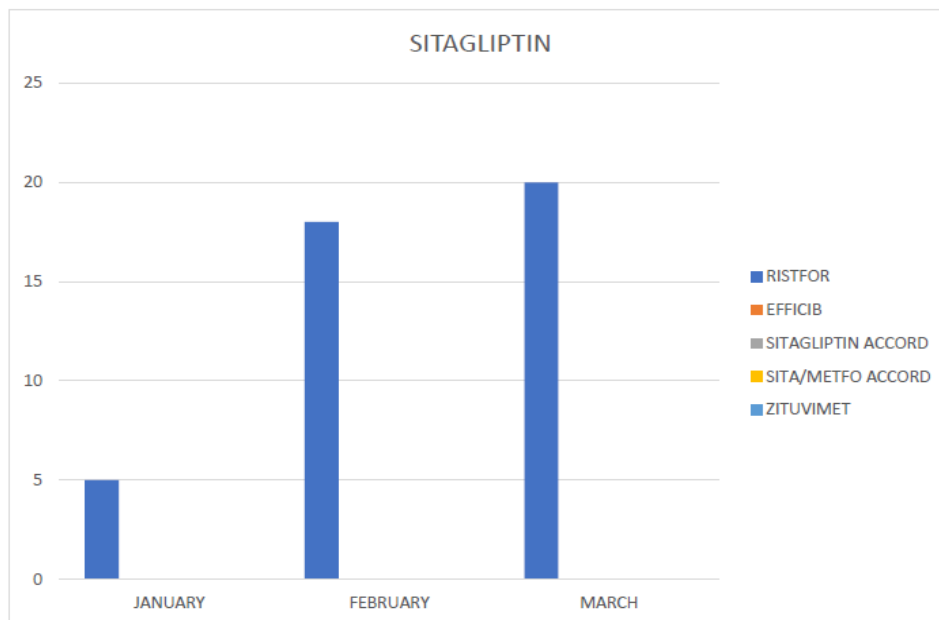




- This graph is of **Shafia medical store**.
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.
- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.
- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 20 & 0, in February is 18 & 2, in March 20 & 5.
- The unit selling in strip of Efficib & Ebymect in January is 3 & 10, in February is 5 & 8, in March 8 & 4.
- The unit selling in strip of Sitagliptin & Forxiga in January is 3 & 0, in February is 6 & 2, in March 7 & 3.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 8 & 0, in February is 7 & 3, in March 8 & 1.
- The unit selling in strip of Zituvimet & Xigduo in January is 4 & 0, in February is 3 & 0, in March 6 & 0.
- Dr. Vaibhav S. Chakkarwar (Yavatmal) has prescribed five brand sitragliptin are Ristfor,

Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Ristfor & Ebymect has highest selling.

Paras Medical Store



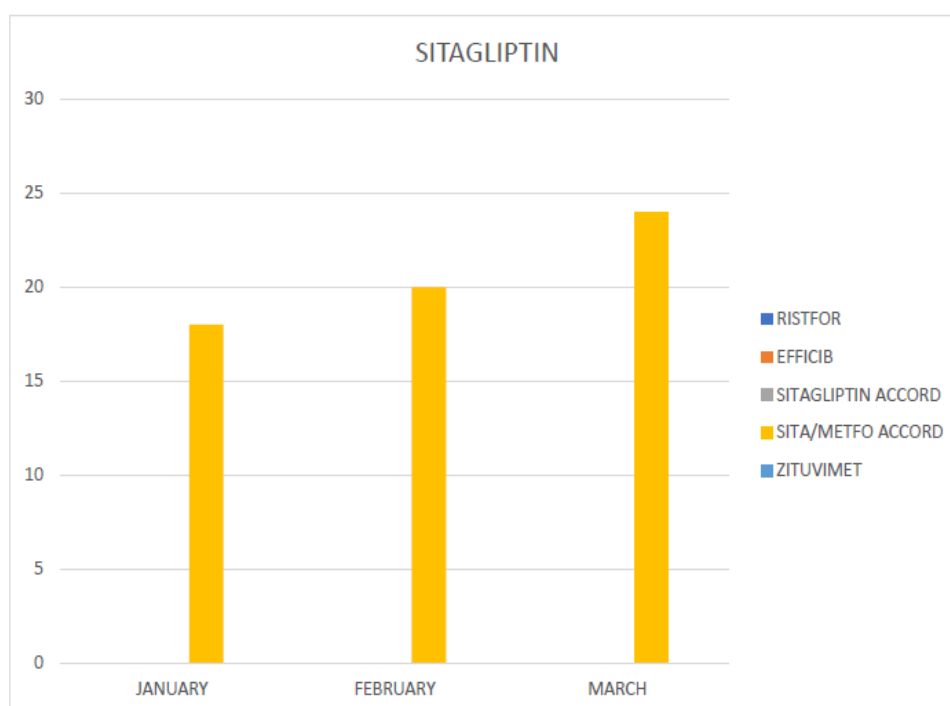
- This graph is of **Paras Medical Store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.
- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is

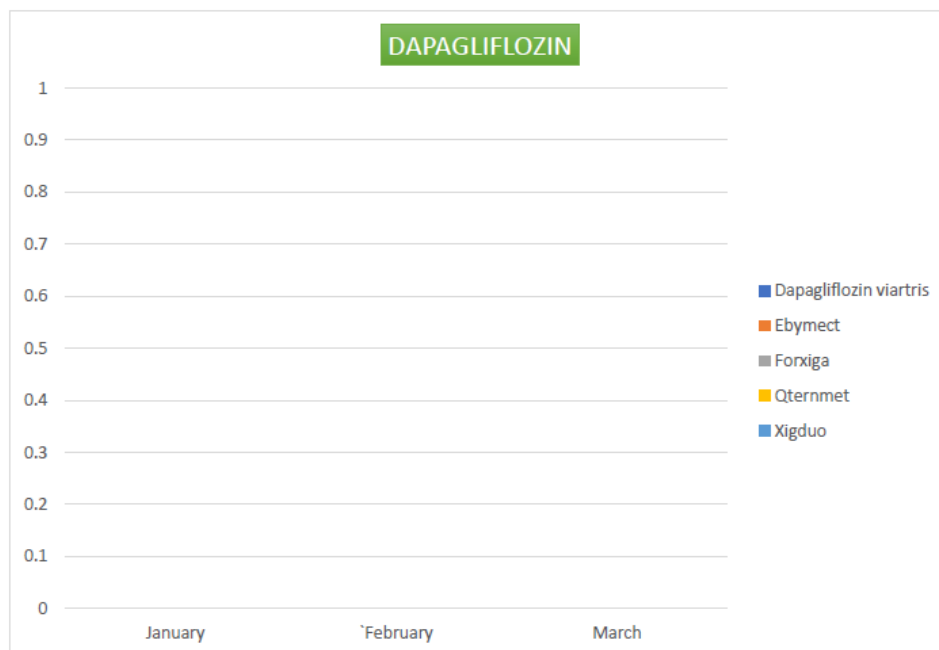
denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.

- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 5 & 10, in February is 18 & 10, in March 20 & 10.
- The unit selling in strip of Efficib & Ebymect in January is 0 & 0, in February is 0 & 2, in March 0 & 3.
- The unit selling in strip of Sitagliptin & Forxiga in January is 0 & 5, in February is 0 & 2, in March 0 & 3.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 0 & 0, in February is 0 & 3, in March 0 & 1.
- The unit selling in strip of Zituvimet & Xigduo in January is 0 & 0, in February is 0 & 0, in March 0 & 0.
- Dr. Khushchandra Kothari has prescribed five brand sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Ristfor & Dapagliflozin viartris has highest selling.

Yavatmal Medical Stores

Pankaj Medical Store

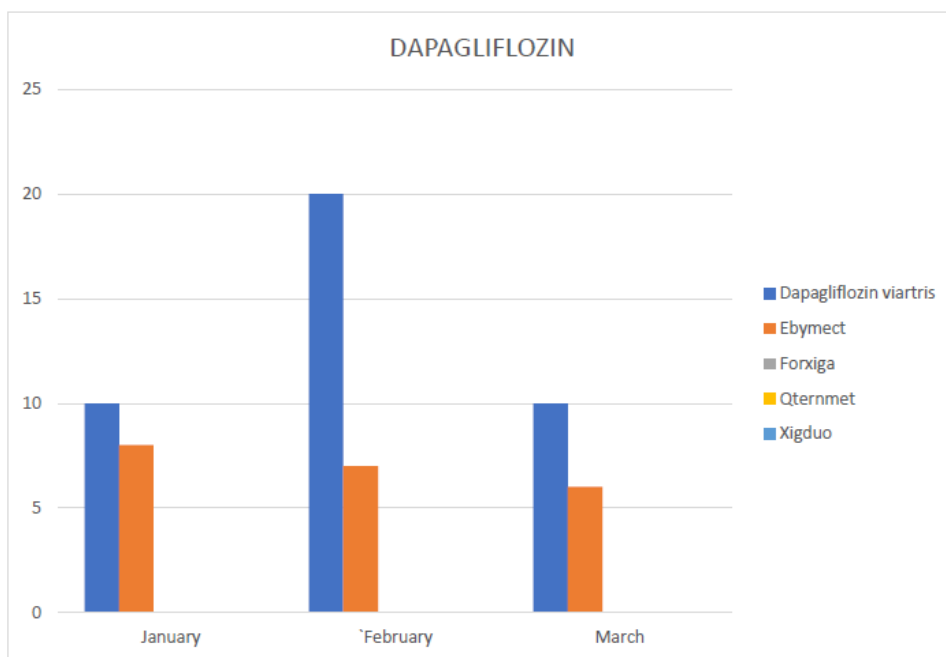
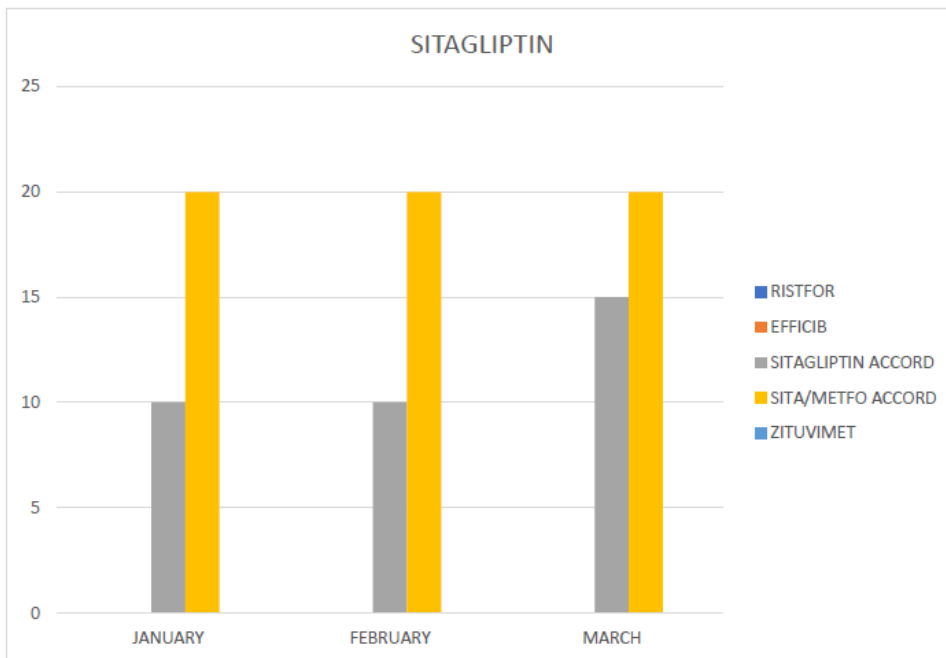




- This graph is of **Pankaj medical store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.
- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.
- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 0 & 0, in February is 0 & 0, in March 0 & 0.
- The unit selling in strip of Efficib & Ebymect in January is 3 & 10, in February is 5 & 8, in March 0 & 0.
- The unit selling in strip of Sitagliptin Accord & Forxiga in January is 18 & 0, in February is 20 & 0, in March 24 & 0.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 0 & 0, in February is 0 & 0, in March 0 & 0.
- The unit selling in strip of Zituvimet & Xigduo in January is 4 & 0, in February is 3 & 0, in March 6 & 0.
- Dr. Vaibhav Chakkarwar has prescribed five brand sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin

viartris, Ebymect, forxiga, Qternmet, Xigduo in which Sitagliptin Accord has highest selling.

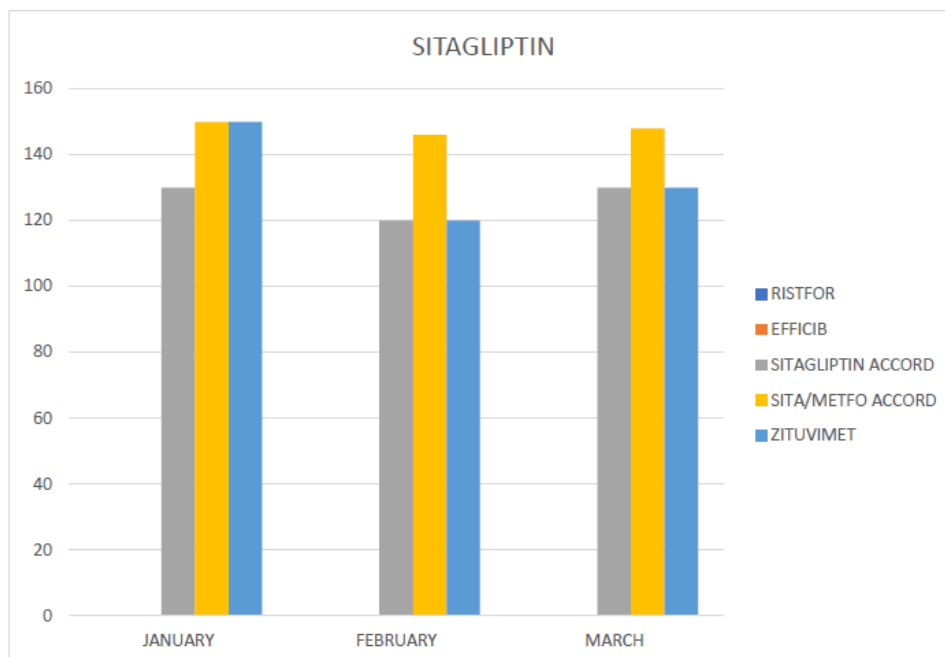
Shree Datta Medical Store

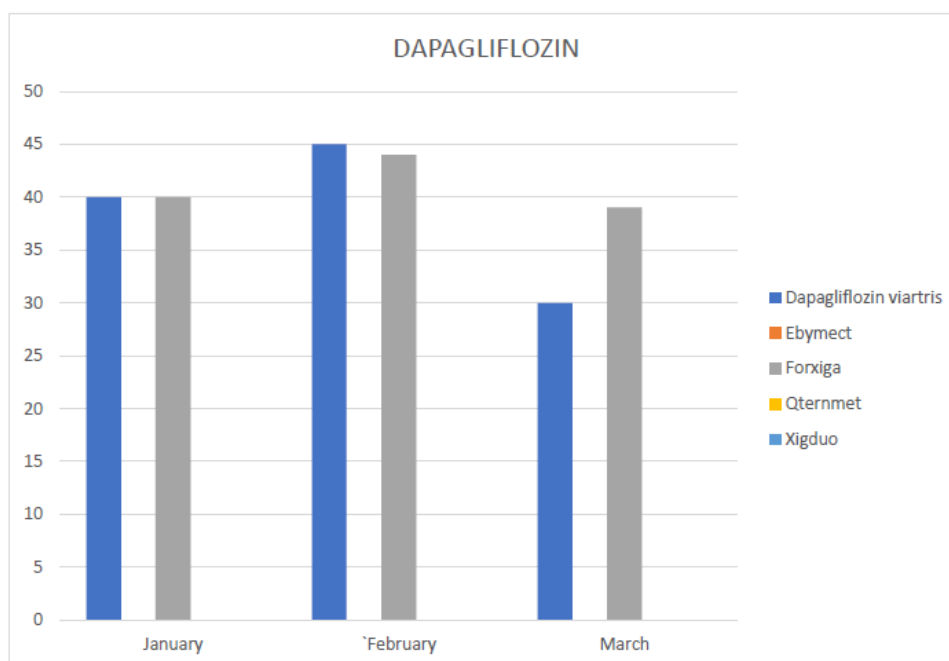


- This graph is of **Shree Datta medical store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.

- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.
- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 0 & 10, in February is 0 & 20, in March 0 & 10.
- The unit selling in strip of Efficib & Ebymect in January is 0 & 8, in February is 0 & 7, in March 0 & 6.
- The unit selling in strip of Sitagliptin Accord & Forxiga in January is 10 & 0, in February is 10 & 0, in March 15 & 0.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 20 & 0, in February is 20 & 0, in March 20 & 0.
- The unit selling in strip of Zituvimet & Xigduo in January is 0 & 0, in February is 0 & 0, in March 0 & 0.
- Dr. C.P Hatgaonkar has prescribed five brand sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Sita/metfo Accord & Ebymect has highest selling.

Giriraj Medical Store

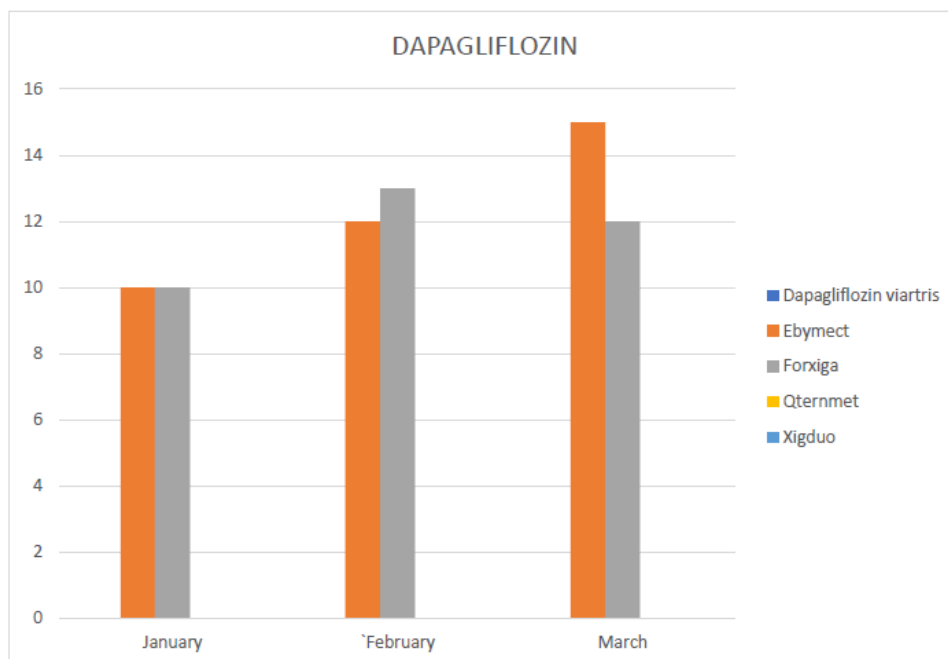
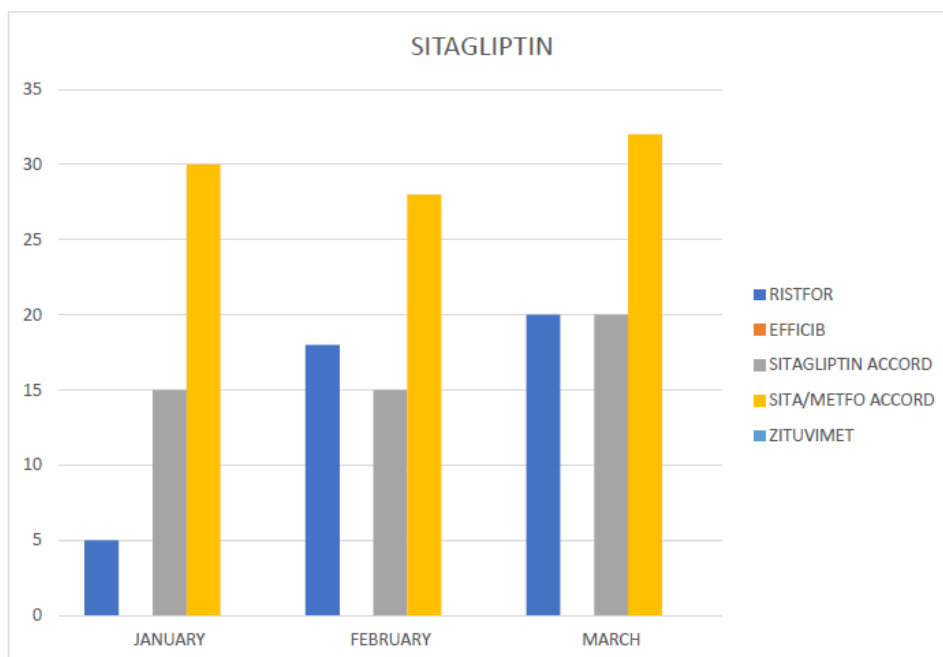




- This graph is of **Giriraj medical store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.
- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.
- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 0 & 40, in February is 0 & 45, in March 0 & 30.
- The unit selling in strip of Efficib & Ebymect in January is 0 & 0, in February is 0 & 0, in March 0 & 0.
- The unit selling in strip of Sitagliptin & Forxiga in January is 130 & 40, in February is 120 & 44, in March 130 & 39.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 150 & 0, in February is 146 & 0, in March 148 & 0.
- The unit selling in strip of Zituvimet & Xigduo in January is 150 & 0, in February is 120 & 0, in March 0 & 0.
- Dr. Sanjay J. Baheti has prescribed five brand sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect,

forxiga, Qternmet, Xigduo in which Sita/metfo Accord & Forxiga has highest selling.

Prakash Medical Store

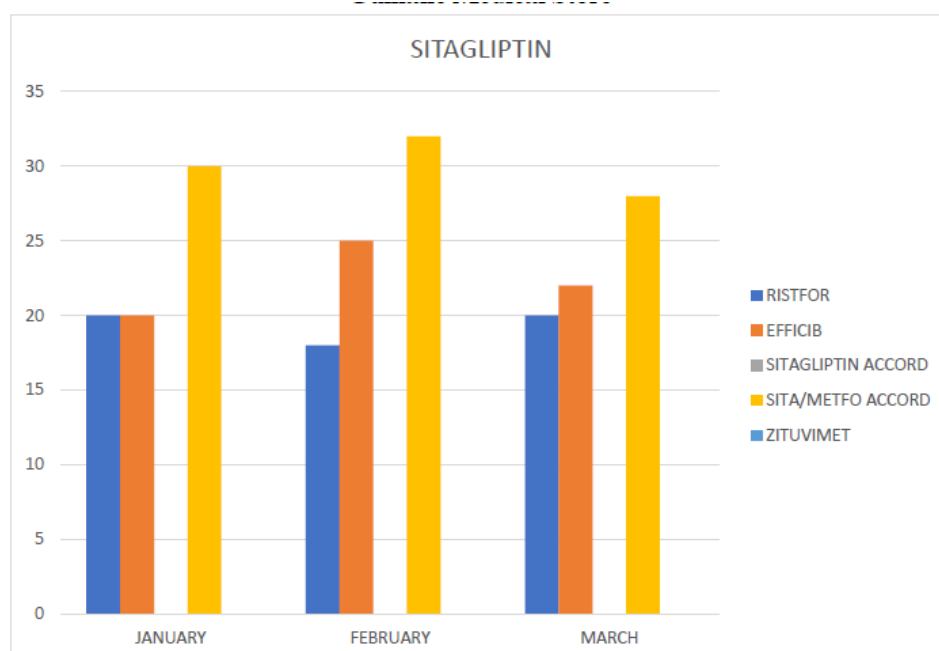


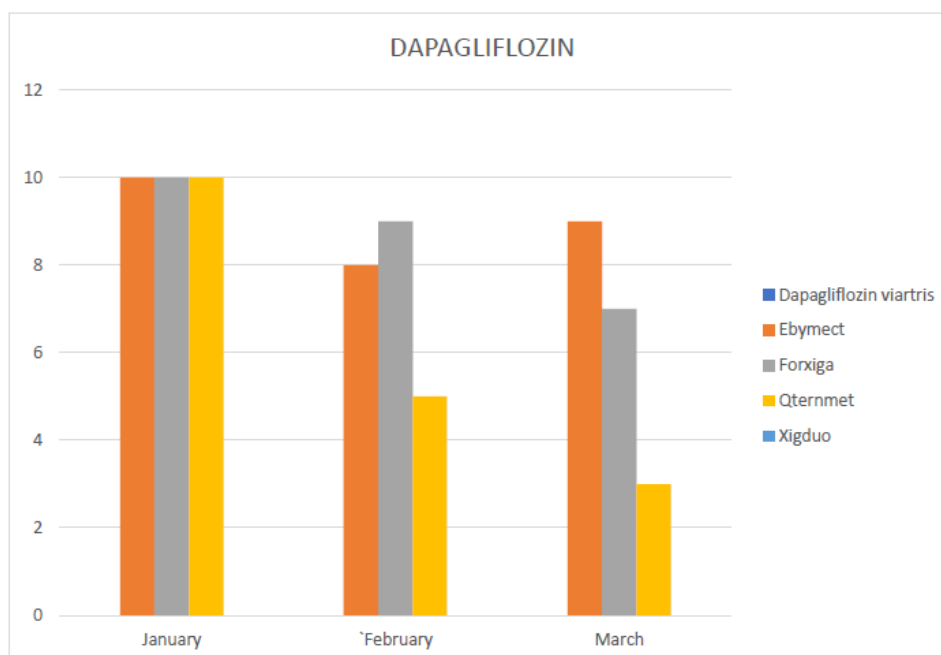
- This graph is of **Prakash medical store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.
- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is

denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.

- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 20 & 0, in February is 18 & 2, in March 20 & 5.
- The unit selling in strip of Efficib & Ebymect in January is 3 & 10, in February is 5 & 8, in March 8 & 4.
- The unit selling in strip of Sitagliptin & Forxiga in January is 3 & 0, in February is 6 & 2, in March 7 & 3.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 8 & 0, in February is 7 & 3, in March 8 & 1.
- The unit selling in strip of Zituvimet & Xigduo in January is 4 & 0, in February is 3 & 0, in March 6 & 0.
- Dr. Akshay Tundalwar has prescribed five brand sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Ristfor & Ebymect has highest selling.

Gulhane Medical Store

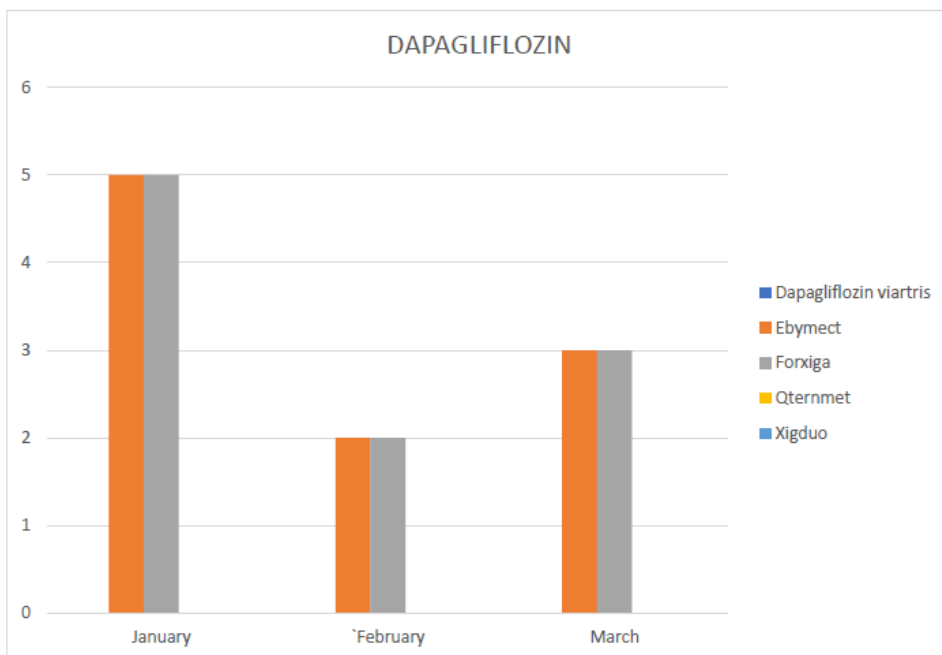
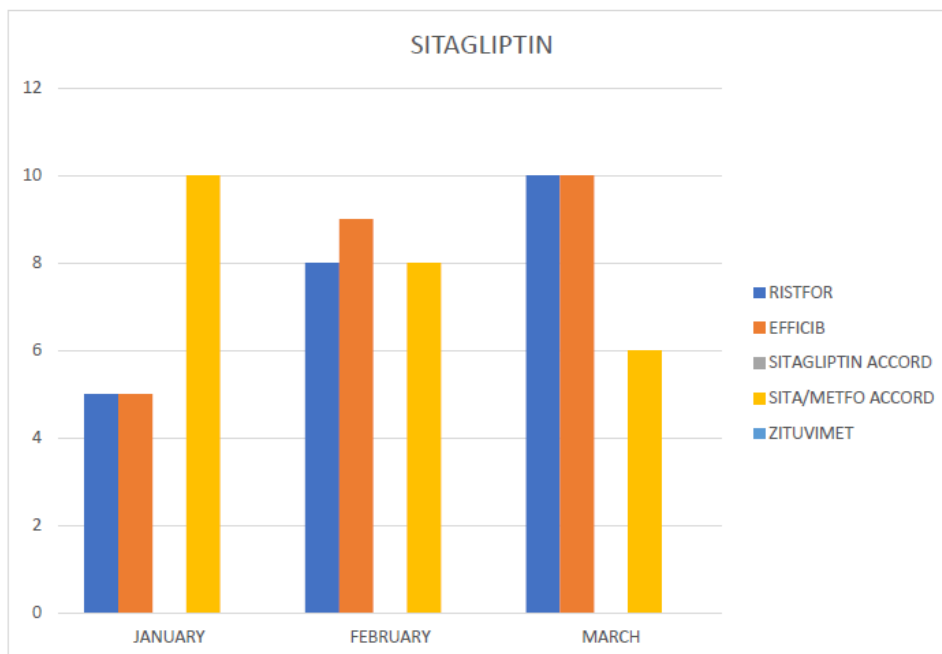




- This graph is of **Gulhane medical store**
- In this medical five brand are available of drug sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.
- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.
- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 20 & 0, in February is 18 & 0, in March 20 & 0.
- The unit selling in strip of Efficib & Ebymect in January is 20 & 10, in February is 25 & 8, in March 22 & 9.
- The unit selling in strip of Sitagliptin & Forxiga in January is 0 & 10, in February is 0 & 9, in March 0 & 7.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 30 & 9, in February is 32 & 5, in March 0 & 3.
- The unit selling in strip of Zituvimet & Xigduo in January is 0 & 0, in February is 0 & 0, in March 0 & 1.
- Dr. Kabra has prescribed five brand sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga,

Qternmet, Xigduo in which Efficib & Ebymect has highest selling.

Aadishakti Medical and General Store

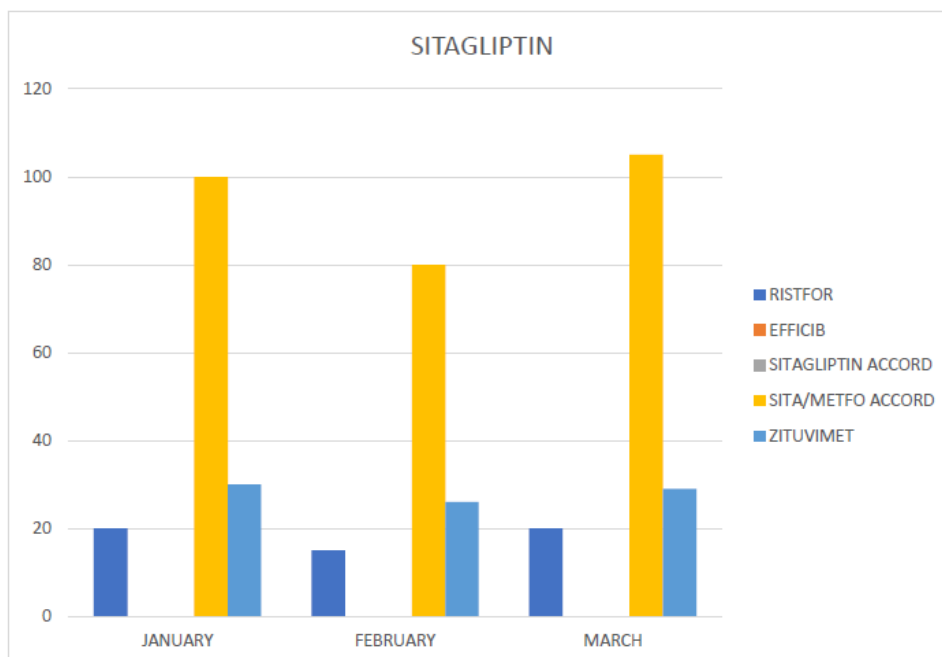


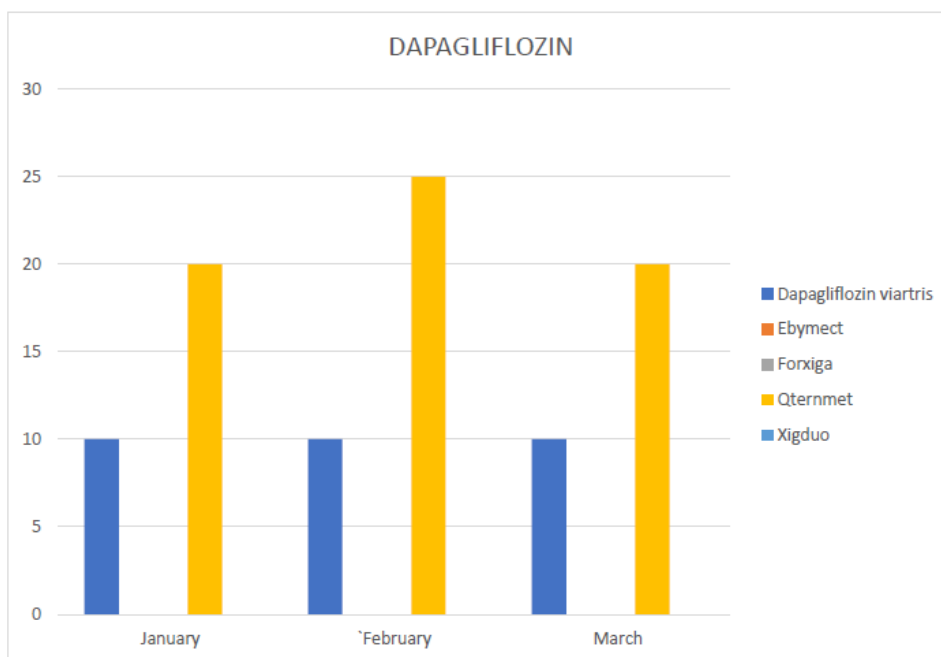
- This graph is of **Aadishakti medical store**
- In this medical five brand are available of drug sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo
- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is

denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.

- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 5 & 0, in February is 8 & 0, in March 10 & 0.
- The unit selling in strip of Efficib & Ebymect in January is 8 & 5, in February is 9 & 2, in March 10 & 3.
- The unit selling in strip of Sitagliptin Accord & Forxiga in January is 0 & 5, in February is 0 & 2, in March 0 & 3.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 10 & 0, in February is 8 & 0, in March 0 & 0.
- The unit selling in strip of Zituvimet & Xigduo in January is 0 & 0, in February is 0 & 0, in March 0 & 0.
- Dr. Vaibhav Chakkarwar has prescribed five brand sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Efficib & Ebymect & forxiga has highest selling.

Subheddar Medical Store

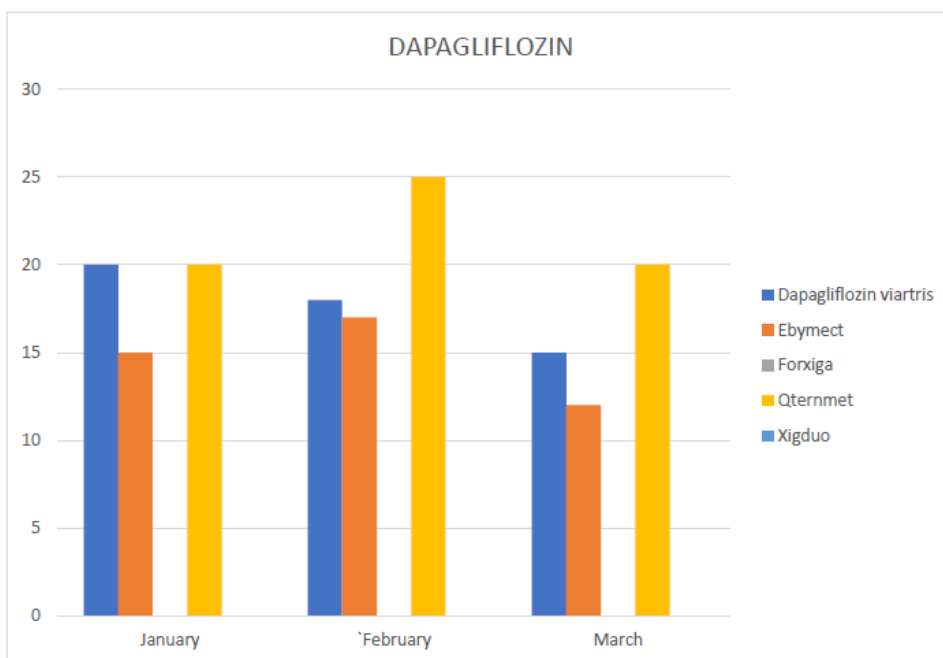
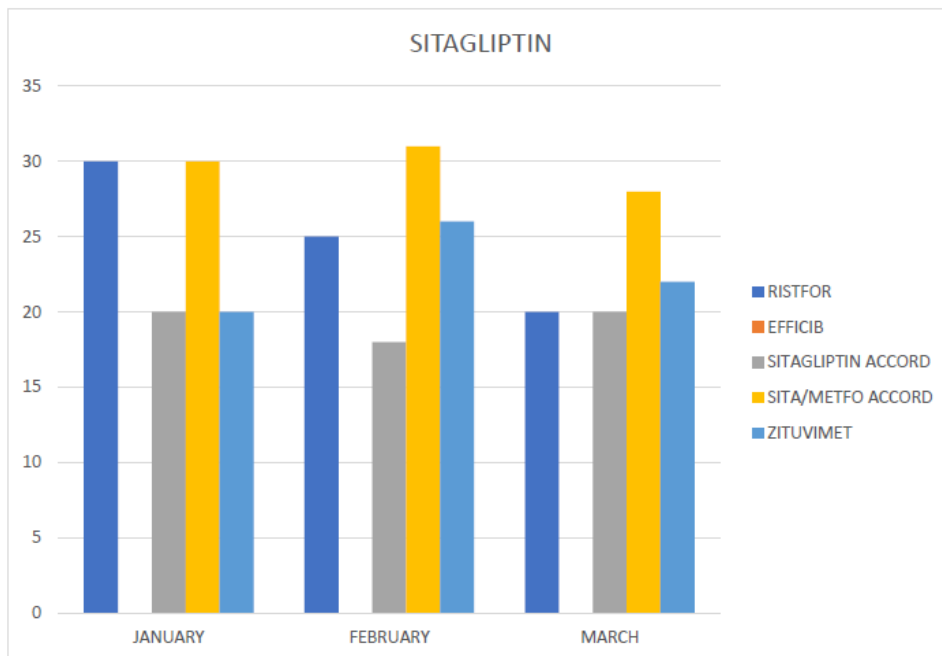




- This graph is of **Subhedar medical store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.
- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.
- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 20 & 10, in February is 15 & 10, in March 20 & 10.
- The unit selling in strip of Efficib & Ebymect in January is 0 & 0, in February is 0 & 0, in March 0 & 0.
- The unit selling in strip of Sitagliptin & Forxiga in January is 0 & 0, in February is 0 & 0, in March 0 & 0.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 100 & 20, in February is 80 & 25, in March 105 & 20.
- The unit selling in strip of Zituvimet & Xigduo in January is 30 & 0, in February is 26 & 0, in March 0 & 0.
- Sanjivini Hospital and Mahajan Hospital Doctors has prescribed five brand sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are

Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Sita/metfo Accord & Qternmet has highest selling.

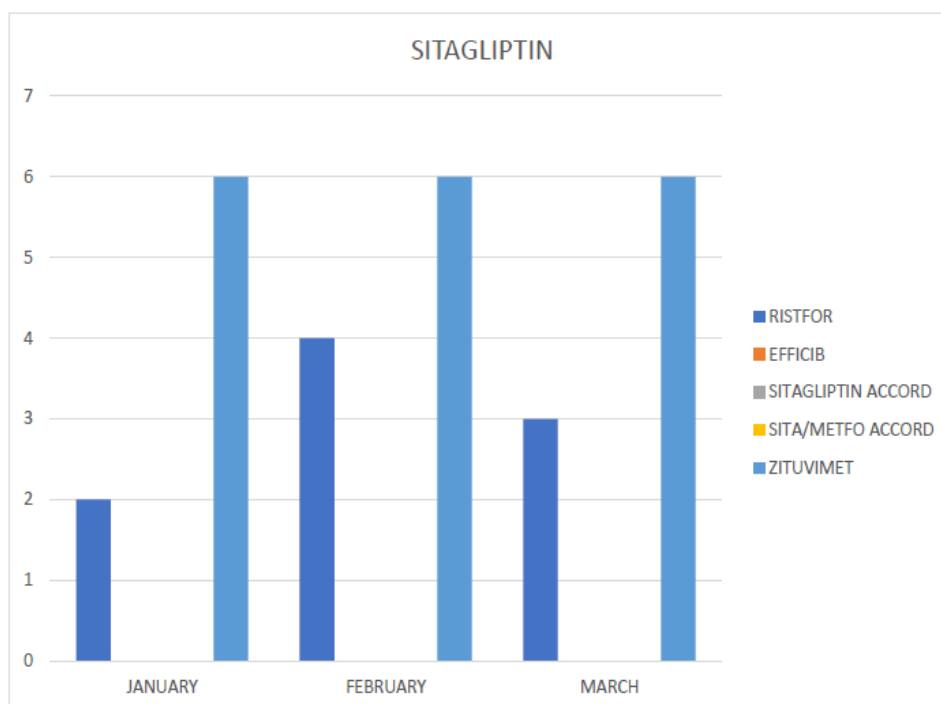
Nidhi Medical Store

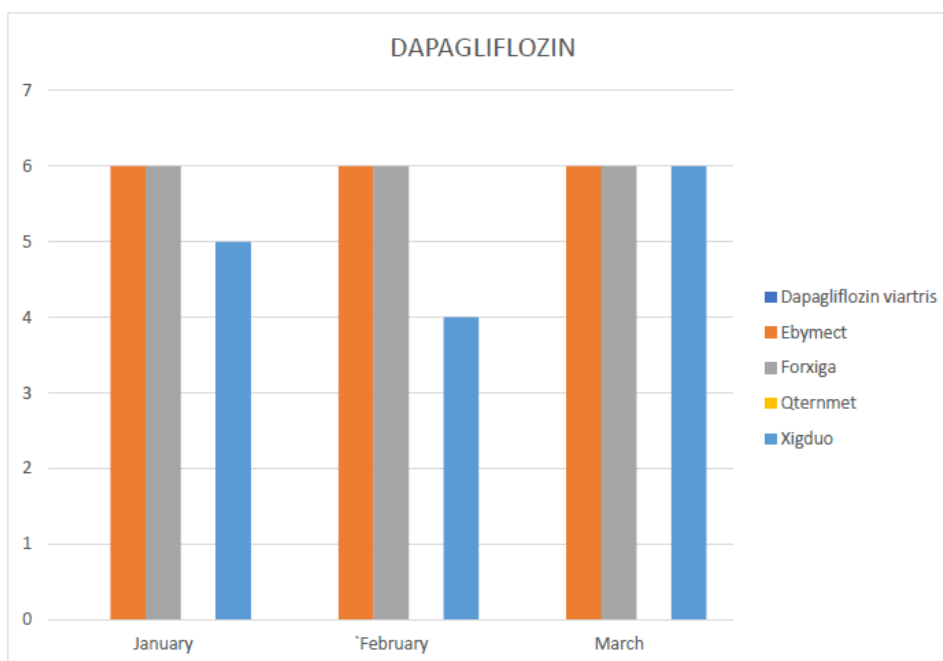


- This graph is of **Nidhi medical store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.

- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.
- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 30 & 20, in February is 25 & 18, in March 20 & 15.
- The unit selling in strip of Efficib & Ebymect in January is 0 & 15, in February is 0 & 17, in March 0 & 0.
- The unit selling in strip of Sitagliptin & Forxiga in January is 20 & 0, in February is 18 & 0, in March 20 & 0.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 30 & 20, in February is 31 & 25, in March 28 & 20.
- The unit selling in strip of Zituvimet & Xigduo in January is 20 & 0, in February is 26 & 0, in March 29 & 0.
- Dr. Dilip Kariya has prescribed five brand sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Sita/metfo Accord & Qternmet has highest selling.

Lunawat Medical Store

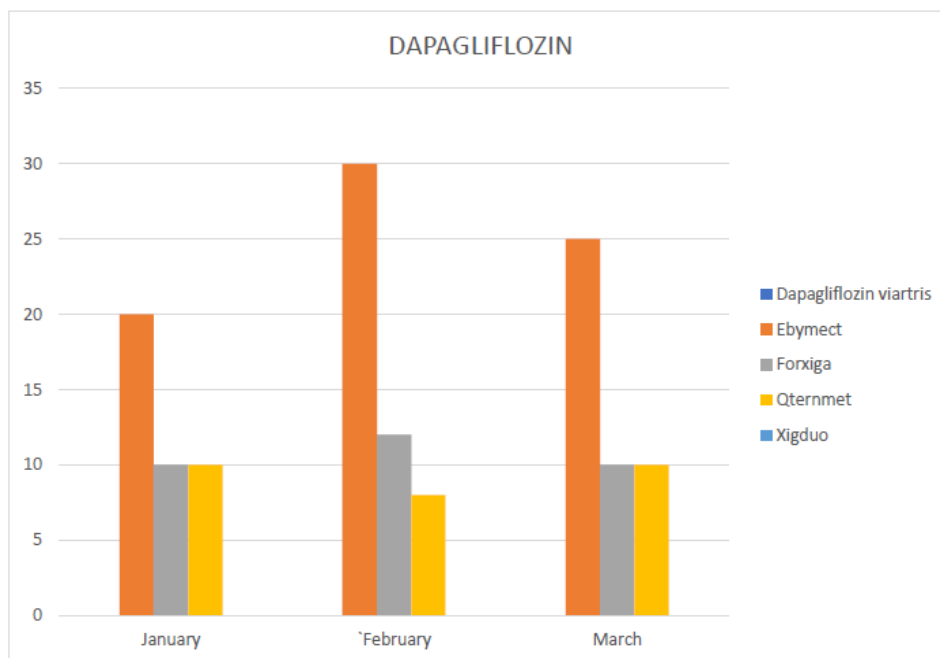
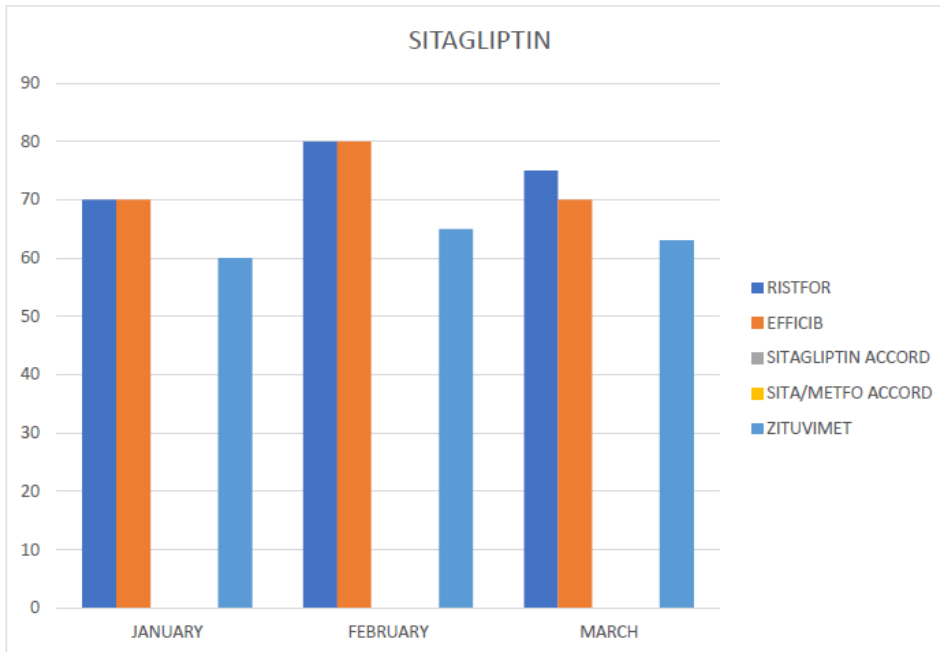




- This graph is of **Lunawat medical store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.
- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.
- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 2 & 0, in February is 4 & 0, in March 3 & 0.
- The unit selling in strip of Efficib & Ebymect in January is 0 & 6, in February is 0 & 6, in March 0 & 6.
- The unit selling in strip of Sitagliptin & Forxiga in January is 0 & 6, in February is 0 & 6, in March 0 & 6.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 0 & 0, in February is 0 & 0, in March 0 & 0.
- The unit selling in strip of Zituvimet & Xigduo in January is 6 & 5, in February is 0 & 4, in March 0 & 6.
- Dr. Dilip Kariya & Dr. Mahajan has prescribed five brand sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin

viartris, Ebymect, Forxiga, Qternmet, Xigduo in which Zituvimet & Ebymect & Forxiga has highest selling.

Ridhan Medical Store

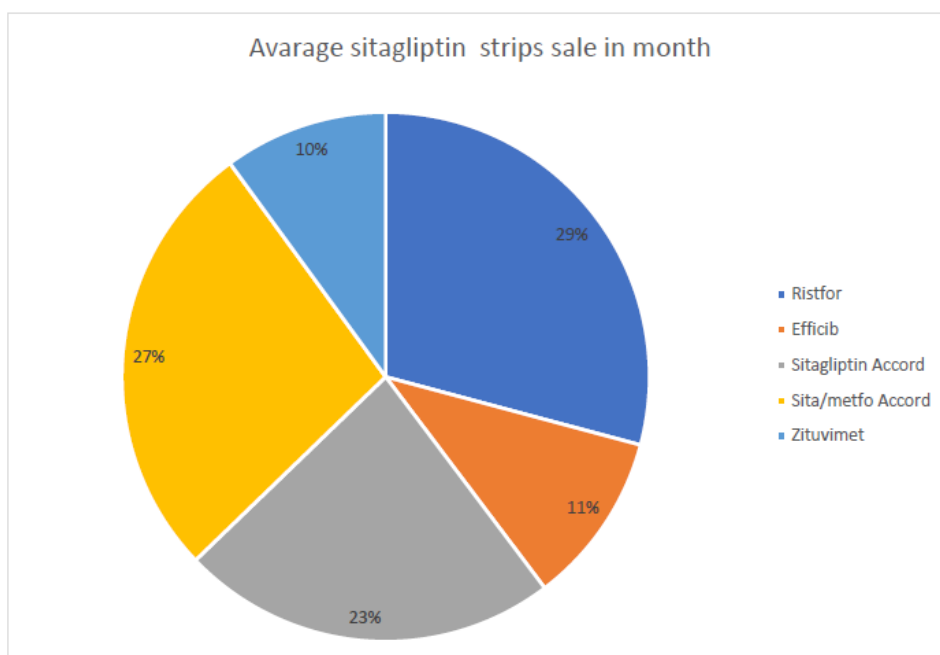


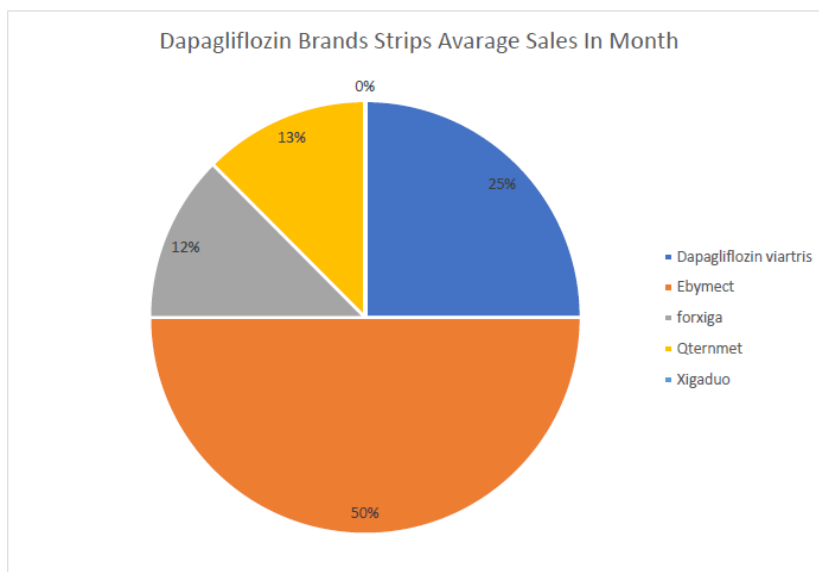
- This graph is of **Ridhan medical store**
- In this medical five brand are available of drug sitragliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & five brand are available of drug dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo.

- Ristfor & Dapagliflozin Viartris is denoted by blue colour line, Efficib & Ebymect is denoted by brown colour line, Sitagliptin & Forxiga is denoted by gray colour line, Sita/Metfo Accord & Qternmet is denoted by palette colour line and Zituvimet & Xigduo is denoted by sky blue colour line.
- The unit selling in strip of Ristfor & Dapagliflozin Viartris in January is 70 & 0, in February is 80 & 0, in March 75 & 0.
- The unit selling in strip of Efficib & Ebymect in January is 70 & 20, in February is 80 & 30, in March 70 & 25.
- The unit selling in strip of Sitagliptin & Forxiga in January is 0 & 10, in February is 0 & 12, in March 0 & 10.
- The unit selling in strip of Sita/Metfo Accord & Qternmet in January is 0 & 10, in February is 0 & 8, in March 0 & 10.
- The unit selling in strip of Zituvimet & Xigduo in January is 60 & 0, in February is 65 & 0, in March 63 & 0.
- Dr. Bharat Rathod has prescribed five brand sitagliptin are Ristfor, Efficib, Sitagliptin Accord, Sita/metfo Accord, Zituvimet & dapagliflozin are Dapagliflozin viartris, Ebymect, forxiga, Qternmet, Xigduo in which Ristfor & Ebymect has highest selling.

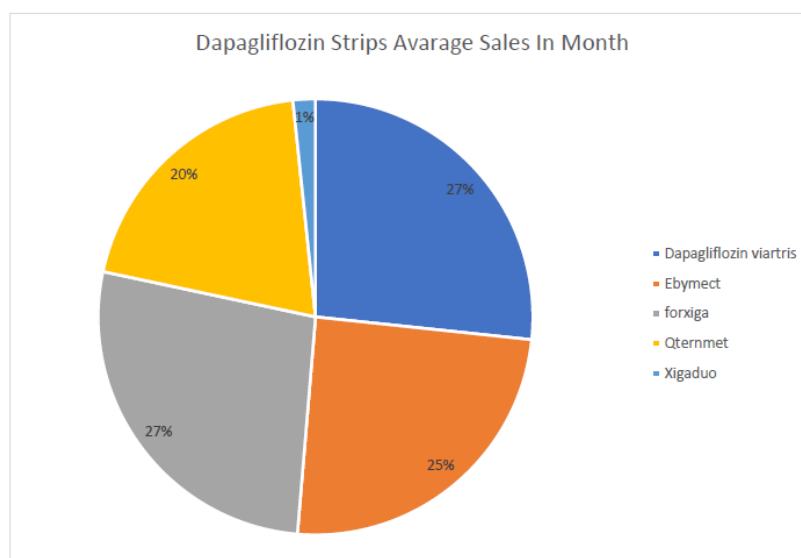
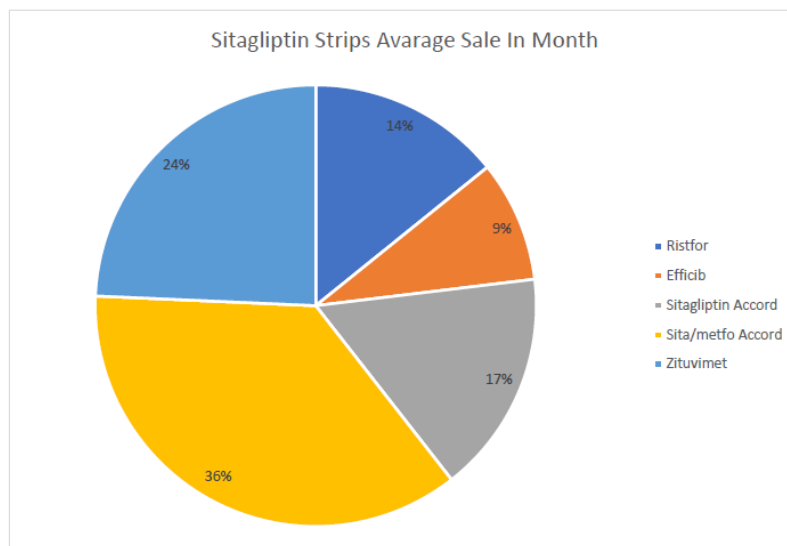
Pie Chart presentation

KALAMB





YAVATMAL



RESULT AND DISCUSSION

The study evaluated the comparative sales trend of Sitagliptin and Dapagliflozin brands in medical stores of the Kalamb & Yavatmal region.

- **Sita/Metfo Accord** emerged as the **highest-selling antidiabetic brand**, with an average monthly sale of approximately **388 strips**, indicating strong market dominance.
- The high sales of Sita/Metfo Accord may be attributed to: Effective combination with Metformin, Better glycemic control, High physician preference, Better patient compliance, Cost effectiveness and easy availability

Sitagliptin Brand Performance

- **Zituvimet** showed excellent market performance.
- **Sitagliptin Accord** and **Ristfor** also demonstrated stable and consistent sales demand.
- Overall, Sitagliptin combinations dominated the total sales volume in the surveyed region.

Dapagliflozin Brand Performance

- **Forxiga** was identified as the leading Dapagliflozin brand, with an average monthly sale of around **81 strips**.
- **Dapagliflozin Viatris** and **Ebymect** showed gradually increasing sales trends.
- Rising demand for Dapagliflozin products may be due to: Cardiovascular benefits Renal protective effects, Weight reduction properties, Improved clinical outcomes

CONCLUSION

- The present study successfully evaluated the comparative sales trend of Sitagliptin and Dapagliflozin brands in various medical stores of the Kalamb & Yavatmal region.
- The analysis of the column graph revealed that **Sita/Metfo Accord** was the **highest-selling drug** among all surveyed brands, indicating strong physician preference and high patient acceptance.
- Among the Dapagliflozin category, **Forxiga** showed the highest sales and demonstrated a rapidly growing market trend.
- Sitagliptin-based combinations maintained a dominant market position due to: Better affordability, Effective glycemic control, Good safety profile, Higher patient compliance
- Dapagliflozin products showed increasing demand because of their: Cardiovascular protective effects Renal benefits Weight reduction properties Advanced therapeutic advantages

- The study also highlighted that physician prescribing patterns and pharmacy location significantly influence drug sales trends.
- Combination therapies were found to be more preferred as they improve treatment adherence and therapeutic outcomes in Type 2 Diabetes Mellitus patients.
- Overall, the study concludes that while Sitagliptin combinations currently dominate the market, Dapagliflozin-based therapies are emerging as promising future-oriented antidiabetic agents with enhanced clinical benefits.

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