



**Product Description:** Cholecalciferol Soft Gelatin Capsules 60000 IU

**General Information:** Vitamin D is a fat-soluble vitamin that plays a vital role in maintaining bone health, calcium and phosphate balance, and supporting overall immune function. It exists in two main forms: vitamin D2 (ergocalciferol), found in plant-based sources and fortified foods, and vitamin D3 (cholecalciferol), which is produced in the skin in response to sunlight and found in animal-based foods and supplements. Once in the body, vitamin D is converted into its active form, which helps the intestines absorb calcium and phosphate—minerals essential for strong bones and teeth. A deficiency in vitamin D can lead to bone-softening diseases such as rickets in children and osteomalacia in adults, and it may also contribute to muscle weakness and a higher risk of fractures.

Mechanism of Action: Cholecalciferol (vitamin D₃) treats vitamin D deficiency by replenishing the body's stores of vitamin D and restoring normal calcium and phosphate balance. After oral intake or synthesis in the skin through sunlight exposure, cholecalciferol is absorbed in the intestine and transported to the liver, where it is converted into 25-hydroxyvitamin D [25(OH)D], the main circulating form. This is then converted in the kidneys to its biologically active form, 1,25-dihydroxyvitamin D [1,25(OH)₂D], also known as calcitriol. Calcitriol acts on the intestines to enhance the absorption of dietary calcium and phosphate, supports bone mineralization, reduces calcium excretion in the kidneys, and suppresses parathyroid hormone (PTH) secretion. In patients with vitamin D deficiency, cholecalciferol helps correct low calcium levels, improves bone health, and prevents complications such as rickets, osteomalacia, or secondary hyperparathyroidism.

## Medical Uses of Vitamin D -

Supports Bone Health



- Prevents Rickets and Osteomalacia
- Reduces Risk of Osteoporosis
- Enhances Muscle Function
- Supports Immune System
- Regulates Parathyroid Hormone (PTH)
- May Reduce Inflammation
- Potential Cardiovascular Benefits
- Improves Mood and Mental Health
- May Lower Risk of Chronic Diseases

## • Indications:

Rickets & Osteomalacia
Bone & Muscle Pain
Osteopenia & Osteoporosis
Pregnancy & Lactation
Can be used in Diabetic patients
Can be used for Cardio Vascular Disorders
_Can be used for Neurological Disorders

• Dosage and Administration: Once Weekly intake.

## • When not to use?

## 1. Hypercalcemia (High Blood Calcium Levels):

Vitamin D increases calcium absorption, so using it in hypercalcemia can worsen the condition and lead to serious complications like kidney stones or arrhythmias.

2. Hypervitaminosis D (Vitamin D Toxicity):

Taking more vitamin D when blood levels are already high can cause

toxicity, leading to nausea, vomiting, weakness, and kidney damage.

3. Hypersensitivity or Allergy to Vitamin D or Gelatin:

Do not use in individuals with known allergies to cholecalciferol,

gelatin, or any excipients in the capsule.

4. Severe Renal Impairment Without Medical Supervision:

In patients with advanced kidney disease, vitamin D metabolism is

altered. Use should be guided by a nephrologist, and active vitamin

D analogs may be preferred.

5. Sarcoidosis or Other Granulomatous Diseases:

These conditions can cause excess endogenous vitamin D

production, raising calcium levels even without supplementation.

6. Uncontrolled Primary Hyperparathyroidism:

Can exacerbate hypercalcemia and calcium-related complications.

**Competitor Brands: HosVit-D** 



Cholecalciferol Market						
BRAND	CORPORATE	SKU	FY 23-24	FY 24-25	GR%	
UPRISE D3	ALKEM*	UPRISE D3 60000 IU CAPSULE 8	95.7	105.2	10.0	
LUMIA	SUN*	LUMIA 60000 IU CAPSULE 8	34.4	38.0	10.7	
36 D	HETERO	36 D 60000 IU CAPSULE 4	4.1	4.1	1.5	
VITANOVA D3	EMCURE*	VITANOVA D3 SG 60000 IU CAPSULE 4	3.7	4.0	8.6	
D 360	TORRENT	D 360 60000 IU CAPSULE 4	3.5	3.7	3.5	
NEURO D3	SUN*	NEURO D3 60000 IU CAPSULE 8	3.4	3.4	0.7	
SUNBLESS	ZYDUS*	SUNBLESS 60000 IU CAPSULE 4	3.2	3.3	4.2	
TROYVIT D3	TROIKAA	TROYVIT D3 60000 IU CAPSULE 4	1.6	1.8	13.9	
VITANOX D	OMNI LIFE SCIENCES	VITANOX D3 60000 IU CAPSULE 4	1.2	1.8	49.0	
D VITA 60K	Alkems	D VITA 60K 60000 IU CAPSULE 8	0.9	1.5	61.0	
WOKRISE D3	WOCKHARDT	WOKRISE D3 60000 IU CAPSULE 4	0.4	1.2	172.6	
CALCIGEN D3	CADILA	CALCIGEN D3 SOFT 60000 IU CAPSULE 4	0.5	0.6	11.7	
CALCIJOINT D3	LEEFORD HC	CALCIJOINT D3 60000 IU CAPSULE 4	0.5	0.5	15.1	
COE D3	КОҮЕ	COE D3 60000 IU CAPSULE 8	0.3	0.5	58.0	
GALROL	GALPHA	GALROL 60000 IU CAPSULE 4	0.3	0.4	32.0	
CALCITAS D3	INTAS	CALCITAS D3 60000 IU CAPSULE 4	0.2	0.3	42.6	
HID-3	SAF FERMION	HID-3 60000 IU CAPSULE 4	0.2	0.3	18.7	
Grand Total			188.8	202.1	14.0	