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# A Validated Titrimetric Method for the Quantitative Estimation of Fexofenadine Hydrochloride in Pure form and in their Pharmaceutical Preparations with PyridiniumFluoroChromate(PFC) as Reagent

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**Abstract:**Fexofenadine hydrochloride (FFH) is an antihistamine drug of second generation. It is a novel antiallergic drug and is well efficient in treating allergic diseases. In the present work simple, convenient, accurate, precise and cost effective visual titrimetric method have been developed for the quantitative estimation of Fexofenadine hydrochloride (FFH) i.e. an antihistamine drug in pure form and in its dosage forms with pyridiniumfluoro chromate (PFC) reagent. The principle of this method involves the oxidation of  $-OH$ (hydroxyl) of the Fexofenadine hydrochloride (FFH) by a known excess of potassium iodate in sulphuric acid medium followed by iodometric titration in presence of reagent pyridiniumfluoro chromate (PFC). The value of percentage error, coefficient of variation (CV) and standard deviation (SD) have been calculated for accuracy and precision of result.

**Key Words:**Antihistamine drugs, Fexofenadine hydrochloride drugs, Pharmaceuticals, Pyridiniumfluoro chromate (PFC), titration.

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