

Study on Comparative Analysis of Crampnil Brand

By

Rahul Goyal

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2017-2019



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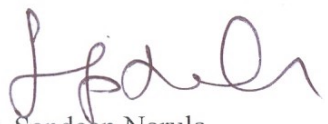
TO WHOMSOEVER MAY CONCERN

This is to certify that Rahul Goyal, student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at West Coast Pharmaceutical Pvt. Ltd. from 05/02/2019 to 10/05/2019.

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.

A handwritten signature in dark ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula
Dean, MBA Pharmaceutical Management
The IIHMR University, Jaipur

A handwritten signature in blue ink, appearing to read 'Rahul Sharma'.

Mr. Rahul Sharma
Assistant Professor
The IIHMR University, Jaipur

10/5/2019

The Certificate is awarded to

Name: Rahul Goyal

In recognition of having successfully completed his

Dissertation in the department of

Name of Department: Product Management Team

And has successfully completed his Project on

Market evaluation and assessment of Nutraceutical and centrally muscle relaxants

Date: 04/02/2019 to 10/05/2019

Organization: West Coast Pharmaceuticals

He / She comes across as a committed, sincere & diligent

Person who has a strong drive and zeal for learning

We wish him/her all the best for future endeavors

HR In Charge

Departmental In charge

10th May - 2019

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled Study on Comparative Analysis of Crampnil Brand and submitted by Rahul Goyal Enrollment No IIHMR-U/02/2017-19/0110 under the supervision of Mr. Rahul Sharma for award of MBA in Pharmaceutical Management of the University carried out during the period from 05/02/2019 to 10/05/2019 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



Signature

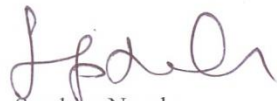
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Assistant Professor
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ABSTRACT

RESEARCH PROBLEM:

In the market of cramps, doctors rely more on centrally muscle relaxant.

METHODOLOGY:

Objective 1: To assess the market of the Centrally Muscle Relaxants and Neutraceuticals.

Objective 2: To build up the Marketing and Promotion Strategy in the cramps associated market.

Research Design

Type of study: Descriptive study

Study Population: Chemist and Doctor

Duration: 3 Months

Type of Data: Qualitative and quantitative

Tools used: Questionnaires, Excel.

Data Type: Primary and Secondary data. (primary study) area of MP, CH, RAJ, GUJ

Sample Size: 700 For Chemist and 50 Doctor.

Sampling Techniques: Non probabilistic purposive sampling

KEY RESULTS:

Secondary Survey of Awacs Data

- According to Awacs Data major market is covered by the 34% Thiocolchicoside and 22% Diclofenace. So, if any company is planning to launch a product, their target will be Thiocolchicoside market.
- COQ-LC is the major brand which has covered the 34% of Neutraceutical market and Crampcure followed the COQ-LC.

Chemist Survey Results

- In MP state, major part is covered by the Nucoxia brand.
- In Indore, the second highest brand is Zerodol. And other brands are followed by these two.

- The market of Jaipur is very competitive market, but 35% of the part is covered by Zerodol. All products are Equally Divide.

Doctor Survey Results

- 37% of centrally muscle relaxants drugs are to be used in cramps.
- 32 % Doctor are preferring both medication.
- Nucoxia is top most brand in the cramps market.
- It covered 60 % Market.
- 39% Nutraceutical Combination is used in Cramps (L-carnitine +Na +CA +b-Complex).

CONCLUSION

- After studying the Primary and Secondary data, it was concluded that, the Centrally Muscle Relaxant hold most of the share in the market.
- But, according to DCGI and DPCO few combinations are getting banned and many literatures concluded that, centrally muscle relaxants have severe side effects.
- And no single molecule is able to treat all type of cramps in a single go.
- A brand plan was prepared for Crampnil keeping in mind all the points and during the duration of 3 months the brand achieved the growth by 22%-25%.

ACKNOWLEDGEMENT

The satisfaction and euphoria that accompany the successful completion of the project would be incomplete without the mention of the people who made it possible.

First of all, I express my sage sense of gratitude and indebtedness to Mr. Ajay Trivedi, (Director sales & marketing), West Coast Pharma Pvt. Ltd. who gives me this opportunity to work with such a promising industry. I would like to extend my sincere and heartfelt thanks to sir for providing me an opportunity to learn and develop professionally.

I would also like to express my deep sense of gratitude to Mr. Ajay Trivedi (Director sales & marketing), West Coast Pharma Pvt. Ltd. I am greatly indebted to him for providing his valuable guidance at all stages of the internship, his advice, constructive suggestion, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project.

To place on record, I owe a debt of gratitude to Mr. Rahul Sharma, Assistant Professor, IIHMR University for grooming me and for the inspiration needed to work with dedication and motivation throughout as a Management Trainee at West Coast Pharma Pvt. Ltd.

I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the industry in coming future.

Last but not the least I am also thankful to all those who have directly or indirectly rendered help in completion of my dissertation report.

Table of Contents

1.1 Introduction.....	11
1.2 Pathophysiology of Cramps.....	11-12
1.3 Types of Cramps	12
1.4 Causes	13
1.5 Treatment	13
1.6 Mechanism of Action.....	14-15
1.7 Methodology	16
1.8 Results.....	17-27
1.3 Brand Plan of Crampnil	28-40
1.4 Visual Aids.....	40-42
1.4 Conclusion	43
1.4 Bibliography.....	44

INTRODUCTION

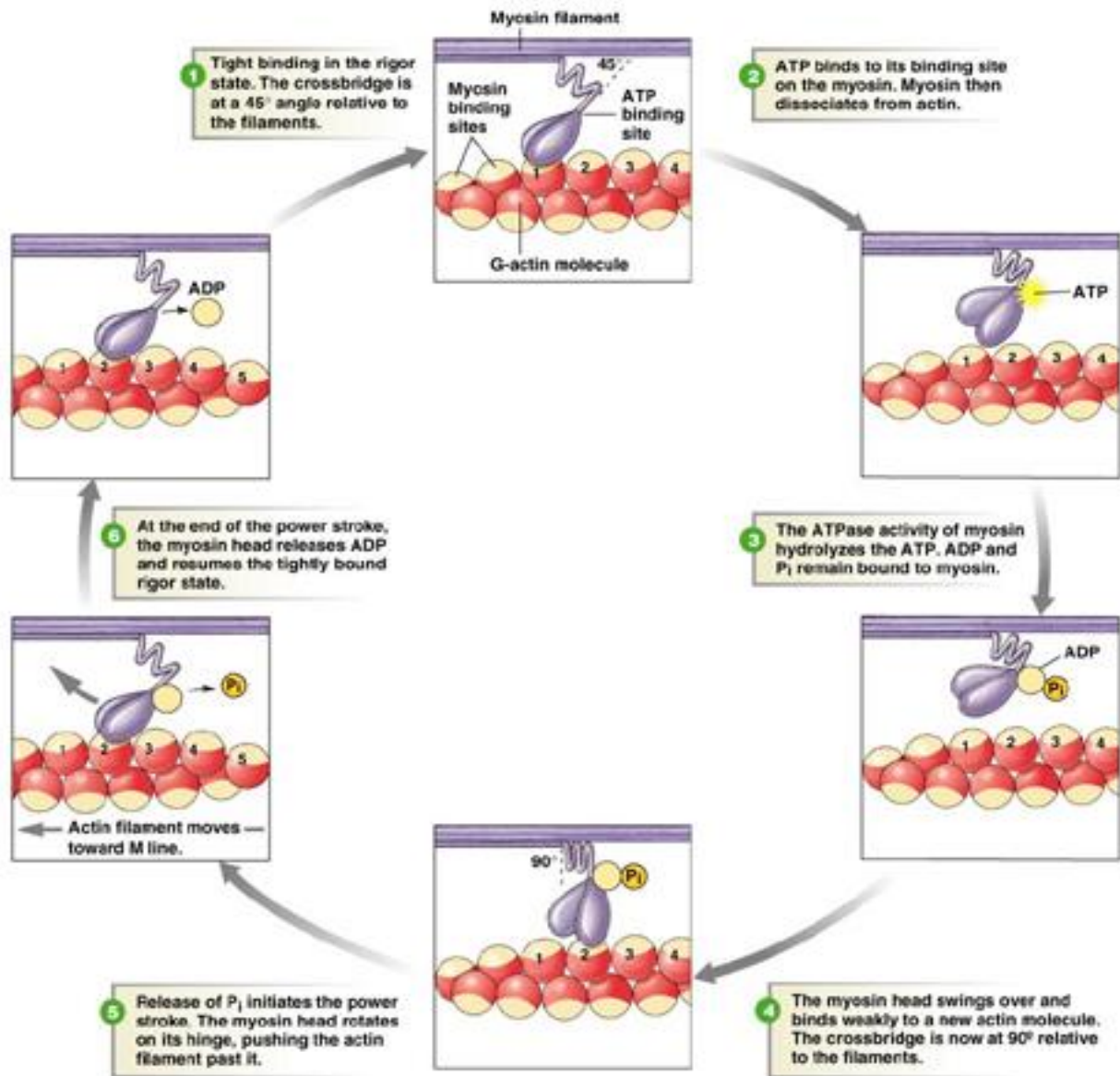
Diseases information and cramps Anatomy and physiology

Muscle Cramps:-

- A muscle cramp is a strong, painful contraction or tightening of a muscle that comes on suddenly and lasts from a few seconds to several minutes.
- The muscle cramps can sometimes happen in the thigh or the foot.
- Muscles: function to produce force and motion. They are primarily responsible for maintaining and changing posture, locomotion
- Spasm: is a sudden involuntary contraction of a muscle
- Muscle tone: Is the continuous and passive partial contraction of the muscles, or the muscle's resistance to passive stretch during resting state.
- Cramps may occurs in skeletal muscle or smooth muscle. Skeletal muscle cramps may be caused by muscle fatigue or a lack of electrolytes such as low sodium , low potassium ,or low magnesium. Cramps of smooth muscle may be due to menstruation and gastroenteritis.

Pathophysiology of cramps:-

- Muscle contraction began when brain setting off action potentials. The waves travels to a group of cells in a muscle , Letting calcium out from the cells (sr)
- When myofibers contracts under the power of ATP. The has to be contracted because of the action potential .when action potential is stopped muscle has to be relaxed.
- Fast calcium pumps are powered by the sodium gradient .
- The cramps eventually eases as slow calcium pumps powered by ATP instead of the sodium gradients, push the calcium back in the storage.
- Cramps can occurs when muscle are n relax properly due to myosin fibres re not fully detached with actin filaments because the detachment of the of the actin and myosin fibres must be large ATP levels.
- This detachment is responsible for the contraction and the relaxation of the muscle.



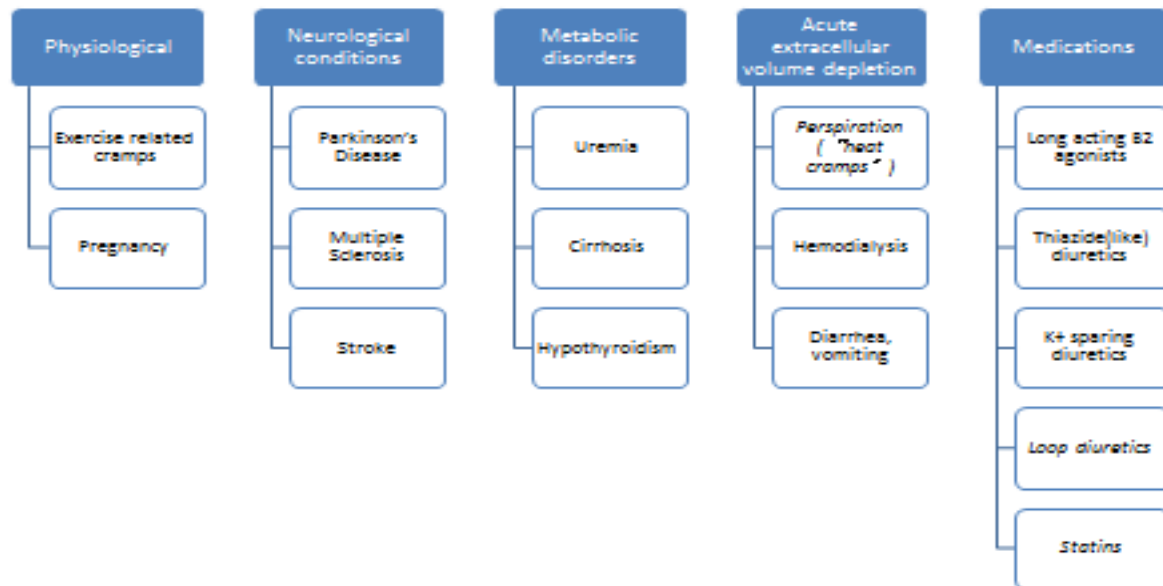
Copyright © 2007 Pearson Education, Inc., publishing as Benjamin Cummings. Fig. 12-9

Types OF Muscle Cramps:-

- Leg Cramps.
- Foot Cramps.
- Night Cramp.
- Physiotherapy Induced Cramps.
- Menstrual Induced cramps.
- Pregnancy induced Muscle cramps.

- Exercise Induced Cramps.

Causes of Muscle Cramps



Treatment :-

- 1) Centrally muscle Relaxants.
 - Quinine sulphate
 - Diltiazem
 - Mexiletine
 - Carbamazepin
 - Baclofen
 - Carisoprodol
 - Chlorzoxazone
 - Cyclobenzaprine
 - Dantrolene
 - Tizanidine
- 2) Vitamins / Minerals / Nutrients

Muscle Relaxers – Mechanism of Action

- Baclofen – GABA-B agonist, causes hyperpolarization by increasing K⁺ conductance, reducing Ca²⁺ influx
- Tizanidine – central and peripheral alpha-2 agonist, inhibits release of excitatory amino acid neurotransmitters
- Magnesium – inhibits ACh release peripherally
- Orphenadrine – NMDA and histamine receptor antagonist, centrally acting
- Cyclobenzaprine – has tricyclic antidepressant activity as well as muscle relaxer
- Carisoprodol – some action may be due to anxiolysis (meprobamate is 1st metabolite)
- Others – pretty much completely unknown

<u>Indication</u>	<u>Molecules</u>	<u>Uses</u>	<u>Category</u>
Calf muscle cramps Leg and foot cramps	Thiocolchicoside + Cyclobenzaprine + Carisoprodol	Centrally acting muscle Relaxants	Pain and analgesic
Exercise induced cramps	Orphenadrine+ Etoricoxib		Pain and analgesic
Physiotherapy induced cramps	Tizanidine+ Diclofenac		Pain and analgesic
Leg cramps due to overweight	Baclofen		Pain and analgesic
Menstrual cramps.	Chlormezanone		Pain and analgesic
	Neproxone		Pain and analgesic

Nutraceuticals :- Vitamins and Minerals Treatment

Indication	Molecules	Uses	Category
Calf muscle cramps Leg and foot cramps	acetyl-L-carnitine	L-carnitine functions is to transfer long-chain fatty acids across the mitochondrial membrane, enabling oxidative release of energy ¹	Vitamin Minerals Nutrients
	vitamin B-12	Increased levels of serum Ca and P cause improvements in metabolic performances, bone health, and neuromuscular functions	
Exercise induced cramps	Magnesium Calcium citrate Sodium citrate	MG Decrease ach and Relaxes the muscle	Vitamin Minerals Nutrients
		It Maintain electrophysiological balance	
Physiotherapy induced cramps	Potassium citrate (Hypokalaemia)	For (Hypokalaemia)	Vitamin Minerals Nutrients
Leg cramps due to overweight	acetyl-L-Carnitine Magnesium	L-carnitine functions is to transfer long-chain fatty acids across the mitochondrial membrane, enabling oxidative release of energy	Vitamin Minerals Nutrients
Menstrual cramps.	MG,VITB1,B2,B5,B6	It help for maintain neuromuscular function	Vitamin Minerals Nutrients

METHODOLOGY

Objectives:-1 To assess the market of the Centrally Muscle Relaxants and Neutraceuticals.

Objective :- 2 To build up the Marketing and Promotion Strategy in the cramps associated market.

Research Design

Type of study :- Descriptive study

Study Population :- Chemist and Doctor

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Tools used :- Questionnaires , Excel.

Data Type :- Primary and Secondary data. (primary study) area of MP,CH,RAJ,GUJ

Sample Size :- 700 For Chemist and 50 Doctor.

Sampling Techniques:- Non probabilistic purposive sampling

RESULTS

To assess the market of the Centrally Muscle Relaxants and Neutraceuticals.

- Total Centrally acting muscle relaxant market is 842 crore.
- Total Neutraceutical market is 19.12 Crore
- CAGR of Centrally Muscle Relaxant market 0.28 %
- CAGR of Neutraceutical Muscle Relaxants market is 0.59%
- Growth rate of Centrally Muscle Relaxant market is 9.6%
- Growth rate of Neutraceutical muscle relaxant market is 18%

Top Brands in Neutraceutical Market

BRAND	MRP	MOLECULE	COMPANY	MAT VAL JUN 14	MAT VAL JUN 15	MAT VAL JUN 16	MAT VAL JUN 17	MAT VAL JUN 18
								0.0
NUCOXIA MR	198.1	ETORICOXIB + THIOCOLCHICOSIDE M3B95	ZYDUS CADILA	21.9	23.4	24.1	33.1	36.0
MOBIZOX	150	DICLOFENAC + PARACETAMOL + CHLORZOXAZONE M3B115	RANBAXY LABORATORIES LTD	21.5	25.2	26.9	30.0	31.1
LIOFEN	105.86	BACLOFEN M3B2	SUN PHARMA LABORATORIES LTD.	16.1	19.8	22.5	22.0	27.4
ZERODOL TH	157.2	THIOCOLCHICOSIDE + ACECLOFENAC M3B94	IPCA LABORATORIES PVT LTD.	14.4	16.0	18.4	24.1	27.3
ETOSHINE MR	181	ETORICOXIB + THIOCOLCHICOSIDE M3B95	SUN PHARMA LABORATORIES LTD.	16.0	19.7	21.9	25.6	26.8
ZERODOL MR	71.5	ACECLOFENAC + PARACETAMOL + TIZANIDINE M3B103	IPCA LABORATORIES PVT LTD.	21.7	22.7	25.0	24.9	25.1
MYOSPAZ	100	PARACETAMOL + CHLORZOXAZONE M3B129	WIN-MEDICARE PVT. LTD.	11.1	13.2	14.9	17.8	20.4
MYOSPAZ FORTE	197	DICLOFENAC + PARACETAMOL + CHLORZOXAZONE M3B115	WIN-MEDICARE PVT. LTD.	11.8	14.1	15.6	15.1	18.5
FLEXURA D	132.75	METAXALONE + DICLOFENAC M3B26	SUN PHARMA LABORATORIES LTD.	14.2	16.3	15.7	16.3	17.4
MYORIL	180.31	THIOCOLCHICOSIDE M3B18	SANOFI INDIA LTD.	9.7	11.0	12.1	13.5	15.6
NEORELAX MR	150	THIOCOLCHICOSIDE + ACECLOFENAC + PARACETAMOL M3B93	MEYER ORGANICS PVT. LTD	8.1	9.3	10.5	11.5	13.3
MYORIL	290.98	THIOCOLCHICOSIDE M3B18	SANOFI INDIA LTD.	8.4	10.3	12.1	12.2	13.2
ETOVA MR	194.5	ETODOLAC + THIOCOLCHICOSIDE M3B97	IPCA LABORATORIES PVT LTD.	7.1	7.7	9.7	12.1	12.9
EPIDOSIN	18.7	VALETHAMATE M3B21	TTK HEALTHCARE LTD	11.7	10.8	10.1	9.1	12.9
EZACT	181	ETORICOXIB + THIOCOLCHICOSIDE M3B95	SUN PHARMA LABORATORIES LTD.	0.0	4.8	8.2	10.7	11.5
ZERODOL TH	240.2	THIOCOLCHICOSIDE + ACECLOFENAC M3B94	IPCA LABORATORIES PVT LTD.	7.0	7.8	8.7	10.6	10.3

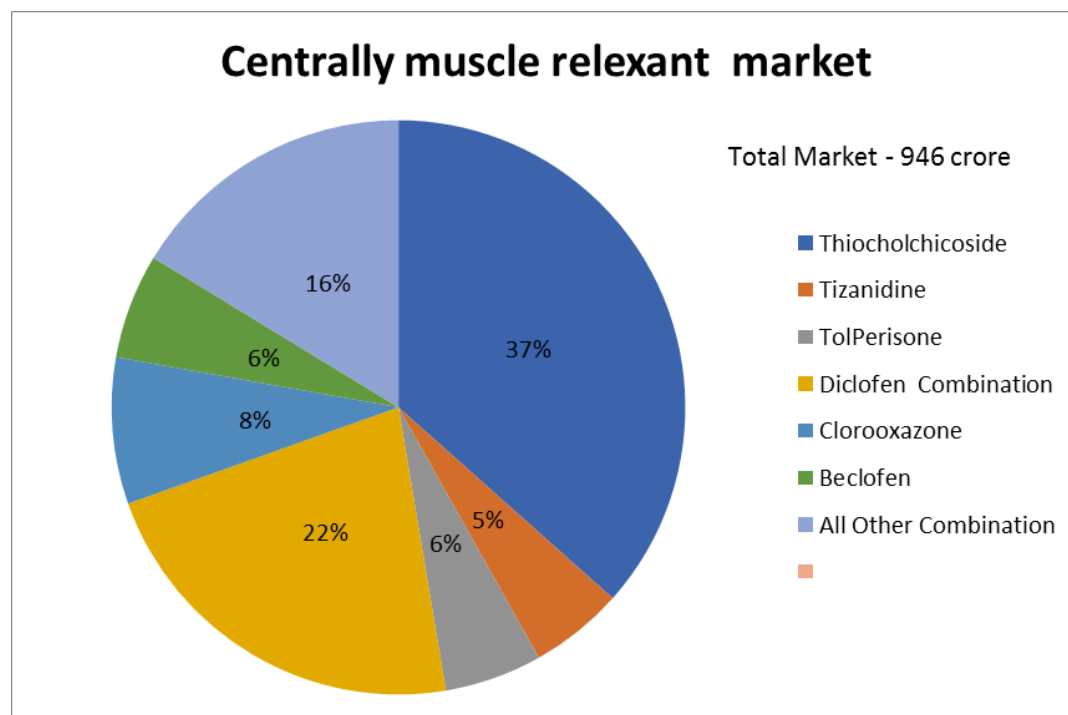
These 15 brand covers the 35 % market of Centrally Muscle Relaxants.

BRAND	MRP	MOLECULES	COMPANY	VAL JUN 17	VAL JUN 18
NUCOXIA MR	198.1	ETORICOXIB + THIOCOLCHICOSIDE M3B95	ZYDUS CADILA	33.1	36.0
ETOSHINE MR	181	ETORICOXIB + THIOCOLCHICOSIDE M3B95	SUN PHARMA LABORATORIES LTD.	25.6	26.8
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ETOVA MR	194.5	ETODOLAC + THIOCOLCHICOSIDE M3B97	IPCA LABORATORIES PVT LTD.	12.1	12.9
ZERODOL TH	240.2	THIOCOLCHICOSIDE + ACECLOFENAC M3B94	IPCA LABORATORIES PVT LTD.	10.6	10.3
ACENAC MR	152	THIOCOLCHICOSIDE + ACECLOFENAC + PARACETAMOL M3B93	MEDLEY PHARMACEUTICALS	8.0	9.5
EZACT	181	ETORICOXIB + THIOCOLCHICOSIDE M3B95	SUN PHARMA LABORATORIES LTD.	10.7	11.5
				161.4	176.3

THIOCOLCHICOSIDE COMBINATION.

- Total of Thiocolchicoside market is 396 crore.
- The growth rate is stagnant in spite of top molecule.

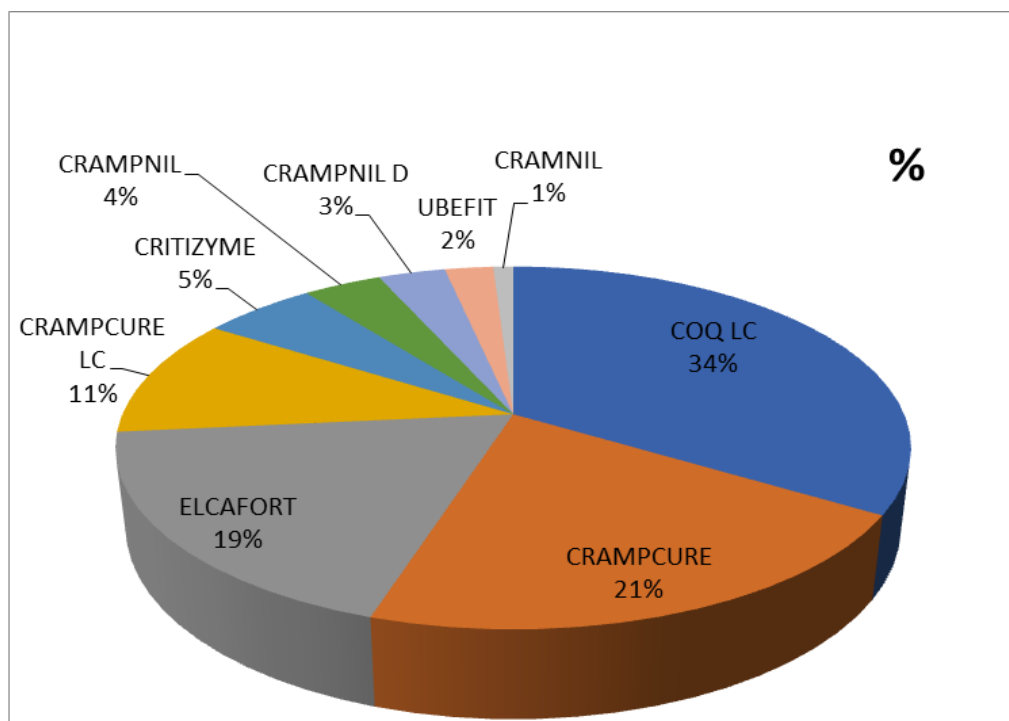
Total market bifurcation of Centrally Muscle Relaxants market.



Interpretation :-

According to Awacs Data major market is covered by the Thiocolchicoside and Diclofenace. So, if any company is planning to launch a product, their target will be Thiocolchicoside market.

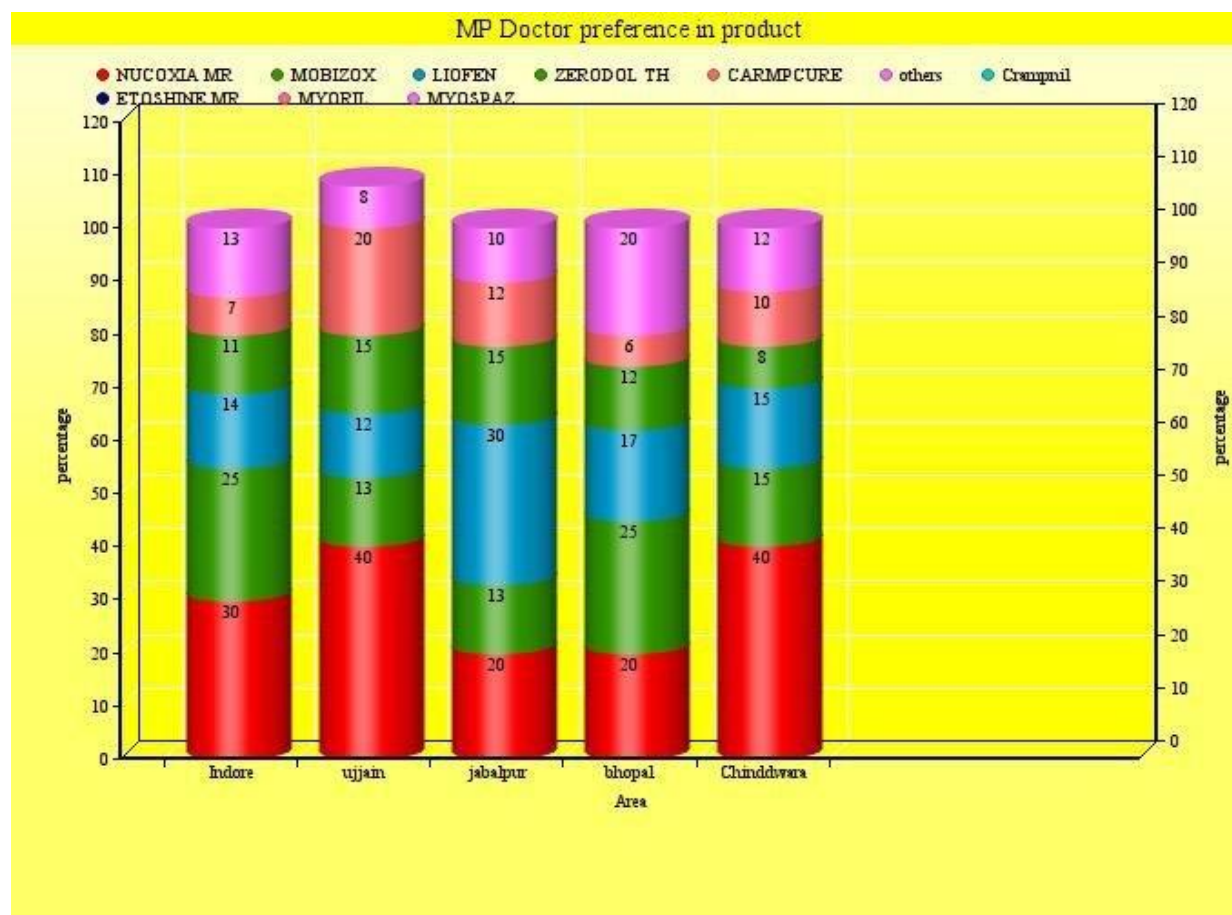
Total Market bifurcation of Nutraceuticals.



Interpretation:-

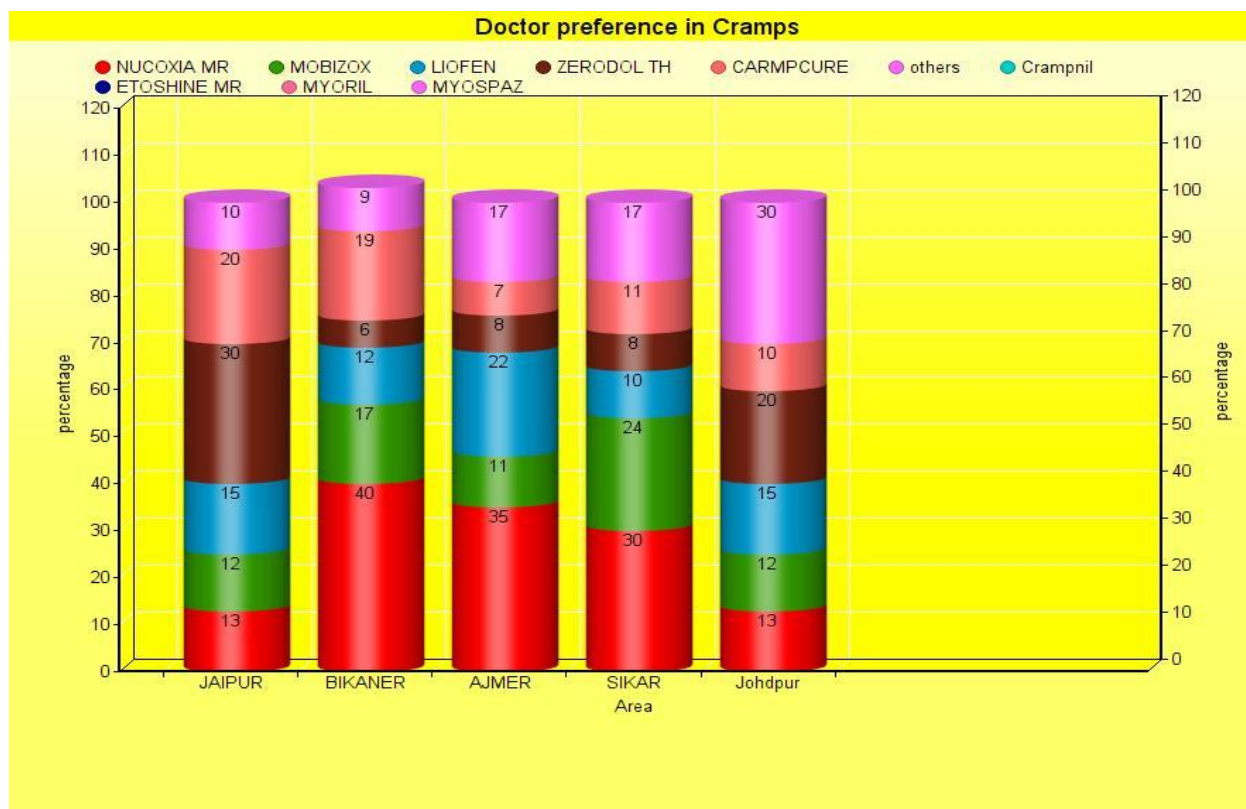
COQ-LC is the major brand which has covered the 34% of Nutraceutical market and Crampcure followed the COQ- LC.

Chemist Survey Analysis



Interpretation :-

- In MP state, major part is covered by the Nucoxia brand.
- In Indore, the second highest brand is Zerodol. And other brands are followed by these two.
- In Bhopal, Ujjain, Chiddwara, Zonodol is the only brand which is at stagnant growth. Both brands have Thiocolchicoside.

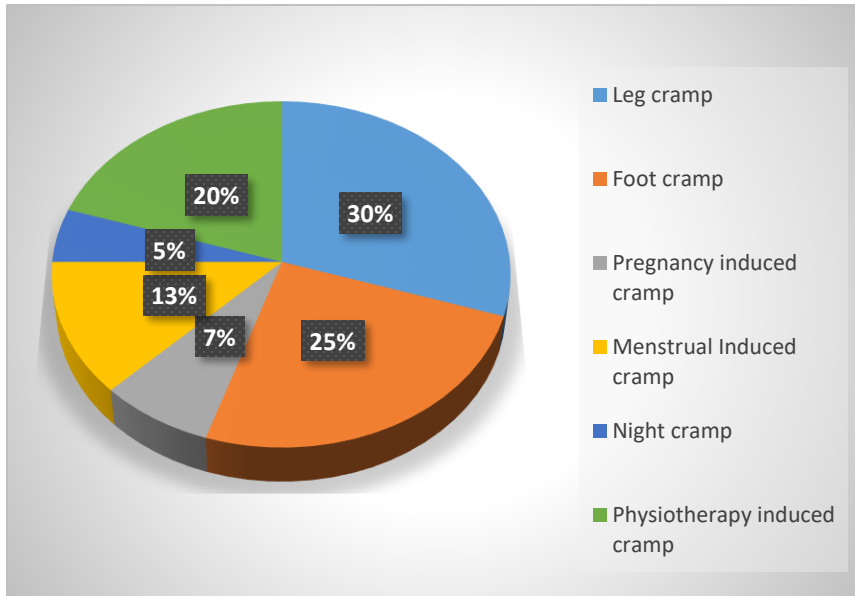


INTERPETATION:

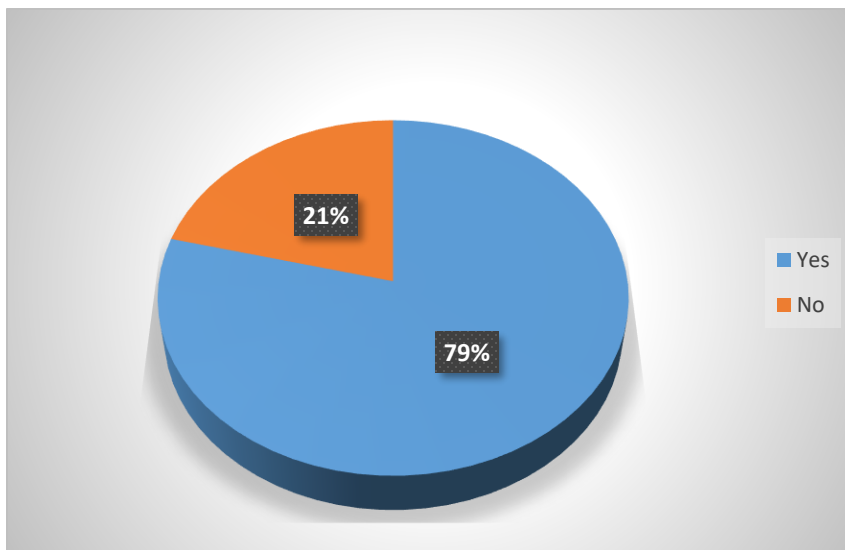
- The market of Jaipur is very competitive market, but majority of the part is covered by Zerodol.
- In Bikaner, Ajmer and Sikar, Nucoxia brand is again at the top.
- In Rajasthan market, Myospaz have a good share in the cramp indication.

Doctors Survey Results

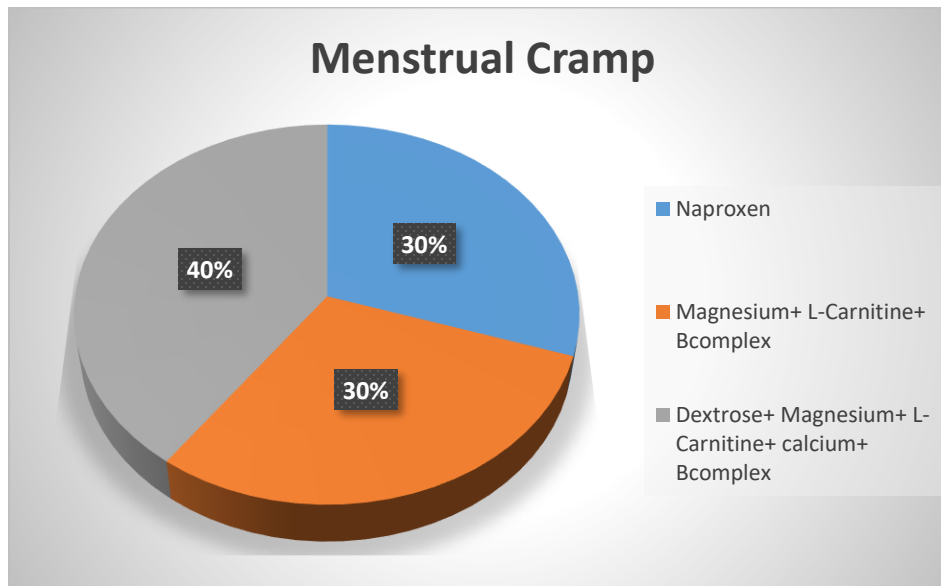
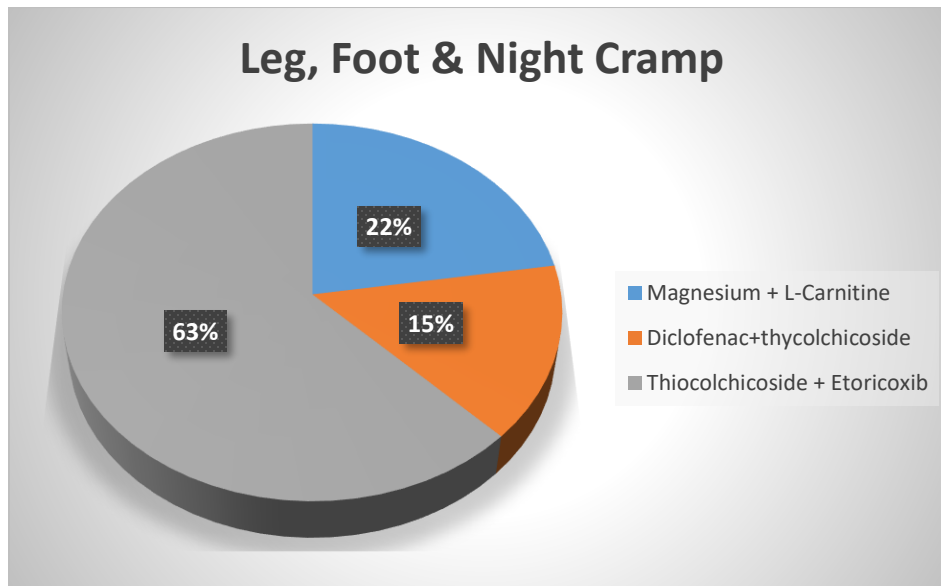
Q1-What are the different cramps that your patients experience?



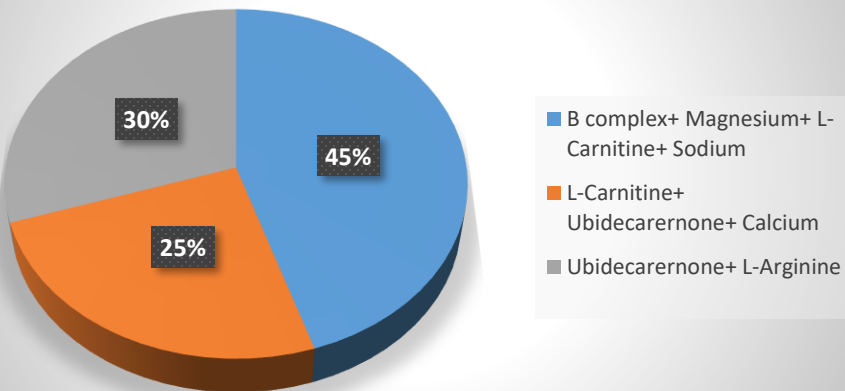
Q2- Do you give the medication according to the indication?



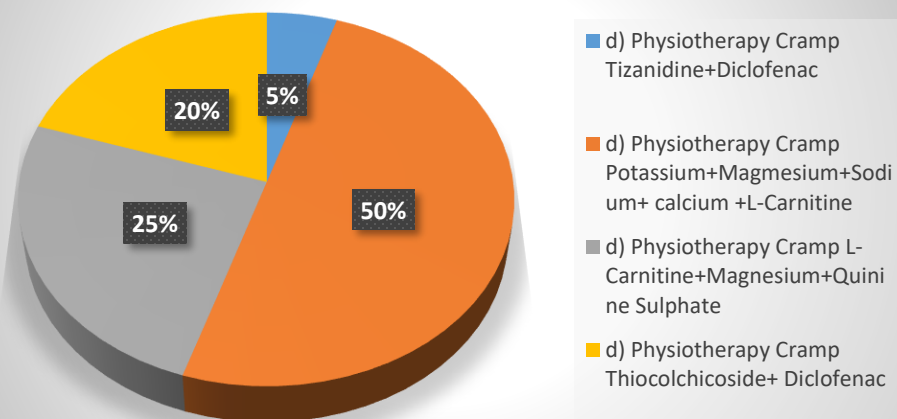
Q3- If your answer is yes, then in which types of indication you have given medication?

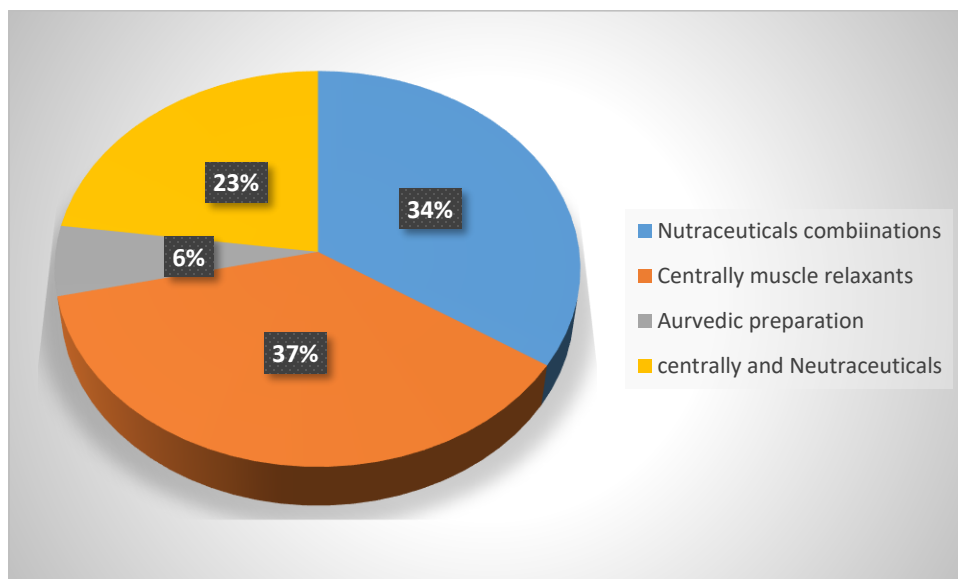
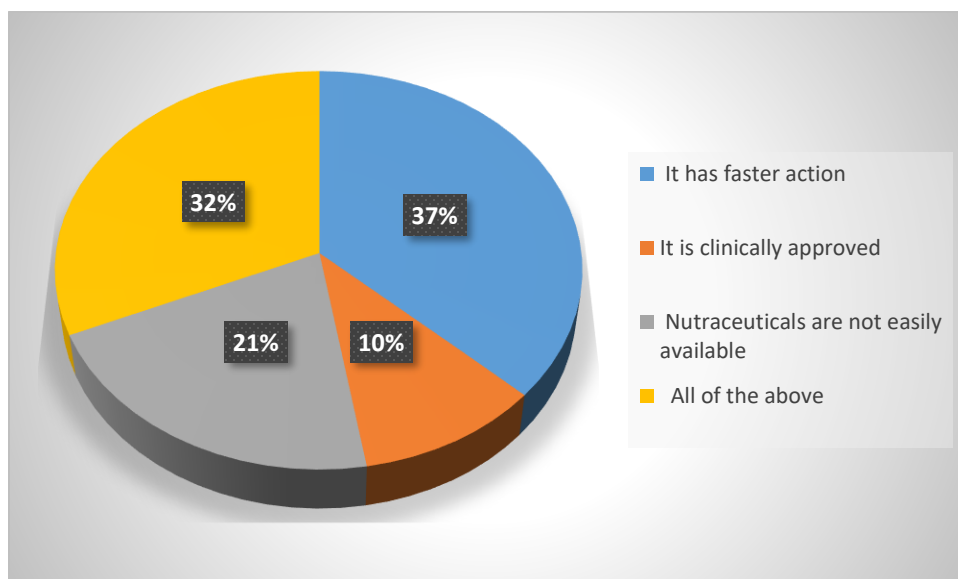


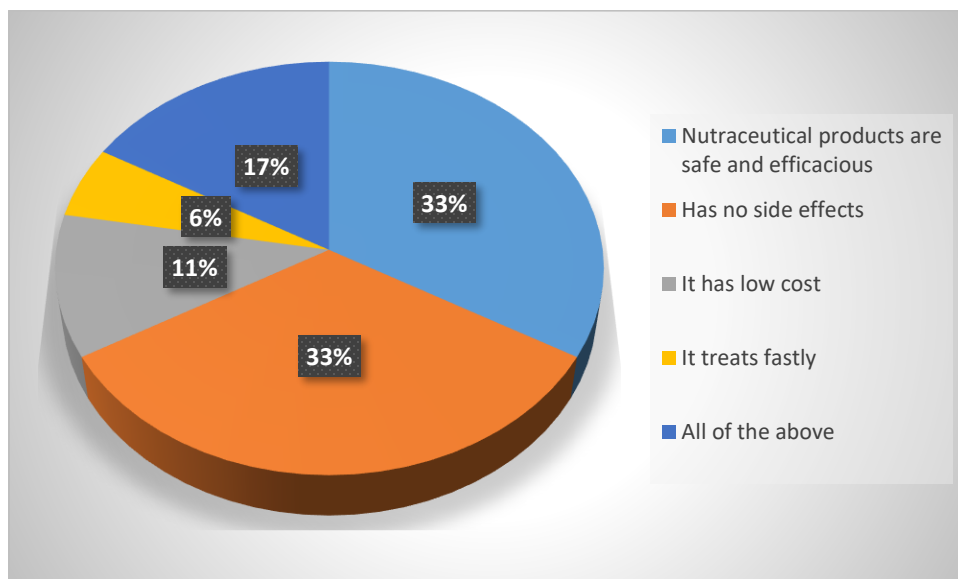
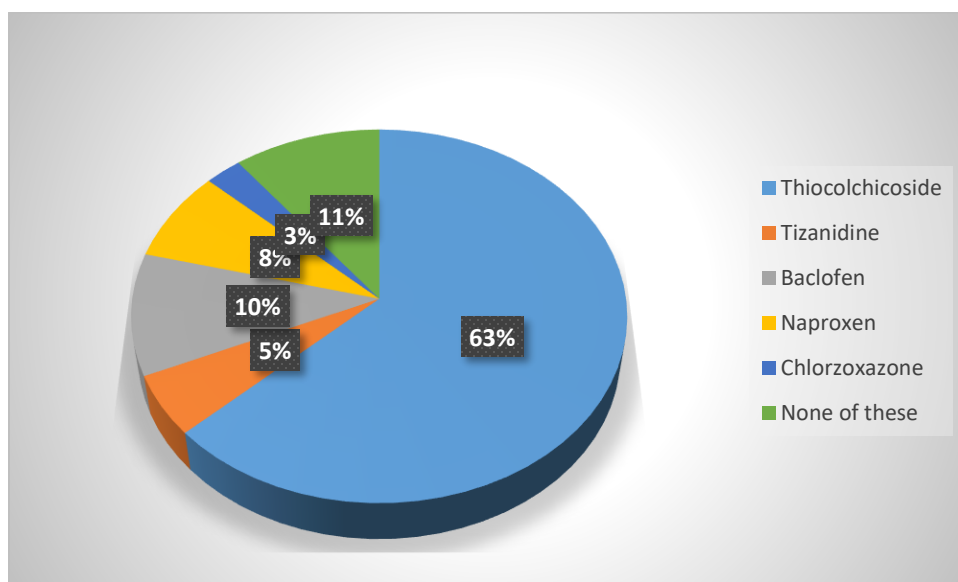
Pregnancy Induced Cramp



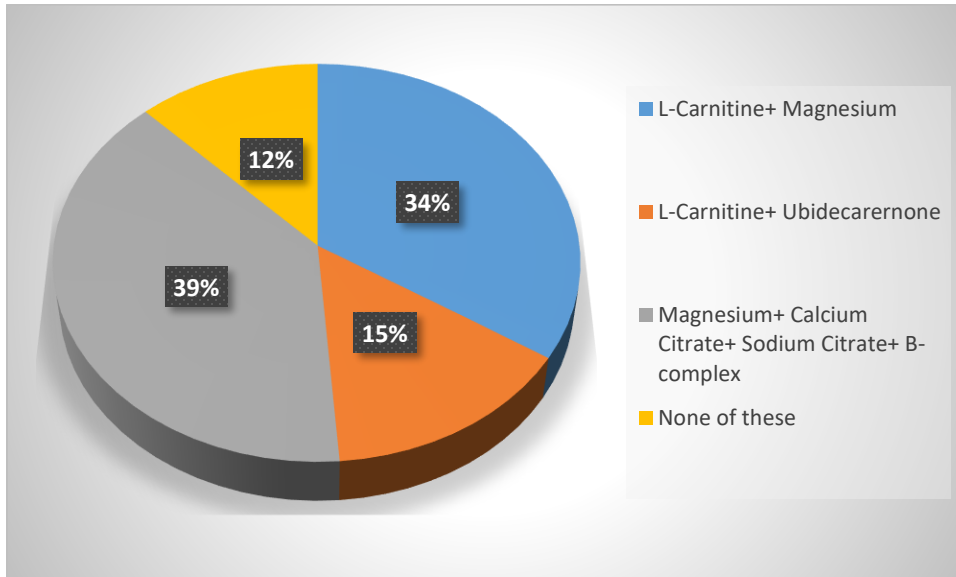
Physiotherapy cramp



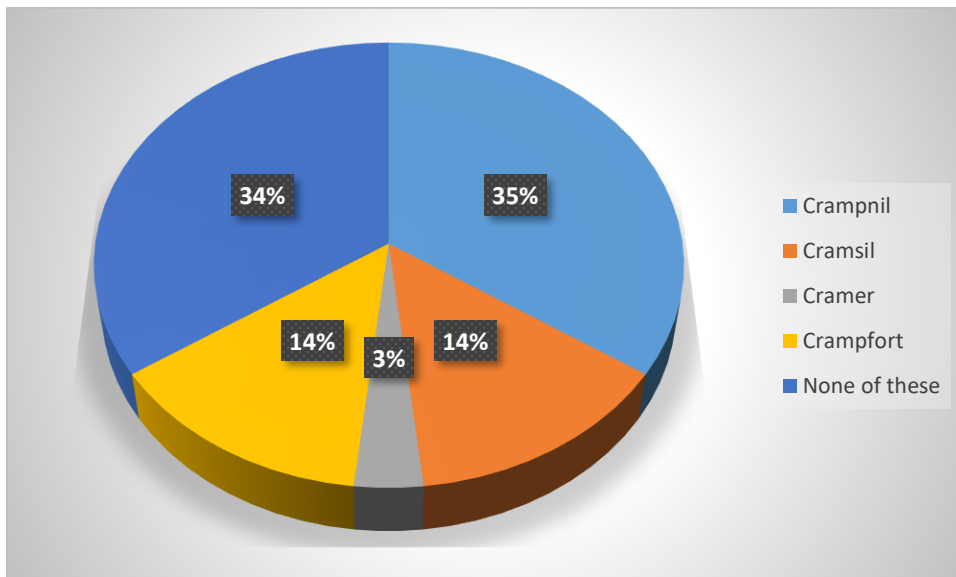
Q4- Which type of the medication you mostly prefer in cramps?**Q5- Why do you prescribe centrally muscle relaxant?**

Q6- Why do you prescribe Nutraceuticals?**Q7- Which centrally muscle relaxant molecules are mostly used in cramps?**

Q8- Which Nutraceutical Combination is used in Cramps?



Q10- Which nutraceuticals brand you mostly prefer in cramps?



BRAND PLAN OF CRAMPNIL

- Crampnil tab is a nutraceutical brand. It elevates the metabolic performances, bone health, and neuromuscular functions.
- Crampnil range is available in three forms Crampnil Tablet/Crampnil Jar / Crampnil Cream.

Composition :-

Crampnil Tablet-B-Complex , Magnesium + Calcium , L-Carnitine , Vitamin E , Potassium Citrate, Chromium Picolinate

Price :-For tablet - 2500 Rs.

Packing :- For tablet 10*10 AluAlu

Product Definition:

Crampnil is nutraceutical product and it contains L-carnitine B-complex and calcium + magnesium. Which is used full as muscle relaxant, has anti-inflammatory action it normalizes the electrolytic balance or action potential of brain.

CrampnilTablet :-

- Magnesium relaxes muscles
- Magnesium is involved in the synthesis of protein
- It is an important co-factor in more than 300 enzymatic reactions in the human body, many of which contribute to the production of energy.

Calcium Citrate: -

- Calcium can be an effective nutritional or natural remedy for muscle cramp
- Calcium can decrease pain in a leg cramps and it has positive effect on treatment

L-Carnitine:-

- L-carnitine functions is to transfer long-chain fatty acids across the mitochondrial membrane, enabling oxidative release of energy
- Carnitine is involved in conversion of branched-chain amino acids into energy

Vitamin E:-

- Vitamin E is an effective treatment for cramps¹
- Antioxidant effect²
- Increase circulation to the legs²
- In a clinical trial, 125 patients with nocturnal leg cramps treated with vitamin E
- 103 had complete or nearly complete symptom relief
- Symptoms usually improved within a week of starting vitamin

Vitamin B1, B5, & B6 :-

- A deficiency of vitamin B6 is commonly related to muscular skeletal issues such as arm and leg cramps.
- The intake of this vitamin can help target cramping especially when used with Vitamin B12 (and other B complex vitamins).
- Essential to a number of chemical enzyme reactions in the body and also plays an important role in releasing glucose to muscles.
- Taking a vitamin B complex supplement substantially improved nocturnal leg cramps in a group of elderly patients in a double-blind trial.

Sodium Citrate :-

- Low salt levels are one cause of muscle cramps during long runs. “Salt” generally refers to sodium, which is an essential electrolyte.
- During exercise sodium is lost in sweat and blood sodium levels drop.
- Crampnil helps in restore the normal sodium level & treats the cramps.

Vitamin D :-

- Vitamin D assists intestinal absorption of calcium, phosphorus, and to a minor degree, magnesium.
- Increased levels of serum Ca and P cause improvements in metabolic performances, bone health, and neuromuscular functions.

Potassium citrate :-

- Hypokalemia, usually indicative of relatively severe potassium deficiency, can also cause muscle cramps
- Hypokalemia may occur in patients using potassium-depleting diuretics or in association with persistent diarrhea or certain disease states
- Suboptimal potassium status may be a contributing factor in some cases of muscle cramps

Chromium Picolinate :-

- Chromium is directly involved in carbohydrate, fat, and protein metabolism.
- Chromium enhances the action of insulin, a hormone critical to the metabolism and storage of carbohydrate, fat, and protein in the body.

Indications

- Leg cramps
- Foot cramps
- Night cramp
- Pregnancy induced cramp
- Menstrual cramp
- Exercise induced cramp
- Beta-2 agonist induced cramp

Situation Analysis (MACRO Environmental Analysis) PEST ANALYSIS

POLITICAL :-

Certain FDC are banned from 13th January 2019

- Nimesulide + Tizanidine
- Paracetamol + Chlormezanone + Ibuprofen
- Diclofenace/Paracetamol/Chlorzoxazone/Famotidine
- Diclofenace/Paracetamol/Chlorzoxazone/Ibuprofen
- Diclofenace/Paracetamol/Chlorzoxazone/Ibuprofen/Oxyphen
- Diclofenace/Paracetamol/Chlorzoxazone/Ibuprofen/Oxyphenbutazone/Magenisium Hydroxide

ECONOMICAL :-

- Indian per capita income grew by 104%. India's middle income group would be double by 2015 over 2010.
- Health Insurance penetration to increase by 45% (26% in 2010) of population by 2020.
- Increasing inflation rate is increasing by 4.74%
- Neutraceuticals CAGR is Growing By 8.8%
- GDP of India is increasing by 7.7%

SOCIAL :-

- People are becoming more and more health conscious increasing trend of people taking nutritional supplements.
- Because of allopathic medicine have serious side effects. So, people are reluctant to use allopathic medicine.

TECHNOLOGICAL :-

Unique combination (Trio pack)

MICRO Analysis

Segment Trends:Physician and ortho are preferring Muscle relaxants molecules like Thiocholchicoside, Chlormezanone and gyn preferring Naproxone.

Market Drivers: Fast relief from cramps, Clinical Documentation

Customers & Patients:Gynecologists ,Orthopedics , Physicians

Patients suffering from menstrual cramps, Cramps in elderly patients, Exercise induced cramps patients, Pregnant women, Cardiac patients, Diabetic patients, Patients having night cramps , Leg cramps, Asthenic patients

Competition :NSAID and Muscle Relaxants

Company Capabilities: Good Brand equity in Physicians and GPs.

Relevant to the Brand: Unique trio, Neutraceutical product, comprehensive solution to restore electro-physiological balance.

Business Drivers:Marketing campaigns, Neutraceutical product,CME, CRM

SWOT Analysis

STRENGTHS	OPPORTUNITIES
• Unique combination(Ist time in india) • Unique trio to treat. • Arnica Montana in low price. • No side effects and safe therapy. • No direct competitor. (Arnica montana)	• Many combination of muscle relaxant category has been banned. • Neutraceutical is emerging market. • Very less competition in direct segments.
WEAKNESSES	THREATS
• Onset of Action is slow as compared to allopathic brands. • Doctor trust more towards the allopathic medicines. • Scientific knowledge is very weak in field force • Disoriented field force • Product interest is very less in field force	• Competitive pressure could reduce market share. • New players are coming in Neutraceutical market.

Core Marketing/Brand Strategy

Target Customers:	Physician , Gynaecologists , orthopaedics
Their most important needs	Reducing the muscle cramps and pain
Your Key Competitors and their key differentials:	NSAIDS and centrally acting muscle Relaxants. Onset action of fast . Clinically or scientifically strong.
Your Brand's Key Differential:	Unique combination with natural therapy in trio pack. Combination Megnisium + calcium (L-carnitine + B-complex JAR/TAB) and Arnica montana + boswellia serrata in cream.
Your Brand's Strategic Objective:	To Established a no.1 image of a trusted therapy for the cramps.
Your Brand's Core Strategy:	To change the perception of doctor for the neutraceuticals and to aware them about the side effects associated with Nsaids And Other Muscle Relaxants.
	To create the awareness among the doctor for the use of arnica montana + boswellia+arginine and L- cartinine + B complex.
	To Create the awareness for the use of crampnil (trio pack with unique combination)among the doctor by the PSR

Marketing Strategies

Core Marketing Strategy:

- Increase market share and awareness of Crampnil group of product.
- Rapidly increase the prescription share by converting doctors of centrally muscle relaxants.
- Develop 10 KOL doctor for each PSR.

SMS ELEMENT	SUPPORTING STRATEGIES
CME	• To conduct the Doctor CME in every headquarter of psr. (top 30 kol will be participate)
CRM	• CRM ACTIVITY FOR TOP KOL Doctors.
BRAND MASCOT / CAMPAINGS	• Yoga days ,sports day first Quarter campaign activities with brand mascot. • Independent day , Air strike for second quarter. • Activity in girl hostel or girl college for menstrual cramps by Gynecologist. • Valentine campaign in forth quarter
Scientific promotion	• Target muscle relaxants and other Nutraceuticals products
Digital marketing	• Targeting of doctor by Email.

CUSTOMER MAPPING

NO OF DOCTOR	SUPER CORE			CORE			Non core		
30	10			15			5		
	4 ORTHO	4 PHY	2GYN	6 ORTHO	6 PHY	3 GYN	2ORTH	2 PHY	1 GYN
	HIGH VALUE GIFT IN ALTERNATE MONTH			Lit/sample			Lit/sample		

STRATEGICAL PLANNING

Month	Product	Visit 1	Visit 2	Total no. Doc
April	Crampnil tab	Sample+LBL	Literature+MVG	10 KOL
May	Crampnil tab	HVG+SAMPLE	LITRETURE + SAMPLE	10 KOL
June	Crampnil tab	MG +LITRETURE	sample Literature	10 KOL

Stretegically Planning for Target Acheivement

SKU	Target/ Month	Total No. of Doctor	Total Qty	Month	Total Qty of Year	Total Psr	Total Quantity	Value
Tablet	6	10	60	12	720	75	54000	13500000

Budget planning for Yearly activities

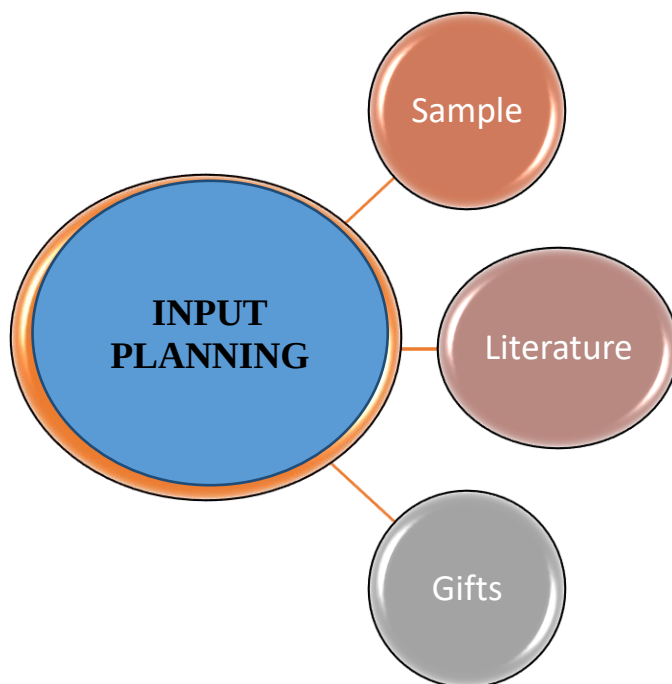
Activity	No. of dr	Total Expense/dr	Duration	Expense/P SR	No. of PSR	Total Expense
For CRM	5	5000	2	50000	20	1000000
Gift	10	200	3	6000	76	420000
sample	30	760	12	9120	76	693120
literature	30	5	12	1800	76	136800
CME	10	10000	2	20000	25	500000
				Total Expense		2749920

Communication Strategy for Tablet

Primary communication: -It normalizes the electrolytic balance or action potential of brain . And it reduces the pain and relaxes the muscle gives the relief in cramps.

Secondary communication strategy:-

- It elevates the metabolic performances, bone health, and neuromuscular functions with B-complex Group and Magnesium.
- L-Carnitine is involved in conversion of branched-chain amino acids into energy
- Increased levels of serum Ca and P cause improvements in metabolic performances, bone health, and neuromuscular functions.
- Chromium enhances the action of insulin, a hormone critical to the metabolism and storage of carbohydrate, fat, and protein in the body.
- Vitamin E Improves blood circulation of legs with antioxidant.



Sample Planning

- Sample Packing : 1*2 Tablet
- Sample Unit : 40 Strip/PSR
- Sample per Dr. : 4 Strips
- Sample Given to : Phy& Ortho

Specialty	No. of Doctor	Sample Qty per Doctor.	No. of Strip
Phy	6	4 Stp	24 Stps
Ortho	4	4 Stp	16 Stps
Total	10		40 Stp

Printing Inputs of Crampnil Quarter -1

Month	Product	Qty/PSR	Total Qty	Topic
April	Tablet	30	2300	Limitations Of Thiocholchicoside.
May	Tablet	30	2300	Draw backs Of centrally Muscle Relexants.
Jun	Tablet	30	2300	Revolutionary effective & safe therapy for debilitating cramps

Gift Planning

Month	Qty	Doctor
April	800	10 KOL /HVG
MAY	2300	30 /MVG
JUNE	800	10/HVG

Visual Aid :-

Solve the Puzzle In treating Muscle Cramps

1st time in India - Unique trio to treat the **CRAMPNIL** Jar Tablets Cream

47610319

Safer yet effective option for the treatment of muscle cramps and pain

1st Time In India Unique Composition

CRAMPNIL[®] Tablets

Maintain Electrolytic Physiological Balance

Composition:
Calcium Citrate 250 mg, Magnesium Aspartate 250 mg, Potassium Citrate 50 mg, L-Carnitine 300 mg, Vit. E 150 mg, Vit. B₁ 750 mcg, Vit. D 6.25 mcg, Vit. B₆ 1.5 mg, Vit. B₁₂ 10 mg, Vit. B₂ 25 mg, Chromium Picolinate 40 mcg

Muscle Relaxants
Magnesium, L-Carnitine

Relieve muscle stiffness/Pain
Vitamin E, Calcium

Muscle tone
Micro-nutrients:
Vit B1, B5, B6, B12, Vit D

Indication :
All type of Muscle Cramps

One Tablet Twice a day

Chromium Maintain Blood Sugar Level

Restore your energy and Happiness of life

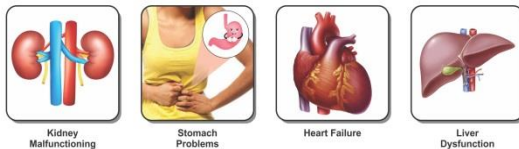
<https://www.vitaminfoundation.org/www.orthomed.com/vite.htm>

47302019

Litretures



NSAIDs are used for the treatment of **MUSCLE PAIN** but it may cause various **side effects** like



There is an alternate way without these side effects.

Treat the muscle pain with safer approach with added advantage of Vitamins & Minerals

CRAMPNIL[®] Jar Tablet Cream

1 **Mg**
• Very important for muscle relaxation
• Muscle cramps are signs of magnesium deficiency
• One study suggests that up to 75% are not meeting their recommended intake Magnesium.

2 **Ca**
• Calcium can be an effective nutritional or natural remedy for muscle cramp
• Calcium can decrease pain in a leg cramps and it has positive effect on treatment

3 **E**
• Vitamin E is an effective treatment for cramps
• Anti-oxidant effect
• Increase circulation to the legs

4 **B1, B5, B6, B12**
• Deficiency of Vitamin B6 is commonly related to muscular skeletal issues such as arm and leg cramps.
• The intake of this vitamin can help target cramping especially when used with Vitamin B12 (and other B complex vitamins).

5 **Arnica Montana**
• Has potent anti-inflammatory activity
• Indicated for the reduction of oedema and pain relief due to tissue trauma

6 **Boswellia Serrata Extract**
• Boswellic acids (BAs) are pentacyclic triterpenes extracted from the gum resins of the tropical tree Boswellia serrata.
• Has anti-inflammatory and immunomodulatory activities.

7 **Tea tree Oil**
• Tea tree oil is the essential oil obtained from the Australian native plant, Melaleuca alternifolia.
• Has an anti-inflammatory action.

References: (1) <https://www.vitaminfoundation.org/www.orthomed.com/vite.htm>
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(5) <https://www.vitaminfoundation.org/www.orthomed.com/vite.htm>

For more details contact us on :
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For use of Medical Professionals only

B-FOLCIN Division

WEST-COAST
Pharmaceutical Works Ltd.
WHO-GMP & ISO 9001:2015 certified company

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EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

Recommended restricting use
of thiocolchicoside by mouth or injection¹

Limitations of thiocolchicoside²

- Sedation, drowsiness, insomnia
- Blurred or double vision, fatigue
- Dyspepsia, constipation or diarrhea, stomach cramps
- Dry mouth
- Headache
- Dependence

1. <http://www.ema.europa.eu/en/medicines/human/refsat/thiocolchicoside-containing-medicines>
2. Int J Pharm Bio Sci 2013;1(3):364-71.

WEST-COAST
Pharmaceutical Works Ltd.

WHEN MOVEMENTS GET STUCK DUE TO MUSCLE CRAMPS & PAIN

CRAMPNIL[®] Tablets

Composition : Calcium Citrate 250 mg, Magnesium Aspartate 250 mg, Potassium Citrate 50 mg, L-Carnitine 300 mg, Vit. E 150 mg, Vit. B₁ 750 mcg, Vit. D 6.25 mcg, Vit. B₁₂ 1.5 mg, Vit. B₆ 10 mg, Vit. B₅ 25 mg, Chromium Picolinate 40 mcg

Safer yet effective option for the treatment of Muscle cramps & pain

Muscle Relaxant
Magnesium, L-Carnitine

Relieve Muscle Stiffness/Pain
Vitamin E, Calcium

Muscle Tone
Micro-nutrients : Vit B₁, B₅, B₆ & B₁₂, VitD

With advantage of chromium Picolinate

Indication :
All types of Muscle Cramp

Dosage : 1 Tablet twice a day.

Integrative Medicine • Vol. 6, No. 6 • Dec 2007/Jan 2008




With L-Carnitine Micro-nutrients

For more details contact us on : pmt@westcoastin.com
For use of Medical Professionals only

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Never Let Pregnancy.... becomes *STRESSFUL* Experience



- Implantation Cramps
- Abdominal Cramps
- Pelvic Cramps, Pain
- Leg Cramps



WEST-COAST
Pharmaceutical Works Ltd.

Let HER Pregnancy be CRAMP FREE

CRAMPNIL[®] Jar

Refreshing Relief from Cramps

Composition : Dextrose 7.5 gm, Vit. E 150 mg, L-Carnitine 300 mg, Magnesium Sulphate 250 mg, Calcium Citrate 500 mg, Vit.B₁ 1.5 mg, Vit. B₁₂ 10 mg, Vit. B₆ 25 mg, Sodium Citrate 0.58 gm

Instant Energy
Dextrose

Muscle Relaxant
L-carnitine, Magnesium

Relieve Muscle Stiffness / Pain
Vitamin E, Calcium

Also available Crampnil cream & tablet




Added Advantage of L-carnitine

Tangy Orange Flavour

Convenient 6 days treatment pack

For more details contact us on : pmt@westcoastin.com
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CONCLUSION

- After studying the Primary and Secondary data, it was concluded that, the Centrally Muscle Relaxant hold most of the share in the market.
- But, according to DCGI and DPCO few combinations are getting banned and many literatures concluded that, centrally muscle relaxants have severe side effects.
- And no single molecule is able to treat all type of cramps in a single go.
- A brand plan was prepared for Crampnil keeping in mind all the points and during the duration of 3 months the brand achieved the growth by 22%-25%.

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