

STUDY ON COMPARATIVE ANALYSIS OF CRAMPNIL

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PM – 09

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ASSISTANT PROFESSOR



EXECUTIVE SUMMARY

- The study includes Effective and Efficacious Brand Plan of Crampnil carried out during 3 months time period.
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- The aim of the study was to position the Crampnil into the market.
 - At first, Awacs data was analysed to assess the market of Centrally Muscle Relaxants and Nutraceuticals.
 - The results concluded that, mostly centrally muscle relaxants are used in cramps. But, the trend is changing according to CAGR of the market.
 - Then for identification of market and choice of doctors a survey of 50 doctors (Orthopedics, Physicians, Gynecologist) and 100 chemists was conducted in Madhya Pradesh and Rajasthan.
 - The results for the survey concluded that, Thiocolchicoside molecule is mostly used in cramps.
 - At the end, the strategy was prepared to compete with the market of Centrally Muscle Relaxant (Thiocolchicoside).
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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 caused by muscle fatigue or a lack of electrolytes such as low sodium , low potassium ,or lo magnesium<https://www.healthlinkbc.ca/health-topics/za1086>

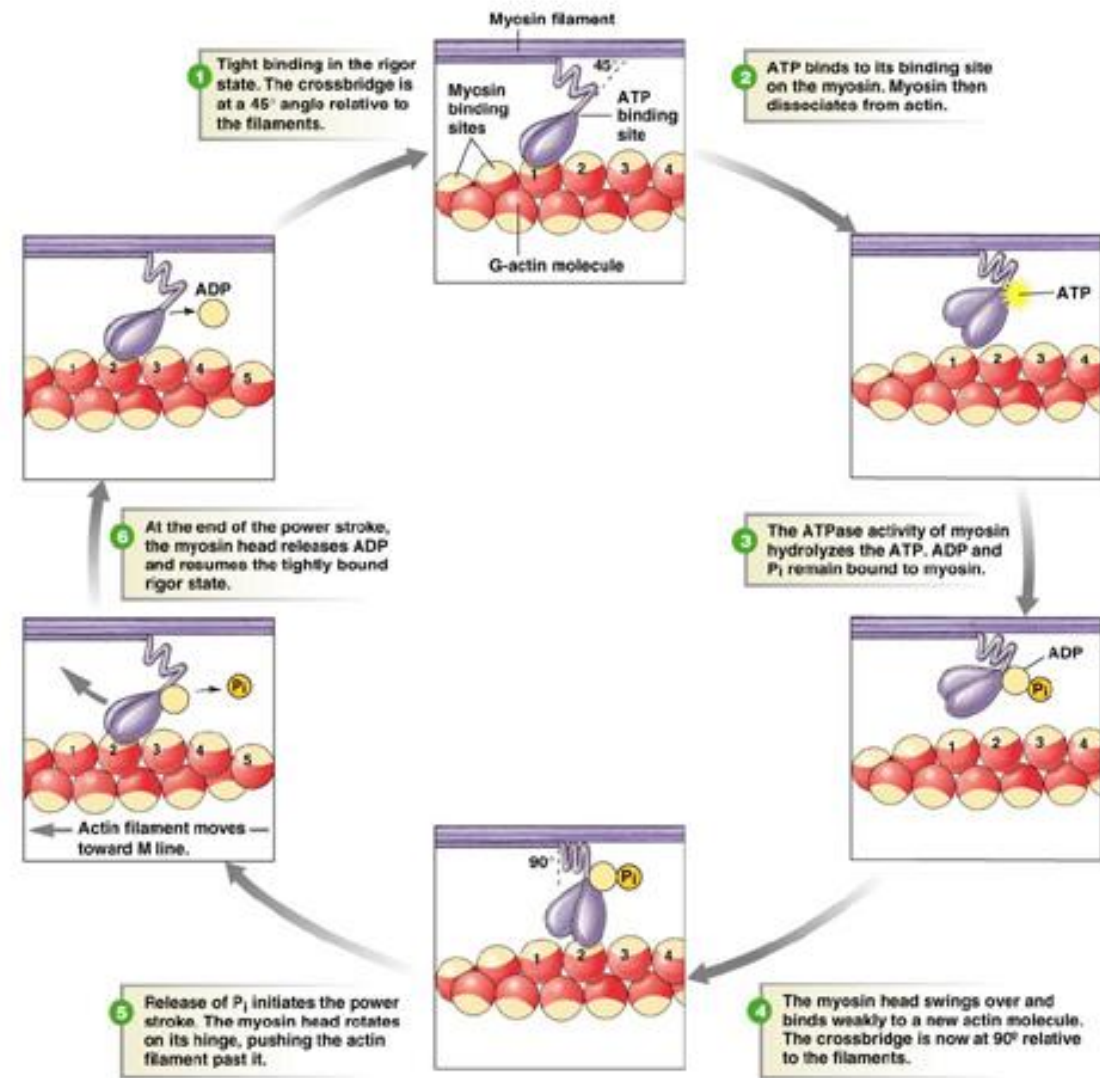
What are Muscle Cramps?

An automatically and forcibly contracted muscle that does not unwind or relax can be called as a muscle cramp



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 not 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.



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PREVALENCE OF MUSCLE CRAMPS

Muscle cramps appear to be common in adolescents / young adults

- In a survey of 121 college students:
 - 115 (**95%**) had experienced at least one muscle cramp
 - 18 had been awoken from sleep more than twice a month with muscle cramps.

Cramps can become more of a problem in older ages

- A cross-sectional prevalence study of 365 outpatients aged 65 or older reports that **50%** has frequent cramps².

1. Norris FH. Electro Neurophysiol. 1957;9:139-47.

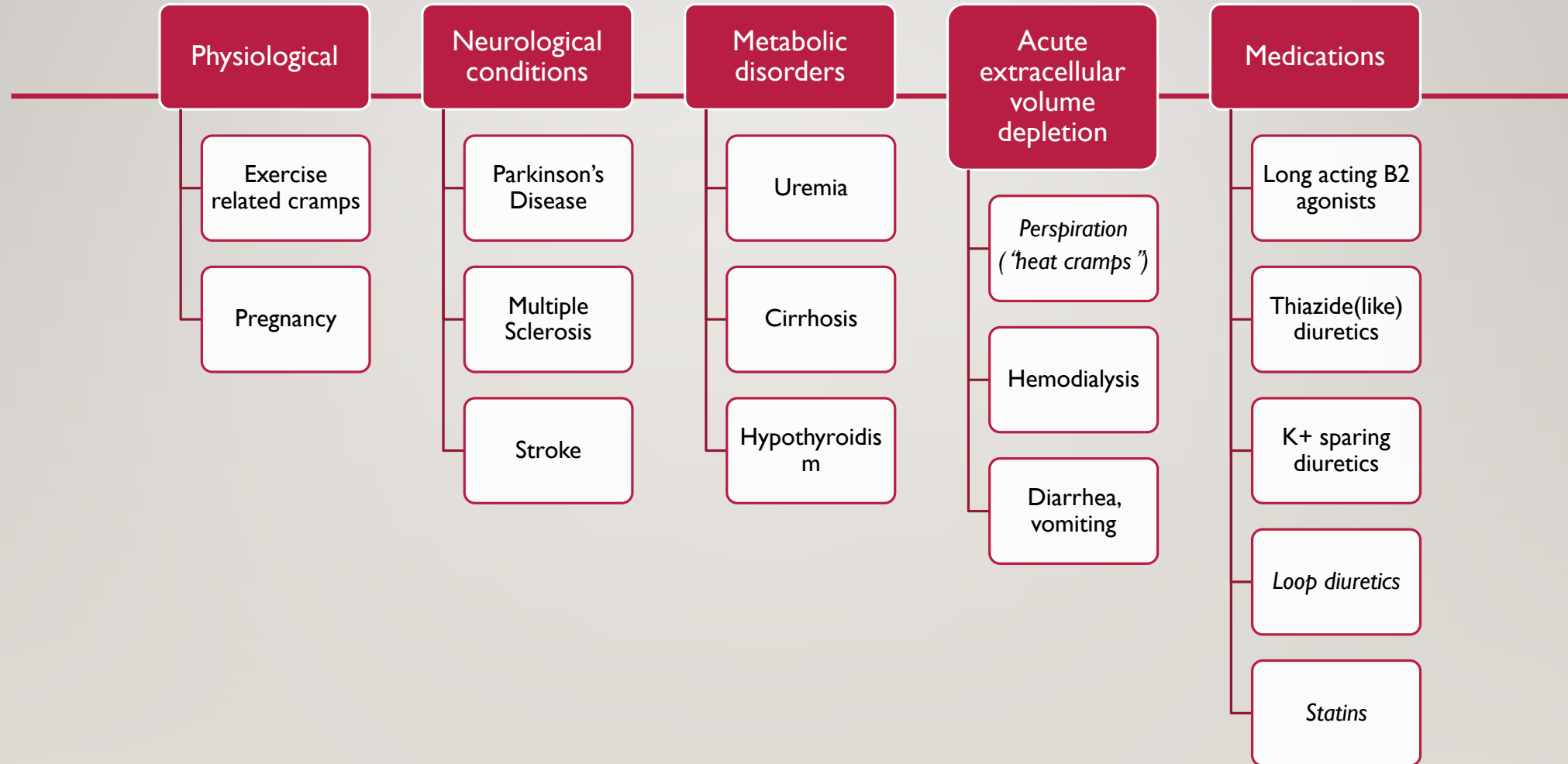
2. Abdulla AJ. Int J Clin Pract. 1999; 53:494-496.

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

- **Centrally muscle Relaxants.**

- Quinine sulphate
- Diltiazem
- Mexiletine
- Carbamazepin
- Baclofen
- Carisoprodol
- Chlorzoxazone
- Cyclobenzaprine
- Dantrolene
- Tizanidine

MUSCLE RELAXERS – MECHANISM OF ACTION

- Baclofen – GABA-B agonist, causes hyperpolarization by increasing K^+ conductance, reducing Ca^{2+} influx
- Tizanidine – central and peripheral α -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)

CARISOPRODOL

- Drowsiness
 - Headache
 - Vertigo
 - Insomnia
 - Increased risk of respiratory depression
-

CHLORZOXAZONE

- Dizziness
- Somnolence
- Occasional overstimulation

Thiocolchicoside

- Side effect of thiocolchicoside can include nausea, allergy and vasovagal reactions.
- Although muscle relaxants may have the major side effect of sedation, thiocholchicoside is free from sedation effects possible due to non-interference with nicotinic receptors.

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

Research Design

- **Type of study :-** Descriptive study
- **Study Population :-** Chemist and Doctor
- **Duration :-** 3 Months
- **Type of Data :-** Qualitative and Quantitative
- **Sample tools used :-** Questionnaire , Excel.
- **Data Type :-** Primary and Secondary data. (primary study) area of Madhya Pradesh, Chhattisgarh, Rajasthan, Gujrat
- **Sample Size :-** 700 For Chemist and 50 Doctor.
- **Sampling Techniques:-** Non probabilistic purposive sampling

Objectives

Objectives:-1

To assess the market of the centrally muscle relaxants and Neutraceuticals.

Objective :- 2

To build up the Marketing and promotion Strategy in to the Cramps associated market for Crampnil
Positioning.



Objectives:-1

To assess the market of the centrally muscle relaxants and Neutraceuticals.

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.

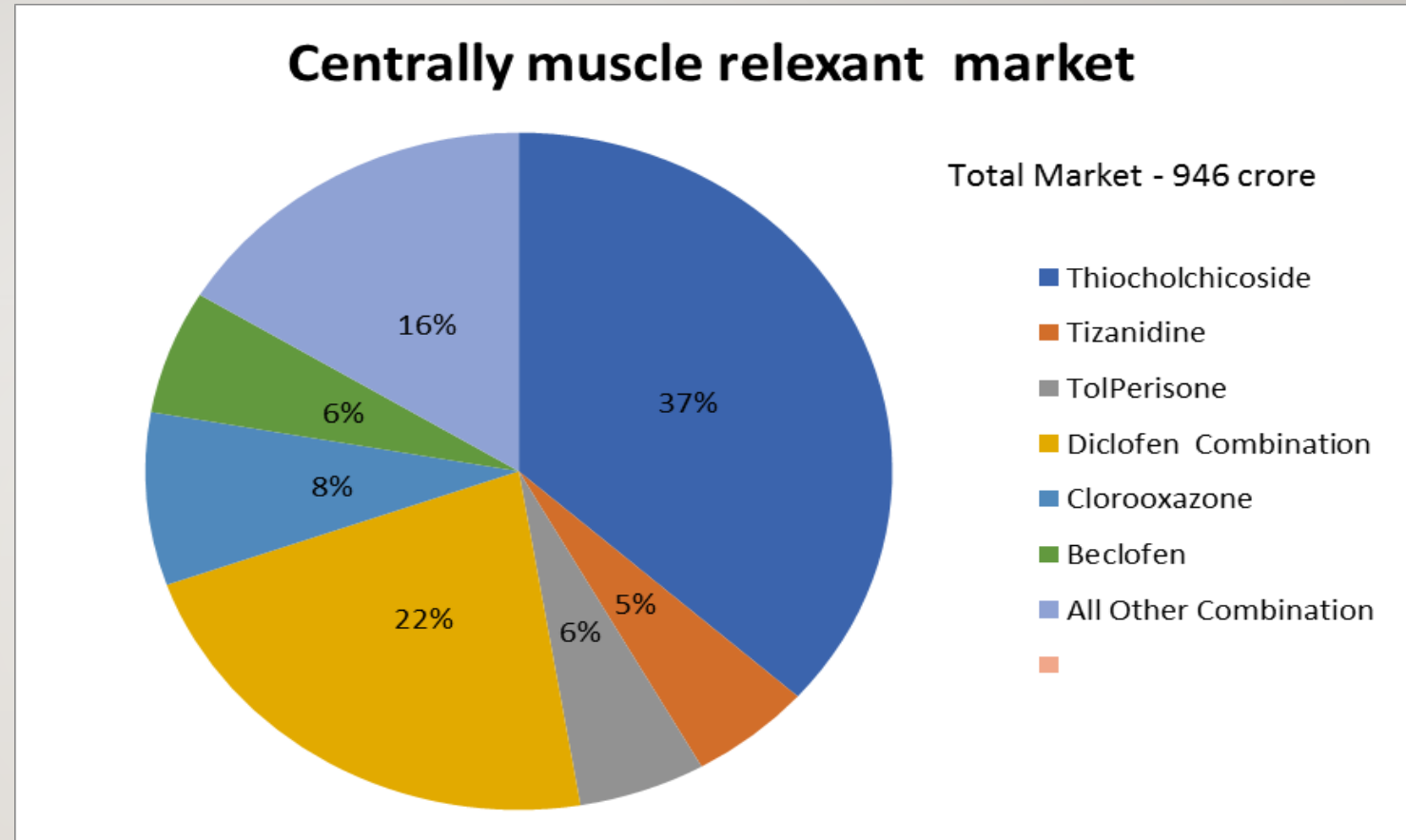


THIOCOLCHICOSIDE COMBINATION.

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
ZERODOL TH	157.2	THIOCOLCHICOSIDE + ACECLOFENAC M3B94	IPCA LABORATORIES PVT LTD.	24.1	27.3
MYORIL	180.31	THIOCOLCHICOSIDE M3B18	SANOFI INDIA LTD.	13.5	15.6
MYORIL	290.98	THIOCOLCHICOSIDE M3B18	SANOFI INDIA LTD.	12.2	13.2
NEORELAX MR	150	THIOCOLCHICOSIDE + ACECLOFENAC + PARACETAMOL M3B93	MEYER ORGANICS PVT. LTD	11.5	13.3
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

- Total of Thiocolchicoside market is 396 crore.
- The Growth rate is stagnant inspite of top molecule.

Total market bifurcation of Centrally Muscle Relaxants market.

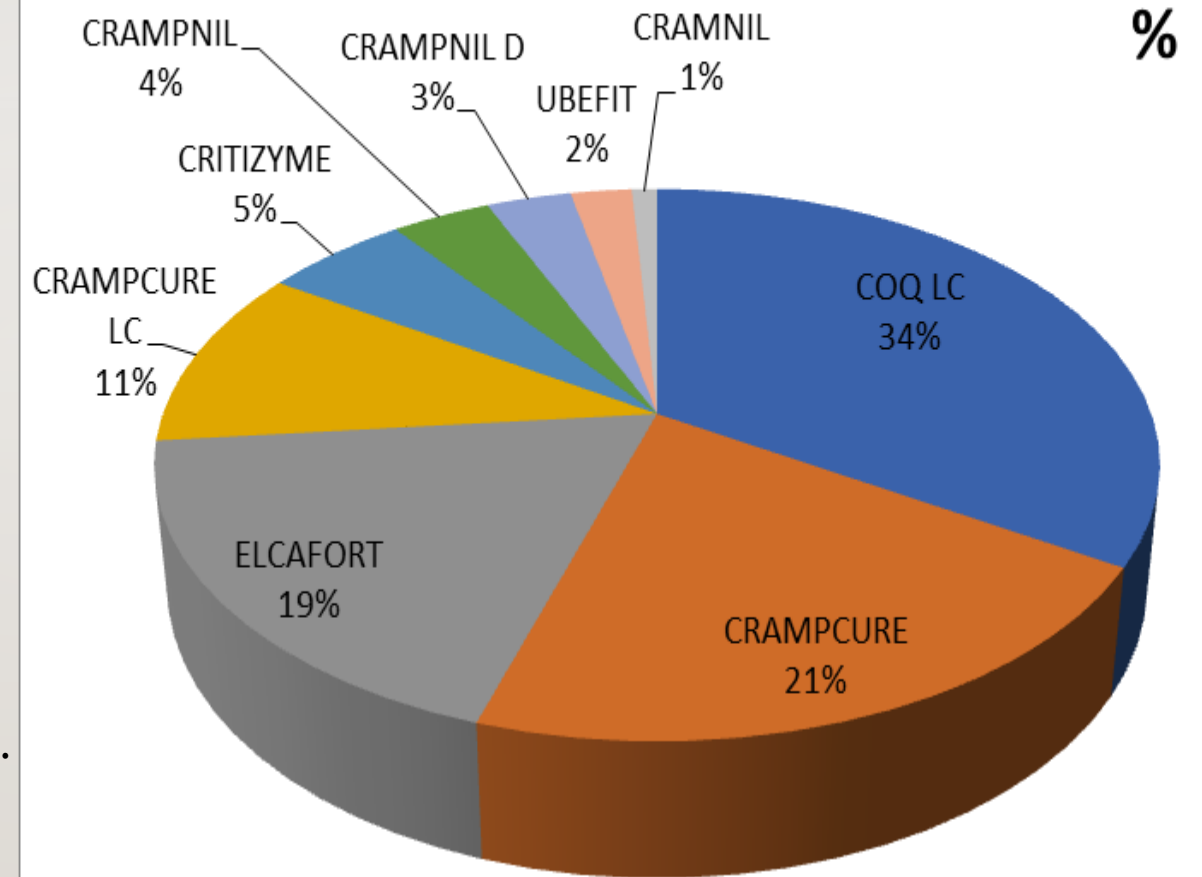


- According to Awacs Data major market is covered by the Thiocolchicoside and Diclofenace. So, if any company is planning to lunch a product, their target will be Thiocolchicoside market.

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 :-

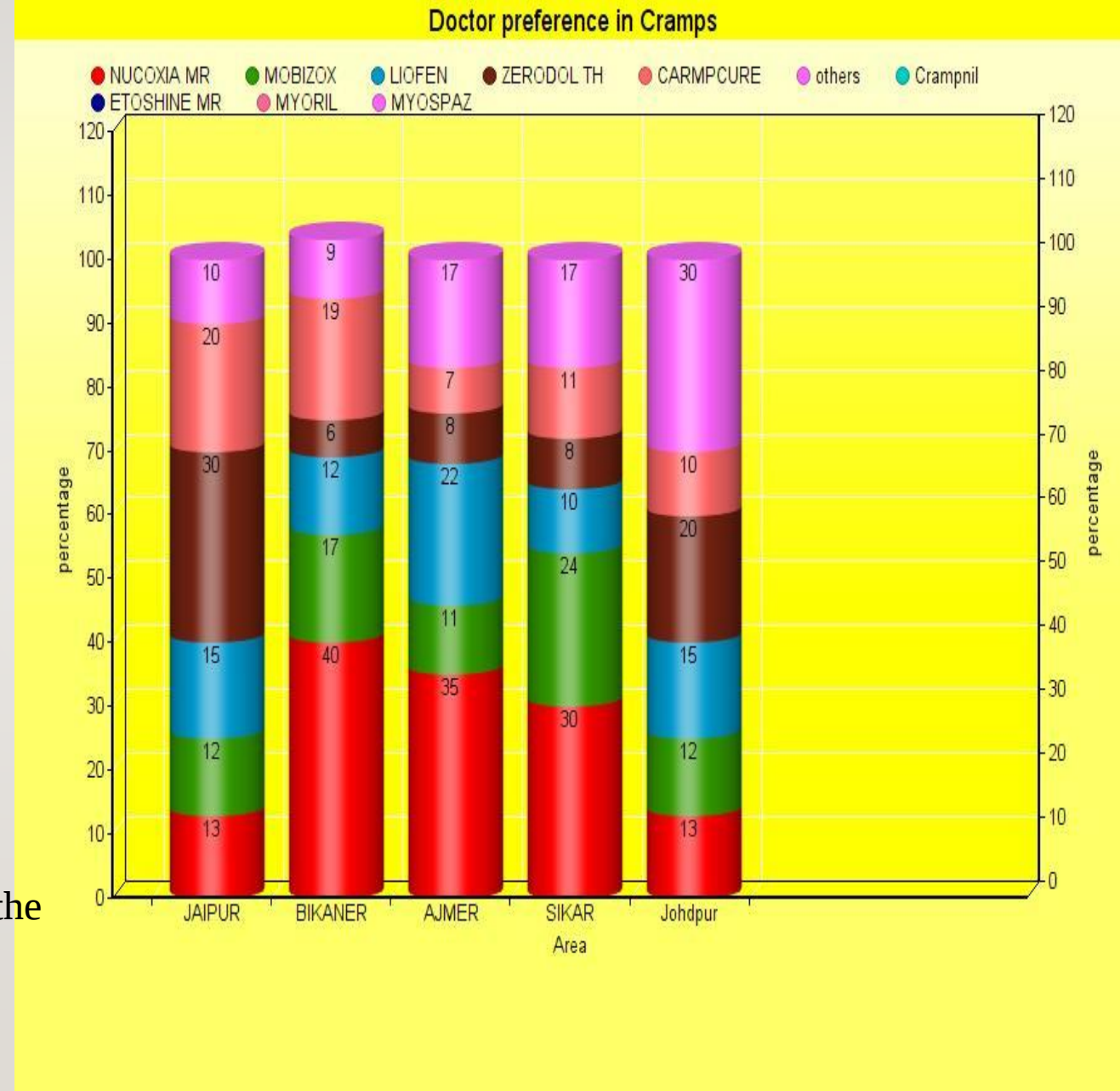
- In MP state, major part is covered by the Nucoxia brand.
- In Indore, the second highest brand is Zerodol. And other brands are followed by these two.
- In Bhopal, Ujjain, Chiddwara, Zonodol is the only brand which is at stagnant growth. Both brands have Thiocolchicoside.



DOCTOR PREFERRING BRANDS IN CRAMPS

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.



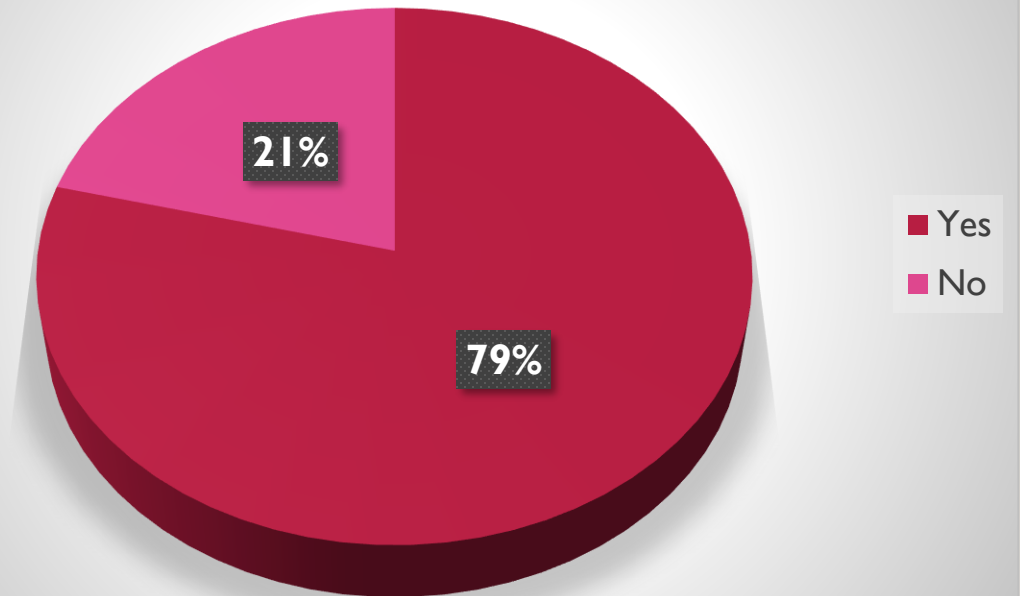
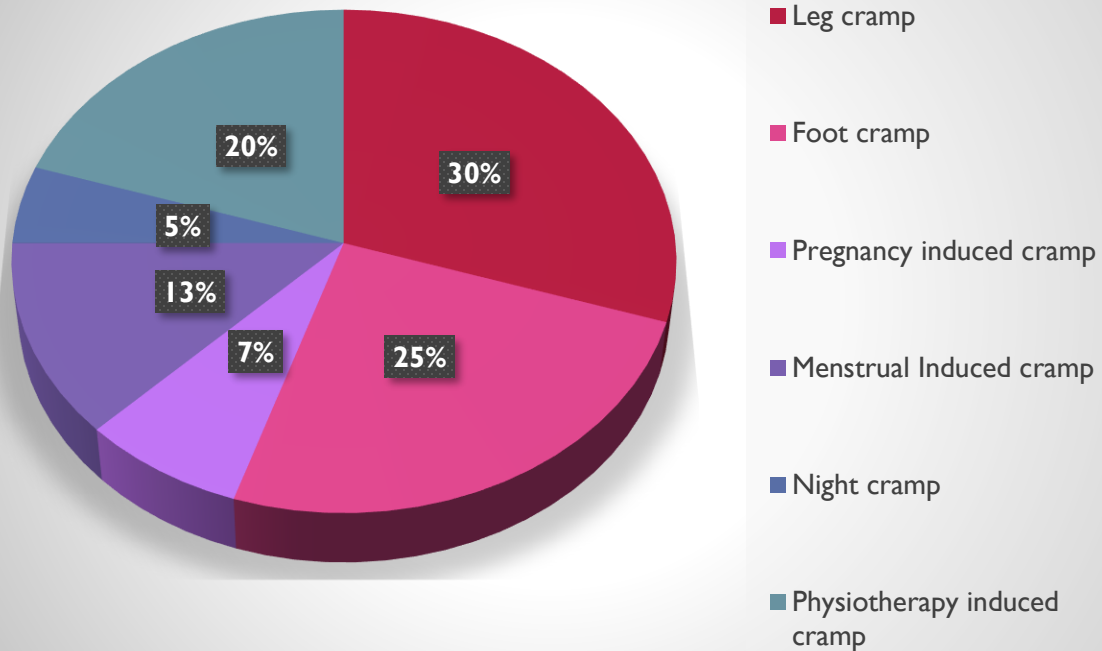
Doctors Survey For to know the **Preferences of medication**



DOCTORS SURVEY RESULTS

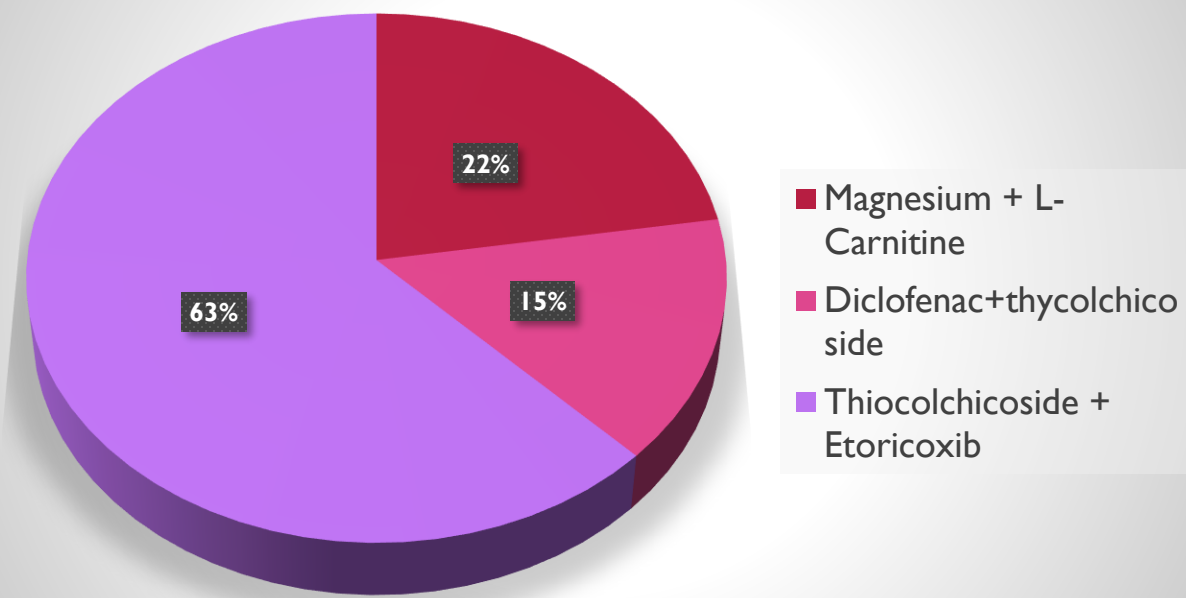
WHAT ARE THE DIFFERENT CRAMPS THAT YOUR PATIENTS EXPERIENCE ?

DO YOU GIVE THE MEDICATION ACCORDING TO THE INDICATION ?

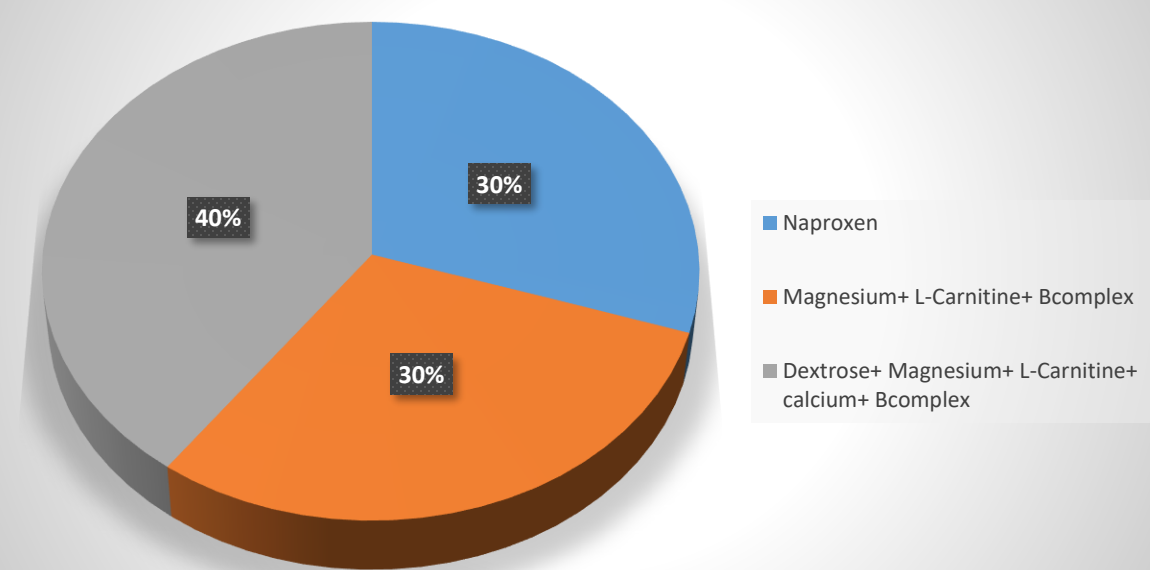


Q :- IF YOUR ANSWER IS YES, THEN IN WHICH TYPES OF INDICATION YOU HAVE GIVEN MEDICATION?

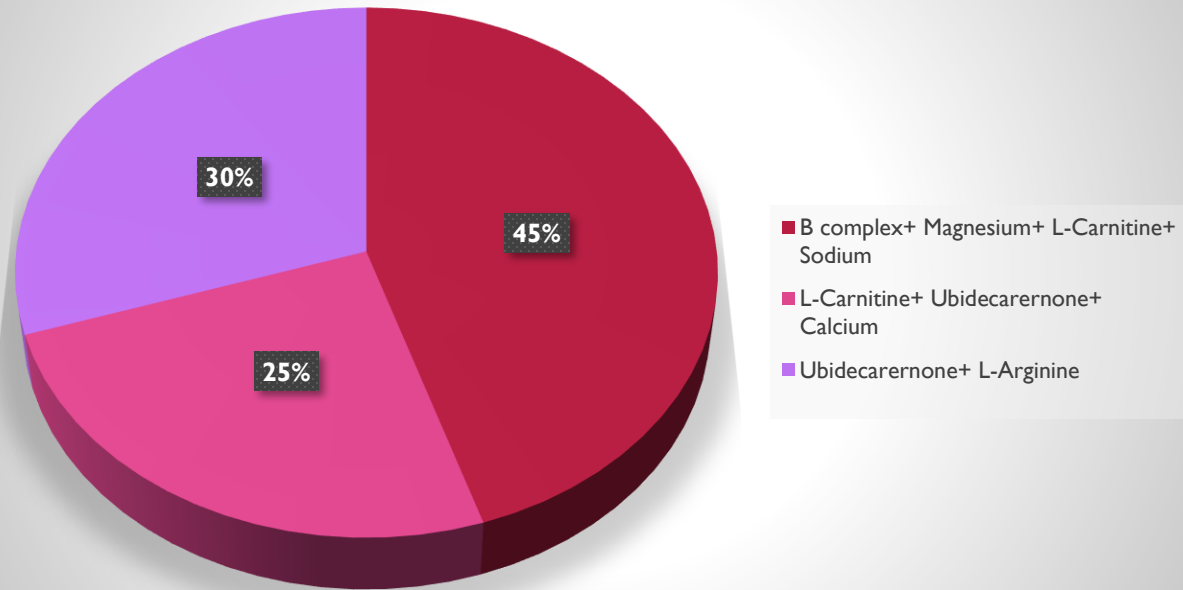
Leg, Foot & Night Cramp



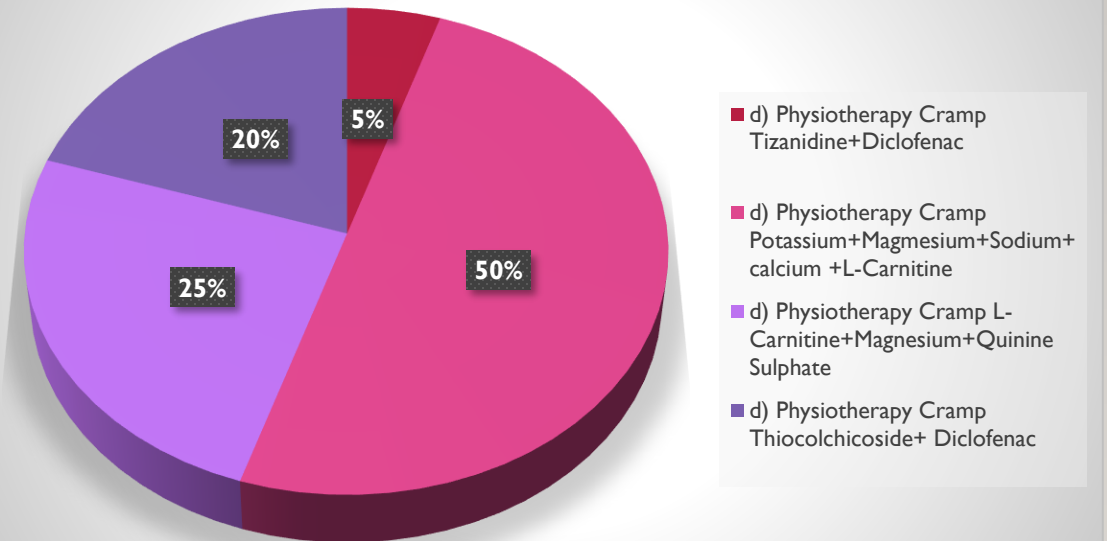
Menstrual Cramp



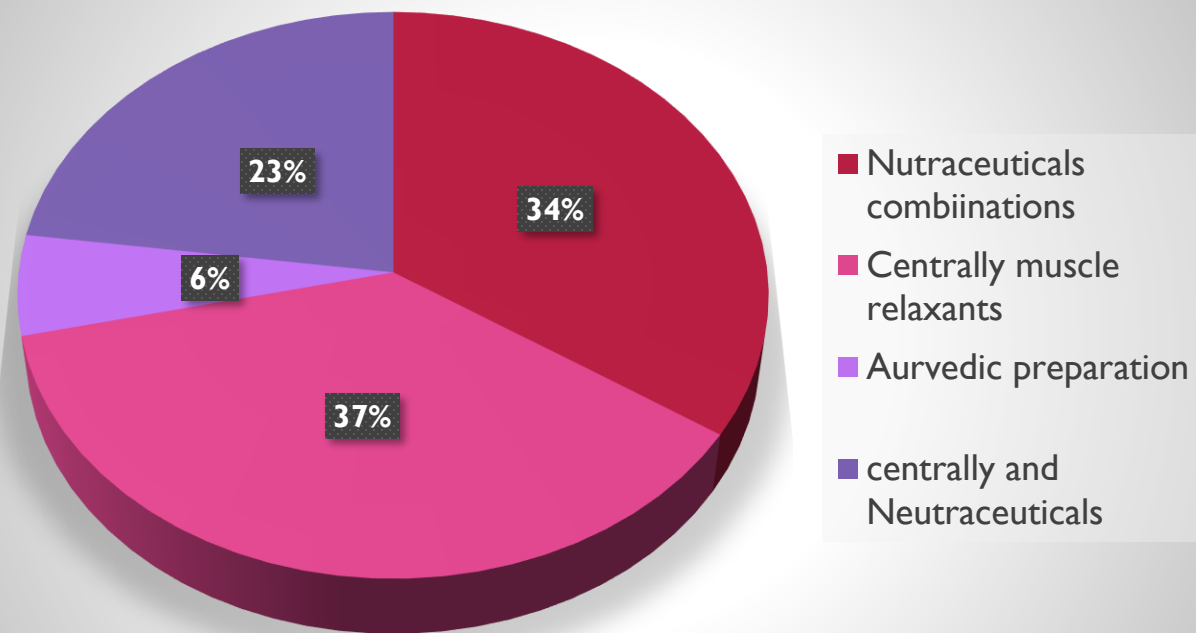
Pregnancy Induced Cramp



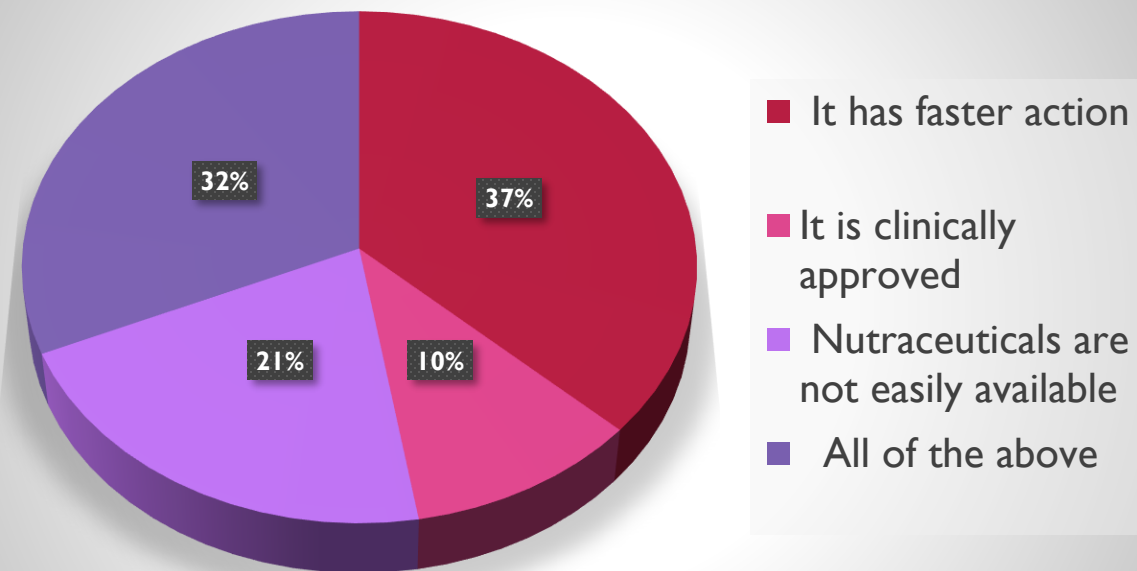
Physiotherapy cramp



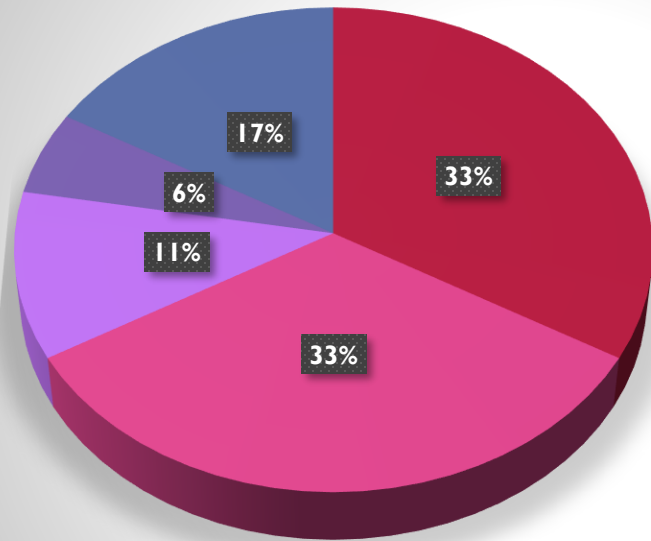
WHICH TYPE OF THE MEDICATION YOU MOSTLY PREFER IN CRAMPS?



WHY DO YOU PRESCRIBE CENTRALLY MUSCLE RELAXANT?

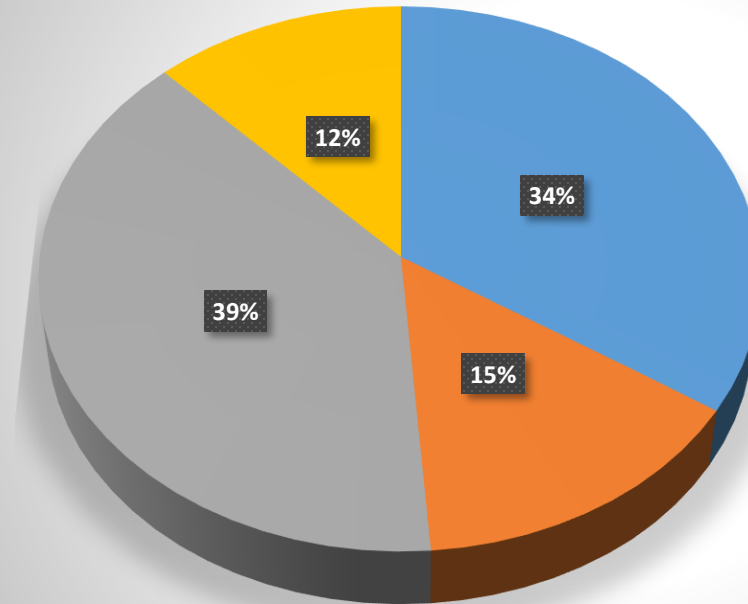


WHY DO YOU PRESCRIBE NUTRACEUTICALS



- Nutraceutical products are safe and efficacious
- Has no side effects
- It has low cost
- It treats fastly
- All of the above

WHICH NUTRACEUTICAL COMBINATION IS USED IN CRAMPS?



- L-Carnitine+ Magnesium
- L-Carnitine+ Ubidecarernone
- Magnesium+ Calcium Citrate+ Sodium Citrate+ B-complex
- None of these

BRAND PLAN OF CRAMPNIL

BRAND EXECUTIVE SUMMARY

- Crampnil tab is a nutraceutical brand. It elevates the metabolic performances, bone health, and neuromuscular functions.
- Crampnil range available into three forms crampnil tablet
- Composition :-

Crampnil tablet

Magnesium Sulphate-250 Calciumsulphate -250 MG , L-carnitine -300 MG , vitamin- E -150 , Potassium citrate- 50MG, chromium picolinate -40 MCG

- Price :- 2500 per Box
- Packing 10*10 Alu Alu

CRAMPNIL TABLET

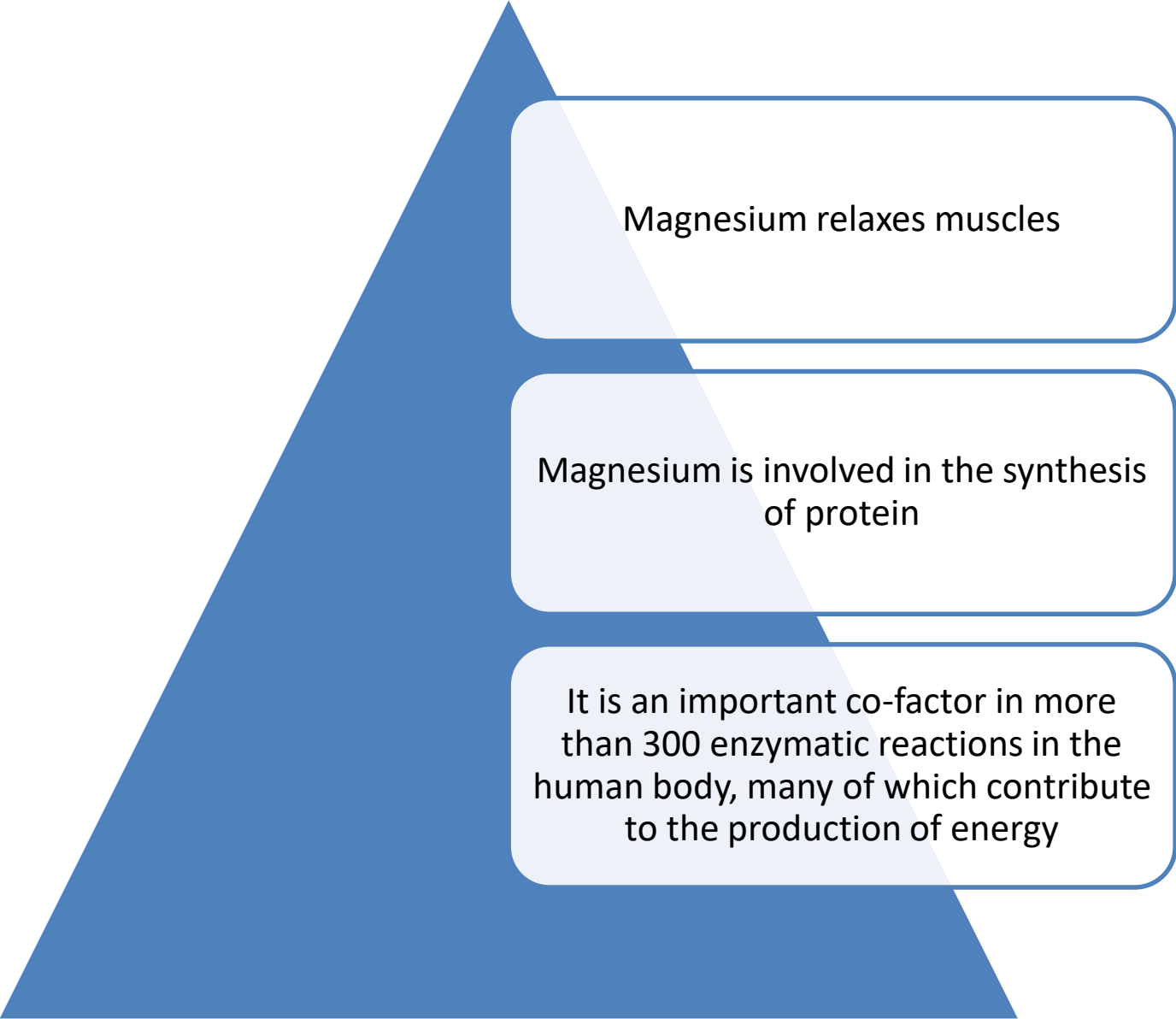
Crampnil Tab

Calcium Citrate	250mg
Magnesium aspartate	250mg
L-carnitine	300mg
Vitamin E	150 IU
Potassium citrate	50mg
Cynocobalamine	750mcg
Vitamin D	250 IU
Vitamin B6	25mg
Vitamin B5	10mg
Vitamin B1	1.5mg
Chromium picolinate	40mcg



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.



Magnesium relaxes muscles

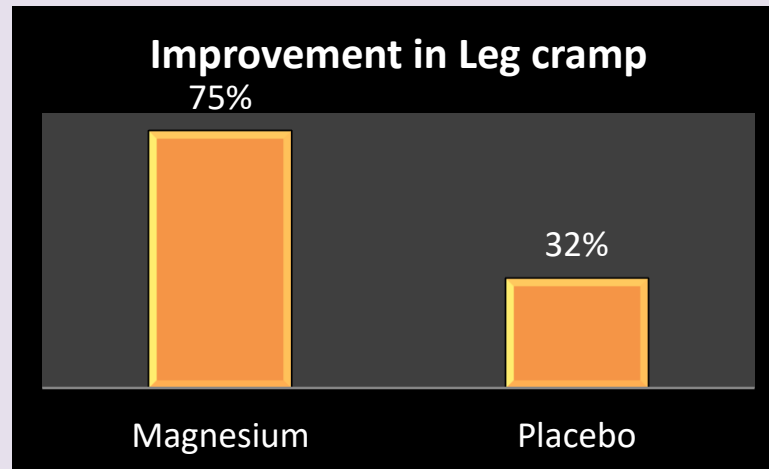
Magnesium is involved in the synthesis of protein

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

LITRETURE REVIV OF MAGNESIUM

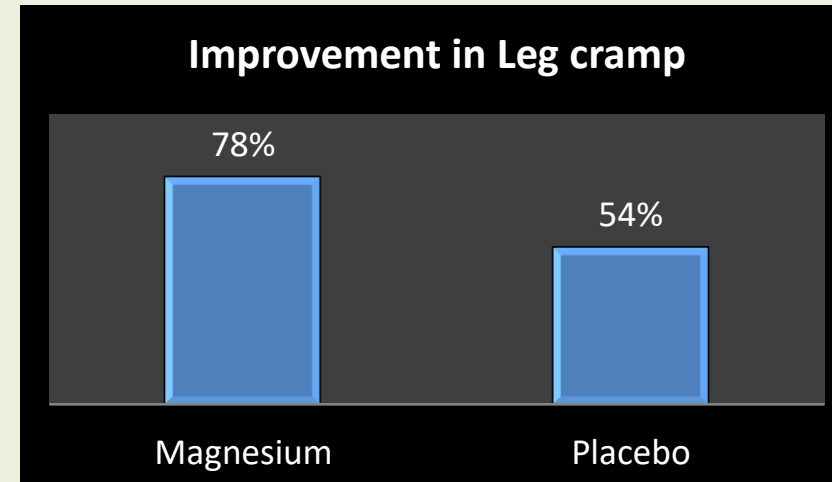
Study 1

- 64 patients (aged 18-65 years) with chronic, frequent muscle cramps were received 366 mg/day of magnesium or placebo for 4 weeks. ¹



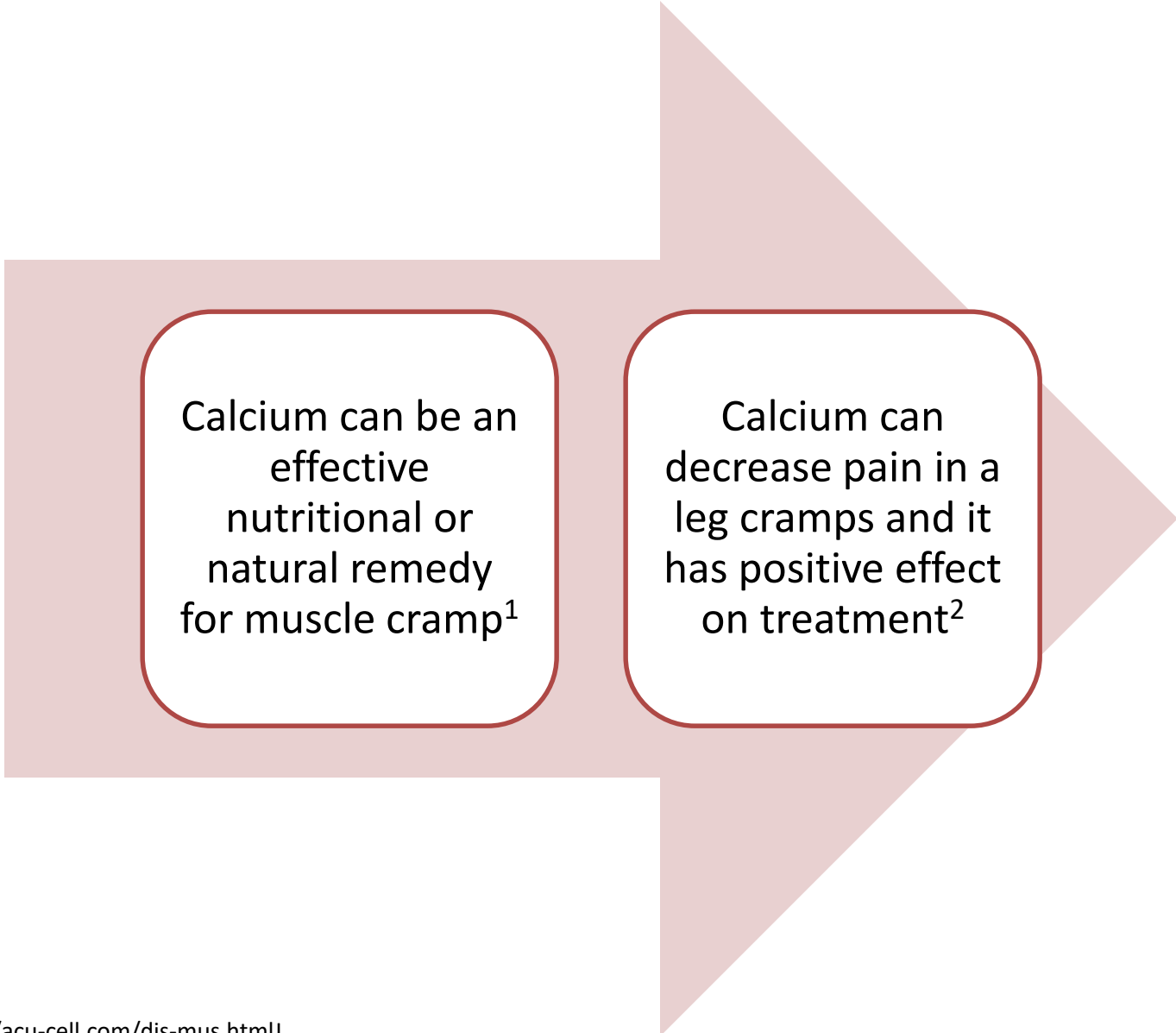
Study 2

- 46 volunteers suffering from recurrent leg cramps were randomly received 300 mg of magnesium or placebo each night for 6 weeks. ²



1. Curr Ther Res 1988;43:160-70.
2. Med Sci Monit 2002;8(5):CR326-30.

Calcium Citrate



Calcium can be an effective nutritional or natural remedy for muscle cramp¹

Calcium can decrease pain in a leg cramps and it has positive effect on treatment²

1. <https://acu-cell.com/dis-mus.html>
2. Res Med Sci. 2017; 22: 24.

L-carnitine

L-carnitine functions is to transfer long-chain fatty acids across the mitochondrial membrane, enabling oxidative release of energy¹

Carnitine is involved in conversion of branched-chain amino acids into energy²

1. [https://www.gastrojournal.org/article/S0016-5085\(13\)63709-9/abstract](https://www.gastrojournal.org/article/S0016-5085(13)63709-9/abstract)
2. Alternative Medicine Review ♦ Volume 10, Number 1 ♦ 2005

Vitamin E

Vitamin E is an effective treatment for cramps¹

Anti-oxidant 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 E

1. Integrative Medicine • Vol. 6, No. 6 • Dec 2007/Jan 2008
2. <https://www.vitaminfoundation.org/www.orthomed.com/vite.htm>

Vitamin B1, B5, & B6

A deficiency of vitamin B6 is commonly related to muscular skeletal issues such as arm and leg cramps.¹

The intake of this vitamin can help target cramping especially when used with Vitamin B12 (and other B complex vitamins).¹

Essential to a number of chemical enzyme reactions in the body and also plays an important role in releasing glucose to muscles.¹

Taking a vitamin B complex supplement substantially improved nocturnal leg cramps in a group of elderly patients in a double-blind trial.²

1. <https://www.skyflohealth.com/vitamins-stop-muscle-twitching/>

2. J Clin Pharmacol. 1998 Dec;38(12):1151-4.

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

Crampnil at a glance

MG DECREASES THE LEVEL OF ACH.



Ca, Mg, K: Restore electrophysiological balance



Vitamin D: Assists intestinal absorption of calcium & magnesium



L-carnitine: Enabling oxidative release of energy



Vitamin E : Anti-oxidant effect & Increase circulation to the legs



Vitamin B1, B5, B6 & Vitamin B12: plays an important role in releasing glucose to muscles.



Chromium: Enhances the action of insulin, a hormone critical to the metabolism and storage of carbohydrate, fat, and protein in the body

Marketing Objectives

	<u>Year 2019-20</u>	
Strategic Objective/ Brand Vision	To Established a no.1 choice as a trusted therapy for the cramps.	
Qualitative Objectives:	To be a top Three brand in Nutraceutical industry	Target Centrally acting muscle relaxant Combination banned under FDC TO BE A TOP BRAND IN NUTRACEUTICAL Industry
Quantitative Objectives:	1.35 Crore	
Quantitative unit Wise OBJECTIVE	54000	
Sales of Last Year Ist month VS Current Value	8,10,000	1,012,500
Sales of Last Year Ist month VS Current Quarter Qty wise		4050
Market Share	0.070%	
First Month Growth Rate	20%	

Situation Analysis (MACRO Environmental Analysis) PEST ANALYSIS

POLITICAL

– Certain FDC are banned from 13th January 2019

NIMESULIDE + TIZANIDINE | M3B106 (

2.522702 Cr

PARACETAMOL + CHLORMEZANONE + IBUPROFEN | M1A131

0.90

Diclofenace/paracetamol/chlorzoxazone/famotidine

BANNED

Diclofenace/paracetamol/chlorzoxazone/ibuprofen

Diclofenace/paracetamol/chlorzoxazone/ibuprofen/oxyphenbutazone/magnesium hydroxide

BANNED

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

Situation Analysis (MICRO Environmental 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 , orthopedices , physicians

Patients suffering from menstrual cramps, Cramps in elderly patients, Exercise induced cramps patients, pregnant women's, cardiac patients, diabetic patients, patients having night cramps , leg cramps, asthematic patients

Competition : NSAID AND MUSCLE RELAXENTS

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
• <u>Unique combination(1st time in india)</u> • Unique trio to treat. • Product in low price. • No side effects and safe therapy. • No direct competitor. (unique combination)	• <u>Many combination of muscle relaxant category has been banned.</u> • 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

Supporting 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/Stregty

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		



Strategically planning for target achievement

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

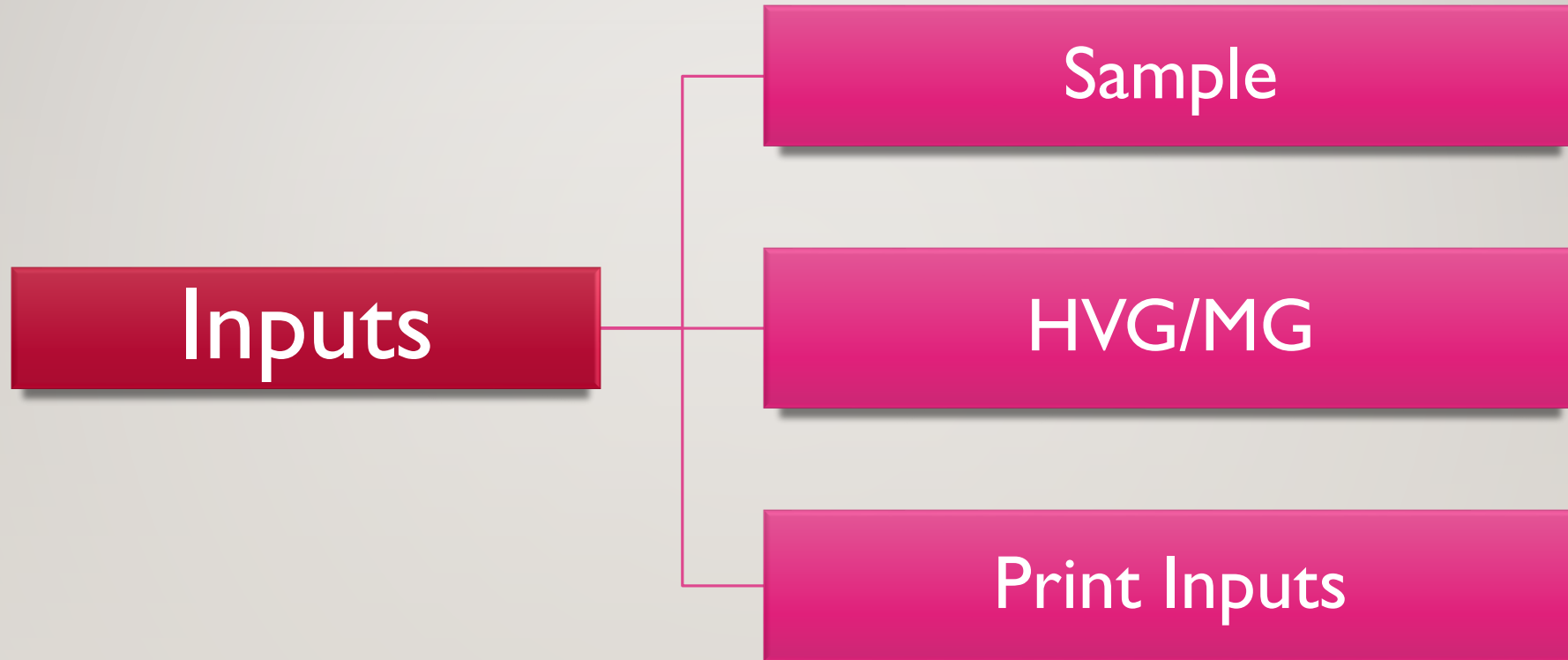
Communication Strategy for Tablet

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.

INPUTS



SAMPLE FOR CRAMPNIL TABLET

- **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 -I

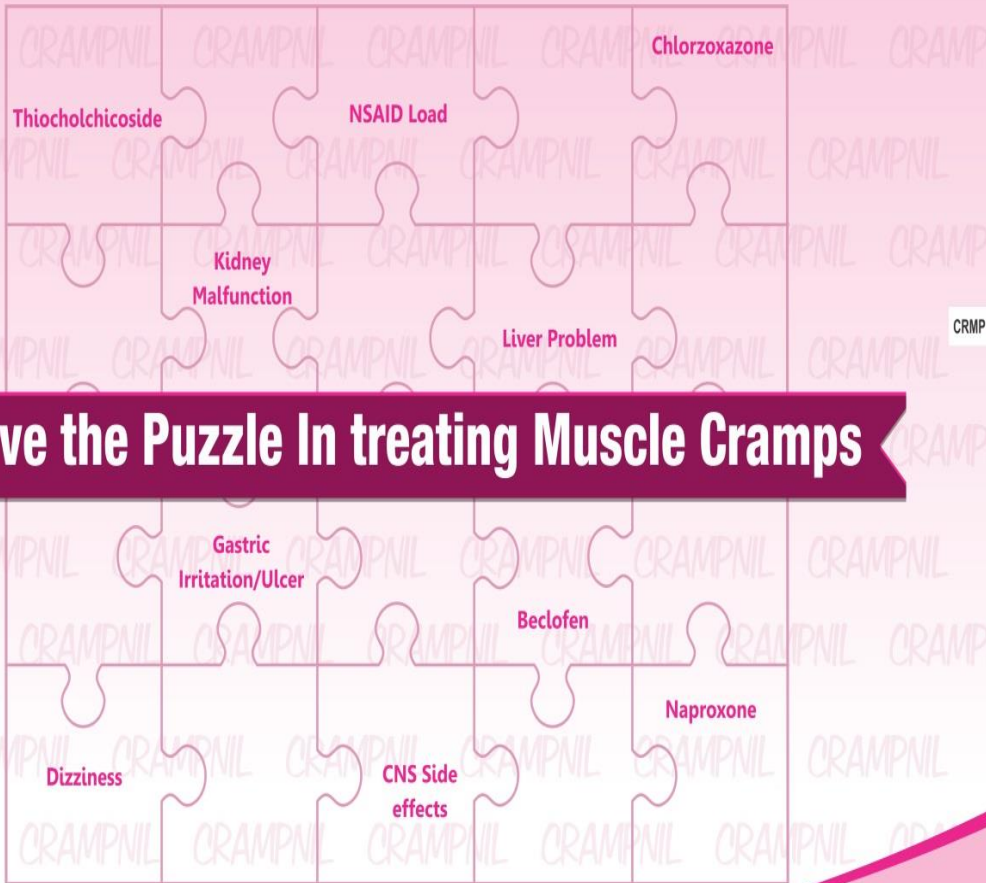
Month	Product	Qty/PSR	Total Qty	Topic
April	Tablet	30	2300	Limitations Of Thiocholchicoside.
May	Tablet	30	2300	Draw backs Of centrally Muscle Relexants.
Jun	Tablet	30	2300	Revolutionary effective & safe therapy for debilitating cramps

IST QUARTER SUMMARY

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

Visual Aid :-

Solve the Puzzle In treating Muscle Cramps



CRMP

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



CRAMPNIL Tablets

Maintain Electrolytic Physiological Balance

CR-T

Composition:

Calcium Citrate 250 mg, Magnesium Aspartate 250 mg, Potassium Citrate 50 mg, L-Carnitine 300 mg, Vit. E 150 mg, Vit. B₁₂ 750 mcg, Vit. D 6.25 mcg, Vit. B₆ 1.5 mg, Vit. B₁ 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, VitD

Indication :

All type of Muscle Cramps

One Tablet Twice a day



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

Restore your energy and Happiness of life

47620319



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



Kidney Malfunctioning



Stomach Problems



Heart Failure



Liver Dysfunction

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

Dextrose 7.5gm, Vitamin E 75 IU, Vit.B1 1.5mg, Vit. B5 10mg, Vit. B6 25mg, Magnesium Sulphate 250mg, Calcium Citrate 500mg, Sodium Citrate 0.58gm

1

- 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.

12
Mg
Magnesium
24.304

20
Ca
Calcium
40.078

2

- 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

3

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

E
Vitamin
24.304

B1
B6
B12
Vitamin

4

- 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

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

6

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

7

7

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

8

References: (1) <https://acu-cell.com/die-mus.html>, (2) Res Med Sci. 2017; 22: 24. (3) <https://www.vitaminfoundation.org/www.orthomed.com/vite.htm> (4) <https://www.skyfohealth.com/vitamins-stop-muscle-twitching/> (5) <http://simplehealthtricks.com/science-proves-turmeric-benefits-outweigh-nsaids-for-pain-relief>

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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. <https://www.ema.europa.eu/en/medicines/human/referrals/thiocolchicoside-containing-medicines>
2. Int. J Pharm Bio Sci 2011;1(3):364-71.

WEST-COAST
Pharmaceutical Works Ltd.

WHEN MOVEMENTS GET STUCK DUE TO MUSCLE CRAMPS & PAIN

^{Rx} CRAMPNIL Tablets

Composition : Calcium Citrate 250 mg, Magnesium Aspartate 250 mg, Potassium Citrate 50 mg, L-Carnitine 300 mg, Vit. E 150 mg, Vit. B₁₂ 750 mcg, Vit. D 6.25 mcg, Vit. B₁ 1.5 mg, Vit. B₆ 10 mg, Vit. B₉ 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

For more details contact us on :

pmt@westcoastin.com

For use of Medical Professionals only



With
L-Carnitine
Micro-
nutrients



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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**

^{Rx} **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

Muscle Tone

Micro-nutrients : Vit B₁, B₅, B₆ & B₁₂, Vit D

Also available Crampnil cream & tablet



Convenient 6 days treatment pack

For more details contact us on :
pmt@westcoastin.com
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41260219

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%.

