

A Project on “Market Assessment of Vitamin D3 in Paediatric Market ”

By
Rushi .Shah
Under the Guidance Of

Dr. Seema Mehta
(Associate Professor)
MBA in Pharmaceutical Management
(2016-2018)



Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.

Company Overview

❖ DelCure LifeSciences Ltd. (DLL) is a full scale pharmaceutical company
Where Purpose is Happiness , Culture is Helpfulness & Value is Truthfulness.

❖ Two Divison

-Delvoice Target customer is Orthopaedic.

-Winspire Target customer is Paediatrician

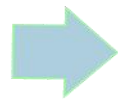
✓ -My Self Rushi.Shah Woking As A Management Trainee in Winspire (Paediatric)Divison .

Introduction

- ❖ **75 % Children Suffering From Vitamin D3 Deficiency in India.**
- ❖ **Every Second One Child Born in India.**
- ❖ **Vitamin D3 Measured in a Form of 25(OH) D Level in Body.**



Vitamin D deficiency is defined as 25(OH)D < 20ng/ml.



Insufficiency as 20–29 ng/ml



Sufficiency as ≥ 30 ng/ml.

OBJECTIVE

- ❖ **To study the Market Scenario For Vitamin D3 With Reference To Market Value , Prescription Trend & Competitors Market Value.**
 - ❖ **To analyze the attributes associated with Vitamin D3 Prescription.**
 - ❖ **To identify the Preferred Brand for Vitamin D3**
- 

Research & Methodology

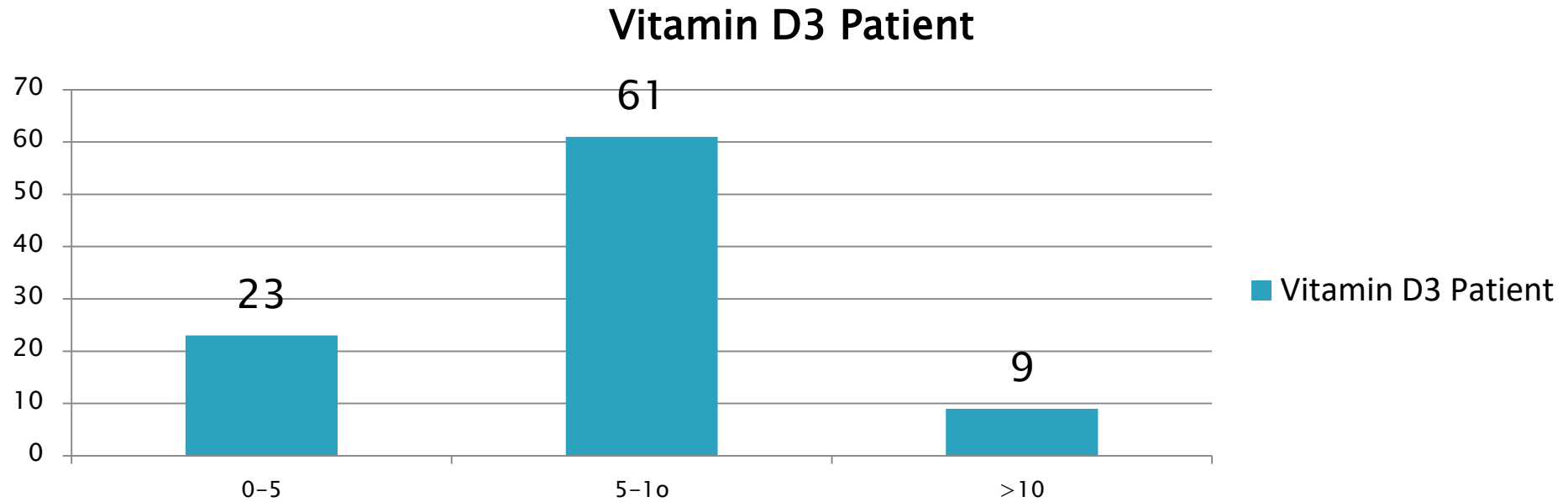
- ❖ **Study Setting - Delcure Lifesciences**
 - ❖ **Study Duration -3 Month**
 - ❖ **Study Design-Cross Sectional Study**
 - ❖ **Study Population – Paediatrician**
 - ❖ **Sample Size – 60**
 - ❖ **Sampling Method -Purposive Sampling**
 - ❖ **Data Collection – Structured Question & Interview with Pediatric Drs.**
 - ❖ **Data Analysis Technique –MS-Excel**
- 

OBJECTIVE -1



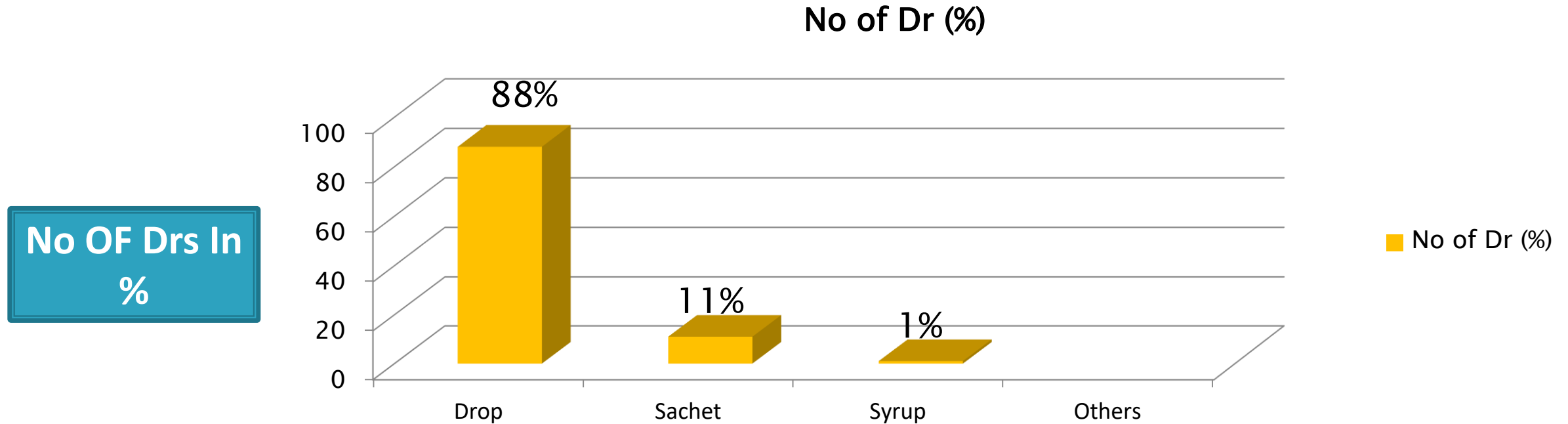
Attributes associated with Vitamin D3 Prescription.

1 –Vitamin D3 Patients are Diagnosed in a Day.



-23% Drs Diagnosed 0 to 5 Vitamin D3 Patients, 61% Drs Diagnosed 5 to 10 Vitamin D3 Deficiency Patients & 9% Drs Diagnosed More than 10 Patients.

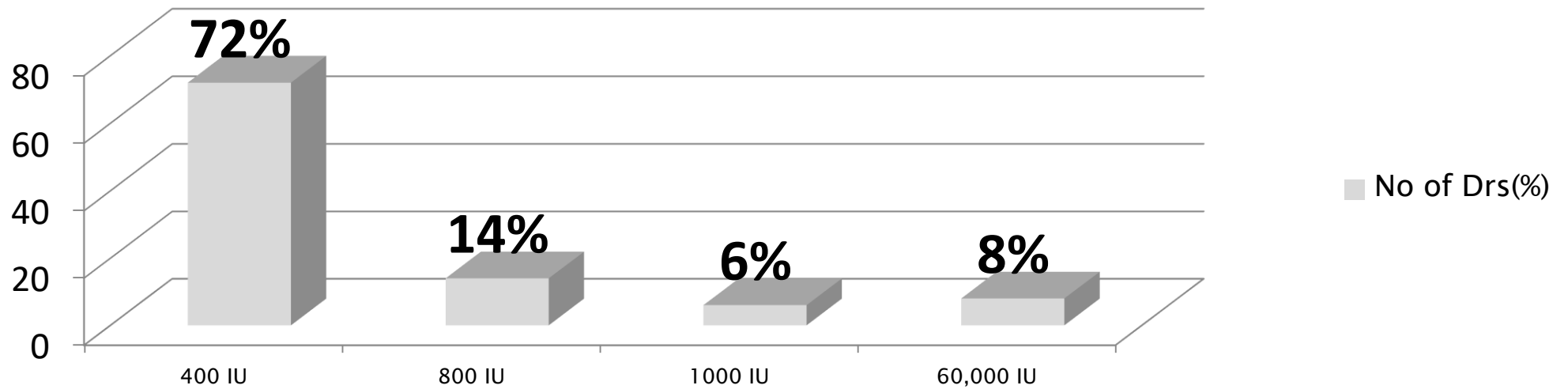
2-Right dosage Form do you prefer to give your Patient.



88% Drs Preferred to Prescribe drop & 11% Drs preferred Prescribe Sachet.

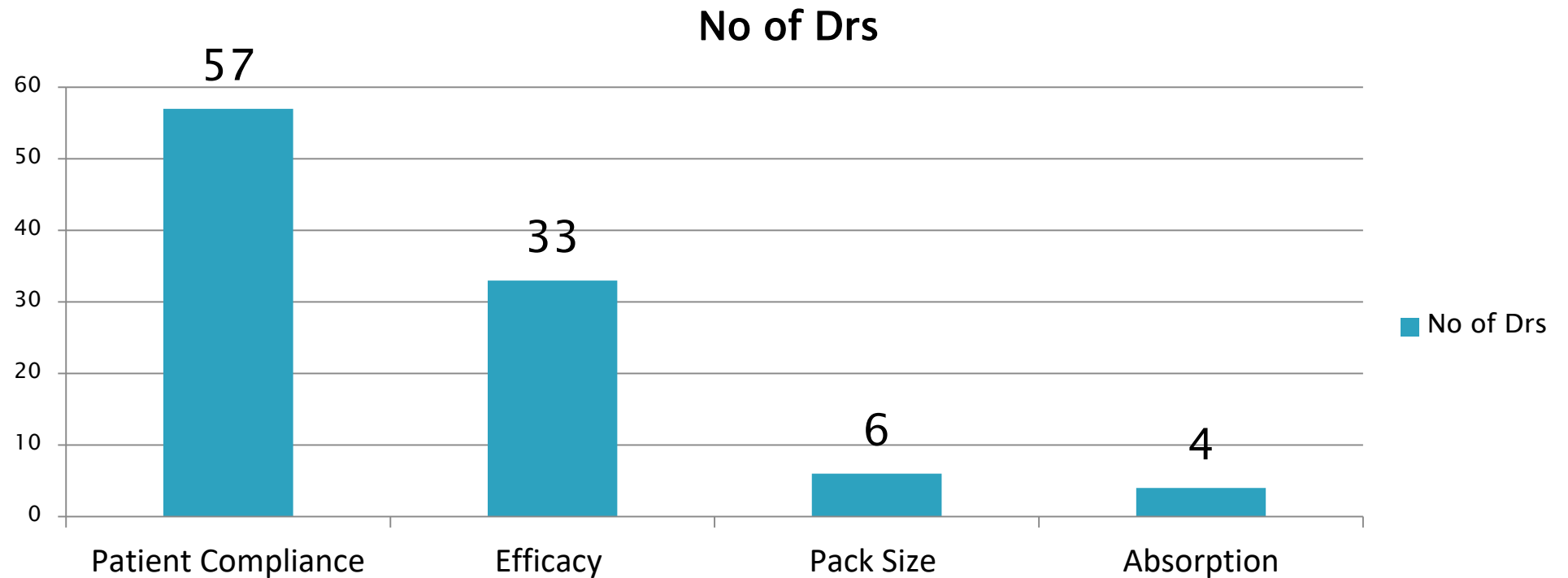
3-Right dose do you prefer to give your Patient

No of Drs(%)



❖ 72% Drs Preferred to prescribe 400 IU, whereas 14% Drs Prefer to Prescribe 800 IU & 6% Drs prefer to prescribe 1000 IU & 8% Drs Prefer to Prescribe 60, 000 IU.

Consideration of Different Aspect By Drs While Prescribing Vitamin D3 Brand



❖ 57% Drs think about Patient Compliance , 33% Drs think about Efficacy Furthermore 6% Drs think about Pack Size & 4% Drs think about Absorption

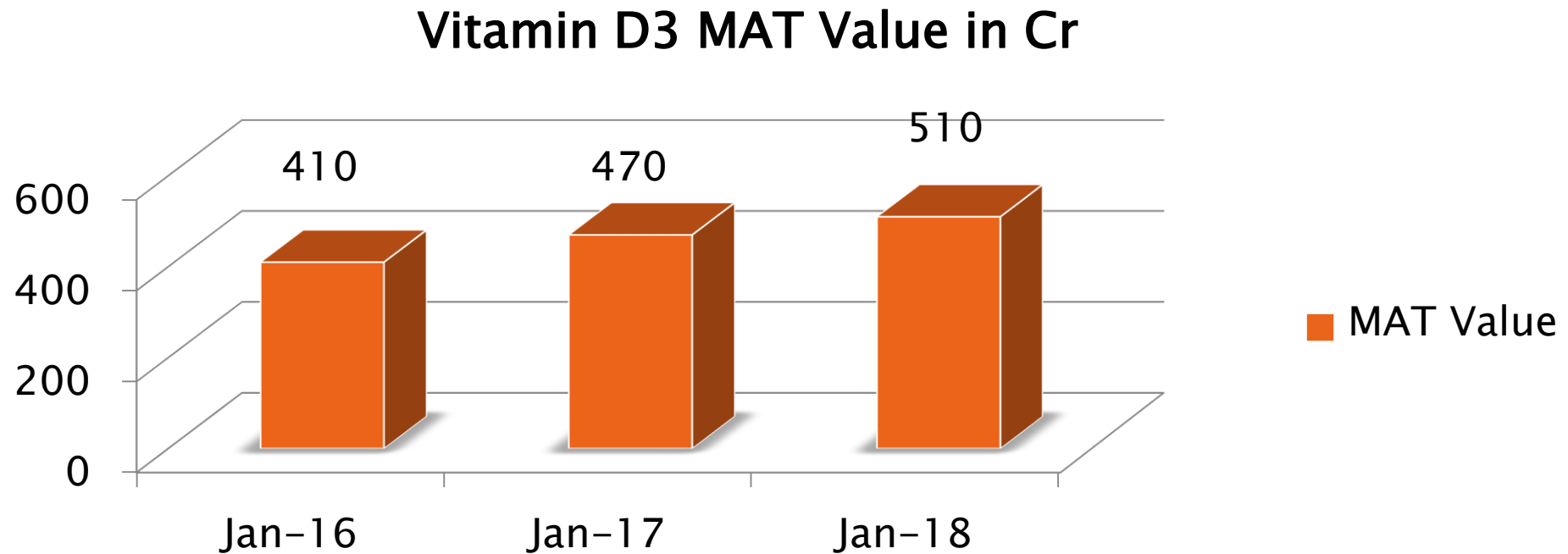
OBJECTIVE -2



To study the Market Scenario For Vitamin D3 With Reference to Market Value , & Prescription Trend & Competitors Prescription Value

Data Analysis & Interpretation

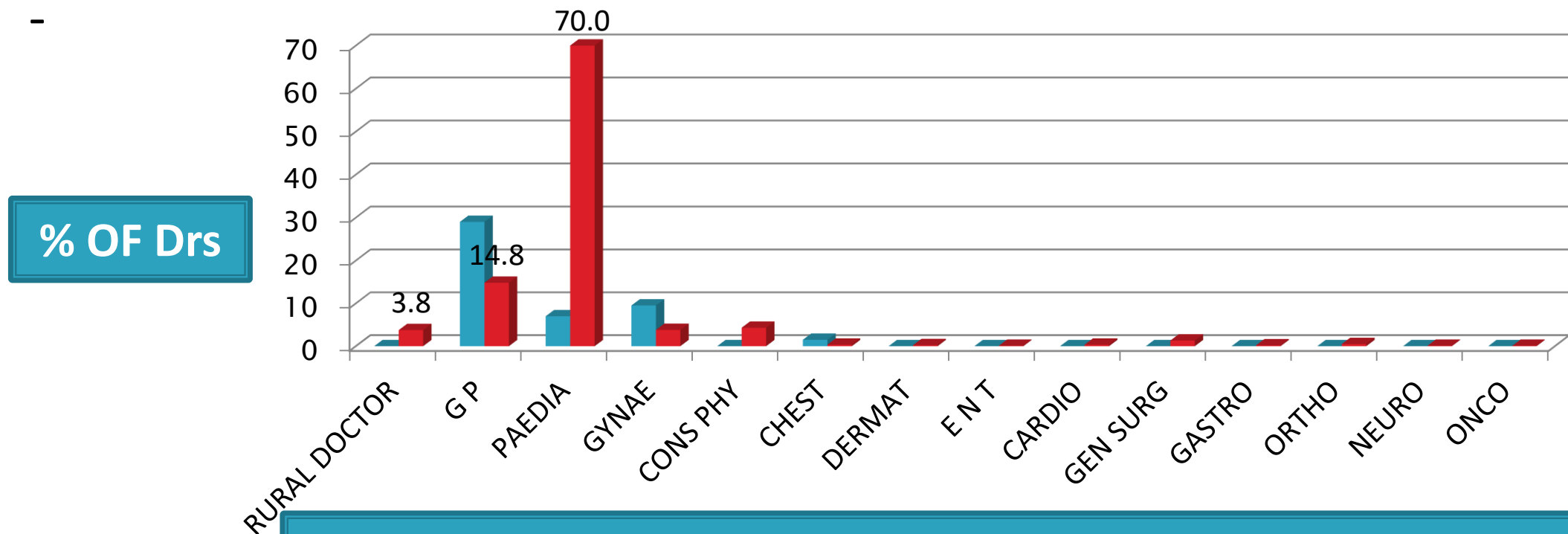
1- Vitamin D3 Market Value



❖ Vitamin D3 MAT 16 Value is 410 Cr, Furthermore MAT 17 value is 470 Cr & MAT 18 value is 510Cr .It clearly indicates that Vitamin D3 Market is Growing Very Fast.

(AwacaData)

Prescription Trend of Vitamin D3



- ❖ 70% Paediatric Prescribe Vitamin D3 Brand
- ❖ 14.8 % GP Prescribe Vitamin D3 Brand.

SMSRC Data Analysis)

Market Value of Competitor Brand

BRAND	PACK	STRENGTH	MRP	COMPANY	Sum of MAT VAL FEB 17	Sum of MAT VAL FEB 18	Sum of MAT VAL GR FEB 18
CALSHINE P	30 ML	800 IU	121	Eris	10.7	12.3	15.1
ULTRA D3	30 ML	801 IU	68	Mayer	9.7	10.6	10.3
D3 MUST	15 ML	400 IU/800	35	Mankind	7.3	10.2	39.3
KIDRICH D3	15 ML	800 IU	103	DR. REDDYS	5.9	9.1	53.8
VITANOVA D3	15 ML	800 IU	69	ZUVENTUS	5.9	7.7	29.8
DEPURA	15 ML	400 IU	126	SANOFI	3.6	7.3	103.9
ARBIVIT 3	15 ml	404 IU	68.2	RAPTAKOS	0.2	2.5	1204.2
DSOL	30 ML	407 IU	80	Cipla	1.7	2.2	35.9
D3 HD	30 ML	408 IU	71.8	corona	1.7	1.8	7.8
D LIQ	15 ML	800 IU	102	DELCURE	1.2	1.5	24.2
Grand Total					67.4	81.3	20.7

-Top 3 Leaders of Vitamin D3 Drop Market are Calshine p , D3 Must , Kidrich D3.Calshine p Consumed 10.7 Cr Market from 67.4 Cr Total Vitamin D3 Market .

(Awacs Data)

13 Brand Launch In Last 24 Month

BRAND	COMPANY	STRENGTH	LAUNCH DATE	MAT VAL FEB 17	MAT VAL FEB 18	MAT VAL GR
Grand Total				8.8	16.5	87.7
VITANOVA D3	ZUVENTUS	800 IU	May-16	5.9	7.7	29.8
D3 MUST	MANKIND	800 IU	Jun-16	0.8	3.5	321.0
ARBIVIT 3	RAPTAKOS	400 IU	Dec-16	0.2	2.5	1204.2
ARACHITOL	ABBOTT	400 IU	Jan-16	0.8	1.2	43.3
DHUP	ALBERT DAVID	400 IU	Mar-16	0.8	0.9	22.2
D3 RICH	HETERO	800 IU	Jun-16	0.1	0.3	116.2
D3 BABY	EAST INDIA	400 IU	Sep-16	0.0	0.1	436.4
GALROL	GALPHA LAB	400 IU	Dec-16	0.0	0.1	646.3
D3(EAST INDIA)	EAST INDIA	400 IU	Sep-16	0.0	0.1	597.8
SEGA D3	GALPHA LAB	400 IU	Aug-16	0.0	0.1	149.1
RECALMIN D3	LEEFORD	400 IU	Jul-16	0.0	0.0	-62.7

- ✓ 3 Brand Launched In 800 IU
- ✓ 9 Brand Launched in 400 IU
- ✓ 1 Brand Launched in 1000 IU

(Awacs Data)

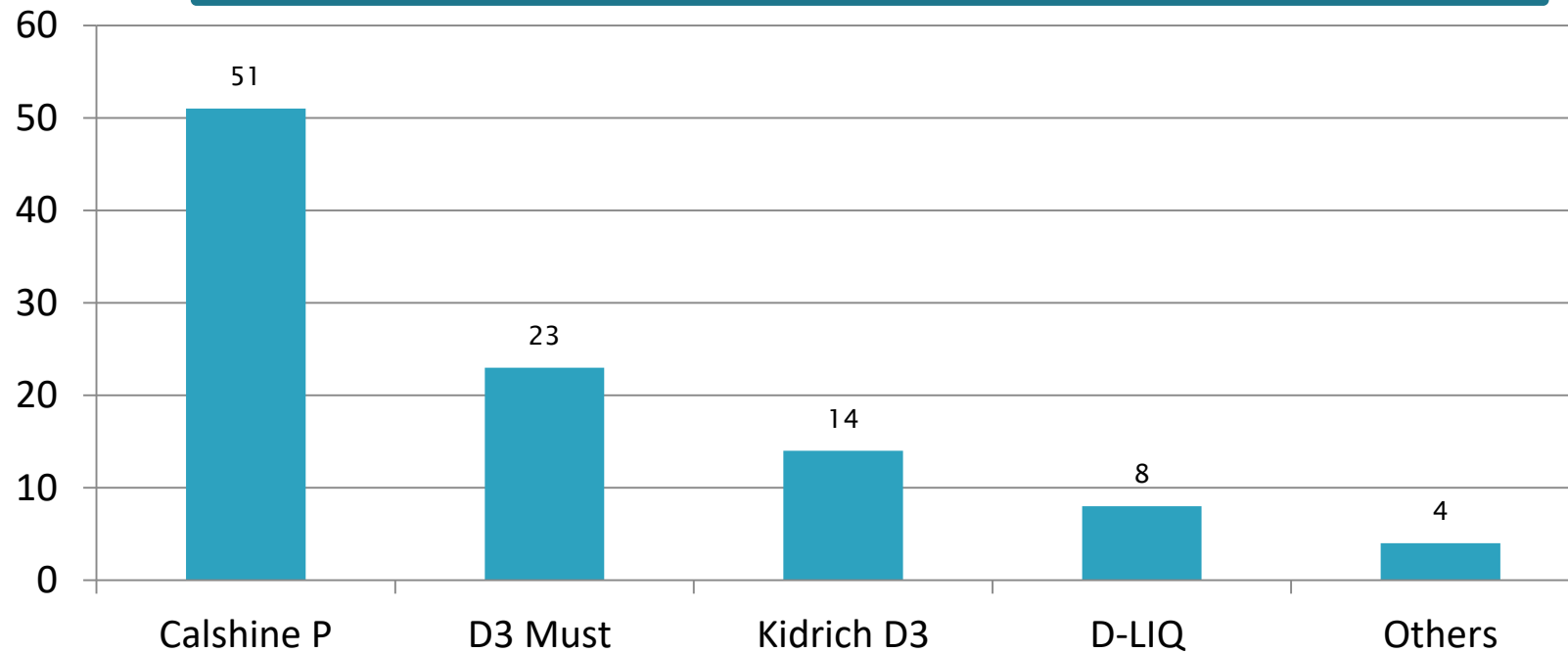
- ✓ Market value of last 24 Month Launch Products – 8.8.
- ✓ Growth Rate of last 24 Month Launch Products –87.7%

3-OBJECTIVE



Preferred Brand for Vitamin D3

Preferred Brand for Vitamin D3



❖ 51% Drs Prefer to Prescribe Calshine P, 23% Drs Prefer to Prescribe D3 Must , 14 % Drs Prefer to Prescribe Kidrich D3 & 8% Drs Prefer to Prescribe D-LIQ & 4% Drs Prefer to Prescribe Other Brands .

All Over Findings

- ✓ Vitamin D3 Market is Growing Very Fast
- ✓ Vitamin D3 MAT FEB Value -510 Cr
- ✓ 70% Paediatrician Prescribe Vitamin D3
- ✓ 72% Drs Prefer to prescribe 400 IU, whereas 14% Drs Prefer to Prescribe 800 IU & 6% Drs prefer to prescribe 1000 IU & 8% Drs Prefer to Prescribe 60, 000 IU.

- ✓ 23% Drs Diagnosed 0 to 5 Vitamin D3 Deficiency Patients, 61% Drs Diagnosed 5 to 10 Vitamin D3 Deficiency Patients & 9% Drs Diagnosed More than 10 Patients.
- ✓ 88% Drs Preferred to Prescribe drops & 11% Drs preferred to Prescribe Sachets.
- ✓ 51% Drs Prefer to Prescribe Calshine P, 23% Drs Prefer to Prescribe D3 Must, 14% Drs Prefer to Prescribe Kidrich D3 & 8% Drs Prefer to Prescribe D-LIQ & 4% Drs Prefer to Prescribe Other Brands.
- ✓ 57% Drs think about Patient Compliance, 33% Drs think about Efficacy Furthermore 6% Drs think about Pack Size & 4% Drs think about Absorption