

DISSERTATION REPORT



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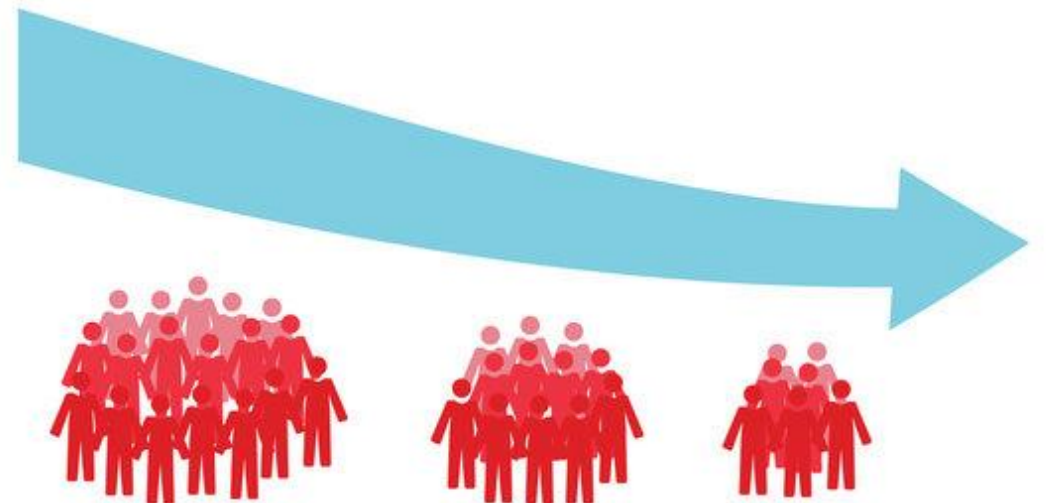
**MARKET GROWTH
EVALUATION AND
COMPARISON OF DRUGS FOR
INFERTILITY IN MEN AND
WOMEN**

INFERTILITY

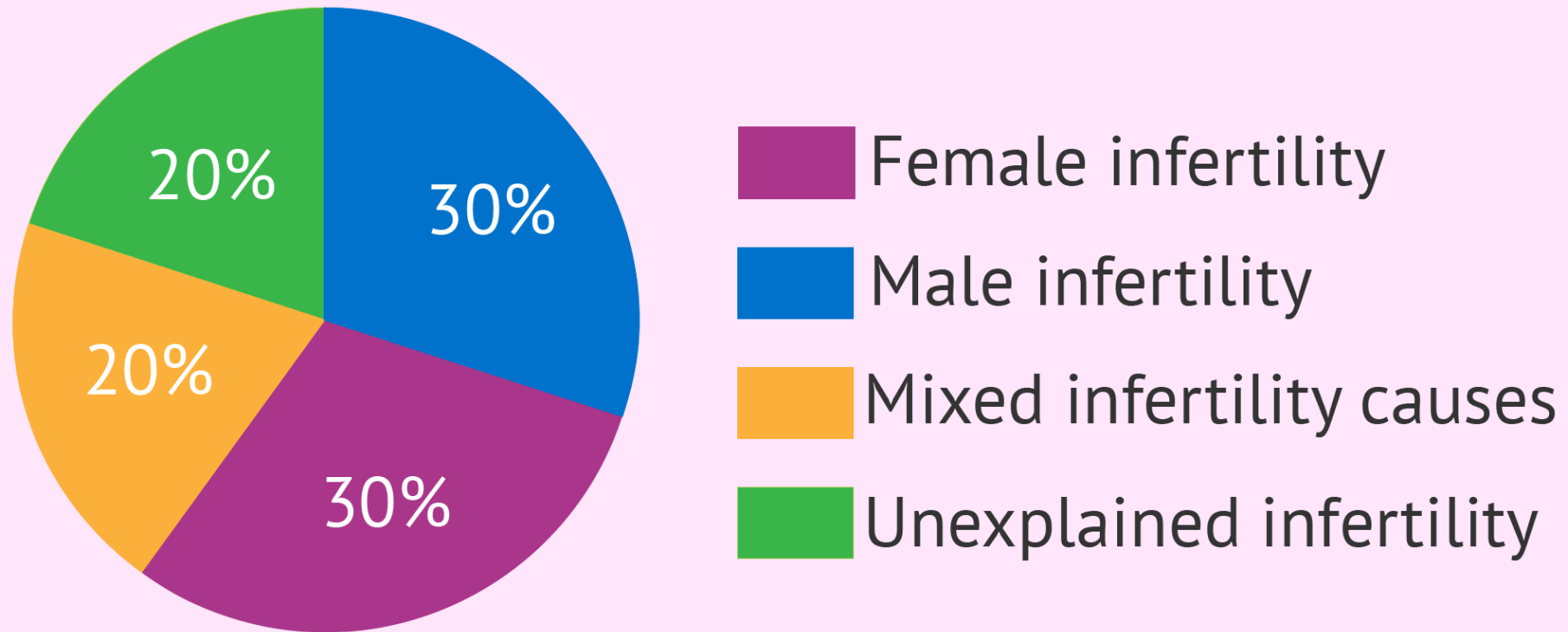


According to WHO, Infertility is a disease of the male or female reproductive system defined by the failure to achieve a pregnancy after 12 months or more of regular unprotected sexual intercourse.

SECOND MOST POPULOUS NATION FACING A DRAMATIC DECLINE FERTILITY RATES



Causes of infertility



CAUSES OF INFERTILITY



Ovulation Disorders



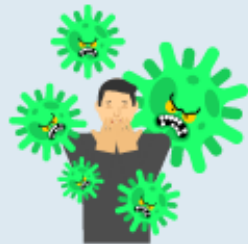
Age



Uterine fibroids
& Endometrial polyps



Hormone Imbalances



Infections



Varicocele



RESEARCH OBJECTIVES

To determine the market growth opportunities of the infertility drugs of males and females.

To study and compare various combinations used for infertility in males and females in India.

To make ideal composition for infertility in males and females.

RESEARCH QUESTIONS

- What are the market growth opportunities of infertility Drugs?
- What is the ideal composition to treat infertility in males and females?
- What is the point of difference between Bryfert F and Bryfert M with other brands?

METHODOLOGY

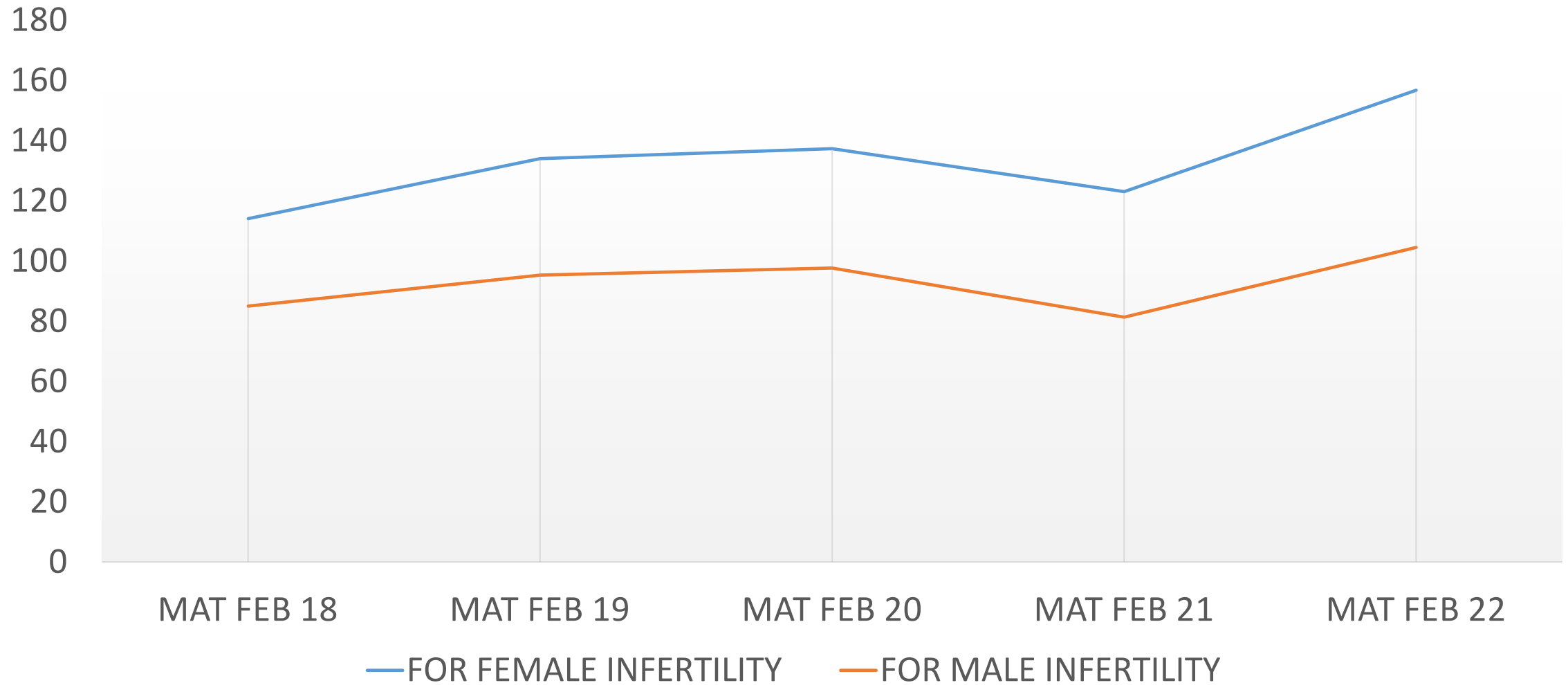
- Type of study- descriptive exploratory study
- Type of data- Primary and secondary
- Research instruments- Research Papers, AWACS data, Primary data through field work (various pharmacies and stockists)
- Duration of study- 3 months
- Sampling technique- Simple Random sampling
- Data collection procedure- Interview based on questionnaire
- Data Analysis Plan- AWACS analysis
- Tools used for analysis- MS Excel

RESULT AND DISCUSSION

Male infertility
market growth-
28%

Female
infertility market
growth - 27%

MARKET GROWTH STUDY



FOR FEMALES	FOR MALES
L-Arginine- 500 mg	CoQ 10 – 200 mg
Astaxanthin – 8 mg	Astaxanthin – 16 mg
Myo-Inositol – 100 mg	L-Glutathione- 300 mg
Pyridoxal-5-Phosphate- 0.5 mg	L-Carnitine – 500 mg
Folic Acid – 5 mg	Lycopene – 50 mg
Methyl cobalamin – 750 mcg	Selenium – 200 mcg
Zinc – 22.5 mg	Vitamin C – 120 mg
Piperine – 5 mg	Vitamin E – 50 mg
Lycopene – 2000 mcg	Vitamin D3- 1000I.U.
Sodium Selenate – 100 mcg	Zinc – 22.5 mg
Element Iron – 25 mg	
Magnesium Oxide – 25 mg	
Chromium – 25 mcg	
Iodine- 50 mcg	

BRYFERT F	FERTILLIA F	FERTFULL F	FERTISURE F	FERTYL F
L-Arginine - 500 mg	L- Arginine - 200 mg	L-Arginine - 500 mg	L-Arginine - 5 mg	L-Arginine - 5 mg
Myo-inositol - 100 mg	Myo-inositol - 100 mg	Myo-inositol - 100 mg	-	Myo-Inositol - 500 mg
Pyridoxal-5-Phosphate - 0.5 mg	-	Pyridoxal-5-Phosphate - 0.5 mg	-	-
Folic Acid - 5 mg	-	Folic Acid - 5 mg	Folic Acid - 100 mcg	Folic Acid - 0.5 mg
Methylcobalamin- 750 mcg	Methylcobalamin - 1500 mcg	Methylcobalamin- 750 mcg	Vit B12- 1 mcg	-
Zinc - 22.5 mg	Zinc - 22.5 mg	Zinc - 22.5 mg	Zinc - 7.5 mg	Zinc - 7.5 mg
Piperine - 5 mg	Piperine - 5 mg	Piperine - 5 mg	-	-
Lycopene - 2000 mcg	Lycopene - 5 mg	Lycopene - 2000 mcg	Lycopene - 1 mg	Lycopene - 5 mg
Sodium selenate - 100 mcg	Sodium selenate - 100 mcg	Sodium selenate - 100 mcg	Selenium - 40 mcg	-
Astaxanthin - 8 mg	Astaxanthin - 8 mg	Astaxanthin - 8 mg	Astaxanthin - 4 mg	Astaxanthin - 8 mg
Element Iron - 25 mg	Iron - 25 mg	Element Iron - 25 mg	Iron - 21 mg	-
Magnesium Oxide - 25 mg	-	Magnesium Oxide - 25 mg	-	-
Chromium - 25 mcg	Chromium - 200 mcg	Chromium - 25 mcg	-	-
Iodine - 50 mg	-	Iodine - 50 mg	-	-
-	CoQ10 - 25 mg	-	-	-
-	D-Chiro Inositol- 2.5 mg	-	-	D-Chiro Inositol - 12.5 mg
-	Vit D3- 1000 IU	-	-	-
-	L-Methyl folate - 1 mg	-	-	-
-	-	Benfotiamine - 25 mg	-	-
-	-	-	Vit B6- 1.5 mg	Pyridoxine HCl - 1.5 mg
-	-	-	-	Ferrous Gluconate - 25 mg
-	-	-	-	Vit B12- 7.5 mcg
-	-	-	-	Melatonin - 1.5 mg

BRYFERT M	FERTILLIA M	FERTFULL M	FERTISURE M	KQ 100
coQ 10 - 200 mg	CoQ 10 - 200 mg	CoQ 10 - 200 mg	CoQ 10 - 50 mg	CoQ 10- 100 mg
Astaxanthin - 16 mg	Astaxanthin - 16 mg	Astaxanthin - 16 mg	Astaxanthin- 8 mg	-
L-Glutathione - 300 mg	-	L-Glutathione - 300 mg	-	-
L-Carnitine - 500 mg	L-Carnitine - 500 mg	L-carnitine- 500 mg	L-Carnitine - 340 mg	Carotenoids - 9 mg
Lycopene - 50 mg	Lycopene - 5000 mcg	Lycopene- 50 mg	Lycopene - 2.5 mg	Lycopene - 5000 mcg
Selenium - 200 mcg	Selenium - 40 mcg	Selenium - 200 mcg	-	Selenium - 36 mcg
Vitamin C- 120 mg	-	Vitamin C- 120 mg	-	-
Vitamin E - 50 mg	-	Vitamin E - 50 mg	-	-
Vitamin D3 - 1000 IU	-	Vitamin D3 - 1000 IU	-	-
Zinc - 22.5 mg	Zinc - 12 mg	Zinc - 22.5 mg	Zinc - 5 mg	Zinc- 6,5 mg
-	-	-	-	L-Arginine- 450 mg
-	-	-	-	omega 3 fatty acid - 300 mg
-	-	-	-	EPA - 90 mg
-	-	-	-	DHA - 60 mg
-	-	-	-	Piperine - 5 mg
-	-	-	-	Vit B12- 0.5 mcg

POINT OF SUPERIORITY

- The Brand BRYFERT F is superior to the top brand of Sun pharma – Fertisure F as it contains L-Arginine 500 mg which is an essential dose for the poor responder patients to increase the endometrial receptivity, ovarian response, and pregnancy rate. Whereas Fertisure F contains L-Arginine 5 mg only. Myo-Inositol in Bryfert F is 100 mg which is beneficial to improve the quality of embryos, reduce the unsuitable oocytes and required amount of stimulation drugs. Myo-Inositol is absent in the brand Fertisure F.
- The brand BRYFERT M is superior to the brand FERTISURE M as the quantity of Astaxanthin provided in BRYFERT M is 16 mg, which is the required quantity to treat infertility in men. It is the most potent antioxidant and thus, reduces the Reactive oxygen species, decrease the DNA damage, increases spermatogenesis (Formation of sperms), and reduces inhibin B efficiently. Whereas in Fertisure M, the quantity of astaxanthin given is only 8 mg which is not appropriate dose as per RDA guidelines.

IMPLICATIONS

- This study will render useful information on the usage of various molecules in infertility and the most useful and accepted combination for infertility in the market.
- The research can thus be used to launch the Infertility combination of Bryson Pharmaceutical efficiently and effectively.

*Thank
you*

