

Market Research on Nutraceutical products and L-Glutathione

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Organization Name- Gracerderma Healthcare Pvt Ltd

INDUSTRY SECTOR PROFILE

HISTORY AND DESCRIPTION

- GRACEDERMA HEALTHCARE PVT LTD is a pharmaceutical healthcare company with focus on dermato-cosmetology established in 2010. Over the past years, the company have been committed to establishing an enterprise that provides consumers access to the best pharmaceutical solutions. Using the world class ingredients and latest technology the company aims at delivering the highest quality products and forming an interface between innovation, technology, healthcare practitioners and patients. The company's thorough research on the innovative product depends totally on the quality of the key ingredients and the excipients they use. Company's in depth understanding of science helps them to conduct a methodical and meticulous research to arrive at uniquely precise concepts for the products they formulate. The company develop these innovative formulations with an aim to meet the needs of all skin types.
- The product range covers a wide spectrum of dermatological and cosmetic therapies i.e skin lightening, hair care, anti-fungal, anti-acne, emollients, anti-bacterial, dermatitis and sun protection.

VISION

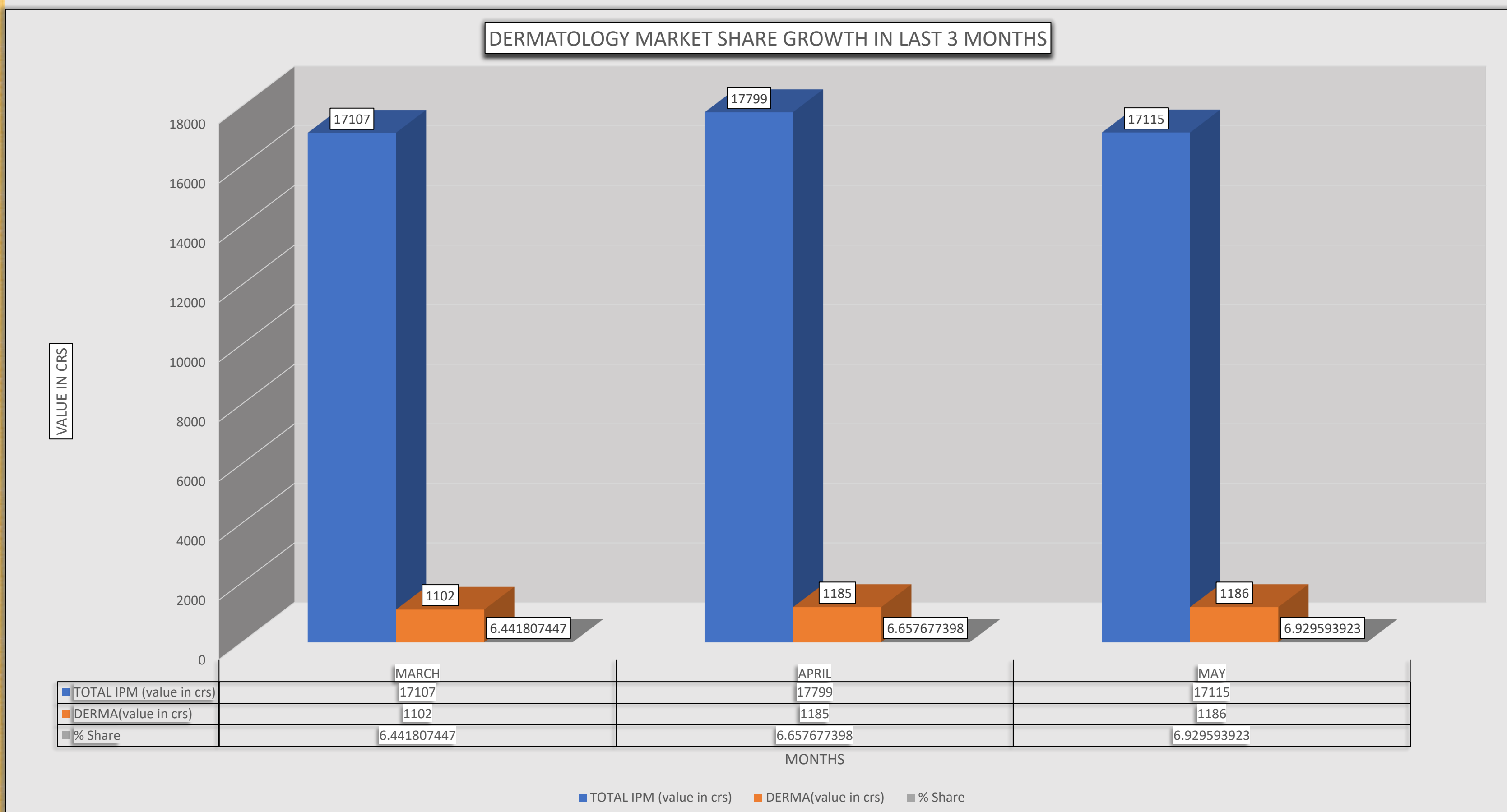
- To become the leading global and domestic healthcare organizations through Innovation, Standard and competence. We want to provide high quality, innovative solutions in medicine and treatment. We also want to mark the organization's presence in the society by creating cost effective solutions available to all.

MISSION

- To fulfill all the social responsibilities of providing high quality healthcare solutions to every small to large segment of the society with proper maintenance of their core value, ethics, commitment and integrity.
- To always provide high customer satisfaction and achieve leadership in the chosen market through research & development and excellence of technology.

Dermatology Market in India

- As per IQVIA report of May 2023, the No.1 NI in IPM last 12 months is from derma segment.
- As per IQVIA Report of March,2023 the derma segment is having value of Rs.1102(in crores) out of Rs.17,107(in crores) of total Indian Pharmaceutical Market.
- As per IQVIA Report of April,2023 the derma segment is having value of Rs.1185(in crores) out of Rs.17,799(in crores) pf total IPM.
- As per IQVIA Report of May,2023 the derma segment is having value of Rs.1186(in crores) out of Rs.17,115(in crores) pf total IPM.



ORGANIZATION STRUCTURE

- Gracerderma Healthcare Pvt Ltd has Hierarchical Organization Structure i.e Top to Bottom. Employees are grouped with every employee having one clear supervisor.



Nutraceuticals Market In India

- From September 2021, the nutraceutical pharmaceutical market in India was growing steadily, driven by increasing consumer awareness and demand for health and wellness products. Nutraceuticals are defined as food or food components that offer health benefits beyond basic nutrition, and the market includes products such as dietary supplements, functional foods and beverages, and herbal products.
- According to a report by Grand View Research, the Indian nutraceutical market was valued at \$5.91 billion in 2020 and is expected to grow at a compound annual growth rate (CAGR) of 17.9% from 2021 to 2028. Factors driving this growth include rising disposable incomes, increasing prevalence of lifestyle-related diseases, and a growing aging population.
- The COVID-19 pandemic has also led to increased demand for nutraceutical products, as consumers look for ways to boost their immune systems and stay healthy. As a result, there has been a surge in demand for products such as vitamin C, zinc, and other immune-boosting supplements.
- In terms of market trends, there has been a shift towards more natural and plant-based products, as consumers become more conscious of the ingredients in their food and supplements. There has also been an increased focus on personalized nutrition, with companies offering customized supplements and meal plans based on an individual's unique health needs.
- As per IQVIA report of May 2023, 4322 brands were launched in last 12 months out of which most of the numbers are from Vitamins/Minerals/Nutrients segment(614) followed by Derma(450).

L- Glutathione

L-Glutathione is a naturally occurring antioxidant that plays a crucial role in maintaining cellular health and protecting cells from oxidative stress. It is a tripeptide molecule composed of three amino acids: glutamate, cysteine, and glycine. L-Glutathione is found in every cell in the human body, but its concentration is highest in the liver, where it is involved in detoxification processes.

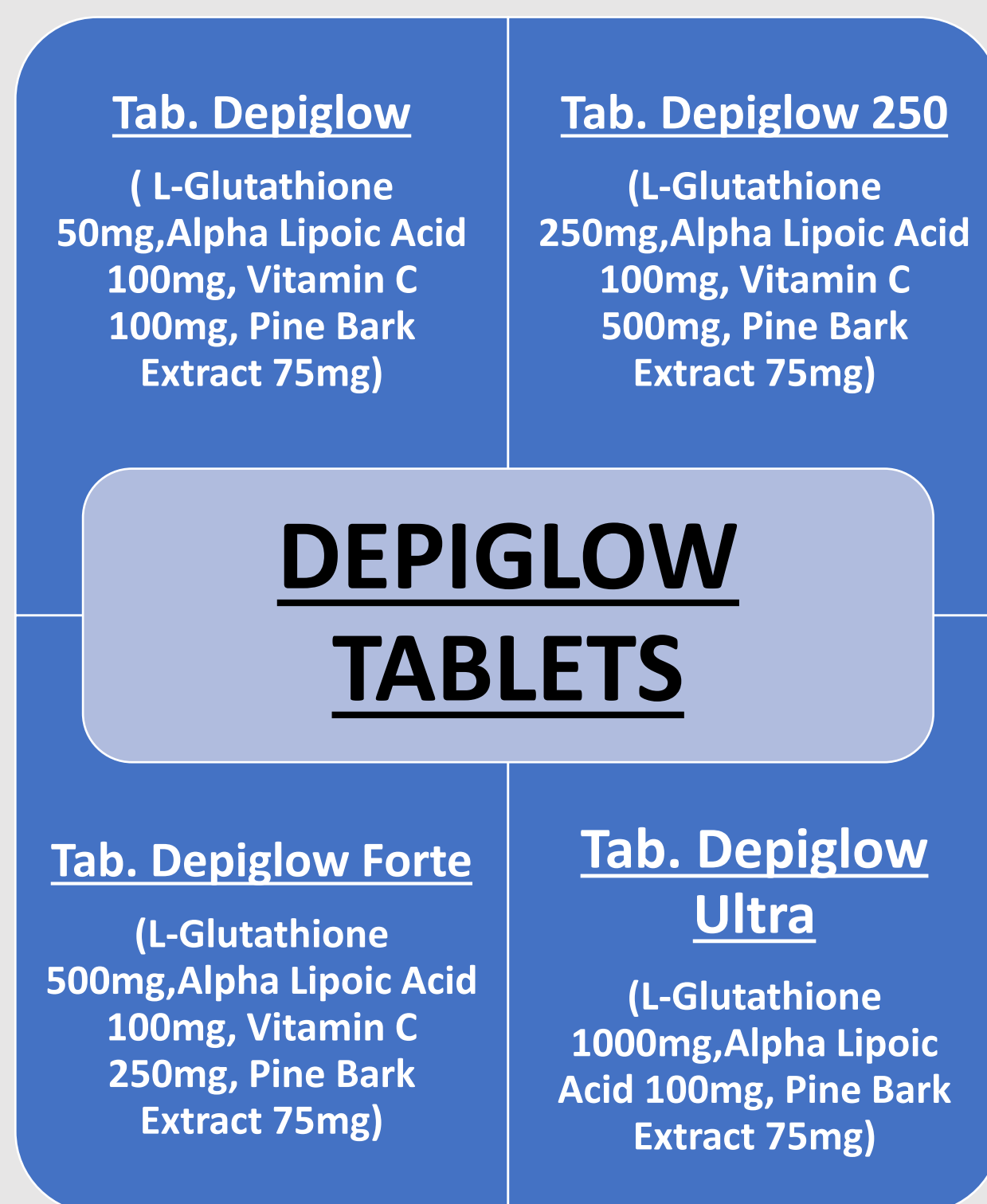
In recent years, L-Glutathione has become popular as a skin lightening agent, due to its ability to inhibit the production of melanin. However, the safety and efficacy of using L-Glutathione for this purpose is a matter of debate, and it is not currently approved by regulatory agencies for skin lightening.

L-Glutathione is available as a dietary supplement, often marketed for its antioxidant and immune-boosting properties. It is also found in some foods, such as fruits, vegetables, and certain types of meat. As with any dietary supplement, it is important to talk to a healthcare professional before taking L-Glutathione, particularly if you have any underlying medical conditions or are taking other medications.

PRODUCT PROFILE OF L- GLUTATHIONE

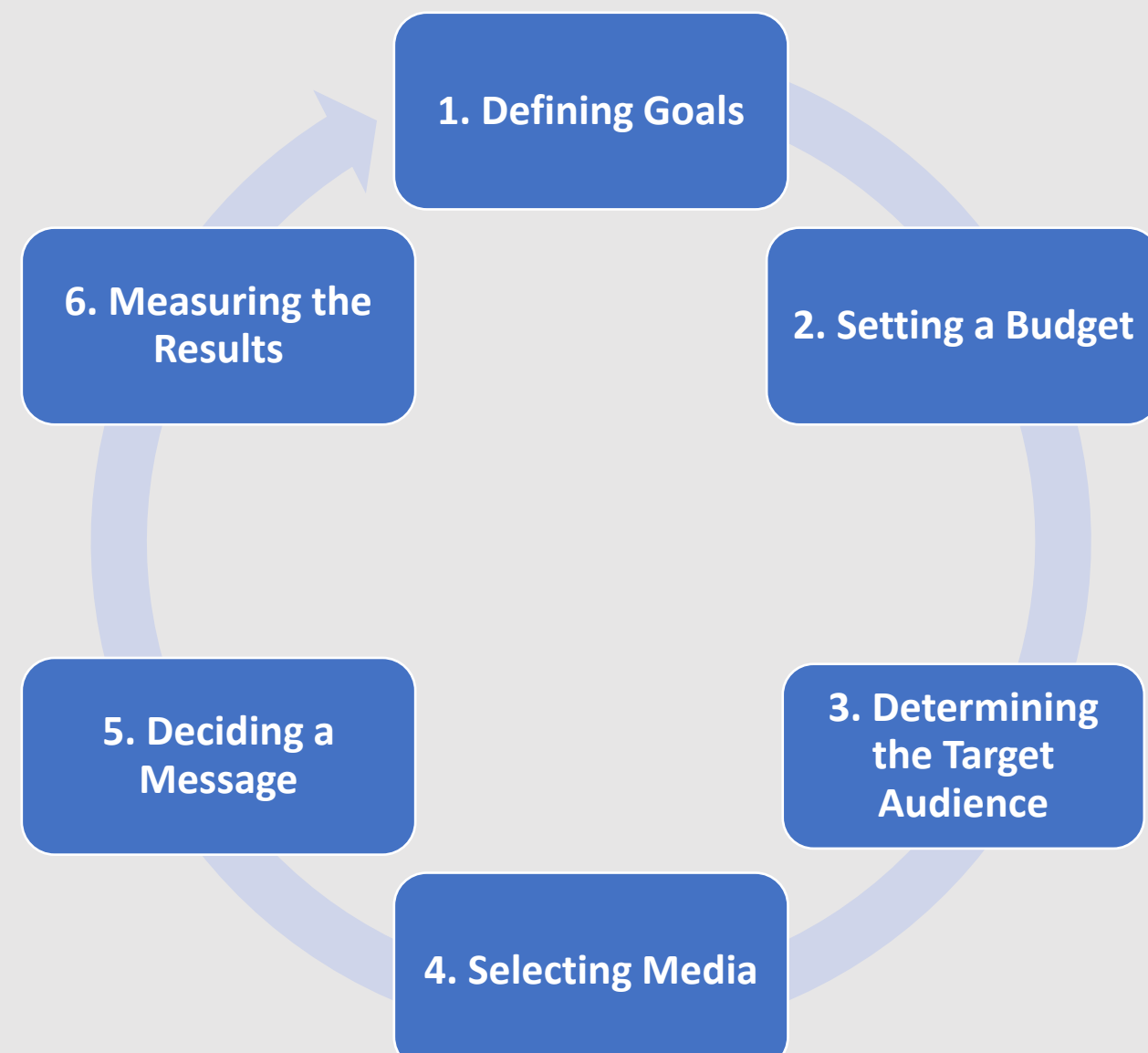
- Used in treatment of Melasma, Anti-Ageing and Skin Cell Renewal.
- Also helps in reducing uneven skin tone, hyperpigmentation, age spots. Skin discoloration, dark circles, acne scars and freckles.
- Formulation- Tablets
- Given in OD dosage.
- Target Specialty – Dermatologists and Physicians
- Act by stimulation of the pheomelanin pathway.
- Glutathione works by inhibiting the tyrosinase activity which promotes skin brightening and even tone.

BRANDS OF L-GLUTATHIONE BY Gracerderma Healthcare Pvt Ltd



MARKETING CAMPAIGN

A campaign is an organized and active effort to achieve a particular goal. By extension, a marketing campaign is aimed at promoting a particular product or range of products through various channels such as television, radio, prints and online platforms.



VISUAL AIDS



SWOT ANALYSIS

STRENGTH

- Synergistic Antioxidant Effect:** The combination of L-glutathione, alpha lipoic acid, vitamin C, and pine bark extracts creates a powerful antioxidant blend, offering enhanced protection against oxidative stress and free radicals.
- Skin Health Benefits:** The combination of these ingredients may provide comprehensive support for skin health, including potential skin lightening, anti-aging, and improved overall complexion.
- Detoxification Support:** The ingredients in this combination have detoxifying properties, aiding in the removal of toxins and promoting a healthier internal environment.
- Immune System Boost:** The blend of ingredients can help support a strong immune system, promoting overall well-being and resistance against illnesses.

WEAKNESS

- Individual Variations in Efficacy:** The effectiveness of this combination may vary among individuals due to differences in metabolism, absorption rates, and overall health status.
- Limited Long-term Research:** While some studies support the benefits of these ingredients individually, there may be a lack of long-term studies specifically on the combined effects of L-glutathione, alpha lipoic acid, vitamin C, and pine bark extracts.

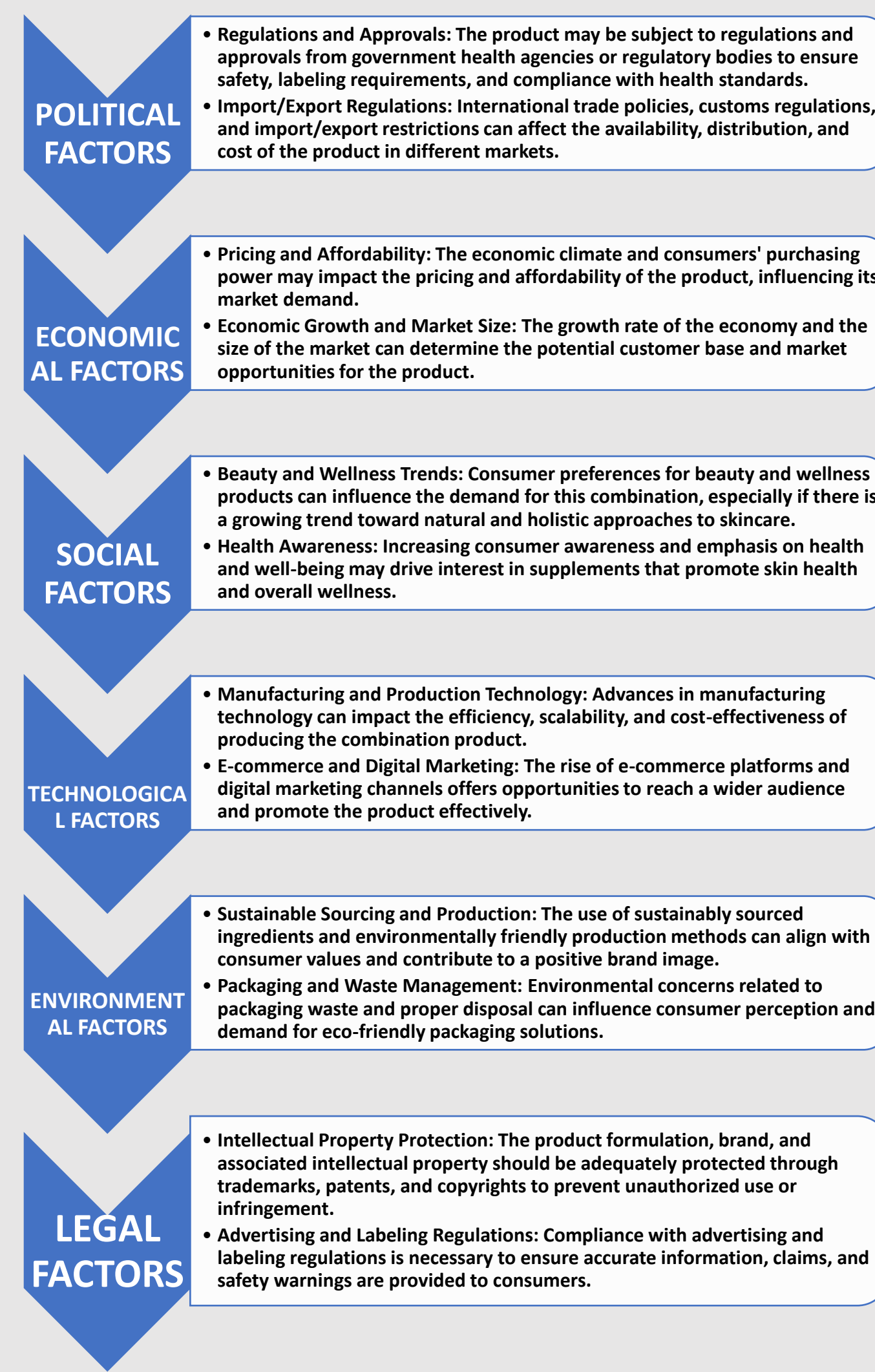
OPPORTUNITY

- Growing Demand for Skin Health Supplements:** The increasing focus on skin health and beauty provides an opportunity to cater to the market's demand for comprehensive supplements that address multiple skin concerns.
- Collaborations with Skincare Professionals:** Partnering with skincare professionals, dermatologists, and beauty experts can help promote the benefits of this combination and provide credibility to the product.

THREAT

- Regulatory Constraints:** Depending on the region, there may be regulatory restrictions or limitations on marketing claims related to the skin benefits of this combination.
- Competitor Landscape:** The market for dietary supplements and skincare products is highly competitive, with numerous alternatives available, which may pose a challenge in capturing market share.

PESTEL ANALYSIS



Difference Between Practical Exposure And Theoretical Understanding

- Practical knowledge gives hands on experience and opens doors to various ideologies since we get exposed to different scenarios.
- Theoretical exposure may limit us to understand certain concepts according to others perspective while practical exposure will make us understand things based on our experience.
- Practical exposure helps us to prioritize different works which might be a limit in theoretical exposure and understand different dynamics of work.
- As for me , I felt after working with Gracerderma Healthcare that it made me realize how important theoretical exposure and learning are.
- Additionally this training made me more aware of the dynamics of real corporate world and how flexibility, planning and consistency are crucial to success.

CHALLENGES FACED DURING INTERNSHIP

- My most challenging task was completing the market research since the respondents didn't want to share their data, their prices and didn't have time to get the data out. This was, my most important learning ; how one needs to approach.
- As I worked with Gracerderma Healthcare, time management was another challenge. I had to complete all my tasks within limited timeframes, which was another learning experience for me.

Usefulness of Internship

Working as an Intern made me learn about the vital aspects of Branding, Marketing, Business Development which I've always wanted to learn and I have also got to know about the importance of Etiquettes which could be applied in organizations.

SUGGESTIONS

- Work from Home Internship provided a platform for learning, but it would be more efficient if we got to learn by being present in the organization.
- It would be more competitive, and it will get more out of interns if the organization puts rewards on completion of each tasks.