



Market Survey of Emollients Market in India

Presented By : Manish Nayak
Mentor : Dr. Sudhinder Singh Chowhan
Industry Mentor: Mr. Ashish Goswami
IIHMR University , Jaipur
Roll No : 0402



GRACEDERMA HEALTH CARE PVT LTD

- GRACEDERMA HEALTH PVT LTD is a Pharmaceutical healthcare company specializing in dermato-cosmetology.
- It was established in 2010.
- The company aims to deliver high-quality products by using world-class ingredients and the latest technology.
- GRACEDERMA HEALTH ARE PT LTD acts as a bridge between innovation, technology, healthcare practitioners, and patients.
- Their product range includes a wide variety of dermatological and cosmetic therapies.
- These therapies encompass skin lightening, hair care, anti-fungal, anti-acne, and emollients.

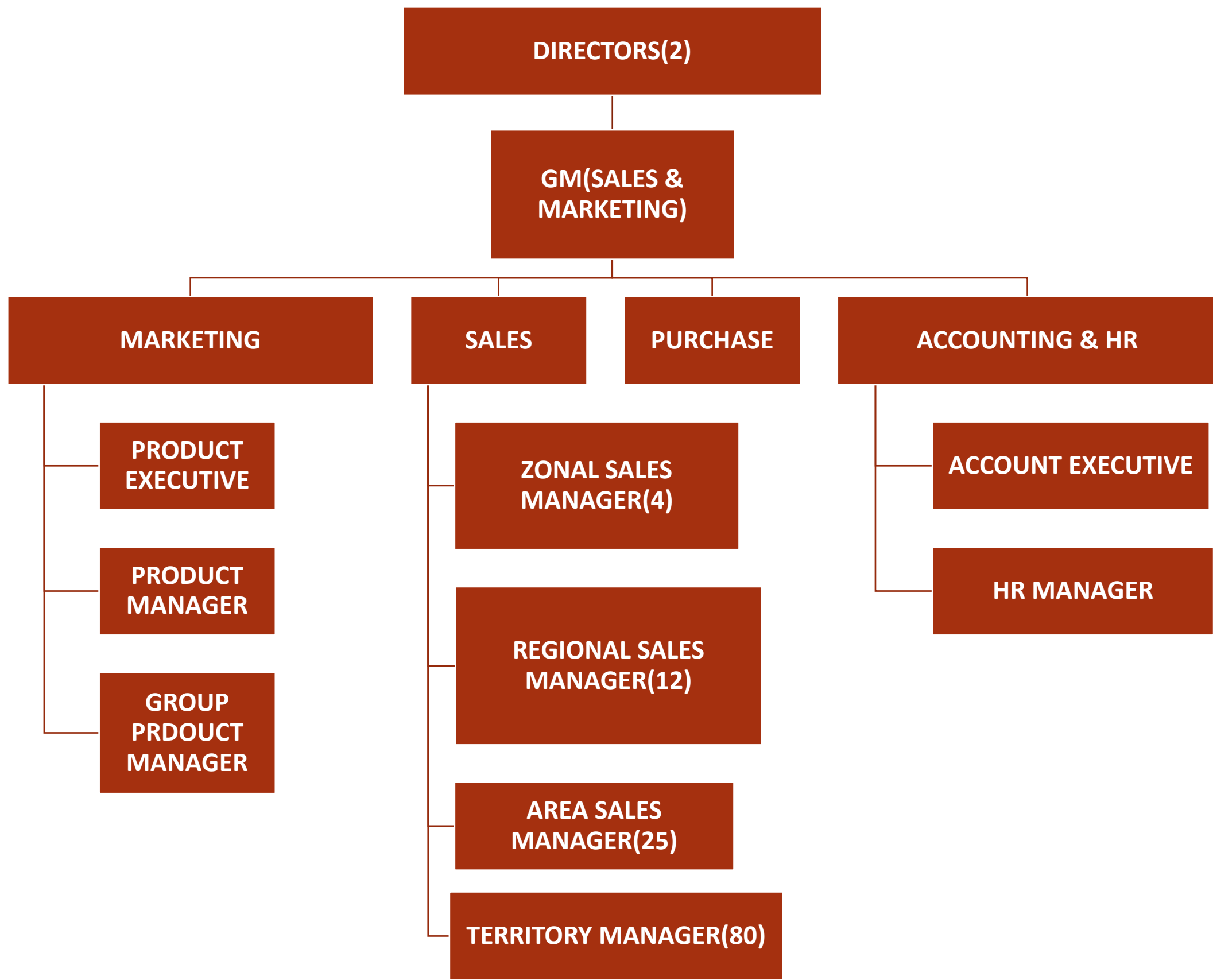
MISSION

We strive to fulfill our social responsibilities by providing high-quality healthcare solutions to individuals across all segments of society. Our unwavering commitment to maintaining our core values, ethics, and integrity drives us to deliver excellence in every aspect of our work.

VISION

Our vision is to establish ourselves as a prominent healthcare organization both globally and domestically, driven by innovation, high standards, and competence. We aim to make a lasting impact on society by offering cost-effective solutions that are accessible to all individuals.

ORGANIZATION STRUCTURE



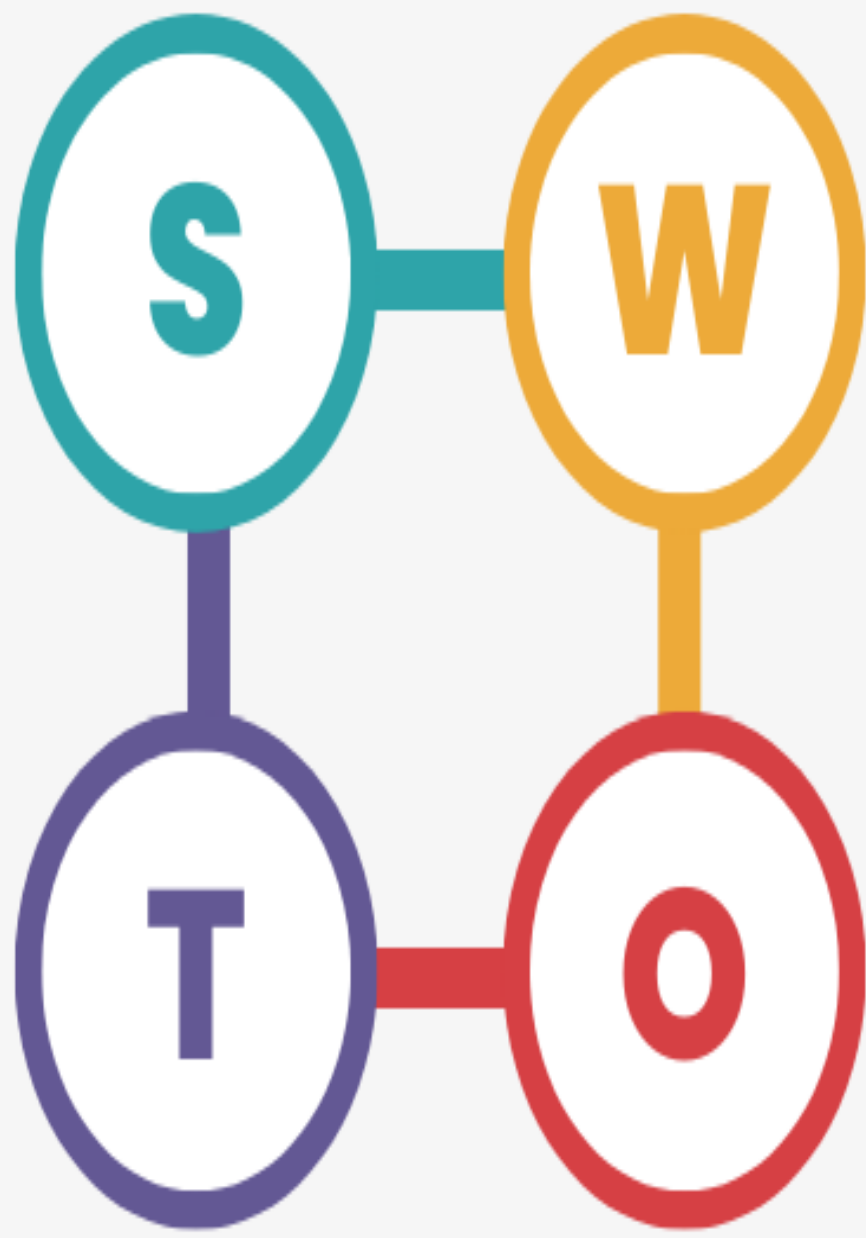
SWOT ANALYSIS

STRENGTHS

- Pricing flexibility due to outsourcing and lesser complex supply chain
- Flat communication leads to innovative, structured management.
- Management comprises experienced professionals.

THREATS

- Its a Red ocean market
- Scaling challenge: Dominant MNCs (e.g., Swisschem dermacare, Biofield Pharma) dominates market share.
- Derma products are Capital intensive.



WEAKNESSES

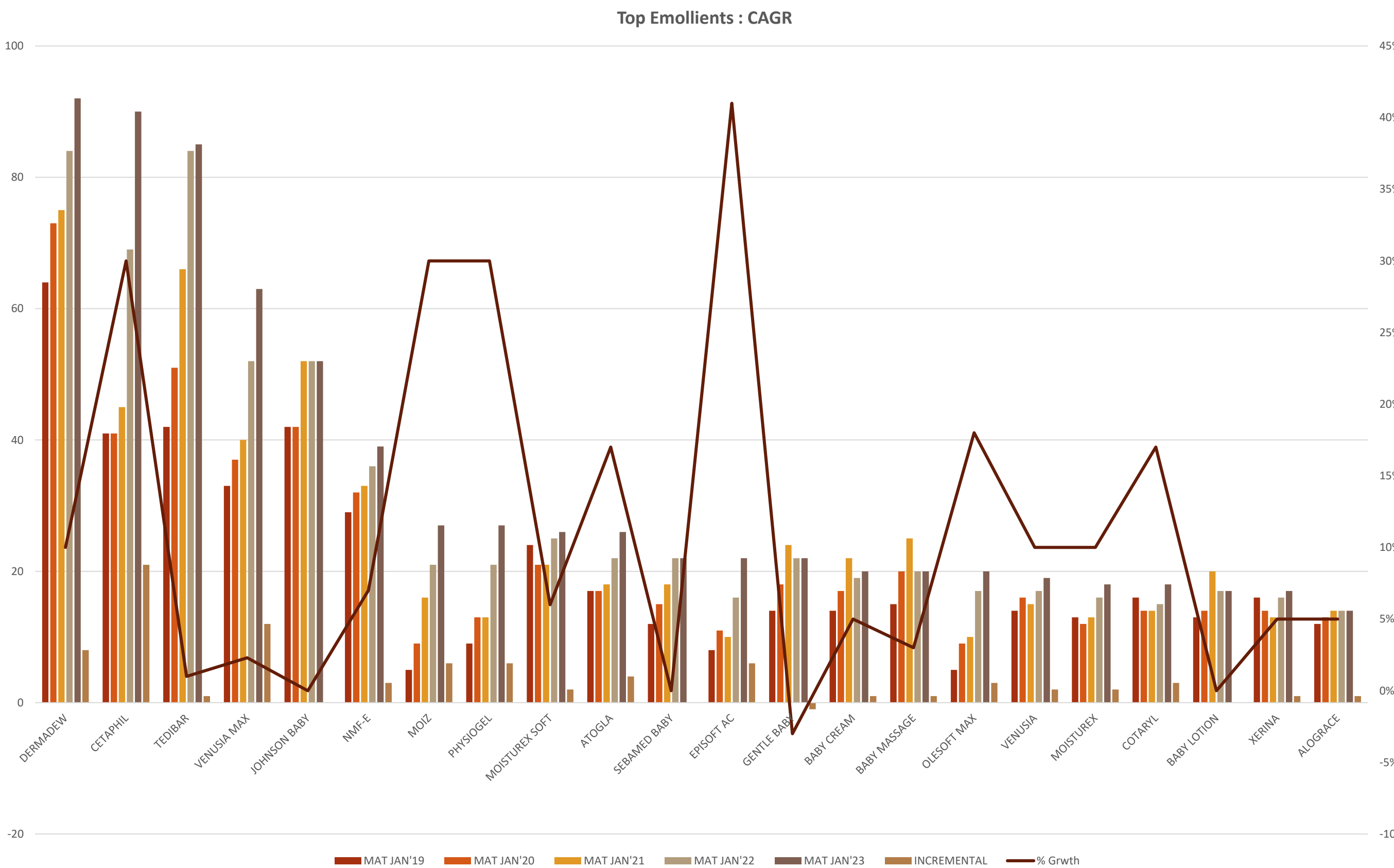
- Product's marketing communication trails behind the market leaders.
- Lacks an in-house (R&D).
- Digital marketing structure falls short of current market trends.

OPPORTUNITIES

- Collaboration with KOLs, leverage digital marketing for wider reach and credibility.
- Utilize e-commerce to reach more online customers.
- Flexible pricing captures larger consumer base

EMOLLIENTS MARKET SIZE OF INDIA

S.No	BRAND	COMPANY	MAT JAN'19	MAT JAN'20	MAT JAN'21	MAT JAN'22	MAT JAN'23	INCREMENTAL	% Grwth
1	DERMADEW	HEGDE & HEGDE	64	73	75	84	92	8	10%
2	CETAPHIL	GALDERMA	41	41	45	69	90	21	30%
3	TEDIBAR	TORRENT PHARMA*	42	51	66	84	85	1	1%
4	VENUSIA MAX	DR REDDY'S LABS	33	37	40	52	63	12	2.30%
5	JOHNSON BABY	JOHNSON & JOHNSON	42	42	52	52	52	0	0%
6	6NMF-E	PALSONS DERMA	29	32	33	36	39	3	7%
7	MOIZ	GLOWDERMA LABS	5	9	16	21	27	6	30%
8	PHYSIOGEL	GLAXOSMITHKLINE*	9	13	13	21	27	6	30%
9	MOISTUREX SOFT	SUN	24	21	21	25	26	2	6%
10	TOGLA	TORRENT PHARMA*	17	17	18	22	26	4	17%
11	SEBAMED BABY	USV	12	15	18	22	22	0	0%
12	EPISOFT AC	GLENMARK PHARMA	8	11	10	16	22	6	41%
13	GENTLE BABY	HIMALAYA DRUG	14	18	24	22	22	-1	-3%
14	BABY CREAM	HIMALAYA DRUG	14	17	22	19	20	1	5%
15	BABY MASSAGE	HIMALAYA DRUG	15	20	25	20	20	1	3%
16	OLESOFT MAX	ALKEM*	5	9	10	17	20	3	18%
17	VENUSIA	DR REDDY'S LABS	14	16	15	17	19	2	10%
18	MOISTUREX	SUN*	13	12	13	16	18	2	10%
19	COTARYL	FDC	16	14	14	15	18	3	17%
20	BABY LOTION	HIMALAYA DRUG	13	14	20	17	17	0	0%
21	XERINA	SUN*	16	14	13	16	17	1	5%
22	ALOGRACE	MANKIND	12	13	14	14	14	1	5%



PRODUCTS IMAGE



PRACTICAL VS THEROTICAL EXPOSURE

- Theoretical work deepened my understanding of concepts, reasoning, techniques, and project theory.
- Practical exposure allowed me to apply theoretical knowledge and gain hands-on experience.
- Practical experience realized my behavior within the working environment.
- Practical exposure lead the development of personal perceptions and insights.
- Theoretical work provided an understanding rules of thumb while practical experience complemented theoretical learning with real-world application and the difference between both.
- Both theoretical and practical aspects contributed to a well-rounded learning experience.

MY WORK AT ORGANIZATION

- Dermatology Literature research. (JAAD)
- Products research. (E pharma Websites)
- Collection of data for Top Emollients in India .
- Collecting relevant data from (IJDVL)
- Data related to Novel research on Emollients

CHALLENGES

- Limited availability of relevant studies.
- Heterogeneity in data reporting.
- Access limitations and potential Access bias.
- Quality and consistency of data in selected studies.
- Data gaps in certain STGs or specific regions.
- Concrete data related to annual sales was not easily available.
- Remotely keeping up with company.

LEARNINGS

- Hands on remote collaboration skills..
- Identified key players and market trends in the Indian emollient market.
- Tried Understanding consumer preferences and demands for emollient products.
- Assessed market potential and growth opportunities for emollients in India.
- Got insights into market positioning strategies.

USEFULLNESS

- Expanded professional network through virtual interactions and digital platforms.
- Cost-saving on commuting and other related expenses.
- Increased self-discipline in managing work tasks.
- Realizing my strengths and weaknesses in a non-academic environment.
- Exposure towards Industry

SUGGESTIONS

- Daily scrum should be there.
- Offline internships outweigh online mode in terms of benefits.
- Engagement in ongoing projects benefits interns and organizations mutually.
- Ensure clear schedule notifications are provided.