

INNOVATIVE WOUND CARE, A COMPREHENSIVE ANALYSIS OF FIBROMOIST SPRAY IN INDIAN MARKET

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STREAM – PM15

ROLL NO 0530

UNDER THE GUIDANCE OF DR. HIMADRI SINHA SIR

FIBROHEAL™
WOUNDCARE PVT. LTD.

INTRODUCTION

FIBROHEAL WOUNDCARE PVT LIMITED is a biotech and Healthcare startup that primary focuses on using silk protein as a biomaterial for wound healing. They mainly specialize in developing innovative and easy to use products for active and advance wound care products to heal Acute, Chronic, Non healing , slow healing or difficult to heal wounds.

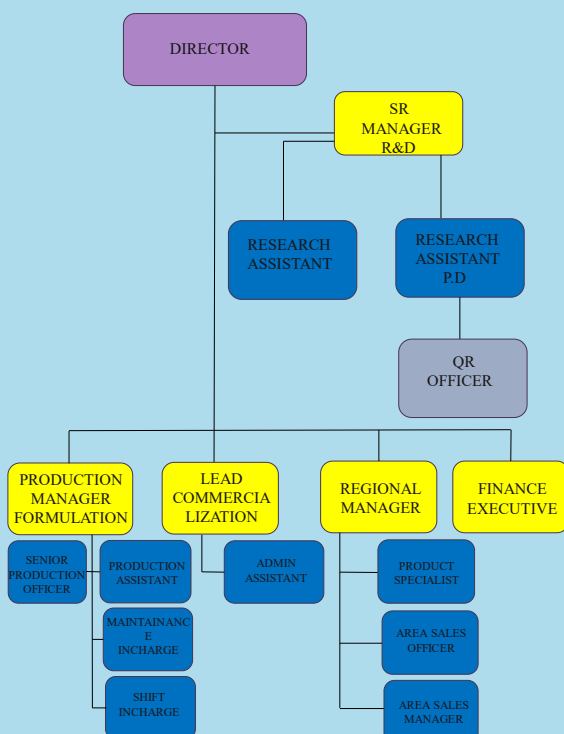
VISION

Our mission is to be the most innovative biotech Indian company that delivers clinical excellence, superior patient outcomes and value-based partnerships.

MISSION

Our aim is to deliver advanced and active wound care products and services derived from silk proteins. We prioritize humility and social responsibility, ensuring all business operations are conducted with integrity and excellence. Our goal is to create products and services that improve people's quality of life. We continuously work to offer superior wound care solutions that balance efficacy, accessibility, tolerance, and affordability.

ORGANOGRAM



ABOUT PROJECT

This project Aims to highlight the Potential Role of Fibro moist spray in Wound management, its applications and how it is different from its competitors. Moreover this project will also highlight the overall wound care market in India. It Also aims to provide healthcare providers with a solution on effective wound management options.

FIBROMOIST SPRAY

It is a Wound cleaning and irrigating spray which removes wound debris and reduces risk of infection with acceleration in healing acute and chronic wounds.

Size & Price – 50ml at 180/-

Ingredients – Silk Fibroin & Nano colloidal silver.

MAJOR COMPETITORS

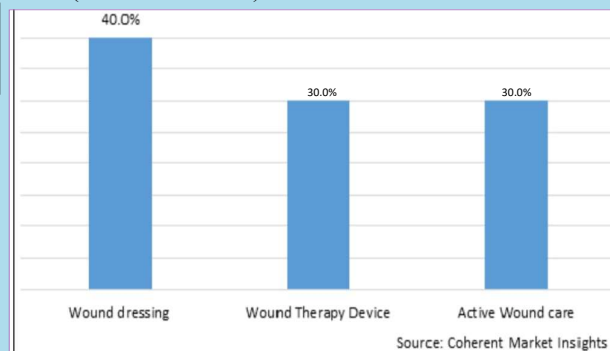
- OXUM spray by Alkem labs
- Maxicel by Axio bio solution
- Prontosan by B.Braun
- Hydro heal Silwash by Dr Reddy's
- Betadine Solution



(₹ 292 FOR 100ML)
(₹ 249.00 FOR 100ML)
(₹ 800-1500.00 FOR 350ML)
(₹ 256 FOR 60ML)
(₹107 FOR 100ML)

WOUNDCARE MARKET

- Indian wound care market size was valued at approx. 1.81 billion dollar in FY 2023 expected to reach 2.75 billion in FY2031 at a CAGR of 5.39 to 6.20 according to various sources
- With advance wound care valued at 263 million dollar USD in 2023 at CAGR of 5.1%.



USEFULNESS OF INTERNSHIP

- Exposure of industry
- Career exploration
- Personal and Professional Growth
- Skill and Confidence development
- Enhanced Networking opportunity
- Enhanced Motivation

LEARNING & VALUE ADDITION

- Understanding customer behavior
- Understanding Target audience
- Market research and analysis
- Lead generation and overall sales process
- CRM
- Collaboration and Teamwork
- Improved confidence and communication skills

CHALLENGES FACED IN INTERNSHIP

- Handling rejections
- Area management
- Time Management
- Negotiation
- Building and maintaining relationship
- Adapting to constant change in market

DIFFERENCE B/W PRACTICAL & THEORY

- Strategic planning and Campaign development
- Applying theoretical concept in Practical setting
- Understanding market and customer needs & wants
- Direct involvement in sales & Marketing activities.
- Problem Solving & Adaptability