

Summer Internship
at
DelCure LifeScience Ltd.

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To identify and access the competition of Multivitamins and Multi-minerals Brands in market and their promotional Strategies.

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I humbly owe the completion of my summer internship work to almighty and my family members whose love and blessing will be with me in every moment of mylife.

At the very commencement, with great veneration and immense glee to express my deep sense of admiration to our adorable guide **Dr. Saurabh Kumar Banerjee** , Associate Professor, School of Pharmaceutical Management Dean, IIHMR university, Jaipur whose immeasurable espose, encouragement and affirmative criticism and providing all the necessary facilities for the completion and has given full bloom to this research work.

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VANDANA RATHOD

1. Introduction To Organization



DelCure LifeSciences Ltd. (DLL) is one of the fastest growing Indian pharmaceutical company, headquartered in Mumbai. DLL was established in year 2013 with an objective to bring innovative and high-quality medicines.

DelCure technology backed innovative medicines ensures the health and well being of people around the country. Every DelCure Medicines and service is a testament to its uncompromising quality standards. All products are manufactured in facilities that are approved by major global regulatory agencies including the USFDA, ISO2009, ANVISA and more.

Being a healthcare centric and innovation driven company we want to be valued not only for pharmaceutical product but also for the way we serve our patients and healthcare professionals.

Objective

Our objective is to benefit our customers with our in-depth understanding of the market, technical expertise in products and the ability to combine it with commercial know-how, since the base of our innovation is our client's need and requirement.

Vision

To become the most respected uniquely positioned leading pharmaceutical company in the chosen areas or specialty verticals in India and abroad with distinct value-based characteristics.

DelCure Life Sciences Ltd. (DLL) is a full scale pharmaceutical company with an aim to bring differentiated high quality products through international collaboration with innovator companies from the USA, Switzerland, and European countries. High quality products are assured from our manufacturing partner of high repute. Mr. Mahapatra brings with him 25 years of rich pharmaceutical experience, notably in the development and management of strategic opportunities, the formation of corporate alliances and bringing therapeutic products to market.

He has managed varieties of product portfolios like Infant Nutrition, Cough & cold, antibiotics, vitamins &

minerals, cardiology, OTC products, critical care products, nephrology & oncology. Delcure have various international collaborations, like they have with Pharma Base, Switzerland;Amarillo Biosciences, USA, Cymbiotics,USAHelixor, Germany and many others are under progress.

Delcure as a company had entered with 2 major specialties Pediatrics and Orthopaedician 2013, backed with a vision to fill existing gaps in the therapeutic sub-segments of Orthopedic, Pediatrics Respiratory, Ontological, Nutrition and Dermatology

There are 2 divisions of DelCure:

- Winspire
- Delvoice

About Product Profile

Vitamins and minerals are the necessary supplements required for the adequate growth and maintenance of the body; both vitamins and minerals fulfill the gap of the nutrition intake in the body and contribute to the overall health of the body. It is believed that they help in enhancing immunity, improve wellbeing and aid in faster recovery of the illness. Whoever it is, whether a growing child, adult, aging or the pregnant women's, all males and females despite of balanced diet they require vitamins and minerals for the proper growth and development of the body. Depending on different body types, the nutritional requirement of the body changes, as these are not produced by the body so we need to fulfill its requirement by administering nutritional supplements or dietary supplements composed of various vitamins, minerals so here comes Malenda capsules soft gelatin multivitamins capsules of DelCure LifeSciences



Melanda capsules:

- ☐ Composition: Omega 3 fatty acids, green tea extracts, ginseng extract, ginkgo biloba, magnesium oxide, copper sulphate, vitamins, antioxidants and vitamins, mineralsetc.
- ☐ Indications: Poor immunity, chronic lifestyle diseases, nutritionaldeficiency
- ☐ Dosage: Capsule OD
- ☐ Storage: It should be stored away from sunlight.

Benefits:

- ☐ Malenda capsules helps in maintaining the cells healthy even in presence of high blood glucose, stressconditions.
- ☐ It helps in protection of oxidative stress produced by various oxidants as the product act as ananti-oxidant.
- ☐ It supports body's defense system and helps in increase body's immune response and act against various freeradicals.

2. Literature Review

1. PreetaK. CHUGH and Y.LHAMO, 2012, an assessment of vitamins supplements in Indian markets states the availability of various vitamin preparations in the Indian market and proper guidelines and regulations for manufacturing, labeling and marketing of dietary supplements in India.
2. Amrutha Sridhar and Lisa Holmes, 2019, Consumers trends in Health and Nutrition vitamins and Supplements deriving beauty and innovation study describes about the importance of understanding consumer perceptions and habits when it comes to health and what products they use.
3. Ethan D, Basch CH, Samuel L, Quinn C , Dunne S, 2015, An examination of product packaging marketing strategies use to promote pediatrics multivitamins research study explains the nature of marketing strategies for multiminerals and multivitamins packaging and access the extent to which these supplements are marketed as food products.
4. Fort Mann SP, Borda BU, 2013, Vitamins , minerals and multivitamins supplements' for primary prevention of cardiovascular diseases and cancer explains the benefits and harm of single, paired and multiple vitamins as primary prevention for chronic diseases in general population.
5. MarjanDzeparoski and SuzanaTrajkovic-jolevski, 2016, Analysis of marketing strategy for food supplement and over the counter drugs states that the results of the particular analysis of same in food supplements and over the counter drugs may further help or can be used to develop new marketing strategies and may also help them to upgrade their existing product moreover this study emphasis on the promotional strategies that could be used in improvising their product.
6. Sonja P. Dawsey, Albert Hollen Beck, Arthur Schatzkin, Christian.C.Abret, 2014, A Prospective Study of vitamin and mineral supplement use and the risk of upper gastrointestinal cancer states the association of use of multivitamins with the risk of cancer.
7. Elizabeth ward, 2014, Addressing nutritional gaps with multivitamins supplements states that multivitamins helps in preventing the numbers of health problems that is in bridging nutritional gaps this particular study states that multivitamins helps to prevent iron deficiencies , neurological damage in people aging 50 years and older
8. Kavita Sekhri and Kirandeep Kaur, 2014, public knowledge use and attitude towards multivitamins supplements and general public , study states the pattern of using multivitamins of the public and their knowledge towards the same , this study further emphasis on increasing knowledge and awareness regarding correct use of multi vitamins.

3. Research Objectives

1. To determine what are the specific requirements of doctor in multivitamins combination?
2. To understand how they make decisions, which brand they prescribe?
3. To identify the competitor brands and their activities, communication strategy

4. Research Methodology

1. **Research instrument:** The research instrument is a questionnaire checklist to gather the needed data; the draft of the questionnaire is based on the objective allotted, previous studies, professional's literature.
2. **Collection of data:** Data is collected from the doctors with the different specialty or physicians and retailers with the means of questionnaire comprising of open ended questions.
3. **Sample size:** Sample size for the following study was 200 doctors and 200 retailers in Indore and area nearby Indore
4. **Data analysis:** Data analysis or conversion of data into valuable information is done through or with the help of Microsoft excel, the gathered data was entered into the Microsoft excel spreadsheet and analyzed followed by the graph formation.

5. Data Analysis and Interpretation:

The feedback responses was calculated in percentage and interpreted with the help of bar graph and pie charts

☐ How many multivitamins brands are available in pharmacy stores?

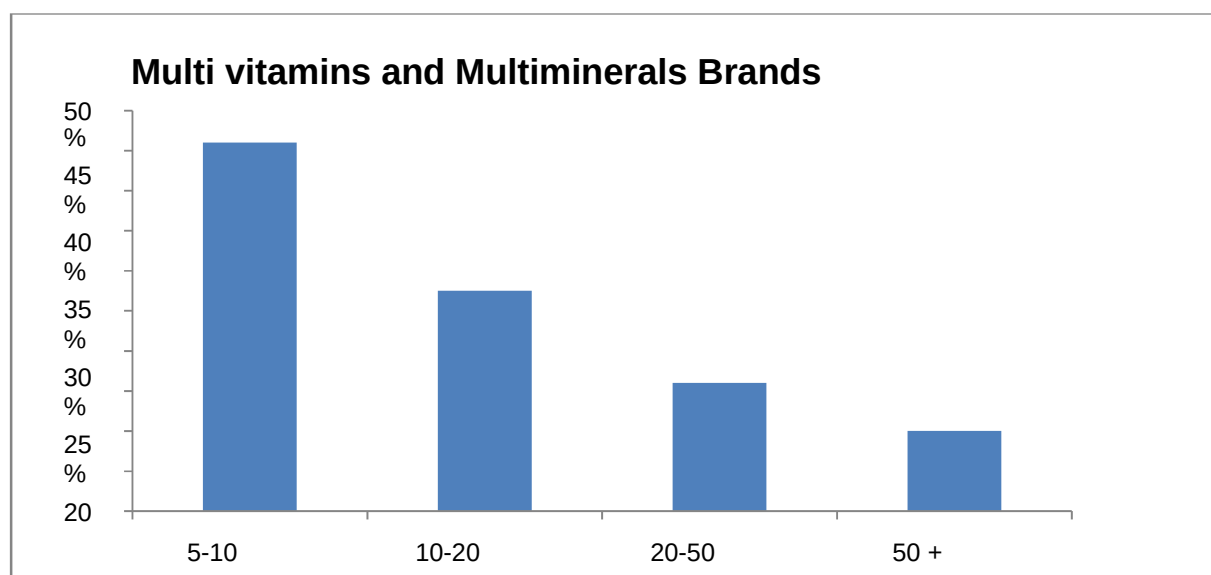


Fig. 1. Multivitamins and Multi-minerals Brands Available

Interpretation:

The above column graph shows the number of multivitamins and minerals brands available in their retailer pharmacies. About 5-10 brands are available in 46% of retailer pharmacies whereas 11-20 brands are available in 27.5% of retailer pharmacies, 16% of retailer pharmacies has 21-50 brands available in their stores followed by more than 50 brands are available in 10% of retailer pharmacies.

☐ Which multivitamin brand doctor prescribes the most?

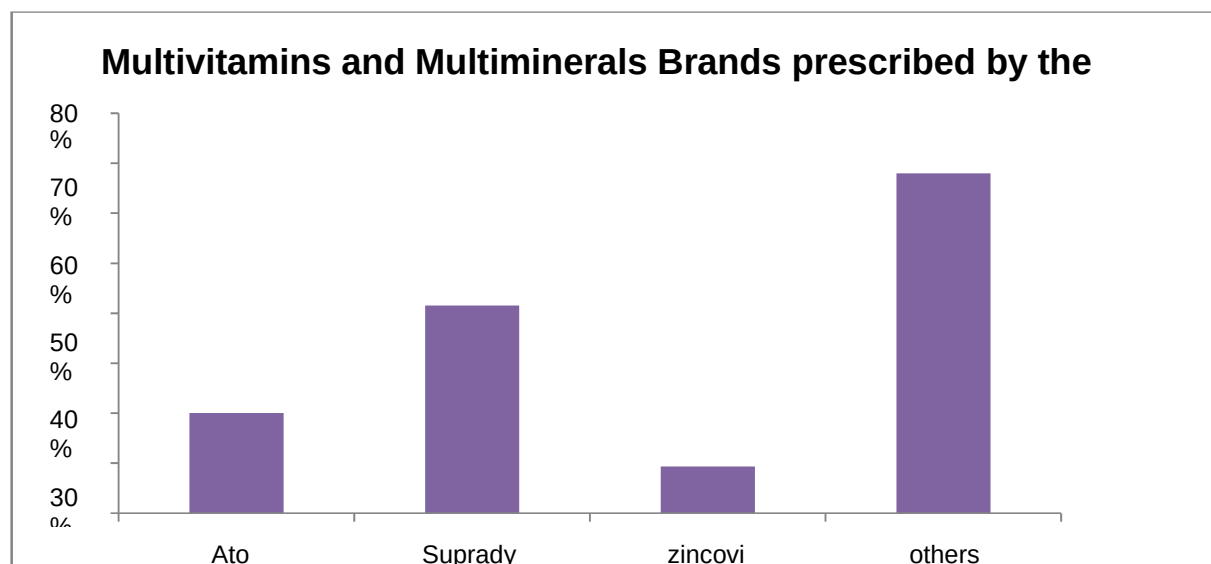


Fig.2. Multivitamins and Multi-minerals prescribed by the Doctors

Interpretation

The above graph displays certain brands of multivitamins and minerals that are mostly prescribed by the doctors, according to the data collected from the retailers. 41.5% of retailers stated that doctors mostly prescribe Supradyn, 20% of them said A to Z is the most prescribed brand of multivitamins, whereas 9.3% of retailers showed Zincovit as a highly prescribed brand of multi-vitamins, and the rest of the 68% of retailers stated other brands of multivitamins as the most prescribed ones, which comprises of Becasule, Becadexamine, Health OK, Revital.

☐ Monthly sales of certain brands?

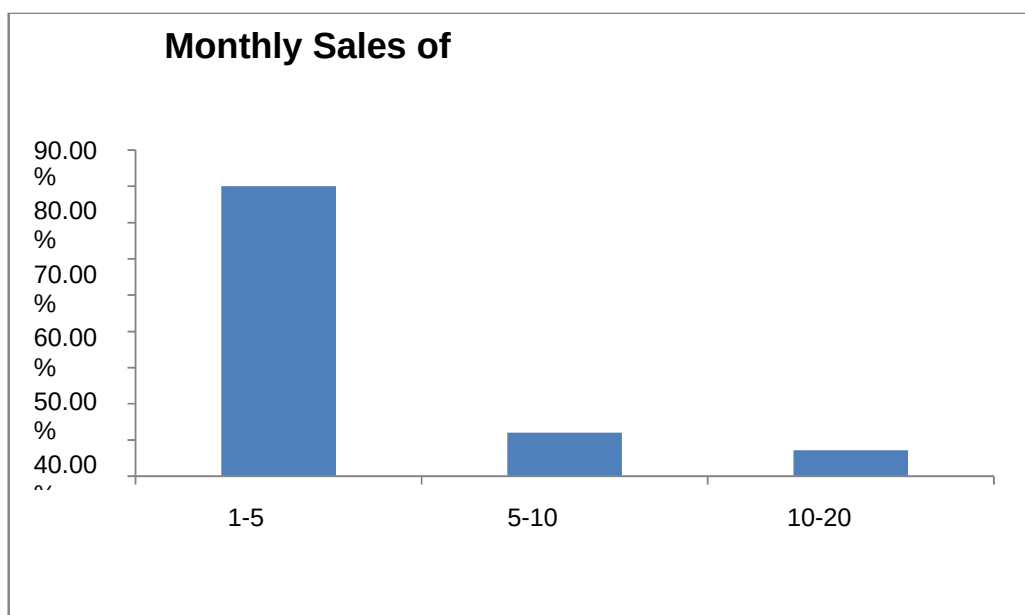


Fig.3. Monthly Sales of supradyn

Interpretation:

The monthly sales graph above represents the monthly sales of supradyn brand in terms of number of boxes per month here, 80% of retailers stated the sales of 1-5 boxes of supradyn per month, 12% of retailers showed sales of 5-10 boxes while 7.22% of them said 10-20 boxes monthly

□ Monthly sales of A TOZ

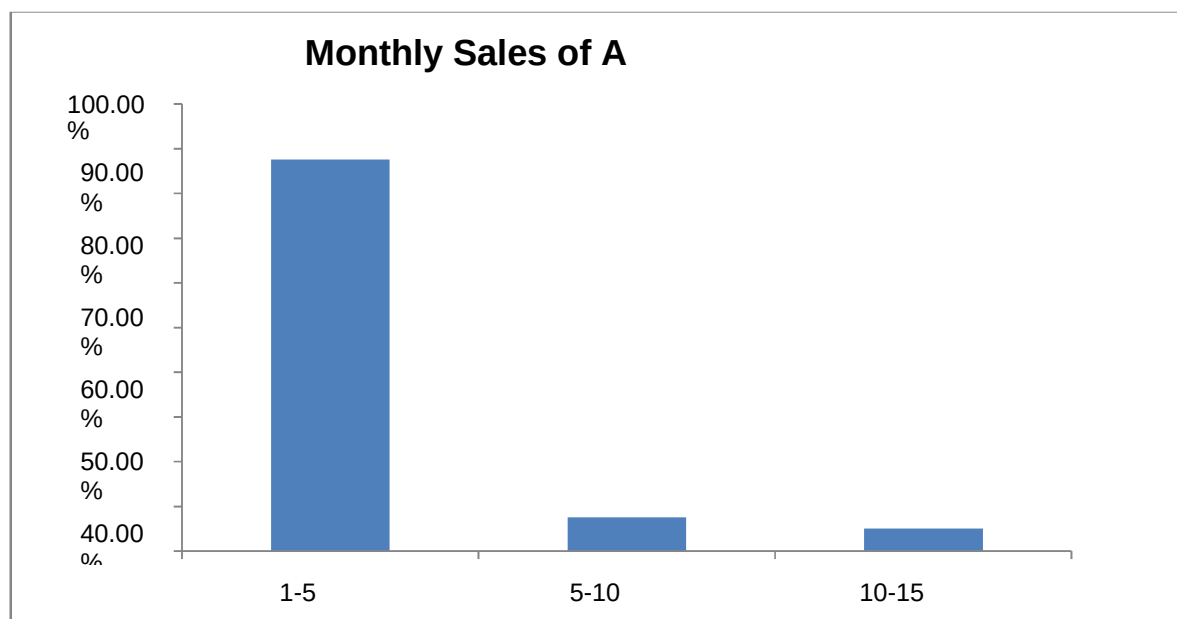


Fig.4. Monthly Sales of A to Z

Interpretation:

Above graphs state the monthly sales of a to z brand in context to the number of boxes usually sold per month ,87.5% of retailers responded the sales of 1-5 boxes of A to z , 7.5% declared sales of 5-10 boxes monthly while only 5% of retailers showed sales of 10 -15 boxes in one month.

☐ Monthly sales of zincovit?

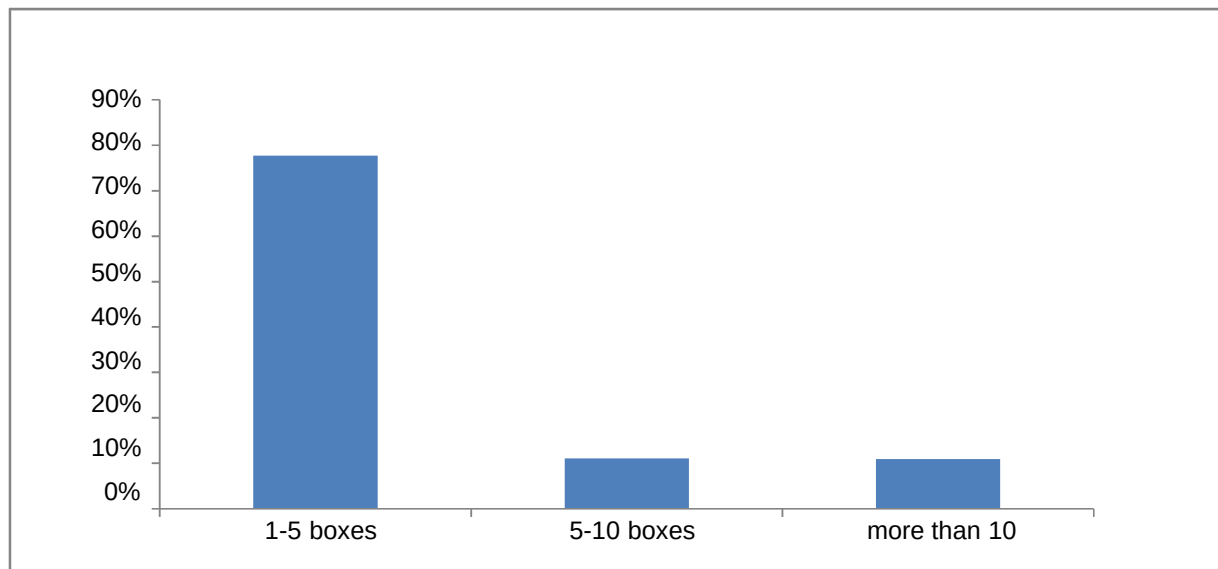


Fig.5. Monthly Sales of Zincovit

Interpretation

Above graph states the monthly sales of zincovit brand in with respect to the number of boxes per month here,77.7% of retailers declared the sales of 1-5 boxes of zincovit per month,11.1% of retailers told the sales of zincovit, 5-10 boxes per month and only 11.1% stated sales of more than 10 boxes monthly.

☐ Schemes offered by company?

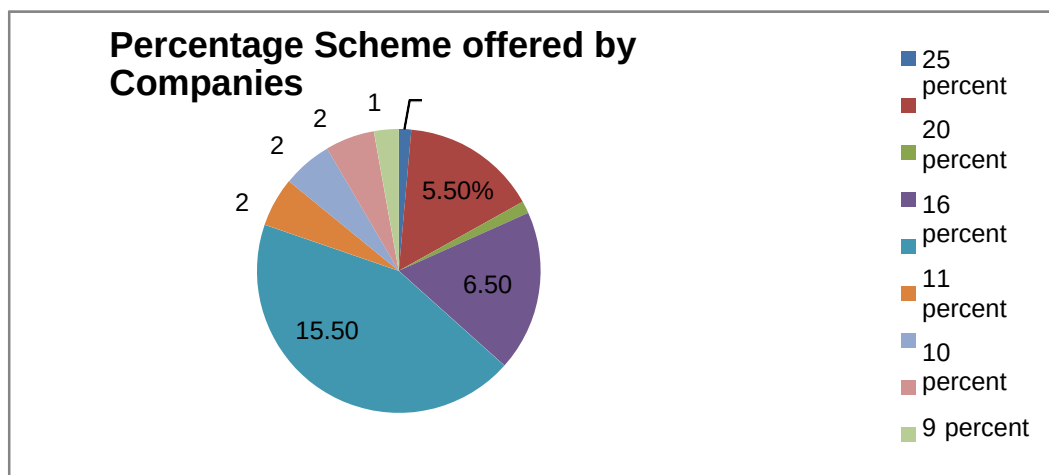


Fig.6. Percentage scheme offered by companies

Interpretation:

Above pie chart exhibits the stats of percentage scheme offered by the company to the pharmacies retailers, according to the data fetched out from the retailers, 10% of scheme is offered to the maximum 15.5% of retailers while 6.5% of retailers are offered 11% scheme 0.5% of retailers, 20% scheme is offered to about 5.5% of retailers by the company.

☐ Schemes under supradyn?

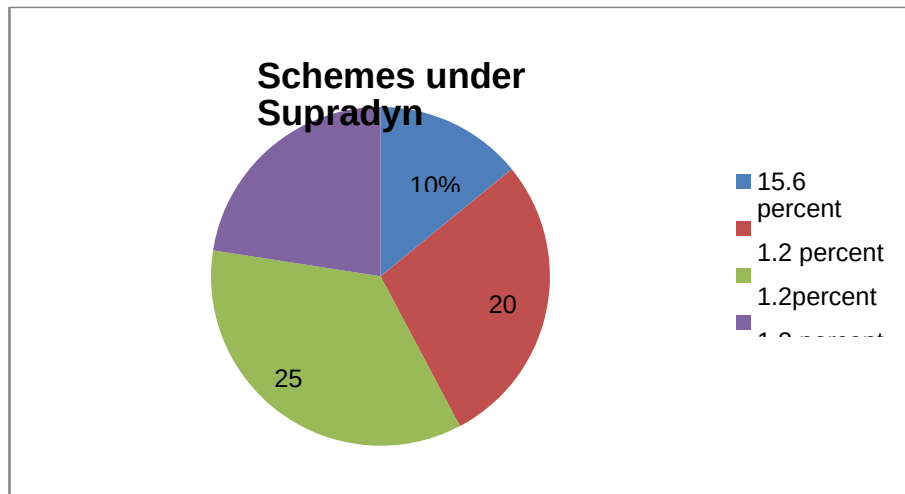


Fig.7. Schemes under Supradyn

Interpretation

Above pie charts explains the different percentage scheme offered by company to the retailers on the supradyn, here data tell us that 10% scheme on the supradyn is offered to 15.6% of retailers, 20% scheme is offered to 1.2% of retailers, 25% is given to 1.2% retailers while 16% scheme is given to the retailers lastly 72.2% of retailers said no scheme is offered.

□ Schemes under A to Z

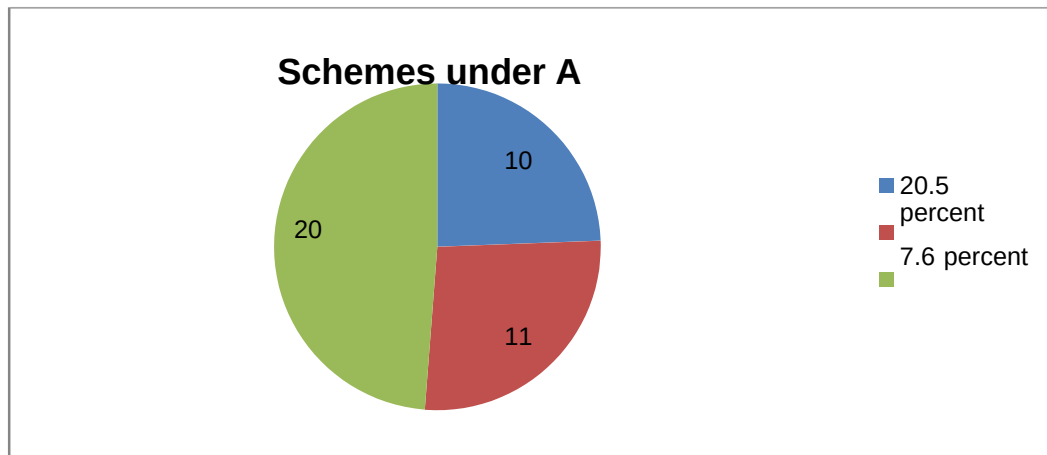


Fig.8. Schemes under A to Z

Interpretation:

Following pie chart displays data of percentage scheme offered by the company on A to Z here, 10% scheme is offered to the maximum of 20.5 % of retailers , 7.6 % of retailers get 20% scheme on A to Z and 2.5% of retailers get upto 9% scheme on the same lastly 58.9% of retailers stated no scheme is offered..

☐ Schemes under zincovit?

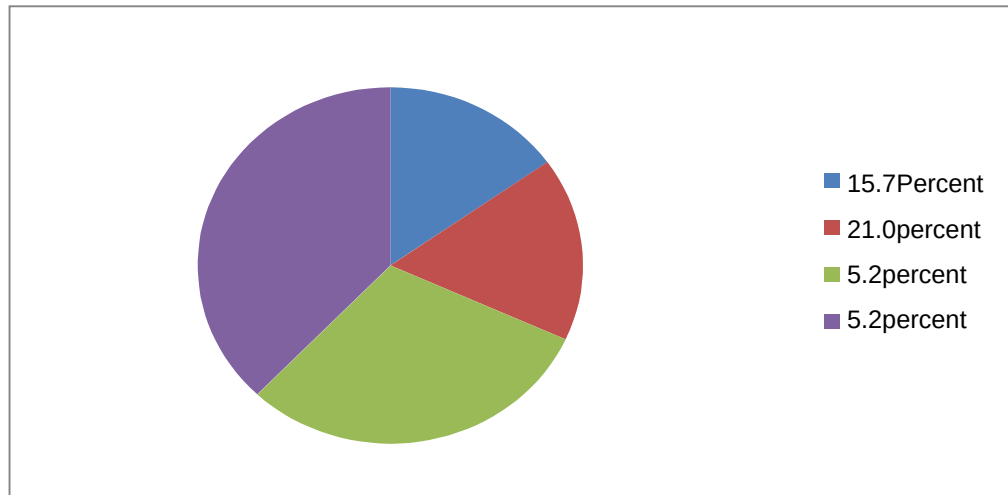


Fig.9. Schemes under Zincovit

Interpretation

Above pie chart exhibit the data of percentage scheme offered by the company on zincovit, the maximum 21% of retailers get 11% of scheme on zincovit, 15.7% of retailers get 10% scheme on the zincovit while 5.2% of retailers get 25% and 20% scheme lastly 47% of them said no scheme is offered.

Data analysis and interpretation for doctors:

a. In what indications doctors prescribe multivitamins?

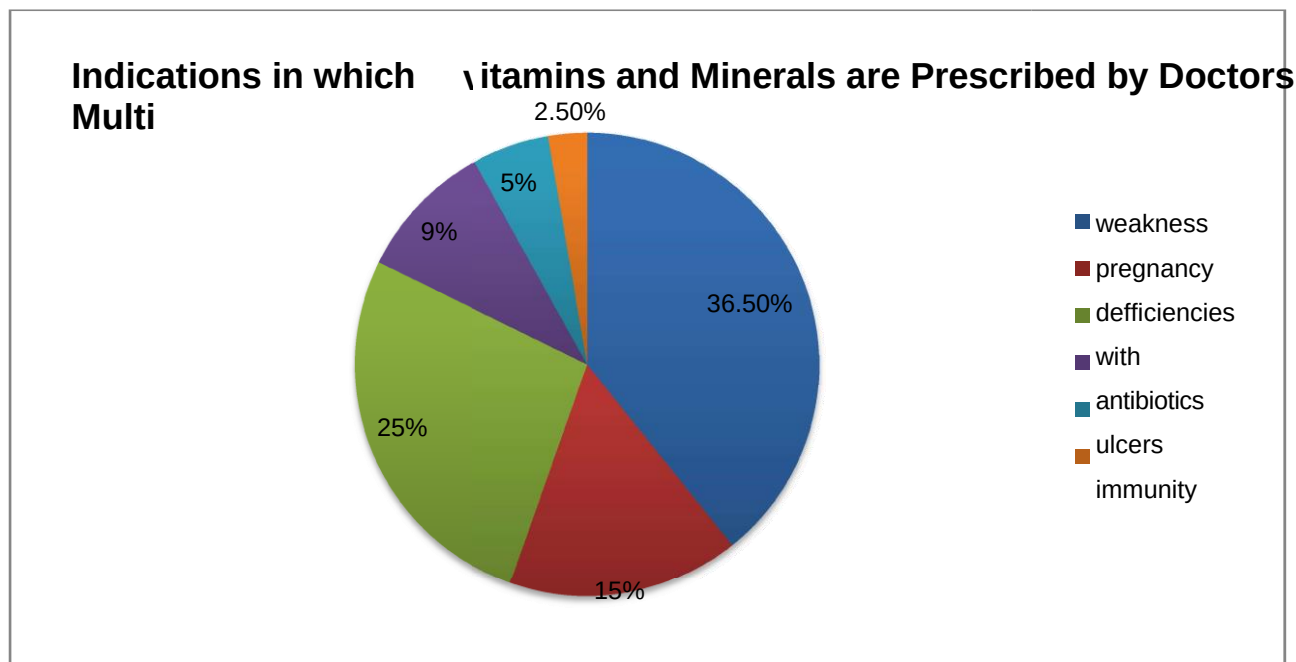


Fig.10. Indications in which Multivitamins and Multiminerals are Prescribed

Interpretation:

Above pie chart displays the data of doctors prescribing multivitamins in certain indications, about 36% of doctors prescribe multivitamins in weakness, 25% of them recommend multivitamins in certain deficiencies, 5% of them prescribe multivitamins in the treatment of ulcers while 2.50% of them prescribe multivitamins as immunity booster whereas 9% of doctors prescribe multivitamins along with antibiotics also.

b. How long doctors prescribe multivitamins?

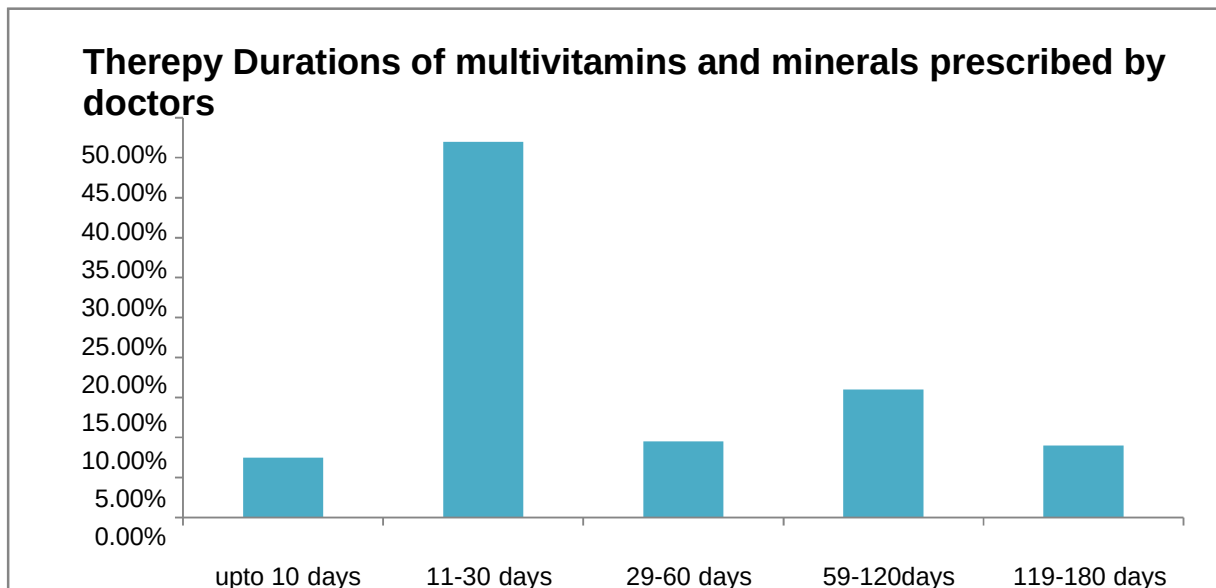


Fig.11. Therapy Durations of Multivitamins and Multi-minerals prescribed by Doctors

Interpretation:

Above graph explains the data of the therapy duration of multivitamins prescribed by the doctors

Here, the maximum 47% of doctors stated that they prescribe multivitamins and minerals for 11 -30 days, 16% of them showed the therapy duration from 59-120 days while 9% of doctors said therapy duration from 119 -180 days.

c. Any specific elements that doctors prefer in multivitamin combination?

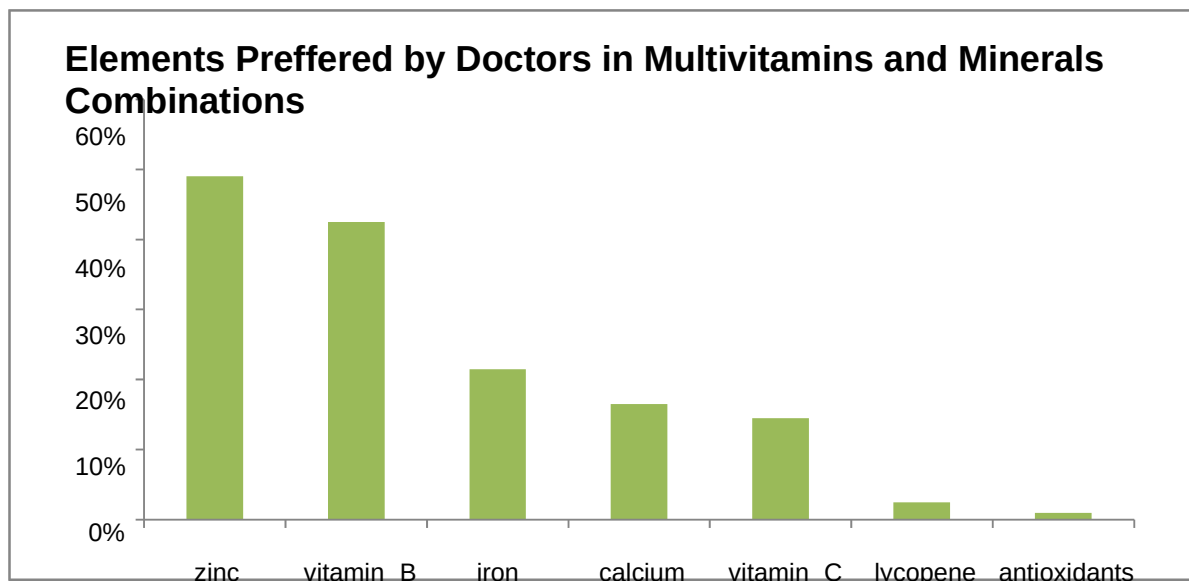


Fig.12. Elements Preferred by Doctors in Multivitamins and Multiminerals Combinations

Interpretation:

Above graph exhibits the data of what specific element doctors prefer most in multivitamin combinations, graph shows, 49% of doctors prefer zinc in multivitamins combination, 42% of them prefer vitamin B as a specific element in multivitamins combination while 21.50% of them stated iron as their specific requirement in the multivitamin combinations followed by 16.5% of them calcium as their specific requirements in the same.

d. What attributes does a doctor consider while prescribing anymultivitamins combination?

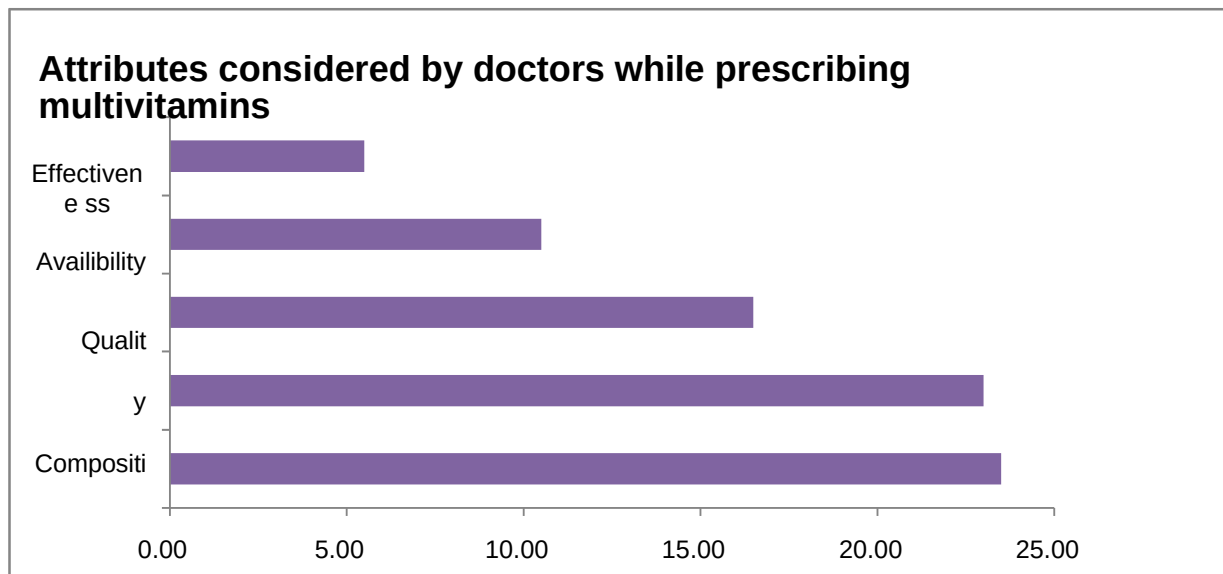


Fig.13. Attributes considered by doctors while prescribing multivitamins

Interpretation:

Above bar graphs shows the data of the doctors considering certain attributes while prescribing multivitamin combinations, graph states that maximum 23.50% of doctors consider cost as attribute while prescribing any brand of multivitamins whereas 23% of doctors consider its composition as an important attribute during prescribing the same ,16.5% of doctors responded quality as an attribute moreover about 10% of doctors see availability as a main attribute need to be consider, while 5.5% doctors go with the effectiveness

e. What are the things that help doctors to remember the brandname?

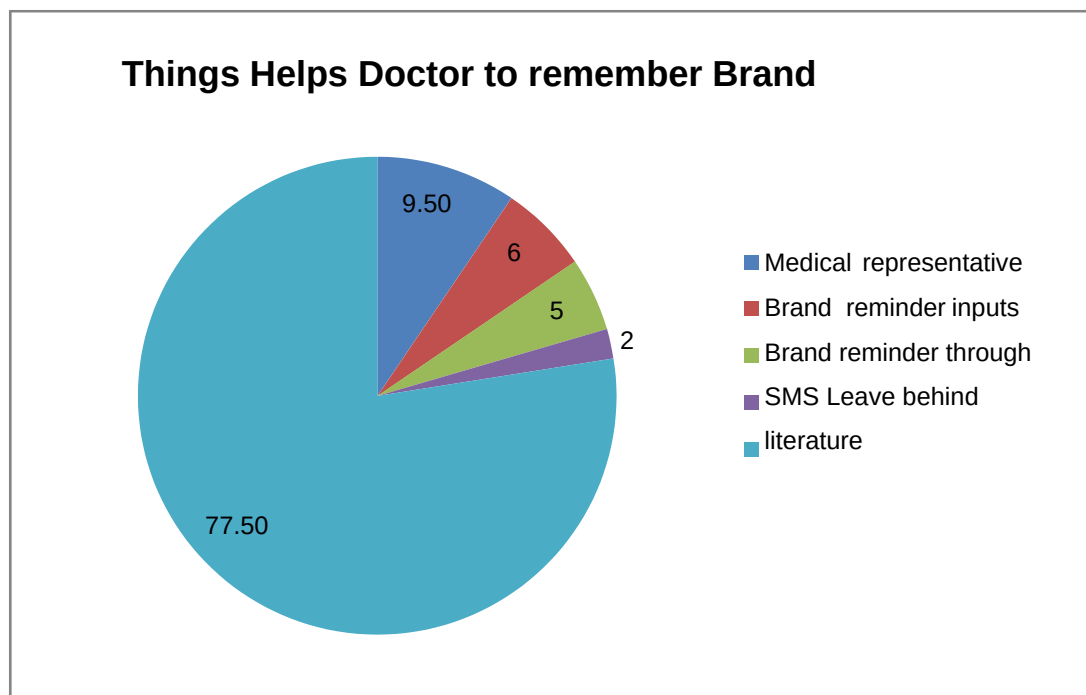


Fig.14. Things Helps Doctor to remember Brand name

Interpretation:

Following pie chart exhibit the data of the doctors responded, what helps them to remember the brand name, according to the data 9.5% of doctors remember the brand name through the medical representative further, 6% of them remember by brand reminder inputs while 5% of doctors recall brand name through brand reminder through SMS moreover, maximum doctors about 77.5% recall brand name through other means like camps, patient feedback unique molecule content.

6. Conclusion:

Retailers

Throughout the survey it was noticed that there were various multivitamins brands available in the pharmacy stores out of which most prescribed multivitamins brands by the doctors were supradyn, A to z and zincovit followed by some other brands like bcapsules , mactotal, becadexamine. Moreover on the basis of data analysis and interpretation the sales of supradyn seems to be greater followed by A to z and zincovit, further it is clear that the competitor brands of multivitamins and minerals are supradyn, A to Z and zincovit.

Doctors

During the survey it was observed that all the doctors with different speciality and general physicians are prescribing multivitamins and maximum of doctors generally prescribe them in the indications like weakness , debility followed by in the treatment of vitamins deficiencies and ulcers, through this study it was found that maximum numbers of doctors prefer zinc, followed by vitamin b , iron , calcium as specific molecules in multivitamins combination, most of them consider cost followed by, composition, quality and availability as the important attributes while prescribing any brand of multivitamins they many of the them have suggested that the pricing of the multivitamins should consider as an important issue in the developing country as India and it should be economic. Apart from that the composition of multivitamins should meet RDA, Recommended dietary allowances or adequate intakes so that its excessive use could be prevented besides that few doctors wished to have multivitamins with antioxidants and lycopene.

7. **References:**

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Part- II
Fundamentals of Digital Marketing

To learn the Fundamental of Digital marketing

Submitted To: **Dr. Saurabh Kumar Banerjee**

Submitted By: **Vandana Rathod**

MBA (Pharmaceutical Management) 2019- 2021



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I. Course description:

Fundamental of digital marketing comprises of 26 modules full of practical experiences and realistic examples, which helped in upgrading my knowledge about the digital means of marketing, this course particularly focuses on certain basics of digital marketing along its importance and role. Also it briefed about different sort of marketing in digital itself such as, content marketing, email marketing online videos, social media, display advertising and how the same are managed using web analytics besides that it also explained regarding expansion of the business internationally or across the borders along with certain business strategies that would ultimately help us to certainly grow our career in marketing.

- Number of module: 26
- Duration of course: 40 hrs

II. Objective of course

- To learn the basics of digital marketing
- To learn about web analytics and understand customer behavior
- To study certain means of marketing such as content marketing, email marketing, online videos etc and how manage the same

III. Contents of course

1. The online opportunity
 - Intro to the digital unlocked
 - Your digital opportunity
2. Your first step in online success
 - Building your online presence

- Marketing your online presence
- Analyze and adapt

3. Build your web presence

- Choosing your online presence
- Key websites ingredients
- Websites designs do and don'ts

4. Plan your online strategy

- The benefits of online strategy
- Taking business online
- Understanding customer behavior

5. Introduction to search engines

- Basics of search engines
- Organic search
- Paid search
- Optimizing search engines
- Search engine optimization

- How to choose keywords

6. Deep dive into social media

- Social media basics
- Advertising on social media

7. Discover the possibilities of mobile phones

- The evolution of mobile device

8. Content marketing

- Introduction to content marketing
- Choosing right format for your content

9. Email marketing

- Basics of e-mail marketing
- Crafting great marketing e-mails

10. Display advertising

- Intro to display advertising
- In and outs of display advertising

11. Online videos

- The rise of online videos
- Creating video content within your budget

- Sharing and promoting videos

12. Web analytics

- What is web analytics?
- Importance of web analytics

13. E- commerce

- Creating a smooth e-commerce experience

14. Expand internationally

- Intro to international marketing and export
- Advertise across the borders
- Delivering to customers across the globe

IV. **Learning methodology**

- Short lectures on certain topics in 26 modules was attended followed by quick quiz of the same
- Quick quiz consists of 5-6 questions, on the particular topic
- Along with the lectures there were also reading materials to give better understanding about the topics

V. **Key learning**

- How to build your web presence
- Understanding customer behavior
- Choosing key words for search engine

- Advertising on social media is done along with the evolution of mobile devices
- Significance of content marketing
- E- Mail marketing and crafting of the engaging and inviting emails
- Optimization of web pages
- Sharing videos online and creating its content within the budget
- Web analytics and its importance in digital marketing