



SUMMER INTERNSHIP REPORT

To analyse the usage of supplements in Indian Women.

Under the guidance of

Organization mentor

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PRESENTED BY: -

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ROLL NO: - 0211

Organization Profile: -

This firm is a subsidiary of Alkem Laboratories,

Industry: - Pharmaceutical

Founded: - 1978

Founder: - Samprada Singh

Headquarter: - Mumbai, Maharashtra

Managing Director: - Satish Kumar Singh

Sales revenue: - Domestic-2995 mn

Export- 186 mn



THERAPIES

[Anti – Infective](#)

[Anaesthesiology](#)

[Gastroenterology](#)

[Anti-Osteoporosis](#)

[Pain Management](#)

[Nephrology](#)

[Gynaecology](#)

[Vitamin, Mineral & Nutrition](#)

Cachet Pharmaceutical gynaecology

Cachet strongly believe in women empowerment through healthy women and healthy babies of these women and thus offering a wide range of products for their well-being.

We have selective products to cater to Gynaecology specialty and offer treatment in male infertility and antenatal care along with supportive care like vitamins and minerals.

About our product offerings in Gynecology: i-up is his Hematinic brand of Ferrous Ascorbate in solids and liquids for Iron deficiency anaemia in Pregnancy.

i-up injection provides safe and effective iron Sucrose for severe Iron deficiency Anaemia treatment.

NE is unique Natural Vitamin E brand which provides 100% Alpha D Tocopherol for relief of Mastalgia in Pre-Menstrual Syndrome (PMS) NE Forte is comprehensive treatment for Male infertility.

Cavit is Calcium brand to take care of her need in Pregnancy

Cavit-PM is brand of Isoflavones with Calcium, Magnesium and Vitamin D3.

INTRODUCTION: -

- A person's body cannot produce everything that it needs to function. There are six essential nutrients that people need to consume through dietary sources to maintain optimal health.
- The [World Health Organization \(WHO\)](#) note that essential nutrients are crucial in supporting a person's reproduction, good health, and growth. The WHO divide these essential nutrients into two categories: micronutrients and macronutrients.
- Micronutrients are nutrients that a person needs in small doses. Micronutrients consist of [vitamins and minerals](#). Although the body only needs small amounts of them, a deficiency can cause ill health.
- Macronutrients are nutrients that a person needs in larger amounts. Macronutrients include water, protein, [carbohydrates](#), and fats.
- The six essential nutrients are [vitamins](#), minerals, protein, fats, water, and carbohydrates.
- Typically, a person who eats a diet rich in vegetables, fruits, and lean proteins can get all the vitamins they need in their food. However, those who eat less fruit and vegetables, and those with digestive conditions may need to take a vitamin supplement to reduce or avoid a deficiency.

Objective: -

To analyse the usage of supplement in Indian woman.

Methodology: -

Sample Design: Cross sectional survey.

Sampling method: Questionnaire based study.

Sample population: Gynecologists.

Sample Size: 100

Sample area: Jaipur

Tool: Questionnaire to collect primary data

Microsoft Excel for analysis

Data Collection: Primary- Through questionnaire and meeting with respondents

Study duration: 60 days.

Result and discussion: -

1. Doctor, do you prefer multivitamin
Supplementation for your patients?

a. Yes b. No

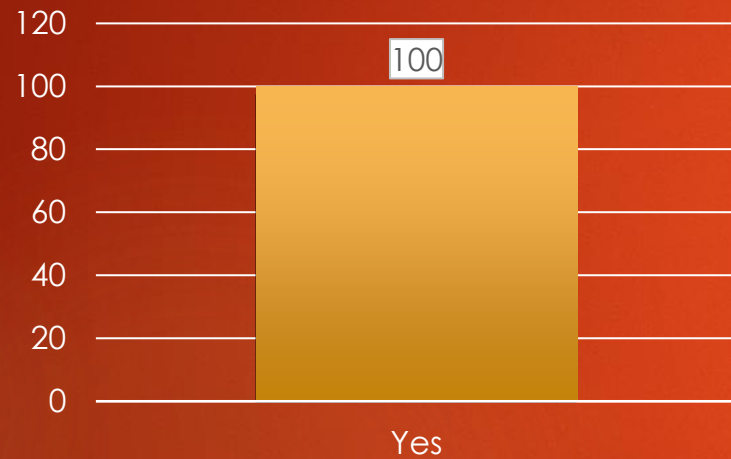
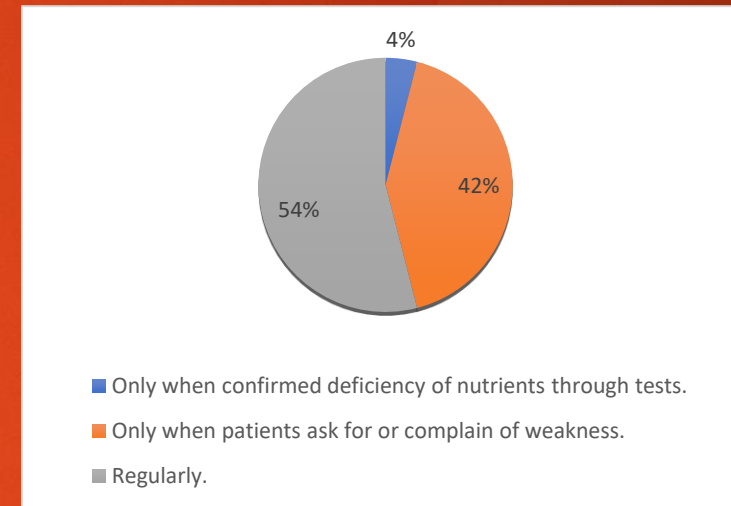


Figure shows that every doctor prescribes multivitamin supplement in their day to day practise.

2. How often do you prefer supplementation?

a. Regularly
b. Only when patients ask for or complain of weakness
c. Only when confirmed deficiency of nutrients through tests

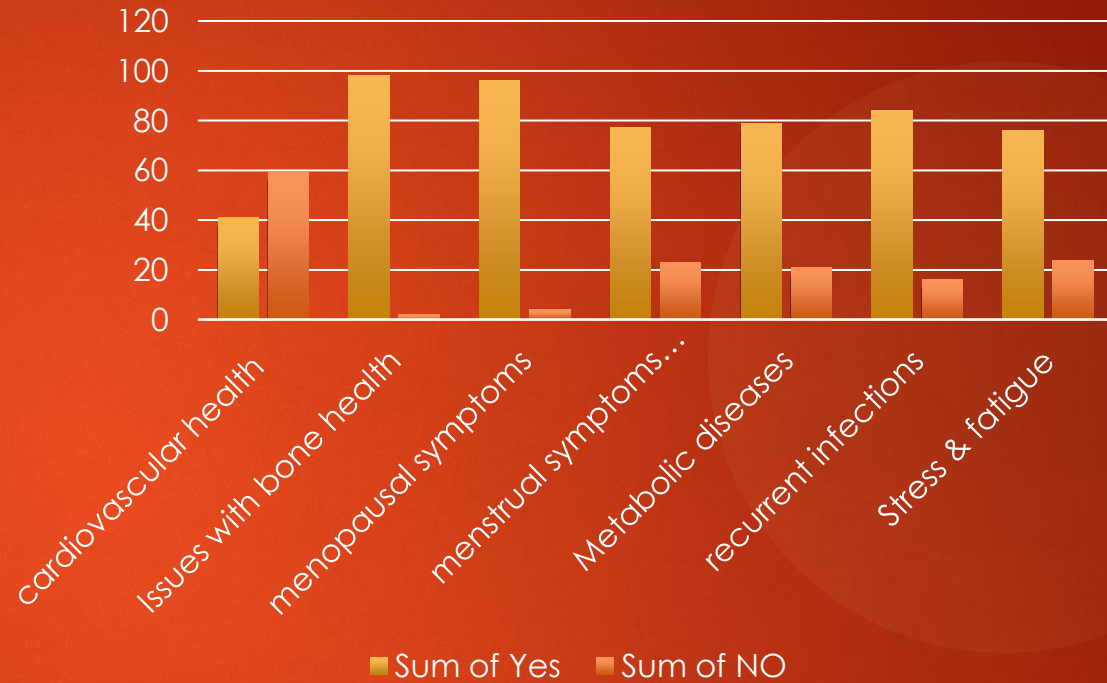


This question throws light upon the prescription behaviour on supplementation. We asked and through the results it is clear that 54% of the respondents gave preference to regularly. 42% gave their preference to only when patients ask for or complain of weakness.

3.

Dr, do you prefer supplements in any specific symptoms, such as:

Symptoms	Yes/No
Stress & fatigue	76/24
menstrual symptoms & discomfort	98/2
recurrent infections	77/23
Issues with bone health	98/2
menopausal symptoms	96/4
cardiovascular health	49/51
Metabolic diseases	79/21



This graphical presentation represents that cardiovascular health is having an opposite ratio rather than any other specific symptoms.

4. Dr, do you prescribe any supplements during conditions with increased nutritional demand, and what would be your specific requirement in the supplement for the condition?

Condition	Yes/No	Specific content
Pregnancy		
Lactation		
Postnatal care		
Menopause/Postmenopausal		
Postsurgical convalescence		

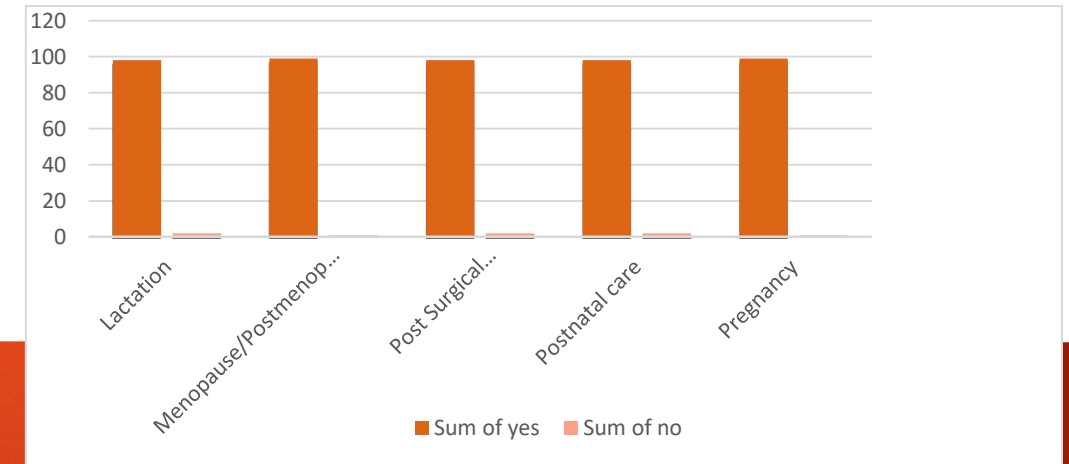


Figure shows that almost every doctor prescribes in all these conditions.

Specific content given in Pregnancy.

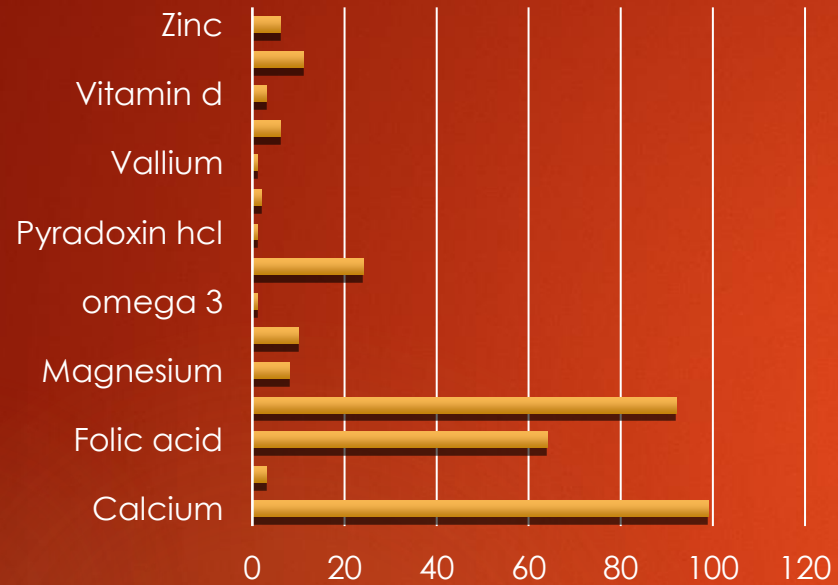


Figure shows that majorly iron, calcium and folic acid were given by doctors in case of pregnancy.

Specific content given in Lactation.

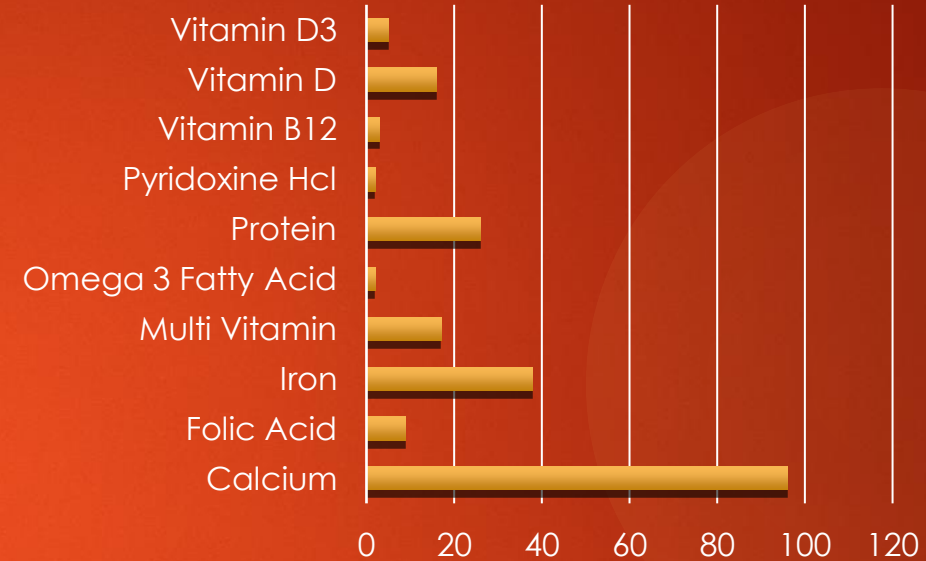
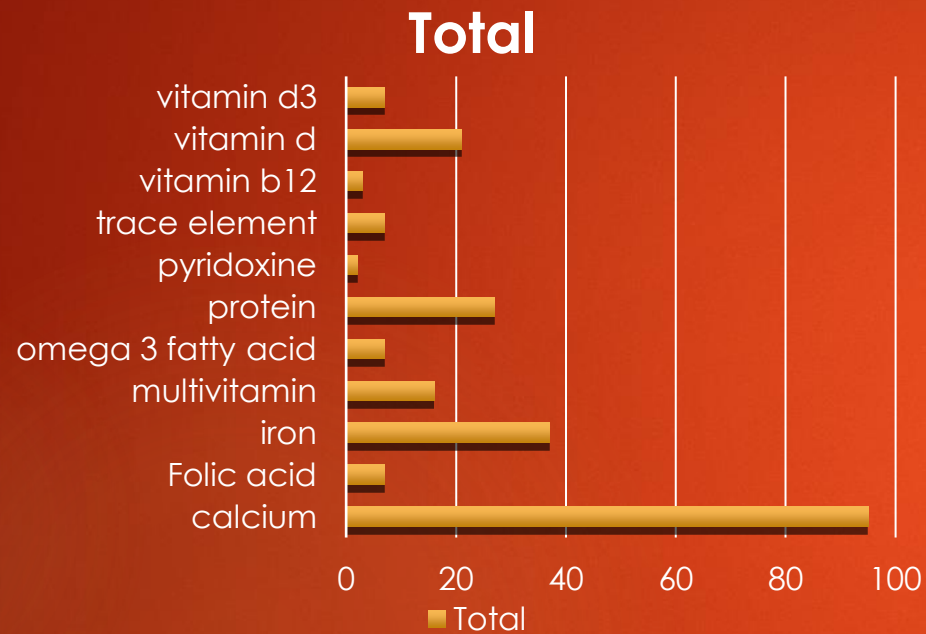


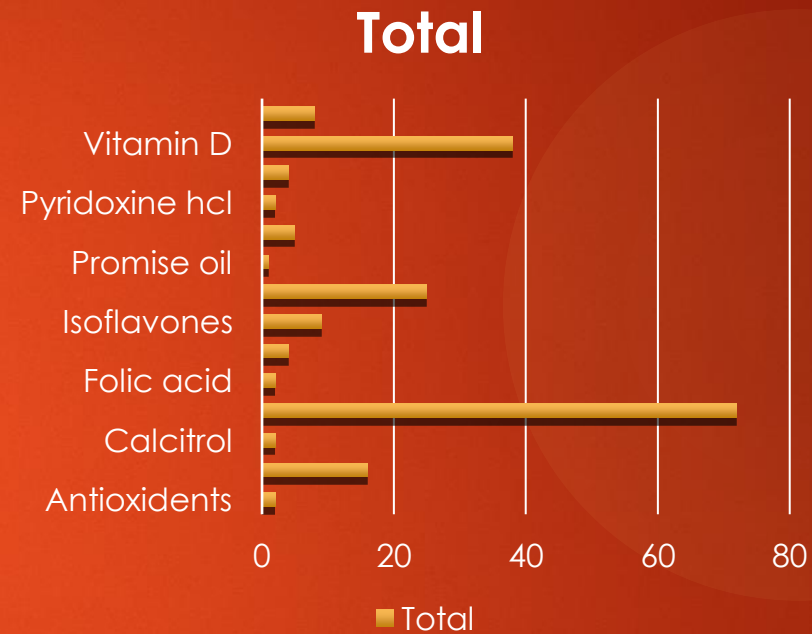
Figure shows iron, calcium, protein and vitamin D were the prominent player in lactation.

Specific content given in Postnatal care.



This graph is similar to lactation many of the doctors give same supplement as lactation during postnatal care.

Specific content given in Post-menopausal conditions.



This graph represents that calcium, multivitamin, vitamin D, B complex were most prescribed in the case of menopause and post-menopausal conditions.

Specific content given in Postsurgical convalescence condition.

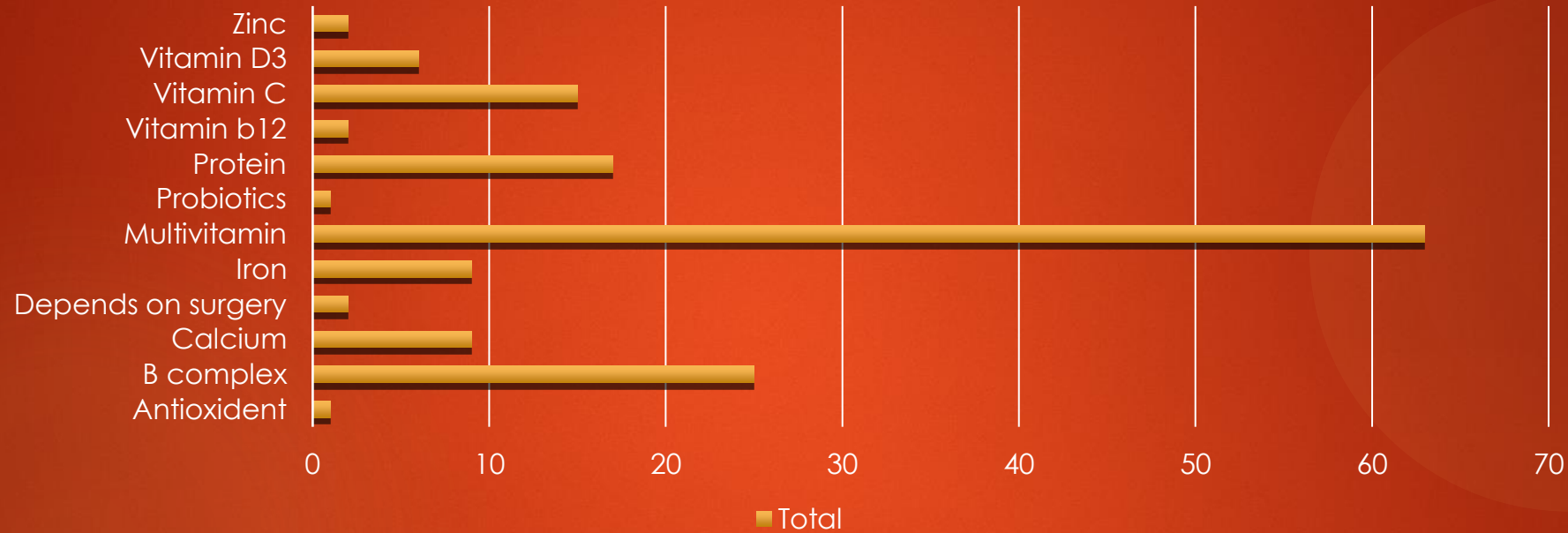
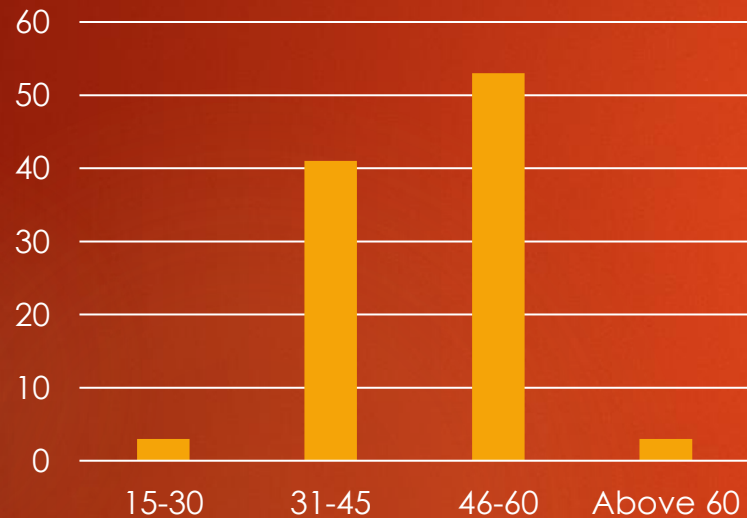


Figure shows, multivitamin, B complex, protein and vitamin c were most prescribed in Postsurgical convalescence condition.

5. What is age group demanding/ requiring multivitamin Supplementation in your day to day practice?

- a) 15 years to 30 years b) 31 years to 45 years c) 45 years to 60 years d) 60 years & above



From this graphical presentation, the maximum patients belong to 46-60 and 31-45 years of age

6. What dosage regimen do you generally recommend the multivitamin combination? a. 15 days [OD/BID] b. 30 days [OD/BID] c. 60 days [OD/BID] d. Above 60 days [OD/BID]

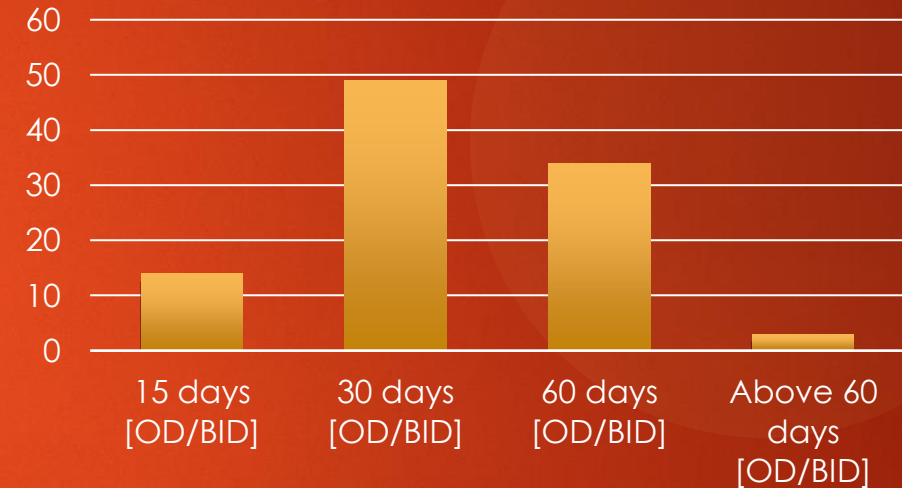
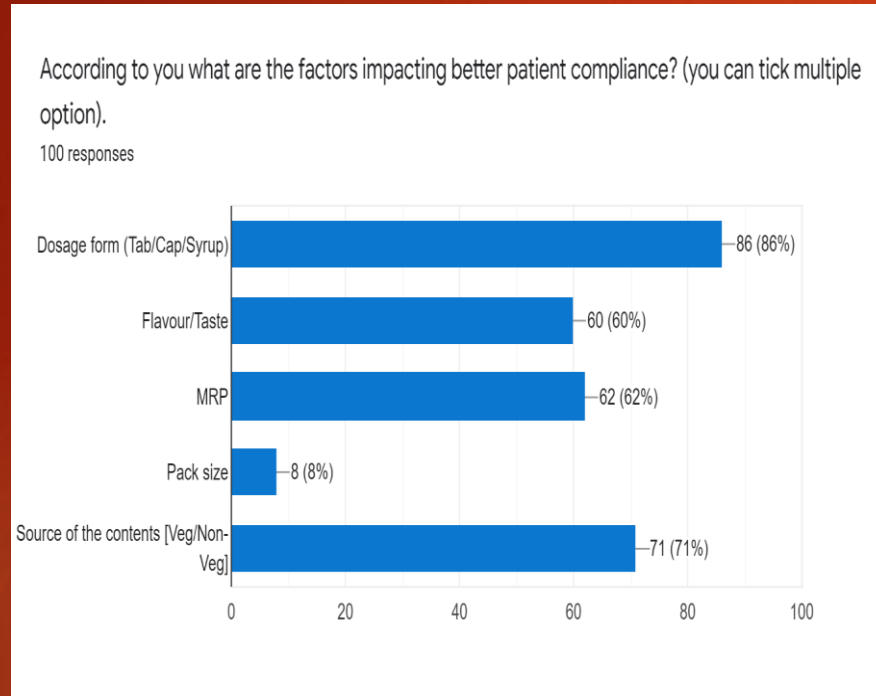


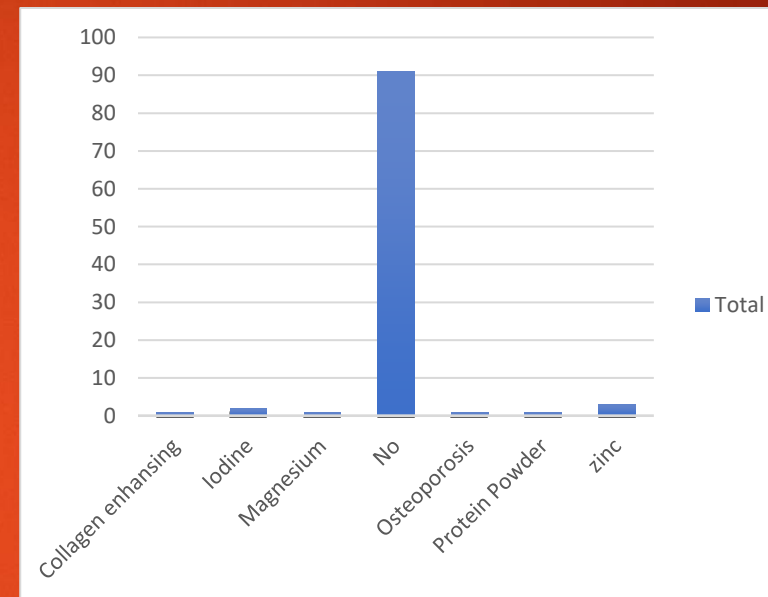
Figure represents that majority of doctor prescribe 30 and 60 days [OD/BID]

7.



This question throws light upon the factors affecting patient compliance. We asked and through the results, it is clear that patients only not bothered about pack size, but the rest of the factors may impact.

8. Anything that you desire in supplements which is still not available in current available brands?



Maximum of doctors told that all were available, but very few were having desire of iodine, magnesium, collagen enhancing, zinc and better protein powder.

CONCLUSION: -

- ▶ Almost every doctor prescribes multivitamin supplement in their day to day practise. As, there is huge competition in this area, but the market is still in flow, as having still a huge demand of multivitamin because above 50% doctors prescribe multivitamin supplement regularly. Due to this the market of multivitamin is never get stagnant.
- ▶ For Rajasthan, the main factor that impact patient compliance is source of content as Rajasthan state is having huge population of vegetarian.
- ▶ Calcium is the supplement which is given in every condition. So, calcium is having a key supplement in the market which is used in every condition.



The Coursera logo, featuring the word "coursera" in a blue, sans-serif font.The IE logo, consisting of a blue dot above the letters "ie" in a blue, sans-serif font.

Reinventing
Higher Education

The IIHMR University logo, featuring the letters "IIHMR" in a large, bold, serif font, with a stylized "i" in a purple box to the left, and the word "UNIVERSITY" in a smaller, serif font to the right.

Online course
PRODUCT & BRAND MANAGEMENT

Authorized By
IE BUSINESS SCHOOL
Offered by
COURSERA

Under the guidance of
Dr. Saurabh Banerjee
Dean, School of Pharmaceutical management.
IIHMR University

- ▶ PRESENTED BY: -
- ▶ SHUBHAM PRAKASH
- ▶ ROLL NO: - 0211

INTRODUCTION: -

- Luis Rodriguez Baptista - a professor at IE University and Marketing Consultant.
- Main source of learning are pre-recorded videos on various topics related to the course of product & brand management.
- During the lecture, they ask some question related to class to check the physical and mental presence during the course.
- Course contain 6 module, each module contains 1 quiz and are mandate with maximum 60% passing grades for the evaluation criteria.
- At the end of module, submission of assignments helps to build the clear concept and a better understanding of the module.
- Discussion Forums – one of the most attractive part of this course where the viewpoints can be shared, different topics can be debated related to a particular module and get to gain some extra knowledge through the views and ideas shared by other students.
- Readings – At the end of each chapter reading sources have been shared to enhance our learning experience.

OBJECTIVES OF THE COURSE: -

This course will help you to develop a successful brand and product strategy for your own product or for the products of the company where you work. The course is separated into six modules, each including a series of video lectures, readings and assessments. These courses will take you on a journey; from introducing you to products and brands, to helping you to design the architecture of your brand and managing your brand portfolio and to finally thinking about how to embed the brand at all levels of the organization.

WHAT IS A PRODUCT?

A set of physical or psychological attributes (packaging, color, price, quality and brand, services and reputation of the seller) that the consumer considers a given good or service to have in order to meet his desires or needs.

LEVELS OF A PRODUCT: -

THE BRAND: -

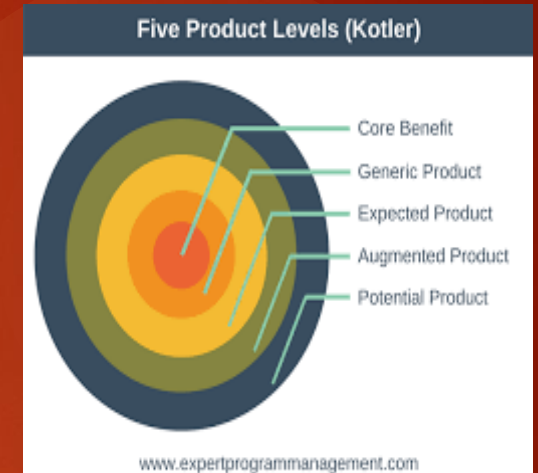
the brand is the main source of resources and a valuable strategic asset.

"7 Aaker also says that "the challenge for any brand is to have a clear and different image which is important to consumers and really makes it stand out from the rest.

BRAND IDENTITY: -

Brand identity is the "set of assets linked to a brand's name and symbol that adds to the value provided by a product or service to a firm and/or a firm's customers." In general these brand attributes are defined by making a detailed analysis of the answers to the following questions:

- 1.- What are the most important and most relevant functional and emotional benefits for customers? (Relevance)
- 2.- What are the main factors differentiating the brand from its competitors? (Differentiation)
- 3.- What elements of the offering are highly credible and defensible? (Credibility)
- 4.- What factors are essential in fulfilling the business strategy? (Strategic alignment)



TYPOLOGY OF BRAND STRATEGIES: -

Single brand strategy:

This consists of putting the same brand on all the products a company markets. This is also known as umbrella branding. The advantages of this strategy are clearly the savings in brand promotion costs, particularly when introducing new products on the market. The downside is the impact the bad image of one of the products can have on all the others. This strategy is normally used when a company competes with similar products on similar markets, although there are always exceptions.

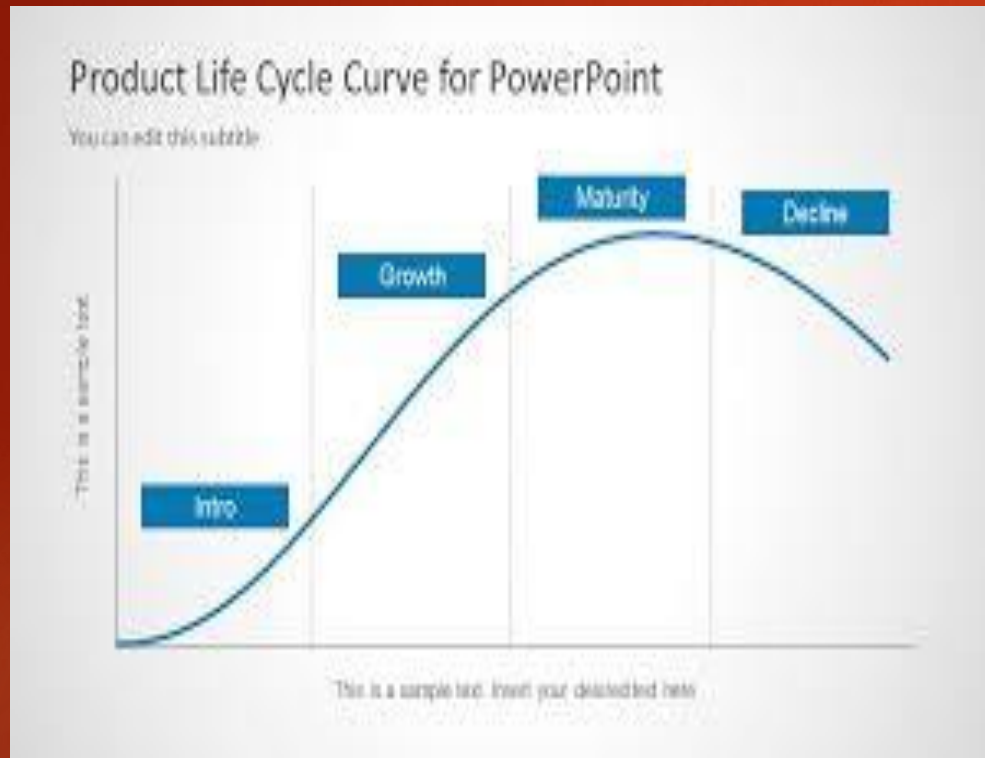
Some of the companies that follow this branding strategy are Nivea, Yamaha.

Multi brand strategy:

This consists of using different brands for different products. This strategy is sometimes driven by the fact that multinationals have acquired local companies whose brands have significant local market share, and so the brand needs to be retained. The main advantage is the flexibility this approach allows when serving individual market segments with different brands, without exposing the name of the company. The downside is the much higher cost of promoting the brands.

This is the situation of many manufacturers of mass consumption products, such as Procter & Gamble –with brands such as Gillette, Ariel, Braun, Pringles, Pantene, H&S, Duracell, etc.–, Henkel, Unilever, and many more.

PRODUCT/MARKET LIFE CYCLE



BOSTON CONSULTING GROUP MODEL

R
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T
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HIGH

LOW

RELATIVE MARKET
SHARE



THANK YOU