

SUMMER TRAINING

AT



DATE (20th April to 20th June)

**Supplement nutraceutical approach effective in
osteoarthritis and its market opportunity and
effective marketing campaign**

A

REPORT

BY

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ACKNOWLEDGEMENT

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First and foremost, let me thank ALMIGHTY GOD whose grace has been with me at every step.

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ORGANIZATION PROFILE

Roucher bioscience private limited is a private company it is classified as non-government located in Bangalore.

It is incorporated in 7th April 2017

It authorized capital Rs. 500,000 and paid up capital is Rs. 100,000

Vision and Mission

Introduce the latest technologies and innovative product at affordable price to the end customer and base product development on continuous research.

INTRODUCTION

Osteoarthritis is common type of arthritis where degeneration of bone occur it is also called degenerative joint disease.

It leads to degeneration of articular cartilage inner lining of joint space. Its prevalence is 22% to 39% in India. Progressive loss of articular cartilage which means not separate two bones but produces significant friction between them and trigger inflammation and pain. Chondrocytes cell responsible for maintaining articular cartilage and maintain balance between bones. Maintain breakdown of old cartilage (catabolic activity) and produce new cartilage (anabolic activity). Amount of degenerative enzyme increases and amount of synthetic enzyme decreases which responsible for producing new cartilage something cause which lead increase degenerative enzyme. It mainly occurs in knee, hip, ankle and hand.

Risk factor is obesity, age, sex and genetics. Over age of 65 has chronic osteoarthritis pain in knee. Prevalence of knee osteoarthritis 60-70 of aged have 33% and those who are 80 years old is 48.7% and for hip 17% over age of 45 to 55 age group and hand 13% in men and 26% in women over the age of 70.

Nutraceutical is considered as food or part of food uses other than nutrient as medicine.

LITERATURE REVIEW

Lipi Das, Eshani Bhaumik, Utpal Raychaudhuri and Runu Chakraborty, published on 26 February 2011: role of nutraceutical in human health this article focused on the impact of nutraceutical in human health. Nutraceutical is the nutrient which comes from the natural source. It focused on various food product which is used as nutraceutical such as dietary fibre, probiotic, prebiotic and different type of natural food and herbals. These nutraceutical helps in reducing the major health problem like cardiovascular disease, obesity, osteoporosis, arthritis and cholesterol etc

Australian family physicians, volume 31 June 2002 glucosamine: a nutraceutical in osteoarthritis this article revealed a positive view about glucosamine that it is use for the treatment of osteoarthritis and considered as safe and it is available as OTC product for the treatment of osteoarthritis pain.

Journal orthopedic today 1 December 2010 this journal reveals about nutraceutical option for osteoarthritis in sport person and reveal safe and effective result of glucosamine and chondroitin sulfate.

OBJECTIVE

- To study the osteoarthritis market size
- To identify the prescribed brand for osteoarthritis
- To determine the usage of nutraceutical product
- To determine the effective marketing campaign

METHODOLOGY

- Research type: Descriptive
- Type of data: Quantitative
- Technique of data collection: Secondary data collection
- Technique of data collection: simple convenient method
- Data evaluation: data was evaluated using MS-Excel
- Duration of study: 60 days

STAND AGAINST PAIN

For running this campaign the targeted audience are

Orthopedics	Dieticians	Gynecologists	Physicians	Chemists
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This campaign are related to show the nutraceutical approach effective in osteoarthritis as well known the drug prescribed for osteoarthritis are doctors, dieticians consultant and chemist also because most nutraceutical product user buy directly because nutraceutical are also consumer based and sold as over the counter.

First thing should do that awareness about nutraceuticals using social marketing tools many consumers of nutraceutical who buy this product are Centre for health wellness channel because they see nutraceutical as natural alternative for this using **QUORA** is best suitable. This platform is use for question and answer consumer are visited there for asking queries if company will create profile for quora for general awareness about their product and service user will get result from quora and know about your brand and service.

Second thing to approach doctors using online trending are through **webinar** as it is quite more popular to show your product service what it offer. nutraceutical market are quite competitive in osteoarthritis many players shows discrepancy on the same product like most prescribed drug are glucosamine ,hyaluronic, cissus qundrangularis in this big company players are amway,

sanofi, himalaya so branding are important transformation show strong thing about your brand. Reached by traditional marketing or offline marketing by visiting to specialists in hospitals for promoting brand. Promoting nutraceutical brand through most popular platform like **instagram** and **Facebook** make a small video story for your brand awareness consumer are more conscious about their health and they move toward natural alternative connect with them emotionally touched video with slogan **YOU CHOOSE WE SUPPORT**. Emotional touched video being keep your brand in the mind of your consumer.

One of most popular platform is **pinterest**. Pinterest are used for idea generation do content marketing in this platform make blogs of nutraceuticals on this with your company profile and website so anyone want to know about osteoarthritis product will reach there.

PLAY FREE

The purpose of running this campaign is to aware sports person for nutraceutical. Osteoarthritis also affect sports person. Athletes effected by joint injuries depending upon what type of sports are played basketball player are more likely to have arthritic pain in ankle, soccer player in knee, footballer in hip, gymnast in hip and weight lifter in spine.

Promoting your product and service in gym, dieticians, doctors acquire sport person to know about your brand.it known that athletes do training and take advice from dietician. Nutraceutical dietary supplements are very helpful in sport person who have osteoarthritis. For this marketing by promoting slogan **NOT LET THE PAIN TO STOP YOU FROM PLAYING**

Promote your brand in gym give them free sample of your product for one month use after one month take review of your target sport persons.

Launch your product in big e-commerce site in amazon and flipkart it will help you to know your product review and also in online e pharmacy like 1mg.

Make a Facebook ad for showing pictures and video one thing keep in mind promoting nutraceutical product.

It will look healthy like product means green put image of sports and natural supplements

RECOMMENDATION

There are somewhat barrier in adopting nutraceuticals some articles show misconception about nutraceutical that it is not natural and effective compare to other medicine effective. One should take consideration this point in launching product.

Distribution channel it sold as over the counter drug also promoting brand to chemist will enhance it growth.

Supplements vitamin D and calcium need to promoted among orthopedics, surgeons, physician

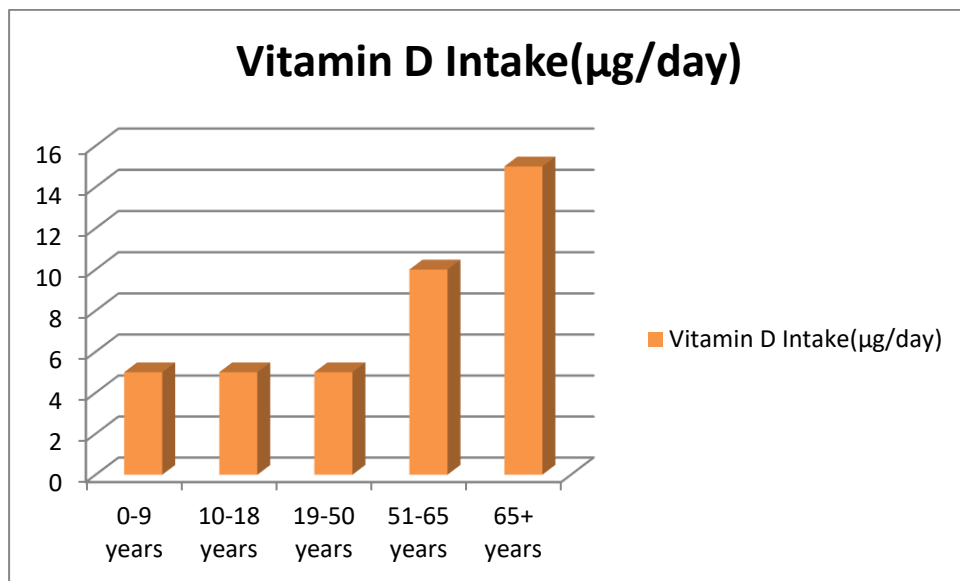
In label must have mention target group of people like image, it will impact more

Need to understand consumer behavior time to time.
More awareness programs are required for doctors and patients about your product and show them what make you different from others.

Collaborate with agency that has experience in nutraceutical market.

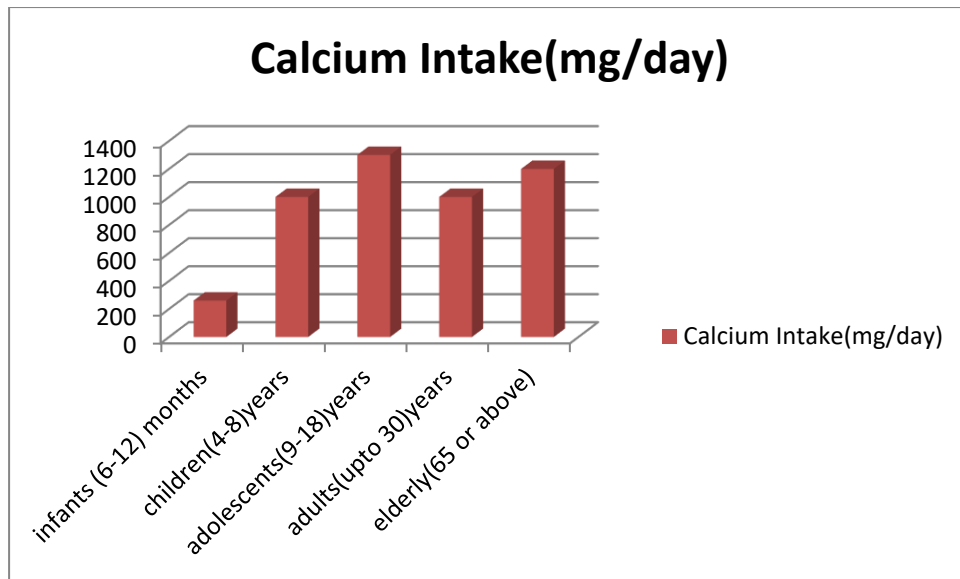
DATA ANALYSIS

1. The graph showing daily recommended vitamin D intake of different age groups



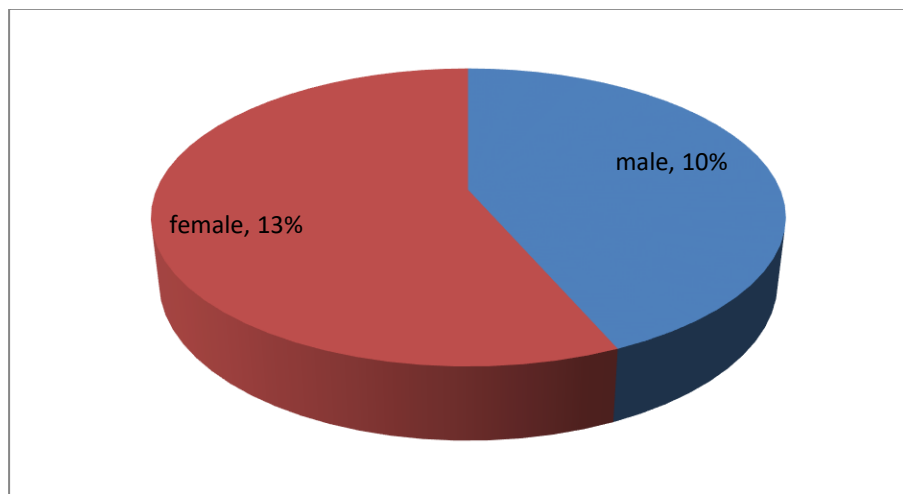
Interpretation: The graph showing daily requirement of vitamin D intake of different age group. Vitamin D is essential for osteoarthritis patient mainly for age group 65 or above

2. The graph showing daily recommended intake of calcium of different age groups



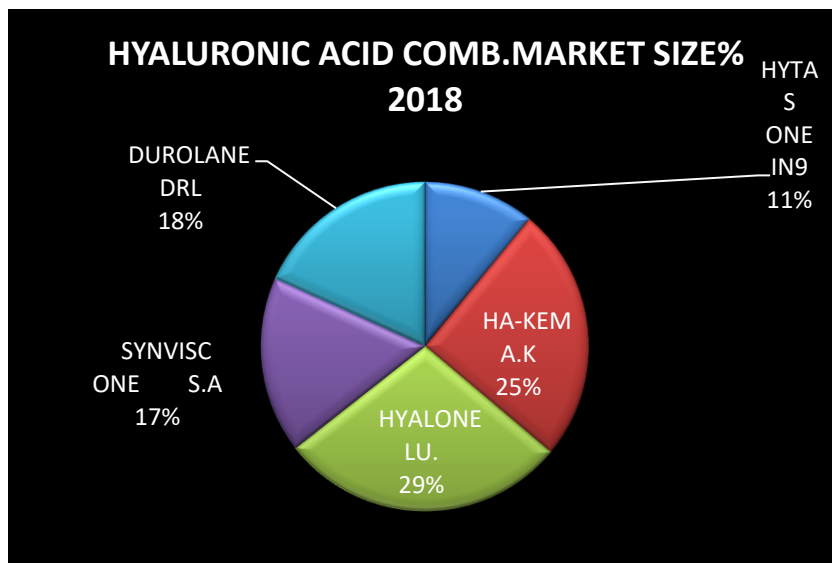
Interpretation: the daily recommended calcium required maximum by elderly, adolescent.

3. Who is more likely to have osteoarthritis



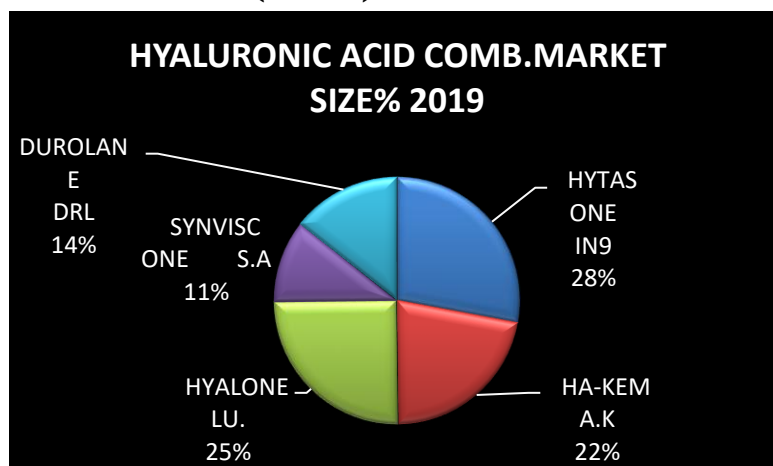
Interpretation: this is showing female has more effected than male

4. The chart showing market size of hyaluronic acid combination(2018)



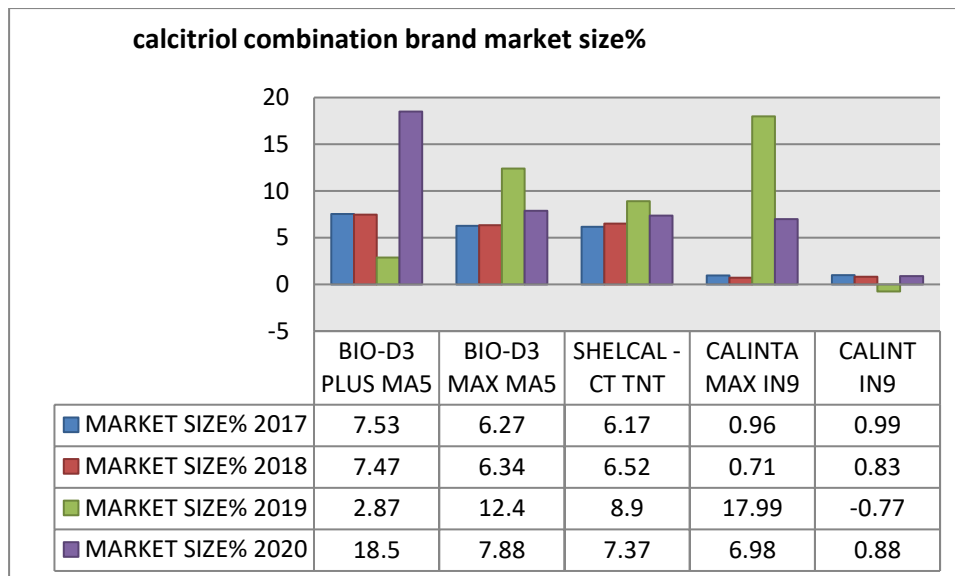
Interpretation: the chart is showing market size of different brand of hyaluronic acid 2018

5. The chart showing market size of hyaluronic acid combination(2019)



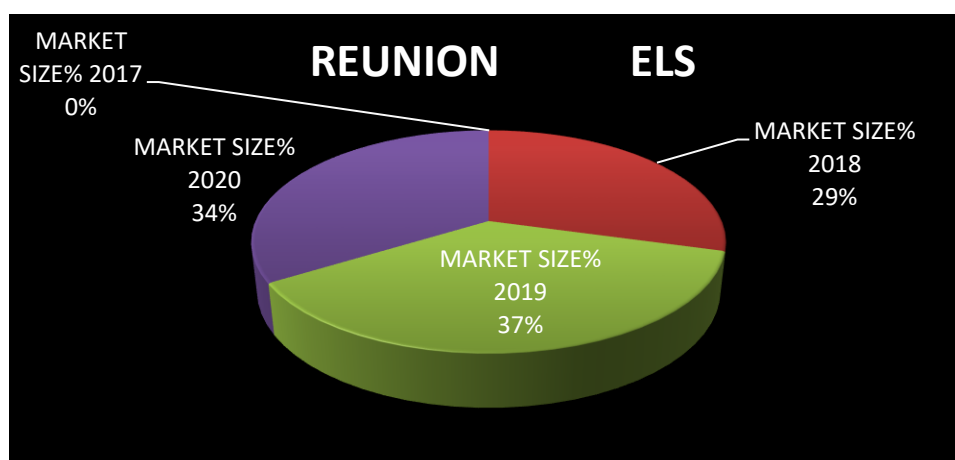
Interpretation: the chart showing market size of different brand 2019

6. The graph showing market size of calcitriol combination



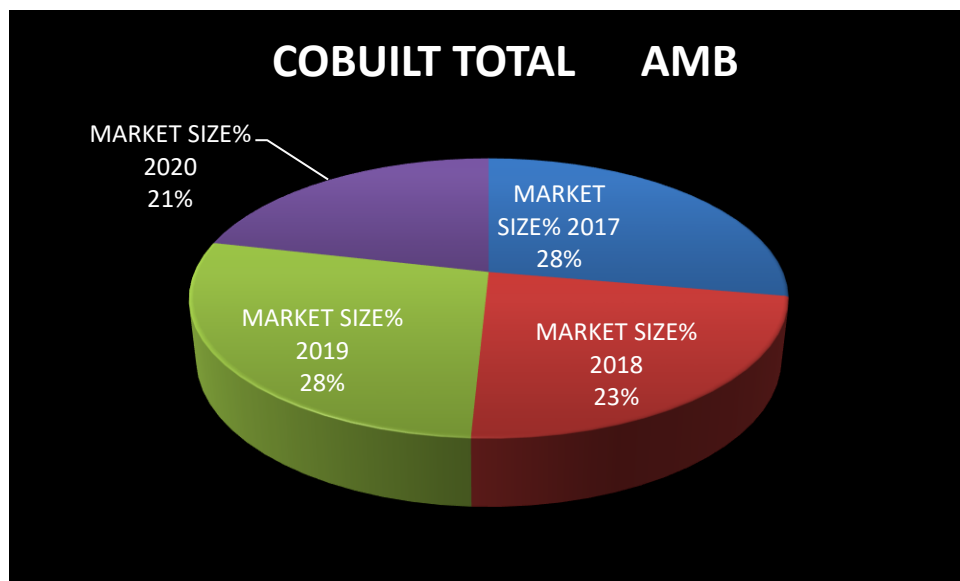
Interpretation: the graph is showing market size of different brand of calcitriol. Bio-d3 plus and calinta IN9 has maximum market size.

7. The chart is showing cissus quadrangularis combination reunion else brand



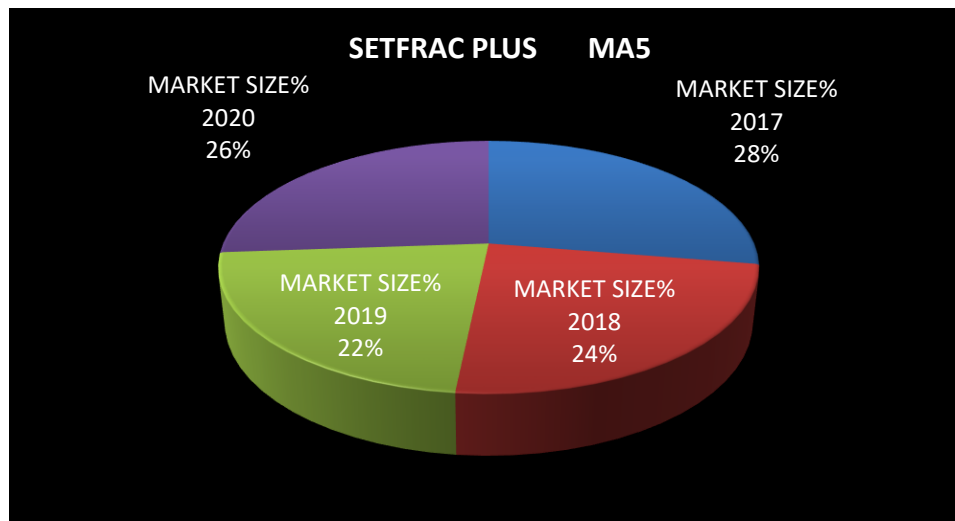
Interpretation: this chart is showing reunion brand market size in which year 2019 has highest market size.

8. The chart is showing cissus quadrangularis combination cobuilt total AMB brand



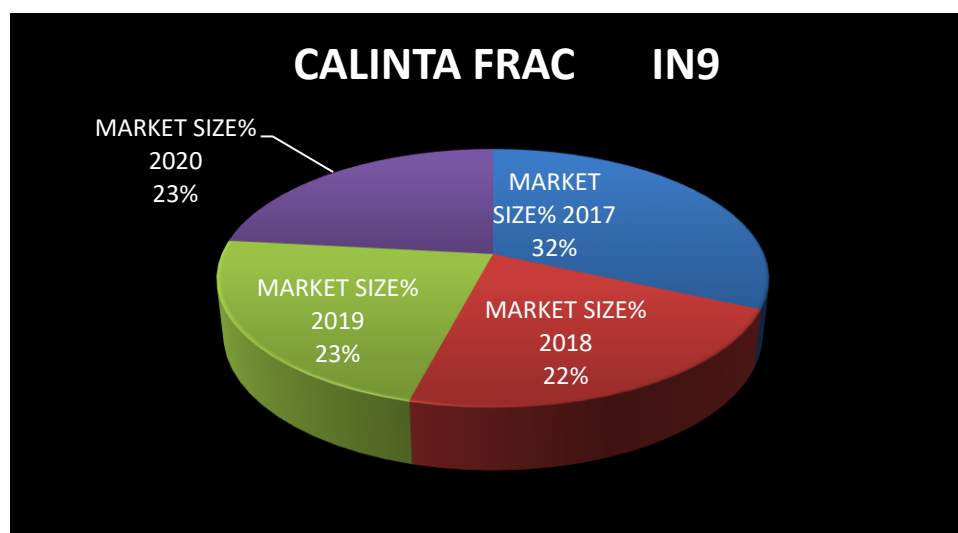
Interpretation: chart showing market size of cobuilt total amb brand in which less market in year 2020 and in the year 2017 and 2019 shows same market size there is no decrease or increase between this two year

9. The chart showing cissus quandrangularis combination setfrac plus MA5 market size



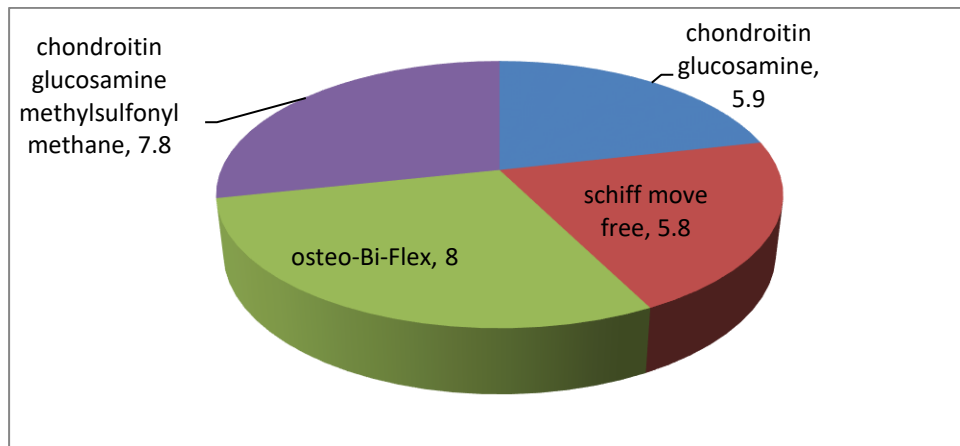
Interpretation: chart shows market size of setfrac plus brand highest market size in the year 2017

10. The chart showing cissus quandrangularis combination calinta frac IN9



Interpretation: chart shows market size of calinta frac brand highest market size in the year 2017

11.The chart showing rating of nutraceutical in osteoarthritis



Interpretation: this chart is showing different nutraceutical brand in which osteo-bi-flex has highest rating.

CONCLUSION

The information provided is contributed towards the depth knowledge of nutraceutical in osteoarthritis. Calcium combination molecule calcitriol and vitamin D supplement are show good result in osteoarthritis different brand of this combination will hit the market and other will hayuronic combination, cissus quadrangularis and glucosamine.

Increasing consciousness for health among people will move users towards nutraceuticals which help nutraceutical market grow fast.

REFERENCE

- <http://www.arthritis.org>
- <http://www.nhp.gov.in>
- <http://www.drug.com/osteoarthritis>
- <http://www.ncbi.nlm.nih.gov>
- <http://www.healio.com>

