

Summer Training
at
Voll Santé Functional Food and Nutraceutical Pvt. Ltd.

Date: 1st April 2019 – 31th May 2019

A Report On: **To study Strategic Brand Planning and Market Research of
Algal Calcium Supplement Calgal XT**

Submitted To: Dr. Saurabh Kumar Banerjee

Submitted By: Suraj Sharma

MBA (Pharmaceutical Management) 2018- 2020



INSTITUTE OF HEALTH MANAGEMENT RESEARCH

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CERTIFICATE

This is to certify that **Suraj Sharma** has undergone Summer Training at, **Voll Sante , New Delhi** from 1stnd April 2019 to 31st May 2019.

The candidate himself completed the project assigned to him in summer training. His approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish him success in all his future endeavors.



Dr. Saurabh Kumar Banerjee
Associate Professor
IIHMR University, Jaipur



Dr. Sandeep Narula
Dean-in-charge (Associate professor)
IIHMR University, Jaipur

Voll Sante
CERTIFICATE
Of
INTERNSHIP

We present this certificate to

Mr. Suraj Sharma IIHMR , Jaipur

in appreciation for your successful work as an intern at Delhi & NCR
The internship was conducted between 1st April 2019 and 4th June 2019.

Date : 20th June, 2019

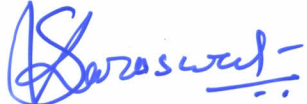

Director - C&OE

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Acknowledgement

It is a great privilege that as a part of a Summer Training Project each student was supposed to make a report on a specific topic by collecting primary and secondary data. I choose the topic **“To study Strategic Brand Planning and Market Research of Algal Calcium Supplement Calgal XT”**.

This is the great opportunity to thank them all those who have co-operated me in this study all long way for completion of work.

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** ,Professor, Department of Pharmaceutical Management, 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.

I am very thankful to my project guide **Mr. Harsh Tiwari** senior manager (Voll Santé) under whose guidance I have completed my summer training successfully. Sir helped in teaching the structure and outlines of the training. Thus, became easy in completion of this project and guidance. Thank you for much needed knowledge, support and motivation throughout training.

Finally, my sincere thanks to my parents, teachers and friends who have always been a moral support and strong pillars at all walks of my life and at every stage with a cheer enthusiasm.

SURAJ SHARMA

Introduction to Company:



Voll Santé Functional Food and Nutraceutical Pvt. Ltd. Started its journey in July 2018 with an objective of food as a medicine. Voll is committed to enhance vigor, health & wellbeing and ameliorate nutritional deficiencies by bringing in high-quality affordable, palatable Functional Foods, Beverages & Nutraceuticals for relishing as staple by all as well as for specific health / dietary use.

Purpose

To enhance vigor, health & wellbeing and ameliorate nutritional deficiencies by providing better options that all people at all ages relish and which also help them nourish to flourish.

Mission

Devoted to Full Health through 'Food as Medicine', we will be doing our utmost to develop and market high-quality, affordable Functional Foods & Beverages and Nutraceuticals which are natural, nutritious, tasty, convenient and preventive. This will be our endeavor to reduce healthcare cost, support overall economic development of nations while reducing burden of pills & procedures; thus, shifting the focus of healthcare from sickness to wellness & fitness.

Vision

To be a leading global Functional Food & Nutraceutical company, highly admired for its pioneering efforts, innovative products and stewardship of convergence of Food & Healthcare – beyond its basic nutritional benefits.

About Product Profile



Concept Testing of Algal Calcium supplement

As we know, our body can't make Calcium, so we need it from food or supplements. Calcium is important for optimal bone health and beyond, throughout one's life!

Although diet is the preferred way to get calcium, the calcium supplements are recommended when a person cannot or does not get enough Calcium from the diet or when there is an increased need of Calcium as in growing children, pregnancy, lactation and osteoporosis.

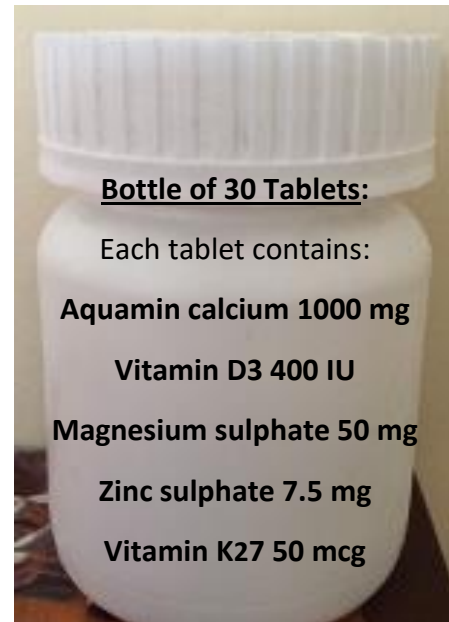
Despite eating a healthy, balanced diet, one may find it difficult to get enough calcium if he/she:

- Follows a vegan diet / has lactose intolerance and limit dairy products
- Consumes large amounts of protein or sodium, causing the body to excrete more calcium
- Is receiving long-term treatment with corticosteroids
- Has certain bowel or digestive diseases that decrease ability to absorb calcium, such as inflammatory bowel disease or celiac disease

Since ages, the calcium supplements being used have been the traditional ones – derived from limestone, dolomite, oyster shell and even bone meal which may contain heavy metals/ lead.

The company introducing a novel plant-based calcium supplement, derived from red marine algae species Lithothamnion - containing high levels of calcium, magnesium plus 72 additional trace minerals.

Algal Calcium supplement



- A. **Algal Calcium:** novel plant-based calcium derived from red marine algae species Lithothamnion - containing high levels of calcium, magnesium plus 72 additional trace minerals.

Benefits of Algal Calcium over traditional Calcium supplements:

- **Clinically superior to traditional calcium supplements:**
 - **More bioavailable** than CaCO_3 which is hard as rock and hence difficult to solubilize. Magnesium in this is also has high bioavailability.
 - **Rapid absorption** than traditional calcium sources.
 - **Not just calcium** – aptly designed by nature along with other bone supporting minerals.
- **More body-friendly vegan calcium** versus traditional supplements derived from dolomite, oyster shell and bone meal which may contain metals and lead.

- **Easy to digest** – unlike traditional rock-derived calcium supplements that cause bloating, constipation and nausea.
- **Natural calcium** – Kosher, Non-GMO, Gluten-free, Soy-free and Dairy-free.

B. **Beyond Calcium:**

- ✓ **This product contains Vitamin D3 400 IU:** Vitamin D3 enhances the osteogenic potential of marine derived multimineral Calcium supplement.
- ✓ **This product contains Magnesium sulphate 50 mg:** several studies suggest that calcium supplemented with magnesium improves cardiovascular health and bone mineral density. Magnesium available in Aquamin is bioavailable to a significantly greater degree than magnesium oxide.
- ✓ **Numerous minerals present in this product:** known to have anti-inflammatory and anti-oxidant properties – helpful in osteoarthritis in post-menopausal women and elderly people.
- ✓ **This product is balanced with presence of Vitamin K2:** elevated consumption of calcium supplements may raise the risk for heart disease and can be connected with accelerated deposit of calcium in blood-vessel walls and soft tissues. In contrast, vitamin K₂ is associated with the inhibition of arterial calcification and arterial stiffening. An adequate intake of vitamin K₂ has been shown to lower the risk of vascular damage because it activates matrix GLA protein (MGP), which inhibits the deposits of calcium on the walls. The purpose of the Vitamin K₂ is to work with the Vitamin D₃, as a co-factor, to clean the calcium deposits from arteries and deposit them into the bone structure. Vitamin K₂ provides major protection from osteoporosis, cardiovascular blockages and pathological calcification.

Literature Review

- Calcium is a fundamental mineral to help bone wellbeing and fills in as a noteworthy remedial intercession to avoid and defer the occurrence of osteoporosis. Numerous people don't acquire the ideal measure of calcium from eating regimens and rely upon bioavailable calcium supplements. The present investigation was directed to look at the impact of a novel plant-based calcium supplement, got from marine green growth, and contains elevated amounts of calcium, magnesium, and other bone supporting minerals [commercially known as AlgaeCal (AC)], on multiplication, mineralization, and oxidative worry in refined human osteoblast cells, and contrasted and inorganic calcium carbonate and calcium citrate salts. Cultured human fetal osteoblast cells (hFOB 1.19) were treated with AC (0.5 mg/ml, fixed by MTT measure), calcium carbonate, or calcium citrate. These markers were additionally improved after extra supplementation of Vitamin D3 in the AC-treated gathering cells. Air conditioning treatment essentially diminished the H₂O₂- actuated oxidative pressure when contrasted with calcium carbonate or calcium citrate (1.5- and 1.4-fold, separately). These discoveries propose that AC may fill in as a better calcium supplement as looked at than other calcium salts tried in the present examination. Henceforth, AC might be created as a novel anti- osteoporotic supplement sooner.
- Insufficient calcium admission can prompt diminished bone mineral thickness, which can build the danger of bone cracks. Supplemental calcium advances bone mineral thickness and quality and can prevent osteoporosis. Late logical proof, notwithstanding, recommends that raised utilization of calcium enhancements may raise the hazard for coronary illness and can be associated with quickened store of calcium in vein dividers and delicate tissues. Conversely, Vitamin K₂ is related with the hindrance of blood vessel calcification and blood vessel hardening. A sufficient admission of Vitamin K₂ has been appeared to bring down the danger of vascular harm since it initiates lattice GLA protein (MGP), which hinders the stores of calcium on the dividers. Vitamin K, especially as Vitamin K₂, is almost nonexistent in lousy nourishment, with small being devoured even in a sound Western eating regimen. Vitamin K lack results in deficient actuation of MGP, which incredibly hinders the procedure of calcium evacuation and expands the danger of calcification of the veins. An expanded admission of Vitamin K₂ could be a methods for bringing down calcium-related wellbeing dangers.

METHODOLOGY

The concept testing feedback of algal calcium calgal Xt a novel drug by voll santé was taken in the market from different specialized doctors which include Orthopedics, dietician's gynecologist, Nutritionist and general physicians at different corporate hospital and standalone clinics in Delhi and NCR.

Study design: Prospective, observational study.

Study Period: The study was conducted for a period of about 30 days.

Source of data: Collecting feedback responses from doctors and consultants specially targeted orthopedic, gynecologist, dieticians and nutritionist.

Study Procedure

The study involves the following steps:

Collection of data: A specially Designed feedback data collection was devised for the study. The particulars included the demographic detail likes name, gender, email-ID, Clinic name and set of questions based on our product concept such as What the respondents like and did not like about the product, the suggestions to improve it and pricing.

All relevant details of the doctors, dietician, nutritionist were enrolled from various sources and documented in the data collection form.

Interaction with our targeted Customers: All customers enrolled for the study were intensively monitored and had a face to face interaction with our targeted customers such as Dieticians, Orthopaedics, Gynaecologist and standalone clinics. I concentrated mainly ongoing competitors in the current market and ingredients used in our product and were asked about the reflection or suggestion on our product concept.

Estimation and Utilization of Calcium supplement: Utilization of protein supplement were evaluated based criteria for evaluation which include apt with respect to amount of protein prescribed.

Electronic Data collection: The data was collected using data collection form, and entered into specially designed electronic data base by using Microsoft excel for easy retrieval data analysis.

Product history such as calcium content, and calcium deficient percentage among people, effect and competitor in current market was also noted and customer had a Majority of high-competition in the market.

QUESTIONNAIRE FOR THE CONCEPT TESTING

Name:- -----

Speciality:- -----

Hospital/Clinic:- -----

Location of survey:- -----

Date of survey:- -----

Q1.- What did you like most in this product concept?

Q2.- What did you not like in this product concept?

Q3.- Any suggestions to improve this product concept?

Q4.- Do you have any comments/concern regarding usage of vitamin K27 during pregnancy?

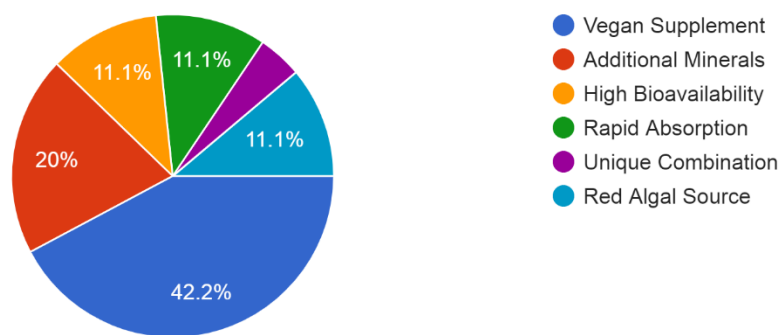
Q5.- What is the right price for a bottle of 30 tablets, which can help you prescribe to most of your patient?

Data Analysis and interpretation

The Feedback Responses are calculated in Percentage and interpreted by using Pie charts and bar graph.

what did you like most in this product concept?

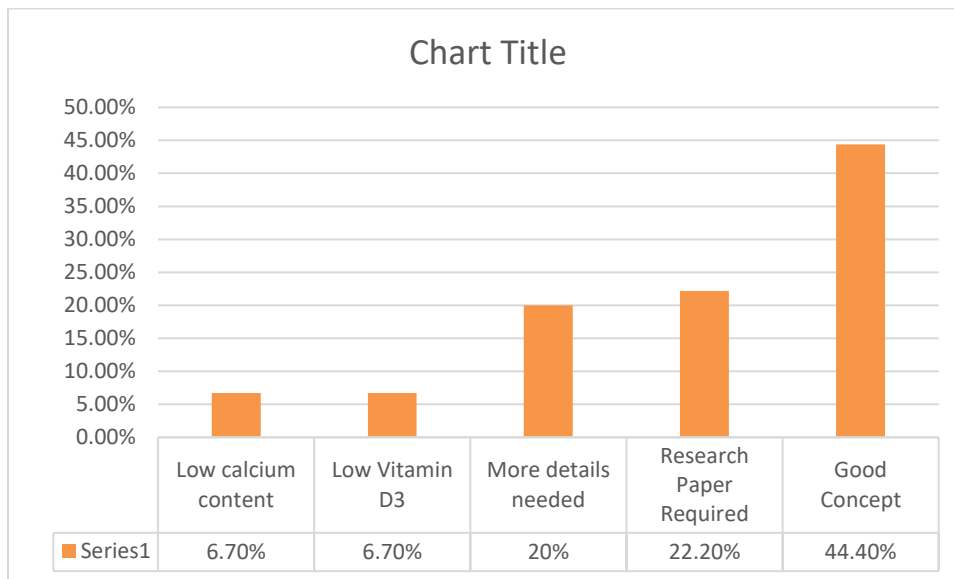
45 responses



Interpretation: The given pie chart reflects that 42.2% of the respondents like the vegan concept of the product.

- The concept of additional minerals is liked by 20% of the respondents.
- The concept of High Bioavailability is liked by 11.1% of the respondent.
- As the concept of Rapid Absorption are also liked by 11.1 % of the respondents.
- 4.4% of the respondent like the concept of Unique Combination.
- 11.1% of the respondent like the concept of Red Algal Source.

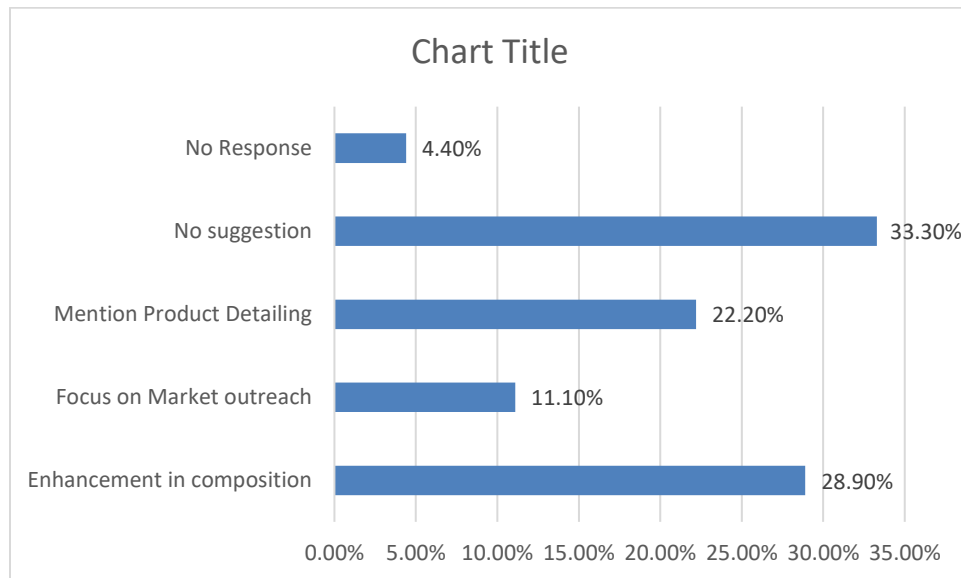
- **What did you not like in this product concept?**



Interpretation:

- The given bar chart reflects that 44.4% of the respondent found that the product concept is good.
- 6.7% of the respondent said that the product has low calcium content as compared to other product in the market.
- 6.7% of the respondent reflect that the product has low content of vitamin D3.
- 20% of the respondent asked for more details and information to support the product concept.
- 22.20% of the respondent asked to produce the proper research paper to support the product concept.

- **Any suggestion to improve this product concept?**

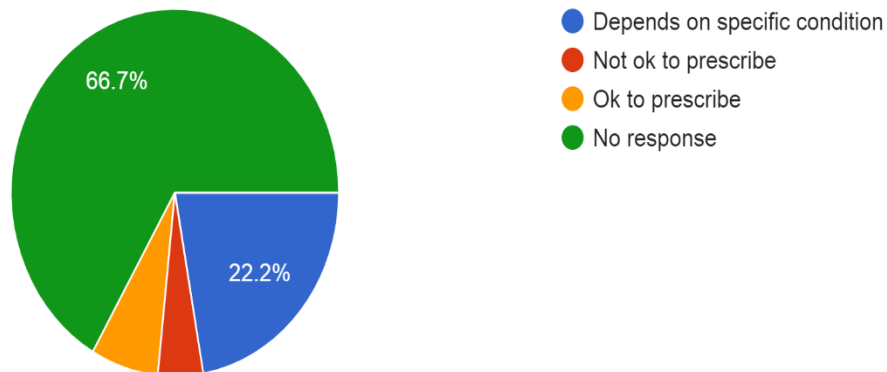


Interpretation:

- The given bar chart reflects that 28.9% of the respondent has suggest for the enhancement in the composition of the product in respect to dosage, calcium, vitamin and flavor.
- 11.1% of the respondent suggest to focus on market outreach such as promotion and advertisement of the product.
- 22.2 % of the respondent suggested to mention the product detail to gain the trust of consumers.
- 33.3% of the respondent said that there are no suggestions the product is all good.

Do you have any comment/ concern regarding usage of vitamin K27 during pregnancy?

45 responses

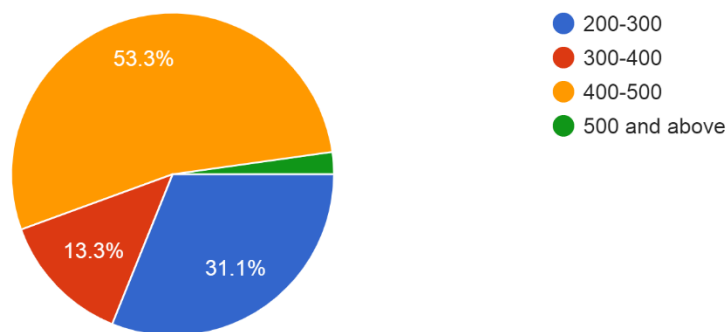


Interpretation:

The mentioned pie chart reflects that 66.7% of the respondent were not aware of the usage of vitamin k27 during pregnancy, 22.2% of the respondent reflects that usage of vitamin K27 during pregnancy can be prescribed but it depends on specific condition of the patient, 6.7% of the respondent reflects that usage of vitamin K27 during pregnancy is ok to prescribe where as 4.4% of the respondent suggest that it's not ok to prescribe as its over dose may cause serious side effects.

What is the right price for a bottle of 30 tablets, which can help you
Prescribe to Most of your patients, as ...er the traditional calcium supplement?

45 responses



Interpretation:

The above pie chart reflects that 53.3% of the respondent suggested that it will be the right price for the bottle of 30 tablets, to prescribe to most of the patients at affordable price. 31% of the respondent suggested that 200 to 300 price of the product will be good for a bottle of 30 tablets. Only 2.2% of the respondent reflects that the price above 500 and above is ok.

Conclusion

During the study it was found that the report on the doctors perception on the concept testing of calgal xt a novel voll santé product conducted at various hospitals and stand alone clinics suggest that 42.2 % of the respondent like the vegan concept of the product is unique and rare in the market.40.4% of the doctors suggest that the product concept is good but there were some clinical proof needed to increase the credibility of the product which was not with us during the visit. 28.9% of the respondent has suggest for the enhancement in the composition of the product in respect to dosage, calcium, vitamin and flavor. Most of the respondent suggested that 400 to 500 costing of the product for 30 tablets of calgal xt is affordable for the consumers.