

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

Date: 4th April 2019 – 4th June 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: Nripesh Gupta

MBA (Pharmaceutical Management) 2018- 2020



INSTITUTE OF HEALTH MANAGEMENT RESEARCH

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CERTIFICATE

This is to certify that **Nripesh Gupta** 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.

A handwritten signature in black ink, appearing to be 'Saurabh', written over a diagonal line.

Dr.Saurabh Kumar Banerjee
Associate Professor
IIHMR University, Jaipur

A handwritten signature in black ink, appearing to be 'Sandeep', written in a cursive style.

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

Voll Sante
CERTIFICATE
Of
INTERNSHIP

We present this certificate to

Mr.Nripesh Gupta,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

I take this opportunity with pride and enormous gratification to express gratitude from the core of my heart to all individual who abided with us directly and indirectly throughout the learn lush phases during the materialization of this Project.

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.

With great pleasure I express my most cordial, humble and gratefull thanks to **Mr. Harsh Tiwari**, Senior Manager(Voll Sante) for giving opportunity to do my research work and also for inspiration and valuable suggestions.

I sincerely extend my gratitude to all the faculty members of department of Pharmaceutical Management for their timely help and suggestions during this course of Summer Training.

I wish to express my cheerful thanks to all our classmates and seniors for their encouragement for the successful completion of this Summer Training.

NRIPESH GUPTA

About Organization Profile



Voll Sante is a combination of German and French words: Voll (German) means FULL and Sante (French) means HEALTH, thus FullHealth.

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 Nutraceutical which are natural, nutritious, tasty, convenient and preventive. This will be our Endeavour 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 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.

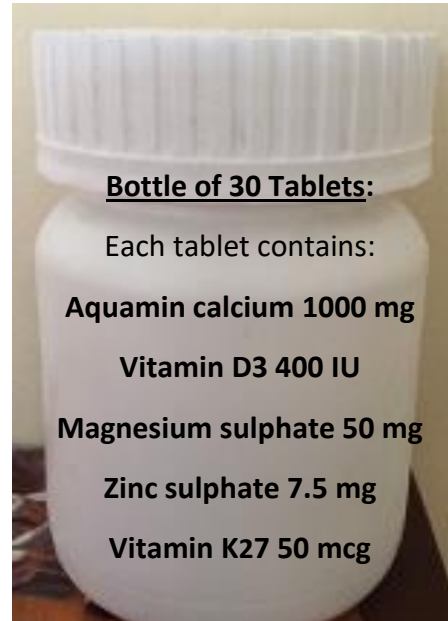
Despite eating a healthy, balanced diet, one may find it difficult to get enough calcium if he/she:

- 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

PAPER BY- Marone PA, Yasmin T, Gupta RC, Bagchi M.

Abstract-

On Safety and toxicological evaluation of AlgaeCal (AC), a novel plant-based calcium supplement.

“The present study was conducted to examine the safety of a novel plant-based calcium supplement which is derived from marine algae and containing high levels of calcium, magnesium, and other bone supporting minerals commercially known as AlgaeCal (AC). The present study evaluated the broad spectrum safety of AlgaeCal using a variety of toxicological assays including acute oral, acute dermal, primary skin irritation, and primary eye irritation toxicity. Under the conditions of the study the acute oral LD (50) of AC was found to be greater than 5000 mg per kg body weight in rats, while the single acute dermal LD (50) was greater than 2000 mg per kg body weight. The primary skin irritation index of AC was found to be 0.4 and classified as slightly irritating to the skin. In primary eye irritation studies the maximum mean total score of AC was observed to be 13.7 and classified as mildly irritating to the eye. Furthermore, another independent set of studies was conducted to obtain preliminary data for the teratogenic effects of AC in pregnant rats likely to arise from repeated gestational exposure, via oral gavage, over a test period of implantation through gestation (gestation days 5-19). Under the conditions of this pilot study, the effect of daily administration of Algal Calcium by oral gavage at dose levels of 0, 500, 2500, and 5000 mg/kg per day during gestation days 5-19 of a 21-day pregnancy has appeared to result in no adverse toxicological effects to the pregnant rat or its developing offspring. A slight non-significant increase in the incidence of incomplete sterna ossification (5th center) was observed. Under the conditions of the study, a no-observed-adverse effect level (NOAEL) of 5000 mg/kg per day of AC during pregnancy of the rat was observed. Overall, no significant toxicities of AC were observed in these toxicity models. Therefore, the results from the current study demonstrate a broad-spectrum safety profile of AC”

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?

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

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.....

Q3.- Any suggestions to improve this product concept?

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

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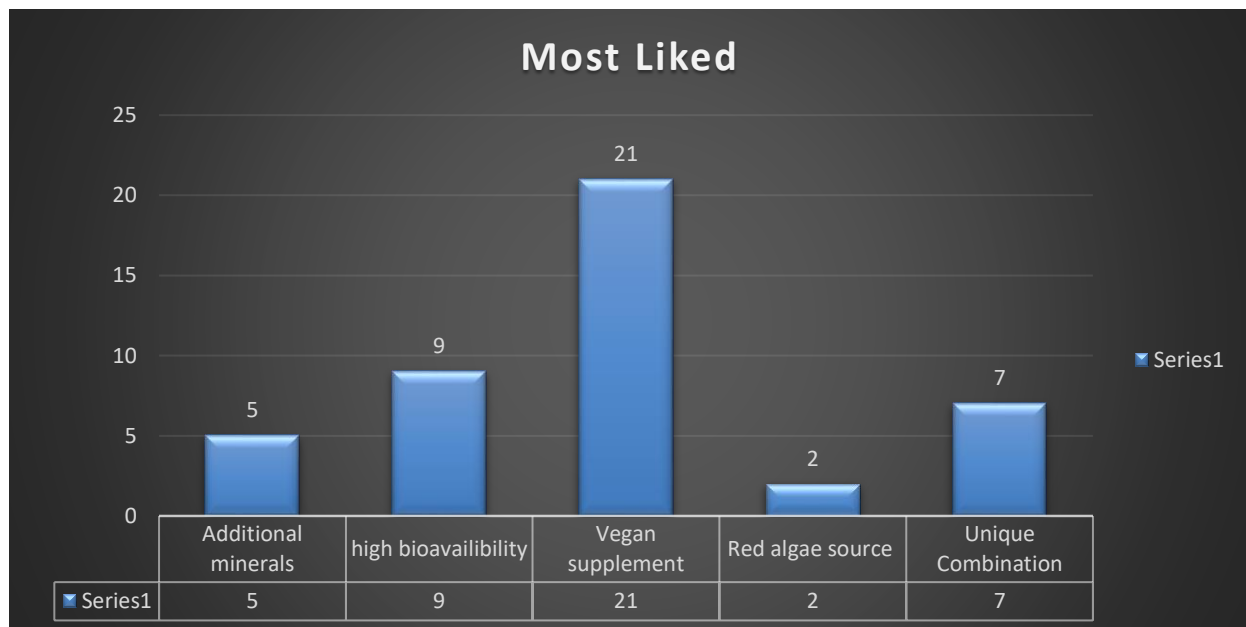
Q5.- What is the right price for a bottle of 30 tablets, which can help you prescribe to most of your patient?

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Data Analysis and interpretation

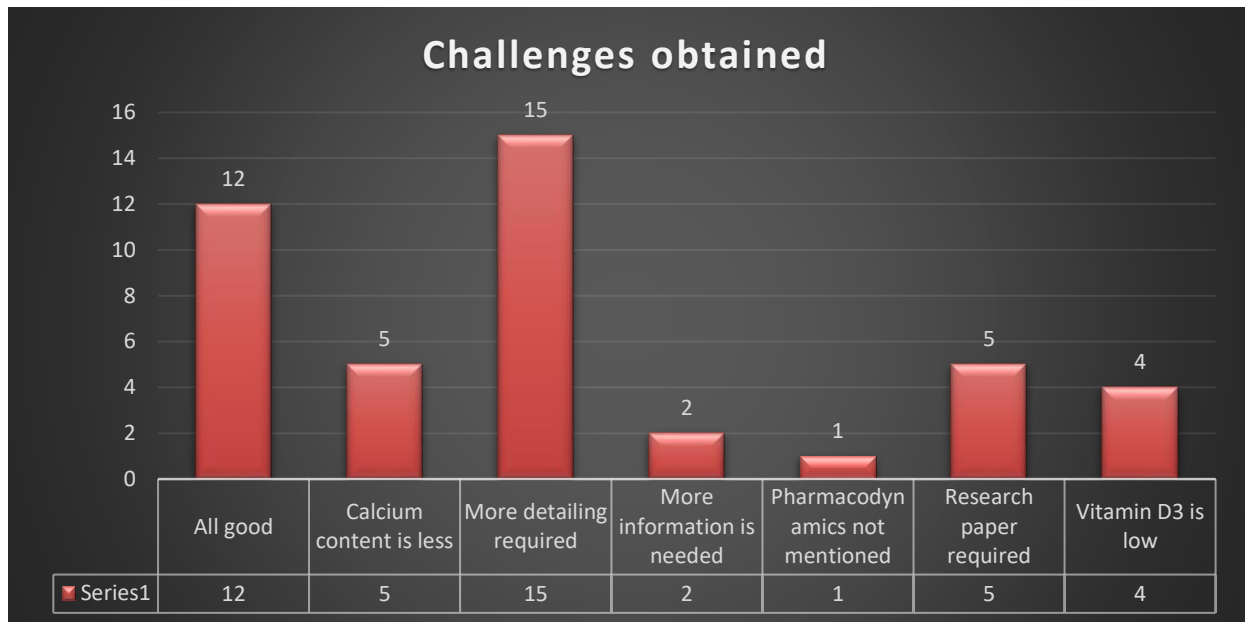
The Feedback Responses are calculated in Percentage and interpreted by using Pie charts and bar graph.

- **What did you like most in this product concept?**



Interpretation: The above bar graph shows the qualities which are most liked by the doctors. The maximum of 21 doctors out of 44 responded that they liked the vegan supplement most in this product concept. Whereas 9 of them liked the high bioavailability of the product. 7 of them liked the Unique combination of composition in the product. Rest of the responses includes Additional minerals and red algae source.

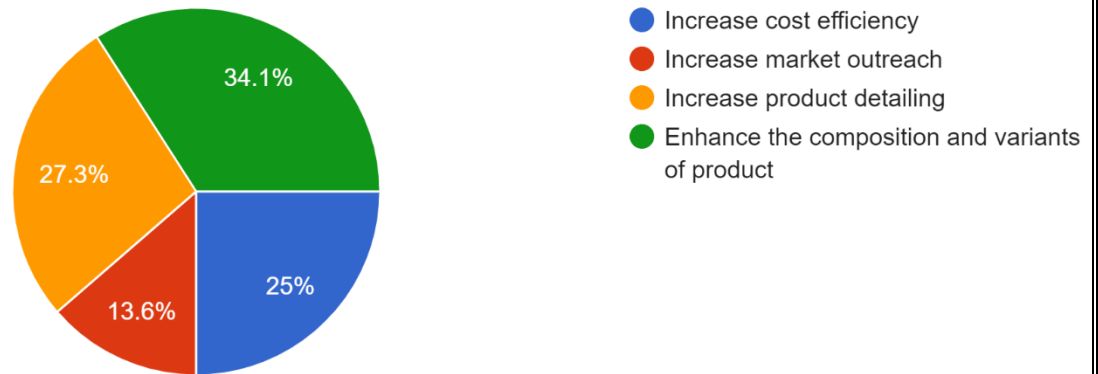
- What did you not like in this product concept?



Interpretation: The above bar graph shows the data of qualities and components which are disliked by the respondents. Most of them around 15 doctors out of 44 found the details of the concept very limited. Whereas 12 doctors found nothing challenging they responded concept as all good. Low amount of calcium and vitamin D3 in product is also highlighted by few doctors. Around 5 of the doctors also asked for the Research paper for supplement composition profile proof but unfortunately it was not available.

Any suggestion to improve this product concept?

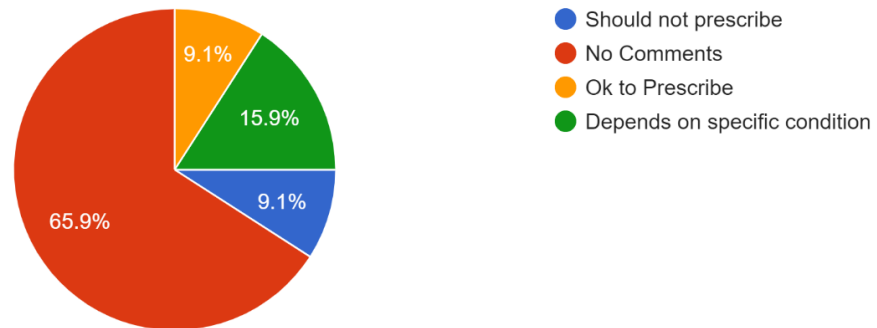
44 responses



Interpretation: The above pie chart exhibits the Suggestions given by the doctors to improve the product concept. The maximum of the 34.1% of the respondents suggested to enhance the composition and variants of product. Scaling the same level around 27% of the doctors suggested to increase the product detailing. Whereas 25 % of the doctors focused on to increase the cost efficiency. Rest 14 % recommended to increase market outreach.

Do you have any comments/concern regarding usage of Vitamin K27 during pregnancy?

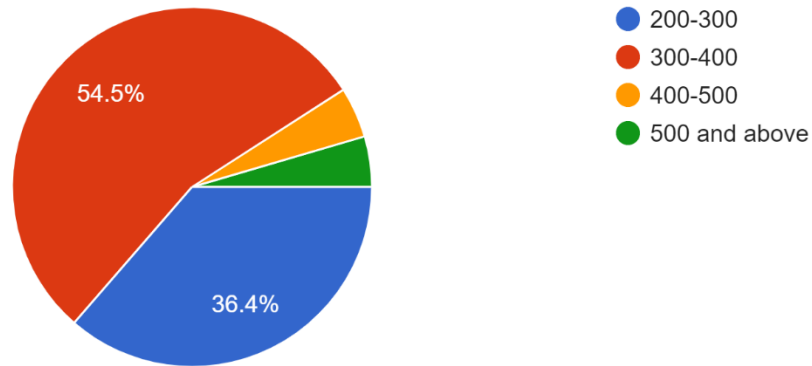
44 responses



Interpretation: The given pie chart shows us the comments of the respondents regarding usage of vitamin K27 during the pregnancy. Vitamin k27 is also one of the main component of this product. A wholesome of 66% of the respondents have no comments or concern regarding usage of Vitamin k27 during pregnancy. Remaining 16% of the doctors specially gynecologists suggested it depends on specific condition. Rest of the 9.1 % recommended not to prescribe and 9 % of them responded it can b prescribed.

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

44 responses



Interpretation: The given pie chart shows us the proposals of the doctors to give a right pricing to the product. Surprisingly 54.5% of the doctors proposed the price of the product should be ₹ 300-400. Whereas 36% of them proposed price should be between ₹200-300.

Conclusion:

During the survey it was noticed that the concept testing of Voll santé product (Calgal XT) conducted at various hospitals, Clinics, wellness center reveals that according to prospects the product concept is very unique and most liked part is that it is a vegan supplement. Although some of the challenges stood up regarding product detailing and amounts of compositions like calcium and Vitamin d3 is low in product. Enhancing the composition and floating other variants of this product may convert challenges into opportunities for a good market response. According to the experienced respondents the right market price of the product should be between ₹300 to 400 so that it can be affordable to the consumers.