

Summer Training

At



Relish ● Nourish ● Flourish ●

Voll Sante Functional Foods & Nutraceuticals Pvt. Ltd.

Date (4th April 2019 to 4th June 2019)

Market research and Concept Testing Survey
of CALGAL XT for Market launch

A Report

by

Deepali Prasad

MBA Pharmaceutical Management

2018-2020



CERTIFICATE

This is to certify that **Ms. Deepali Prasad** has undergone Summer Training at **Voll Sante Functional Foods and Nutraceutical Pvt. Ltd.** from 1st April 2019 to 31st May 2019.

The candidate herself completed the project assigned to her in summer training. Her approach to 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 her success in all her future endeavors.

A handwritten signature in black ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula
Dean-in-charge (Associate Professor)
Pharmaceutical Management
IIHMR University, Jaipur

A handwritten signature in black ink, appearing to read 'Sandeep Narula'.

Dr. Sandeep Narula
Dean-in-charge (Associate Professor)
Pharmaceutical Management
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Voll Sante
CERTIFICATE
Of
INTERNSHIP

We present this certificate to

Ms. Deepali Prasad 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

Acknowledgement

The internship possibility I had with Voll Sante Functional Foods and Nutraceuticals personal constrained became a incredible chance for gaining knowledge of and expert improvement. Therefore, I am additionally thankful for having a chance to meet terrific people and professionals who led me though this internship duration. I recollect myself as a totally lucky character as I turned into provided with an opportunity to be a part of it.

Bearing in thoughts preceding I am using this possibility to explicit my deepest gratitude and special thanks to Mr. Satya Dev Tiwari (CEO of Voll Sante) and Mr. Deep Bhandari (Director of Voll Sante) who in spite of being particularly busy together with his responsibilities, took day out to listen, guide and hold me on the proper path and allowing me to carry out my mission at their esteemed company and lengthening at some point of the schooling. I specific my inner most thanks to Mr. Sandeep Narula (Dean-In-Charge of Pharmaceutical Management Department in IIHMR University Jaipur) & additionally he's my mentor and my Organization mentor Mr. Harsh Tiwari (Sr. Manager of Voll Sante) for enjoying beneficial choice & giving vital advices and guidance and arranged all centres to make me apprehend matters less difficult.

It is my radiant sentiment to area on report my first-rate regards, private experience of gratitude to Mrs. Shilpi (Manager of Voll Sante), and Mr. Krishna (Executive of Voll Sante) for his or her cautious and precious guidance which had been extremely valuable for me observe each theoretically and nearly.

I will attempt to apply won skills and understanding in the great viable manner, and I will continue to paintings on their improvement, to acquire favoured profession goals. I perceive as this opportunity as a big milestone in my profession development. Hope to preserve cooperation with all of you inside the destiny.

Deepali Prasad

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Acronyms/Abbreviations

CT- Concept Testing

Calgal XT- Algal Calcium Supplement

CME - Continuing Medical Education

RCPA- Retail Chemist Prescription Audit

OBSERVATIONAL LEARNING

INTRODUCTION

Voll Sante Functional Foods & Nutraceuticals Private Limited is listed in the magnificence of private ltd organization and labeled as Non Govt Company and incorporated with MCA on 19 July 2017. This agency is registered at Registrar of Companies (ROC), Mumbai with an Authorized Share Capital of Rs. 35.0 LACs and its paid-up capital is 35.0 LACs.

Voll Sante is devoted to 'Full Health' for all and believes within the goodness of 'Food as Medicine' and consequently prevent the burden of drugs & methods as tons as viable and doing utmost to convey products which might be: Natural, Nutritious, Tasty, Convenient and Preventive.

Voll Sante is bringing in innovative products throughout the spectrum of illness, wellbeing and health –specializing in Functional Foods & Beverages and Nutraceuticals. Companies extraordinary product solutions cope with the barriers to 'Eat Right' and upload taste to vitamins. And agencies remaining Annual General Meeting (AGM) turned into hung on 24 November 2018. Date of latest balance sheet available from Ministry of Corporate Affairs (MCA) is 31 March 2018.

BUSINESS SEGMENTS

Voll Sante Functional Foods & Nutraceuticals Private Limited, built up in the yr. 2017, This agency covered among the confided in names in Wholesale Supplying a selective scope of Omega three Flakes. To address our first-rate concepts, Voll Sante are bolstered with a complicated infrastructural office that spreads over an expansive territory. Company have separated the infrastructural base into one-of-a-kind workplaces, as an instance, advent, quality testing, check out and development, warehousing and bundling, and so on. With the help of modern machines added at our basis base, corporation supplying these organized objects to the customers with a competitive marketplace fee of generation. To meet the variegated requirements of clients, Voll Sante has certified and skilled experts work nonstop internal submitted time allotment.

Every one of the offices is labored by using our specialists who have tremendous enterprise enjoy. Company is having organization of professionals works in near coordination with the customers to recognize the requirements of the clients. With the profundity involvement in this industry, they're eager about giving impressive first-class items. In the nice testing unit, we

cautiously evaluate every single remedy as in line with all the country wide and worldwide health and great parameters. The supplied gadgets are organized by way of the proficient professionals utilizing amazing concoction segments and increase innovation. The concoction aggravates that are utilized to procedure these items are sourced simply from the reliable and ensured sellers of the enterprise.

Under the path of the mentor, "Mr. Harsh Tiwari", they have got simply performed a first-rate function of satisfaction in the commercial enterprise. His pretty sharp enterprise expertise, and farsightedness make us effective to achieve a valid role on this industry. Company association has made outstanding development for their simple installment modes, truthful members of the family, purchaser-driven method, using commercial enterprise quarter cost extend and them business rehearses. Besides, Voll Sante customers can income these objects in specific urgent picks according to the prerequisites of the customers.

PURPOSE

To enhance vigour, 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 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 of convergence of Food & Healthcare – beyond its basic nutritional benefits.

MODE OF DATA COLLECTION:

Primary data: Data is accrued by using doing the survey with medical doctors like Orthopedics, Gynecologist, Well-Known Physicians, and Dieticians.

Secondary Data: Data is amassed for making the medical doctors list present in Delhi, Gurgaon, Ghaziabad, Noida, Pune, Bangalore, Jaipur, Lucknow and so on. Of Orthopedics, Gynecology, Dieticians, Nutritionist, preferred doctor and gyms list present in the one's towns.

CONCLUSIVE LEARNING:

As I Learnt approximately the process of Sales, sales call, marketing, data collection process, data analysis and filed survey etc. How they work, their work is good but Hard to do. In the running station as well and need to do multitasking works like MR's ought to visit doctors in a metropolis in addition to within the different towns as well. They must meet retailer for orders their product and must execute exceptional campaigns to doctors. Sometimes they ought to wait few hours to meet a medical doctor. It is due to the fact doctors are the clients. And as a good activity its method MR's will meet new people every day and go to distinctive places for their work like that only I worked in the company and learned no. of process and gain knowledge.

LIMITATIONS:

Sale individual or individuals who works in sales they don't have any fixed timings for their own work. They must work from morning to night to meet medical doctors, in order that they no longer have time for their own.

SUGGESTION FOR IMPROVEMENT:

- Sales team and Marketing team should meet every month.
- Identify the Key Opinion Leaders and served more frequently with excellent customer service.
- Spread Awareness about the CALGAL XT product to the doctors who do not familiar about this product.

➤ MARKET RESEARCH

Strategies analysis, Market Planning, competitive evaluation, New product introductions, product improvement idea.

➤ CONCEPT TESTING

To select the motive of the test, pick a survey populace, select a survey format, speak the concept, measure purchaser responses, interpret the outcomes.

PROJECT FINDINGS

OBJECTIVE

Collect Universe data of major Diagnostic chains/ centres in the city and gather insights from Dietitians, Gynaecologists and Orthopaedics / Doctors regarding our product categories and Gather opinion, feedback and insights from doctors for the Calgal XT (algal calcium supplement).

METHODOLOGY

- ✓ Study type: Descriptive Study
- ✓ Type of data: Quantitative data
- ✓ Technique: Field survey using Questionnaire
- ✓ Data collection: Primary data is collected with help of questionnaire.
- ✓ Study Timeline: Two months (April 2019-May 2019).
- ✓ Sampling Unit: Visited 64 doctors located in Delhi.
- ✓ Sample size: Doctors: 64
 - Gynaecologist
 - Orthopaedics
 - Dieticians/Nutritionist
 - Physicians

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.

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 CaCO₃ 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.

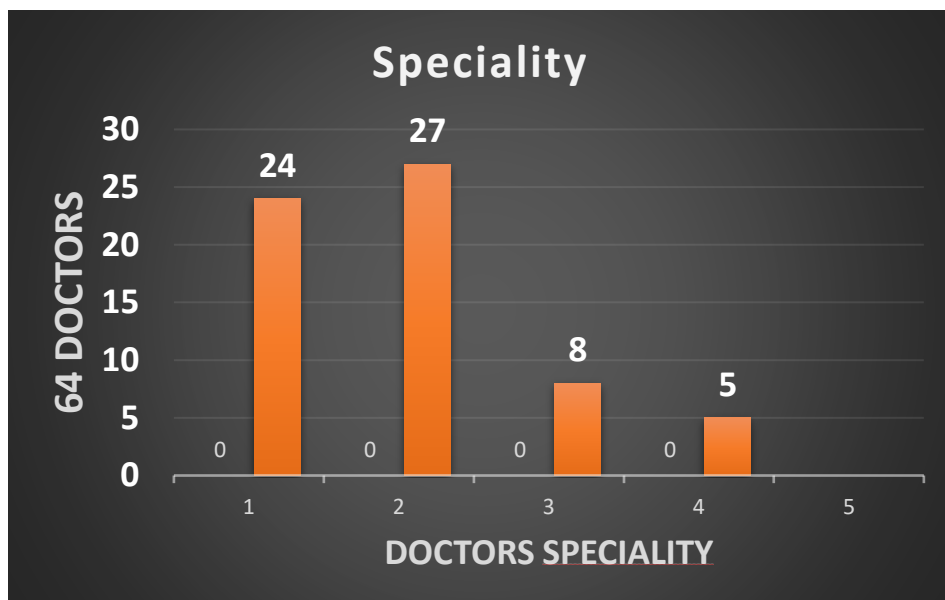
Beyond Calcium:

- **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 relate to 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.

FINDINGS AND ANALYSIS

1- Doctors visited:

Orthopedics	Gynecology	Physicians	Dieticians/Nutritionist
24	27	8	5

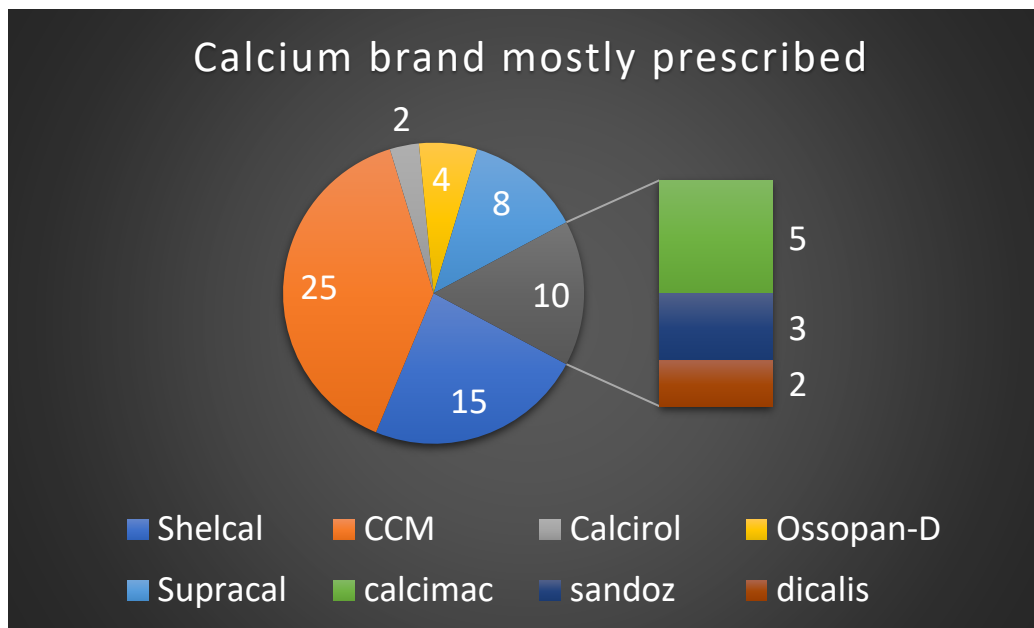


➤ Interpretation:

Survey shows that maximum no. of responses collected from gynecologist and then with orthopedics. This product (CALGAL XT) is dealing with calcium supplement so we must target those doctors who use to prescribe the calcium supplements product.

2) Name of the Calcium brand mostly prescribed

Shelcal	15
CCM	25
Calcirol	2
Ossopan-D	4
Supracal	8
Calcimac	5
Sandoz	3
Dicalis	2

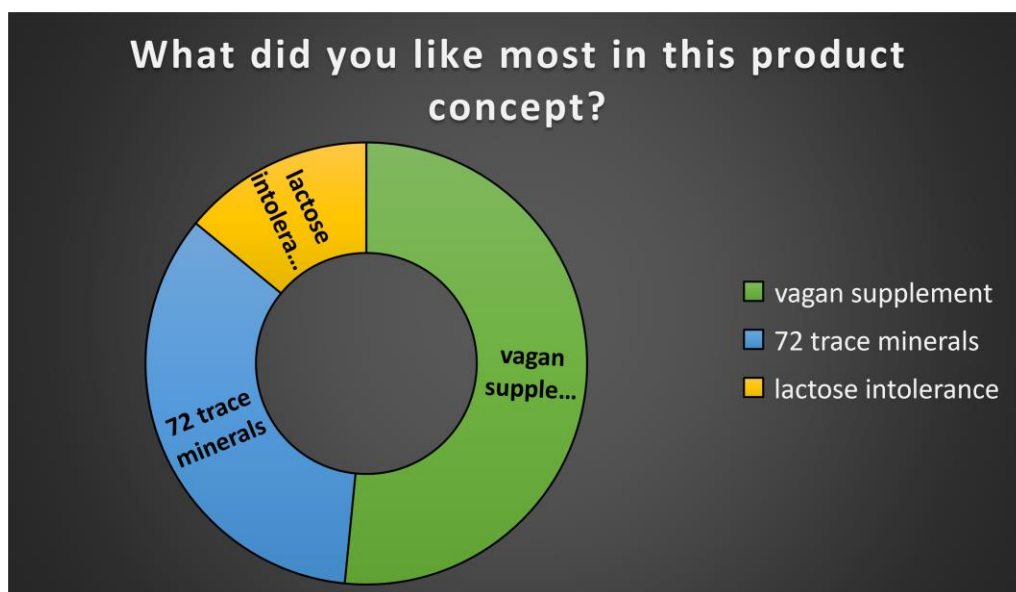


➤ **Interpretation:**

According to this survey mostly prescribed calcium brand is CCM and then shelcal because of their bioavailability and affordability of the product.

3) What did you like most in this product concept?

1	Vegan supplement	33
2	72 trace minerals	22
3	Lactose intolerance	9



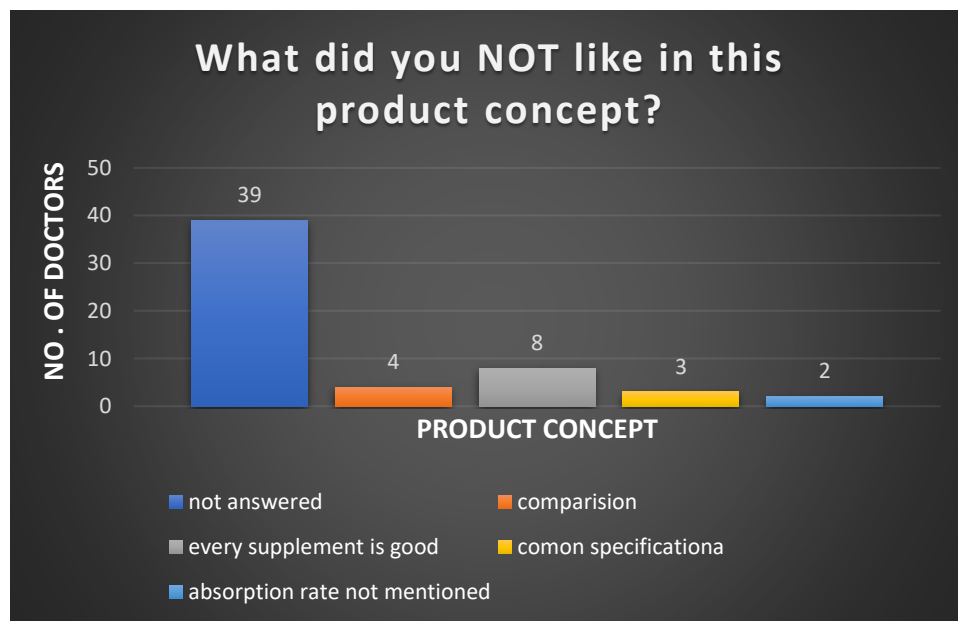
➤ **Interpretation:**

In the concept testing survey of CALGAL XT the most liking concept is Vegan Supplement/Diet. Because it follows a vegan diet / has lactose intolerance and limit dairy products also has certain bowel or digestive diseases that decrease the ability to absorb calcium, such as inflammatory bowel disease or celiac disease.

Novel plant-based calcium supplement, derived from red marine algae species Lithothamnion - containing high levels of calcium, magnesium plus 72 additional trace minerals. Due to this reason vegan supplement is most liking concept.

4) What did you NOT like in this product concept?

Not Answered	Comparison	Every Supplement Is Good	Common Specification	Absorption Rate Not Mentioned
39	4	8	3	2



➤ **Interpretation:**

when I went for the survey most of the doctors not answered to this question but maximum doctors like this concept, so they didn't have any comments. Because Despite eating a healthy, balanced diet, one may find it difficult to get enough calcium. So, this product (CALGAL XT) containing high levels of calcium, magnesium plus 72 additional trace minerals.

More body friendly vegan concept and this supplement is **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.

5) Any suggestion to improve this product concept?

➤ **No. of suggestion received:**

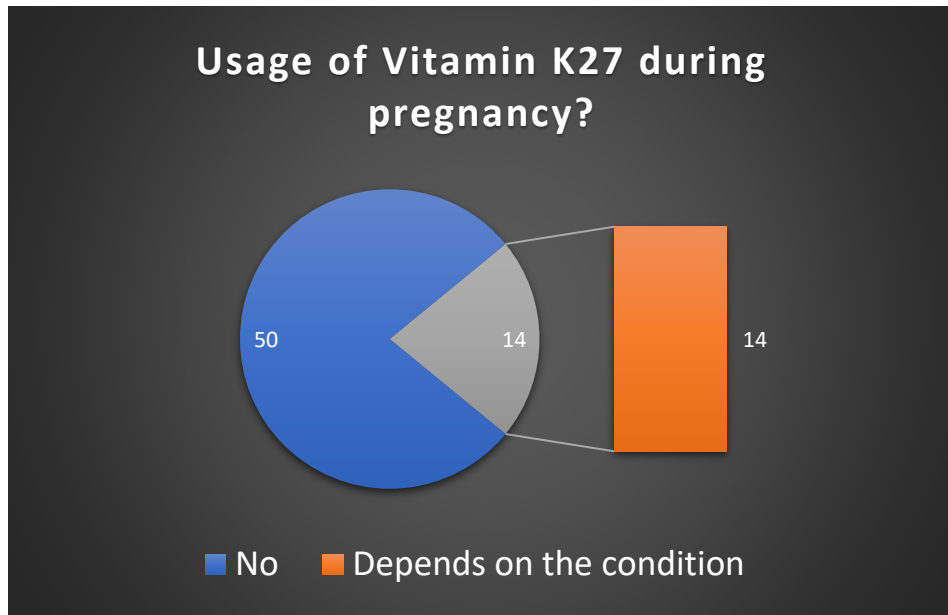
- A. They liked the concept
- B. Without using can't give any suggestion
- C. Show how bioavailability is calculated
- D. Provide More details
- E. Come with the research papers
- F. Comparison
- G. Without seeing the result or knowing the result can't give the suggestion

➤ **Interpretation:**

According to the answers received most doctors liked the product concept just they wanted to know more about research papers. So that they can have the accurate idea of bioavailability and rapid absorption details of ALGAL CALCIUM supplement.

6) Do you have any comment / concern regarding usage of Vitamin K27 during pregnancy?

No	Depends on the condition
50	14



➤ **Interpretation:**

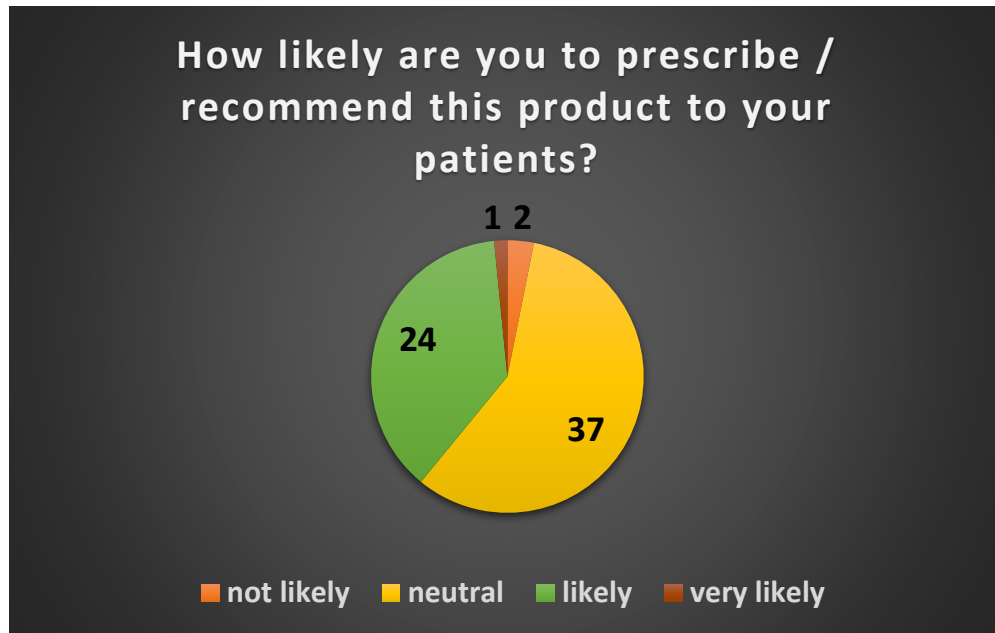
Most of the doctors are not willing to give the answers to this question and some will give the responses like in rare condition only we will use to give, and it depends on the trimester occurs but most probably doctors avoid giving this combination supplement to the patients.

Because elevated consumption of calcium supplements may raise the risk for heart disease and can relate to accelerated deposit of calcium in blood-vessel walls and soft tissues. Still k2 is used but as a combination purpose.

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.

7) Assuming the price of this product is 500 for a bottle of 30 tablets, how likely are you to prescribe / recommend this product to your patients?

Not likely	Neutral	Likely	Very Likely
2	37	24	1

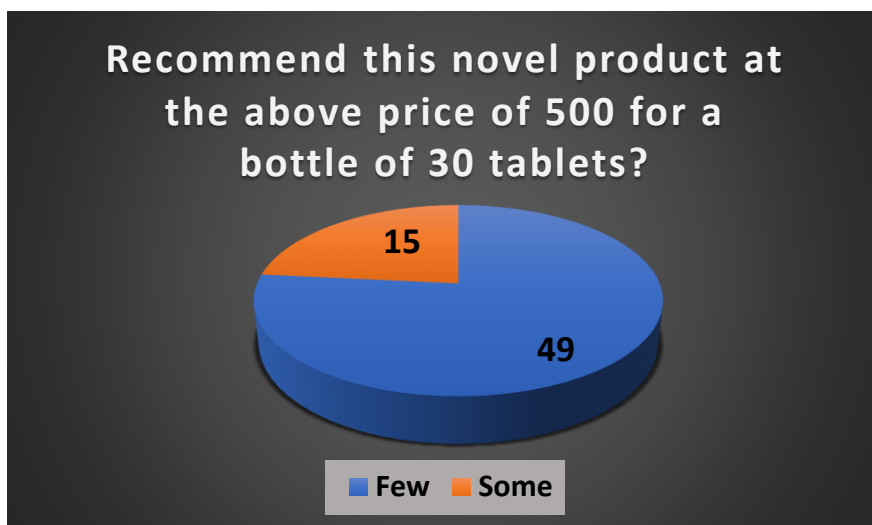


➤ **Interpretation:**

As per the doctor's response on my survey for the costing of CALGAL XT product doctors were give maximum neutral response for keeping the 500/- cost of CALGAL XT, so this product can decrease the amount like between 400-500.

8) To how many of your patients needing calcium supplements would you prescribe / recommend this novel product at the above price of 500 for a bottle of 30 tablets?

Few	Some
49	15

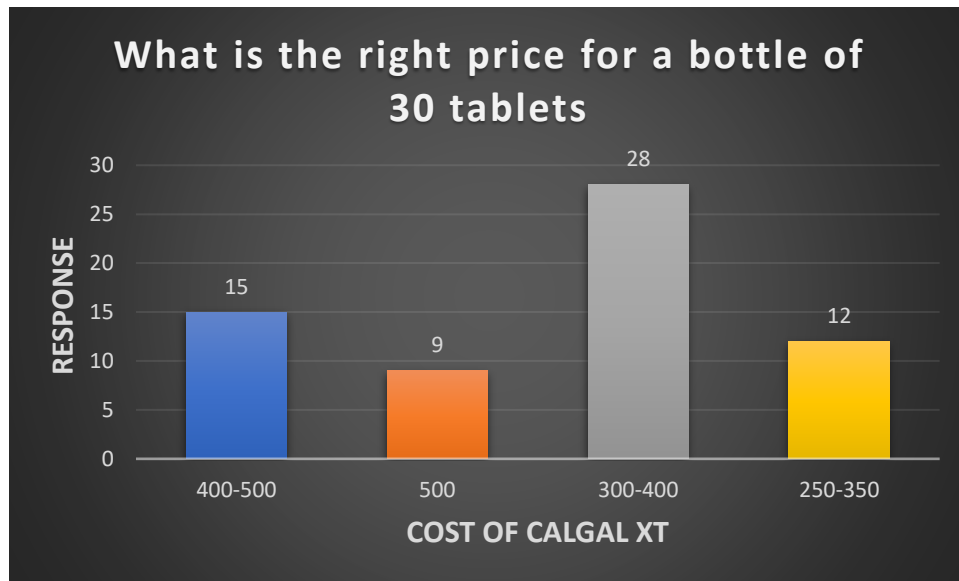


➤ **Interpretation:**

As per the responses I received from the doctors, If the cost is increased above 500/- for CALGAL XT than they Lesly think to give our company product to the patients.

9) What is the right price for a bottle of 30 tablets, which can help you prescribe to Most of your patients, as per your assessment of the differential benefits this novel product offers over the traditional calcium supplements?

400-500	500	300-400	250-350
15	9	28	12



➤ **Interpretation:**

As per maximum doctors' response the cost of CALGAL XT should keep between range 300-400 for better affordability and selling because other competitors calcium supplement drugs having less cost than this.

RECOMMENDATION

- According to doctors for creating awareness about the new product concept coming in the market in case you wanted to position the real impact of your awareness among the doctors so that in future he/she will prescribe please carry the samples of your product while visiting to medical doctors.
- Because many doctors will no longer have entertained us without seeing the research papers and studies examine outcomes of our product algal calcium supplement due to the fact they may be blind to your principles.
- More awareness programmes must be required for doctors and patients so that they can know more about algal calcium. Doctors want that company can compare this product with other calcium supplement product which is already present in the market for better understanding of bioavailability and other benefits of CALGAL XT concept.
- According to the survey excessive no. of doctors likes our concept so, this shows that our planning for knowing the remarks of our product and to check doctors' responses on our new concept of vegan calcium supplement is hit because no. of doctors likes our concept and name of our product, so our strategies is achieved.

CONCLUSION

- Maximum no. of doctor wants to see the research study of our product and desired to understand the BA/BE examine document.
- 30% of doctors are already heard about the idea of Algal Calcium but few doctors aren't aware of algal calcium concept.
- According to the survey I examine that doctors can prescribe the algal calcium product to sufferers due to the fact on every day basis N no. Sufferers use to come to medical doctors who're calcium deficient.
- Our product shows that algal calcium idea is very useful for those calcium deficient patients.
- As according to the survey business enterprise need to do greater promotional programs for their new product and organization promotions.
- After doing promotional program no. of people get aware with the company and product.
- Less idea came for development this display that algal calcium supplement idea is right and our method to do the survey earlier than launching the product in the market is a hit due to the fact we acquired a maximum quantity of superb reaction for this algal calcium.

REFERENCE:

- Comparison vs. Calcium carbonate and Calcium citrate on proliferation and mineralization of human osteoblast cells:
<https://www.ncbi.nlm.nih.gov/pubmed/20213262>
- Safety & toxicological evaluation: <https://www.ncbi.nlm.nih.gov/pubmed/20528255>
<https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/calcium-supplements/art-20047097>
- <https://www.foodnavigator-usa.com/Article/2016/03/18/Algae-derived-calcium-positively-builds-bone-in-older-people-Study>
- Proper Calcium Use: Vitamin K2 as a Promoter of Bone and Cardiovascular Health:
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4566462/>
- Field survey with doctors
- <https://vollsante.com/>

ANNEXURE

Feedback of the expert respondent

Name of the doctor:	
Speciality:	
Hospital attached to / Stand-alone clinic?	
Name of the Calcium brand mostly prescribed:	
Location of survey:	
Date of survey:	

Dear Sir/ Madam,

May I seek your valuable feedback on this concept which we are testing with some of the key experts like you:

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

Q2. What did you NOT like in this product concept?

Q3. Any suggestion to improve this product concept?

Q4. Do you have any comment / concern regarding usage of Vitamin K27 during pregnancy?

Q5a. Assuming the price of this product is ₹ 500 for a bottle of 30 tablets, how likely are you to prescribe / recommend this product to your patients?

Tick one box

<u>Very unlikely</u>	<u>Not Likely</u>	<u>Neutral</u>	<u>Likely</u>	<u>Very Likely</u>

Q5b. To how many of your patients needing calcium supplements would you prescribe / recommend this novel product at the above price of ₹ 500 for a bottle of 30 tablets?

Tick one box

<u>None</u>	<u>Few</u>	<u>Some</u>	<u>Most</u>	<u>Everyone</u>

Q6. What is the right price for a bottle of 30 tablets, which can help you prescribe to Most of your patients, as per your assessment of the differential benefits this novel product offers over the traditional calcium supplements?

₹ _____.

Thanks!