

**Summer Training at  
Delcure Life Sciences**

**Study on The Pharmaceutical Sales of Omega 3, EPA and DHA Products  
and Promotional Strategy**

**By  
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**Under the guidance of  
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**MBA Pharmaceutical Management  
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*School of Pharmaceutical Management*  
**The IIHMR University, Jaipur  
2018**

**CERTIFICATE**

This is to certify that **Mr.C.Vasudeva** has undergone summer training at **Delcure LifeSciences Ltd** from **4<sup>th</sup> April, 2018 to 4<sup>th</sup> June , 2018.**

The candidate himself completed the project assigned to his 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. Sandeep Narula**  
**Associate Professor**

**IIHMR University, Jaipur**

**DLL/HR/Certificate/Internship-2018**

**Date: 09<sup>th</sup> July, 2018**

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. C. Vasudeva**, student of Master of Business Administration program of The IIHMR University, Jaipur, has successfully completed 8 weeks Summer Internship under the guidance of Mr. Ajinkya Dalal - Group Product Manager at Delcure Life Sciences Ltd.

During the period of training from **04<sup>th</sup> April 2018 to 04<sup>th</sup> June 2018**, Mr. C. Vasudeva was found to be sincere, dedicated and committed.

We wish him the very best in all his future endeavours.

**For DelCure LifeSciences Ltd.**



**Shirish Vankudre**  
**GM - Human Resources**

## ACKNOWLEDGEMENT

It's a great privilege that as a part of a summer internship each student was supposed to make a report on a specific topic by collecting primary and secondary data. I choose the topic **study on the market analysis of Omega 3, EPA and DHA products and factors influencing doctors to prescribe.**

First and foremost, I venerate to the God whose mercy, compassion and benediction have guided me in each step during the course of my life and this study as well.

There are so many people who deserve a word of thanks for their part, in one way or other for completion of my summer training. So, I am highly indebted to all those who made it possible for me to mould this study in the form of summer training.

I am especially grateful to **Dr.Sandeep Narula**, Advisor, The IIHMR University, Jaipur, for his constant guidance, support, motivation

I am immensely thankful to Delcure life sciences Ltd. For giving me such a wonderful opportunity to work with them during my summer intern.

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## **ABBREVIATIONS**

EPA-EciosaPentaneic acid

DHA-DocosaHexaenoic acid

RCPA- Retail chemist prescription audit.

LF-Lactation Failure

NBF- Not Breast feeded babies

PEM-Protein energy malnutrition

AD- Atopic Dermatitis

PD-Phrynoderma

FD-Fetal development

## EXECUTIVE SUMMARY

Omega3 is essential fatty acids obtained from fish, Salmon is the major source and other cold-water fish that are very helpful in decreasing cholesterol and LDL (low-density lipoproteins) in the blood.

Omega 3 EPA and DHA is very essential in development of babies and other age group patients starting from infants in few conditions such as NBF Babies, Lactation failure, atopic derma, Phrynoderma, brain development and preterm the target audience are of doctors to know about indications and other parameters and also chemist in same area (Bangalore) to know about various brands in local market and their sales and stock in each chemist shop and also a leading prescribers in that local area.

The project assigned was market research on Omega 3 EPA and DHA in Bangalore the primary objective being,

1. To identify the tough competitors in local market assigned (Bangalore).
2. To know about which indications doctors are prescribing.
3. To identify for which age group doctors are prescribing Omega 3, EPA and DHA.
4. To identify what factors influence doctors to prescribe Omega 3, EPA and DHA. The project was characterized into three categories.

First stage was of collecting data through RCPA (Retail Chemist Pharmaceutical Audit) by using semi structured questionnaire followed by collection of data from pediatricians in the second stage and third stage is of data interpretation using M.S.Excel.

The sample size is of 100 doctors and 100 chemist.

**Key words:** - Preterm, Lactation failure, Phrynoderma, Atopic derma, brain development

## COMPANY PROFILE



Delcure Life Sciences Ltd is the one of the largest Indian company among fast growing. Delcure Life Sciences Ltd. (DLL) is a full scale pharmaceutical company with an aim to bring differentiated high quality products through international collaboration with innovator companies from the USA, Switzerland, and European countries. High quality products are assured from our manufacturing partner of high repute. Located in Thane, Maharashtra.

### Vision

“To become the most respected, uniquely positioned leading pharmaceutical company in the chosen areas or speciality verticals in India and abroad with distinct value based characteristics”.

### MISSION

To become most preferred pharmaceutical company for the medical practitioners using products and services of DLL

Delcure life sciences have two division Delvoice and Winspire

Delvoice is the second division of DLL launched in Aug'2013 Delvoice is a multispecialty division with a focus towards Orthopedics, Gastroenterologists and Consulting Physicians

**Delvoice** is credited in bringing innovative new products which are new to the country and also technologically superior

DLL started marketing operations in the field from June 2013. The first Division was launched with 300 team members in Pediatrics, ENT and Chest specialties.

This Division has products with differentiated technology, “**Fast Absol**” in all Tablet range and “**KuraFast**” in all dispersible Tablets, which will lead to faster onset of action and thus faster relief.

Delcure Life Sciences Limited, has entered into strategic long term manufacturing collaboration with **Akums Drugs & Pharmaceutical Limited** country's largest formulation manufacturer, known for state of art facility & capable of manufacturing all dosage forms of high quality medicine.

**AKUMS DRUGS & PHARMACEUTICALS LTD**, Haridwar, (India), is an internationally recognized **WHO-GMP** certified and one of the leading contract manufacturing pharmaceutical companies of India

They have a technology such as Fast Absol, sportine technology and Solphilic H.

#### **INTERNATIONAL PRESENCE**

Company already has four international collaborations mentioned below

Pharmabased, Switzerland

Helixor Germany

Cymbiotics, USA

Amarillo Biosciences, USA

#### **AWARDS AND RECOGNITIONS**

1. World's greatest brand
2. Most impactful health care leader
3. The 30 most admired companies of 2017
4. Brand of the year 2015

They have the key specializations in area such as

Pediatric segment

Gynecology segment

Ortho segment

Neurological segment

## INTRODUCTION

Omega3 is a class of essential fatty acid found in fish oil, majorly from salmon and other cold-water fish, they are very helpful to decrease cholesterol and LDL (low-density lipoproteins) in the blood .Omega 3 is a fatty acid linked to healthy aging life .Omega3 EPA and DHA are very essential in **fetal development(FD)**, **CVS functioning** and also EPA and DHA is very essential in **weight management peripheral artery disease**. Omega 3 EPA and DHA is very essential in **brain development in babies generally 2 years** of time period and the stage is called as primary growth phase for humans the brain development continues through childhood and adolescence. Omega 3 EPA and DHA are essential in weight gaining at every age group also used as nutritional supplement. Omega 3, EPA and DHA is generally given in conditions of **Preterm, malnutrition, (PEM) Protein- Energy-Malnutrition, phenoderma, atopic derma, brain development, (NBF)Not breast feed babies and lactation failure**. **Pre-term** is a condition of early birth of the baby where a baby is born before 40 weeks whereas normally baby is born at 40weeks of pregnancy cycle or it is also called as premature babies where generally problems such as breathing ,feeding, cerebral palsy, developmental delay, hearing and vision problems. As per WHO defines **malnutrition** as a cellular imbalance of protein and energy and the body's demand for them to ensure growth, maintenance, and specific functions. The term **PEM** is only apply able for group of disorder such as marasmus, kwashiorkor and intermediate stage of marasmus and kwashiorkor when there is inadequate intake of protein and calories and is characterized by emaciation is called as marasmus. The inadequate protein intake with reasonable caloric (energy) intake and term is called as Kwashiorkor. Edema is found in Kwashiorkor where not in Marasmus. A distinctive form of follicular hyperkeratosis associated with nutritional deficiency this term is called as Phrynoderma. Characteristic skin Lesions are hyperkeratotic papules that first appear on the extensor surfaces of the extremities, shoulders, and buttocks. **Atopic dermatitis (AD)**, also called as **atopic eczema**, is a type of skin inflammation (dermatitis). It rise to results in itchy, red, swollen, and cracked skin. Clear fluid may come from the affected areas, which often thicken over time. This condition typically starts from childhood with changing severity over the years. **Agalactia** or **Agalactorrhea**, is a condition which is also known as **lactation failure**. In this condition where there is a complete failure of lactation or improper production of milk or less production of milk. **NBF** is a condition where few mothers are not able to give breast milk to their baby in conditions such as a mother infected by STD”S.

## PROBLEM STATEMENT

The field force play a major role in moment of a molecule or product in market .The field force face a major challenge in attracting existing and new customer .The requirement of product from one customer to another customer varies widely. The project work is mainly to understand the tough competitors and requirement of prescribers and plan the effective strategy for product.

## **REASERCH QUESTION**

1. Which are the top brands selling in the market?
2. What are the stock level maintained in chemist shop for every brand?
3. What indications the doctors are prescribing Omega 3 EPA and DHA?
4. What age group is been given omega 3 EPA and DHA?
5. What are the developmental attributes prescribers observe to prescribe the brand?
6. What are the challenges faced by doctors while prescribing Omega 3 EPA and DHA products at patient and mothers level?
7. How can a company partner up with pediatricians?
8. What are the attributes influences doctors to prescribe Omega 3 EPA and DHA products?
9. What are the activities influences doctors to prescribe the product?

## **OBJECTIVES**

1. To know about the various brands of Omega3 EPA and DHA and their dosage forms in the market.
2. To know the stock level in chemist shop of each brand.
3. To know at which indications doctors are prescribing omega 3 EPA and DHA.
4. To know for which age group omega 3 EPA and DHA is given.
5. To know the developmental attributes observed by doctor while prescribing for patients.
6. To know about challenges faced by doctors while prescribing Omega 3 EPA and DHA products for patients.
7. To now how can a company partner up with Doctor.
8. To know factors influencing doctors to prescribe Omega 3 EPA and DHA products.
9. To know activities influences doctors to prescribe Omega 3 EPA and DHA products

## **LIMITATIONS**

Only pediatricians are taken as a target audience.

## REASERCH METHODOLOGY

**1. REASERCH METHOD:** - Descriptive research design is used to study the top brands existing in market, their sales and stock as well as to know about indications at which it is prescribed, age group and factors influencing for prescribing those brands. Semi structured questionnaire is used as tool for collecting data.

**2. SAMPLE SIZE:** - 100 chemist and 100 pediatricians

**3. SAMPLING TECHNIQUE:** - A part of sample represents the population based on Random sampling method sample was collected.

**4. COLLECTION OF DATA:-**Based on the requirement the primary data is collected through semi structured questionnaire a secondary data through as various journals and articles from internet.

**5. SAMPLE DESIGN:-**

**a) SAMPLING UNITS:** - Chemist and Pediatricians from Bangalore city.

**b) SAMPLING AREA:** - Bangalore

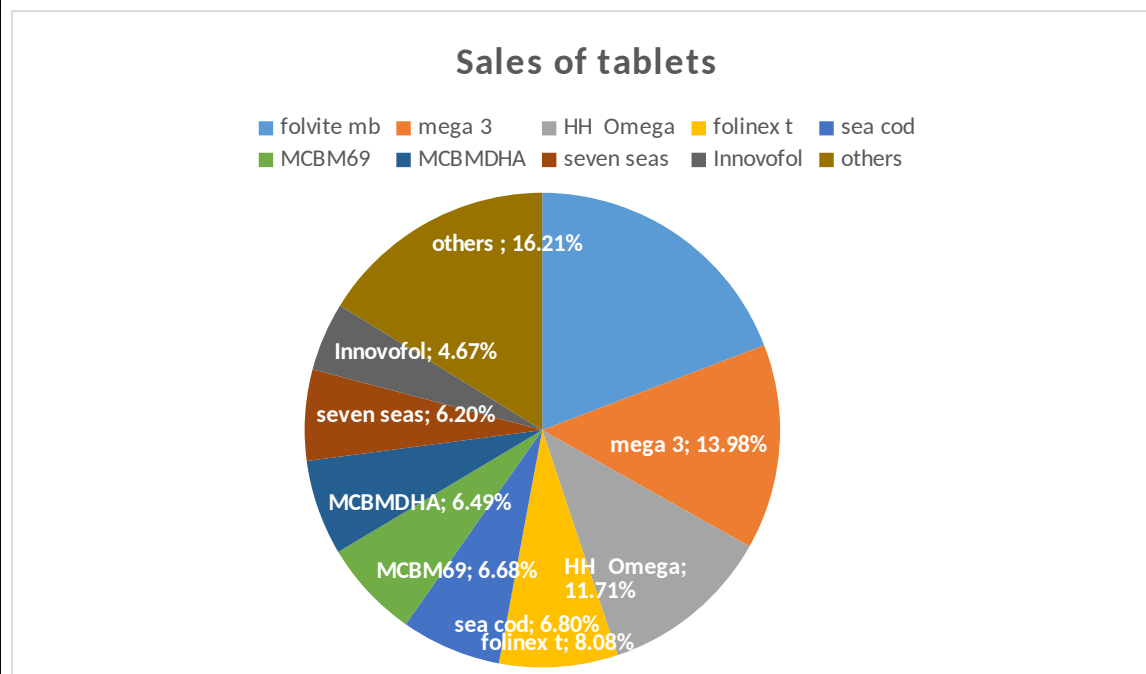
**c) SAMPLING TYPE:** - Random sampling

**d) TIME:** - 4<sup>th</sup> April to 4<sup>th</sup> July

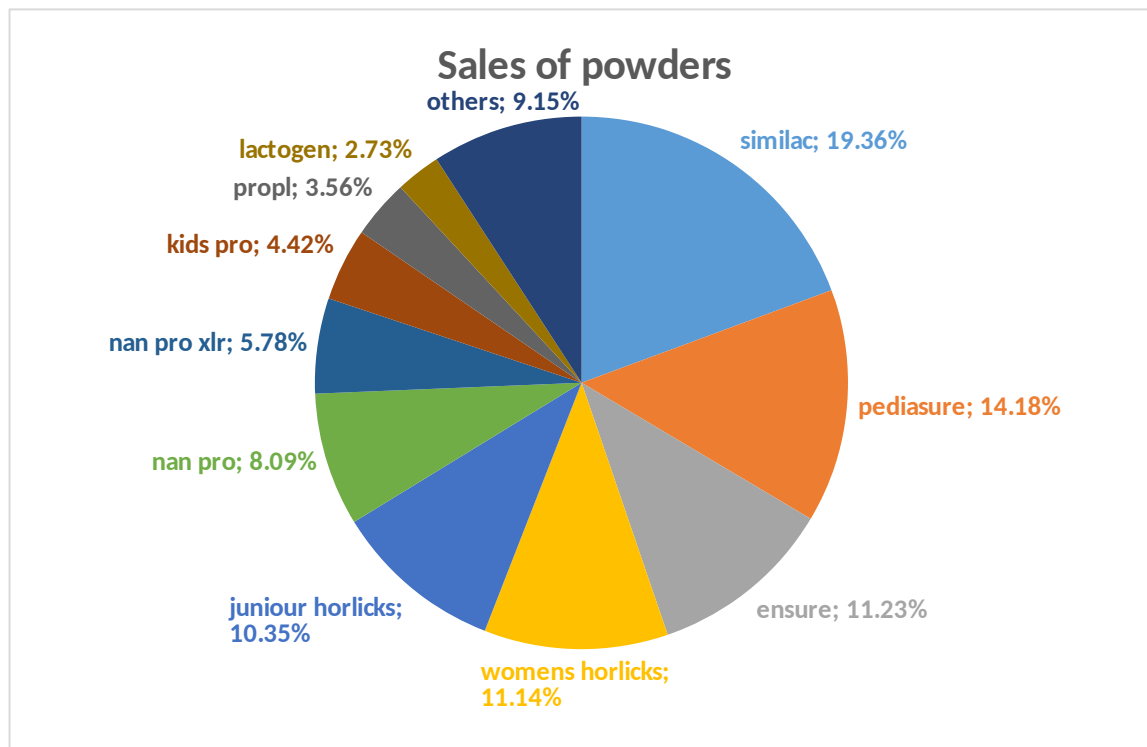
**6) SCOPE OF STUDY:-** To know the major competitors in the market, also to know at which indications doctors are prescribing the Omega 3 EPA and DHA for pediatric patient and for which age group and what all the factors influences doctors to prescribe the product.

## DATA PROCESSING AND ANALYSIS

1. What are the brands of Omega 3 EPA and DHA sold in the market of Bangalore?

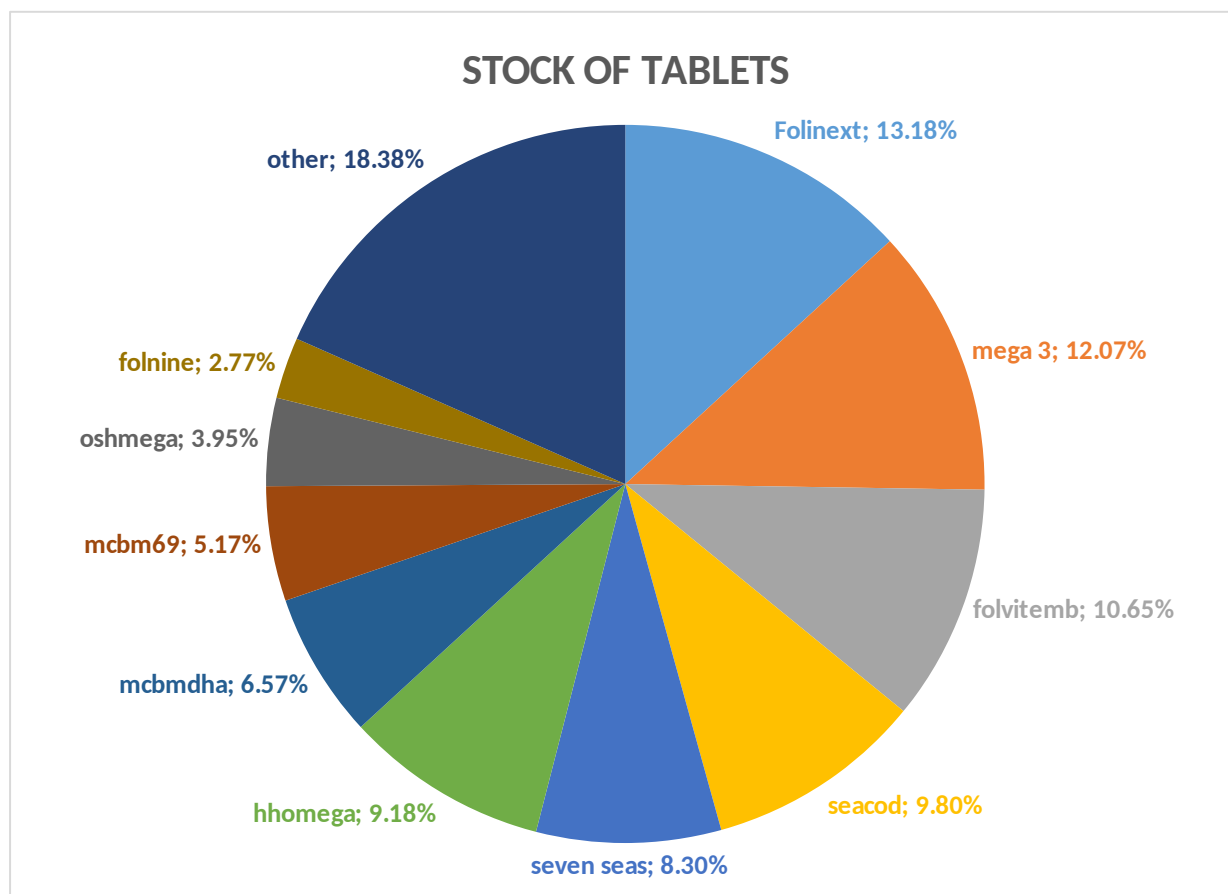


**INFERENCE:-** The above stated data says that the major selling brands in tablets are Folvite MB of 19% (1231 strips), Mega 3 of 14% (898 strips), HH Omega of 12% (752 strips), folinex of 8% (519 strips), Seacod 7% (437 bottle 100 tablets in a bottle), MCBM69 of 7% (429 strips), MCBMDHA of 6% (417 strips), seven seas of 6% (398 strips), innovofol 5% (300 strips) others include epiot(45 strips), gemsoline D3 max (3 strips), multicore(20 strips), Galx(25 strips), allesca(70 strips), Oshmega(145 strips), coq(6 strips), absolute3z(2 strips), folinal(185 strips), stiaphro(30 strips), diaphro(40 strips), folfive(77 strips), docosa fm(7 strips), triple omega(20 strips), vegan(20 strips), folnine(171 strips), duph stone(40 strips), instaimmune(9 box), folcep(46 strips), ucbiq(2 strips).

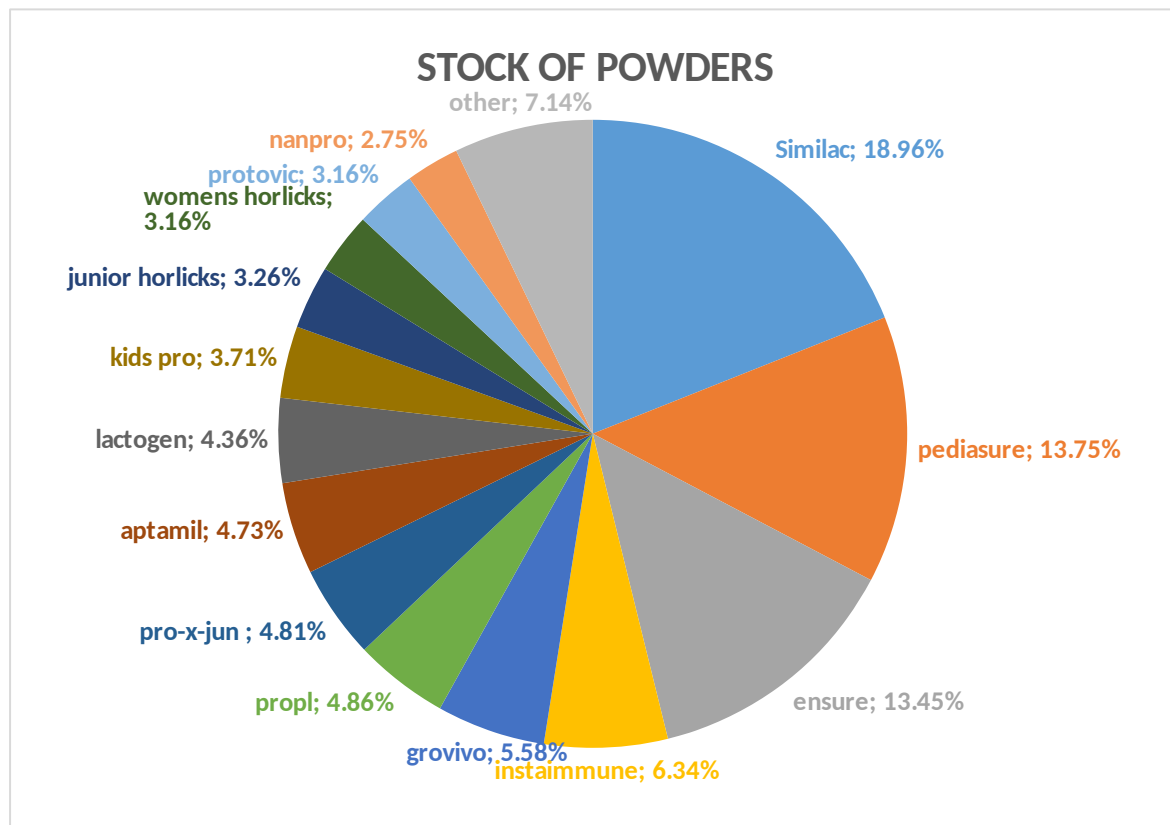


**INFERENCE:** - The above stated data says that the major selling brands in powders are similac of 19 % (1409 boxes), pediasure of 14 % (1032 boxes), ensure of 11% (817 boxes), women's Horlicks 11% (811 boxes), junior Horlicks 10% (753 boxes), nan pro 8% (589 boxes), nan pro xlr of 6% (421 boxes), kids pro of 5% (322 boxes), propl of 4% (259 boxes), lactogen of 3% (199 boxes), others include simmom (182 boxes), grovivo (28 boxes), macpro (24 boxes), Aptamil (157 boxes), GRD (44 boxes), immunobooster (9 boxes), protovic (62 boxes), Protein-X-Junior (105 boxes), ERG (10 boxes), Nuture (40 boxes), DRX (6 boxes).

2. What is the stock rate of Omega 3 EPA and DHA in the chemist shop?

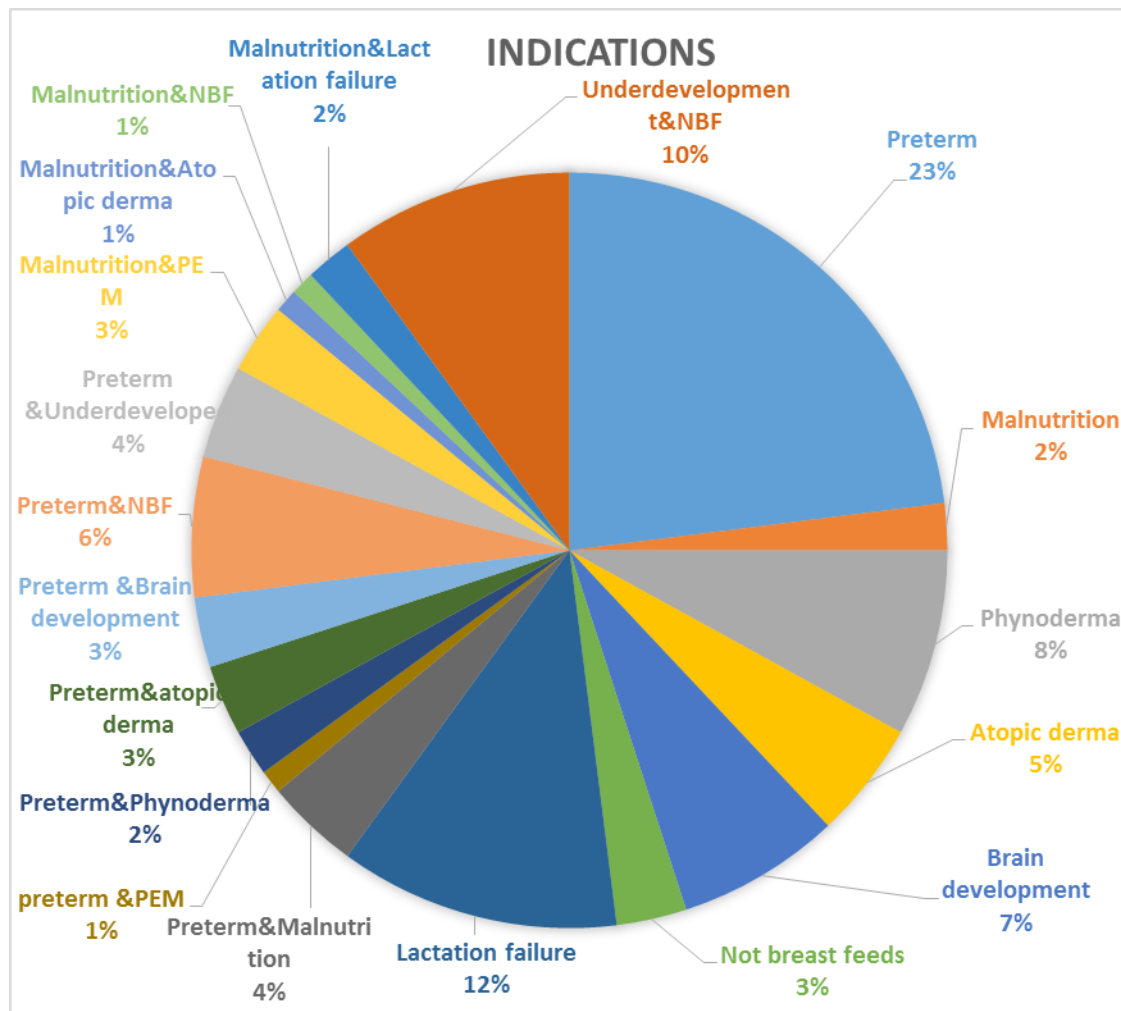


**INFERENCE:-**Folinext of 13% ( 510 strips),mega 3 of 12%(467 strips),Folvite MB 11%(412 strips),sea cod 10%(379bottel),seven seas 8%(321 strips),HH omega of 9%(355 strips),MCBMDHA of7%(254 strips),MCBM69of 5%(200 strips),Oshmega of 4%(153 strips),folnine of 3%(107strips),others of 18% include epiot(40strips),multicore(60 strips),triple omega(30strips),gemsoline(10 strips),vegan(40strips),Galx(10strips),Folinal(83strips),Folcep(36 strips),COQ(2 strips),Innovfol(10 strips),allesca(78 strips),absolute3Z(13 strips),Drpuh stone(60 strips),Ucbiq(2 strips),folomega(10 strips),docosa fm(10 strips),stiaphro(60 strips),diaphro(70 strips).



**INFERENCE:-** Similac of 19%(757 boxes),pediasure of 14%(549 boxes),ensure of 13%(537 boxes),instaimmune of 6%(537 boxes),grovivo of 6%(223 boxes),propl of 5%(194 boxes),pro-x-junior(192 boxes),Aptamil of 5%(189 boxes),Lactogen of 4%(174 boxes),kidspro of 4%(148 boxes),junior Horlicks of 3%(130 boxes),women's Horlicks of 3%(126 boxes),protovic 3%(126 boxes),nanpro of 3%(110 boxes), others include Drx(7 boxes),nanpro xlr(74 boxes),GRD(56boxes),nuture(29 boxes),immune booster(3boxes),simmom (82 boxes),macpro(28 boxes),ERG(6 boxes)

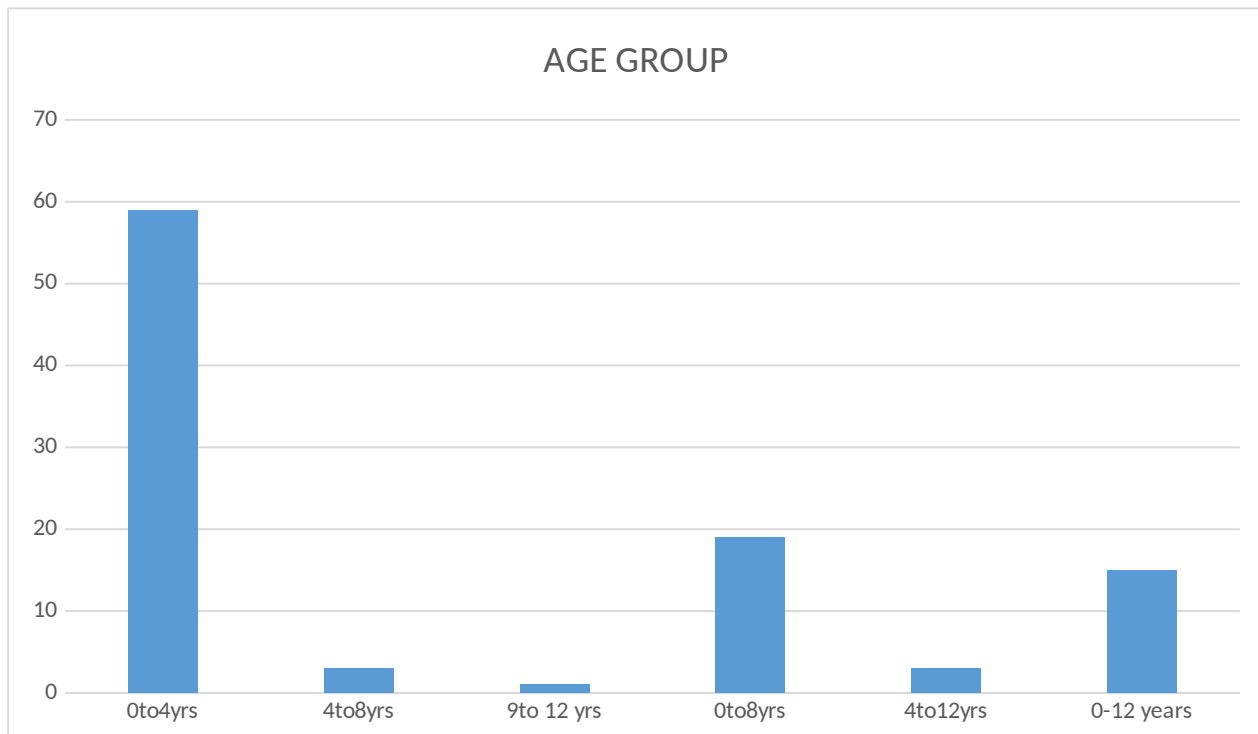
3. Which are the indications doctors are prescribing Omega 3 EPA and DHA for pediatricians?



**INFERENCE:-** Doctors are prescribing Omega 3 EPA and DHA for patients in the following condition

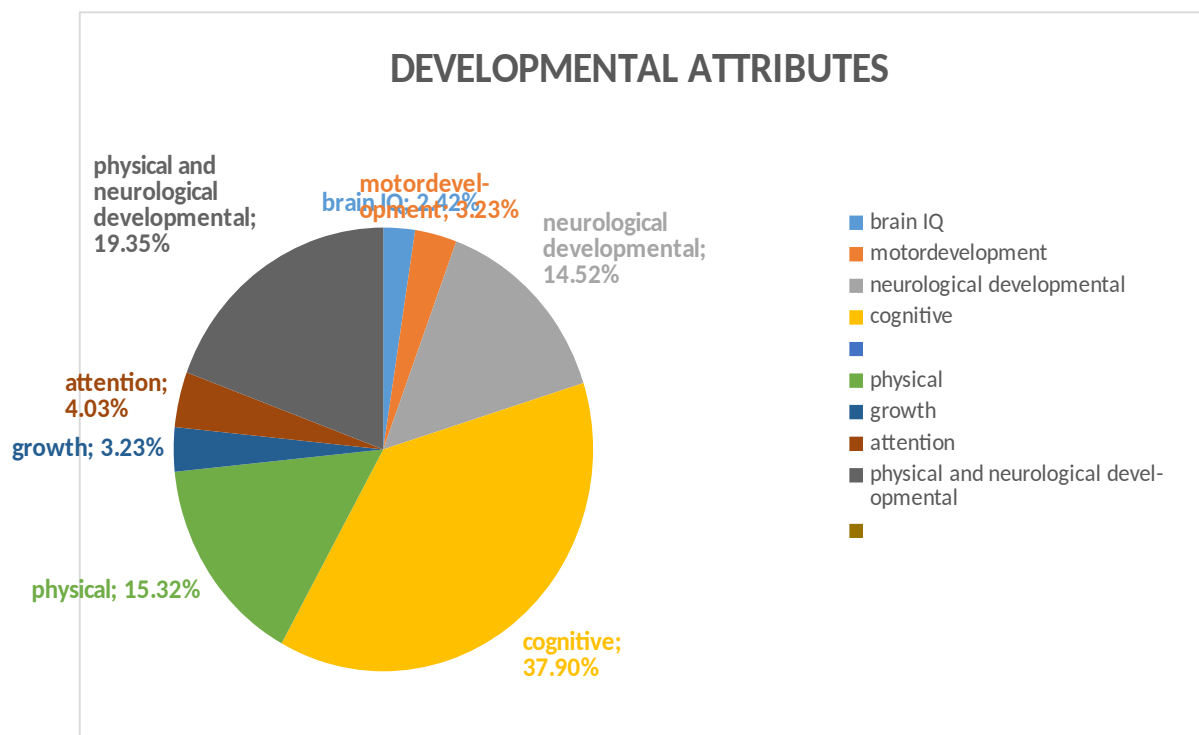
Preterm, malnutrition, protein energy malnutrition, Phynoderma, atopic derma, brain development, Non breast  
 feeded, lactation failure, underdevelopment.

4. Which age group patients are given Omega 3, EPA and DHA?



**INFERENCE:** - The above represented data represent the age group about Omega 3 EPA and DHA given for patients.(0-4yrs,4-8yrs,9-12yrs,0-8yrs,4-12yrs,0-12 yrs.

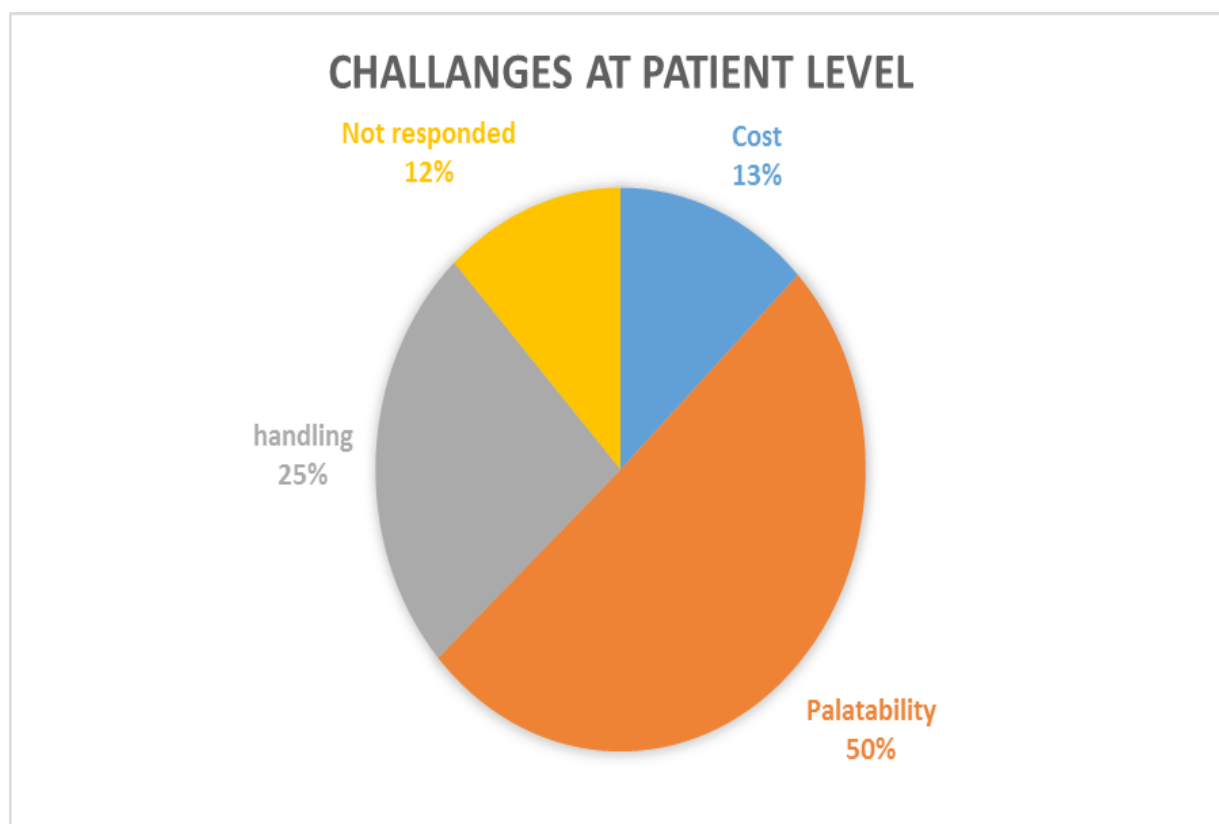
5. What are developmental attribute doctors mainly observe while prescribing the Omega 3 ,EPA and DHA for patients?



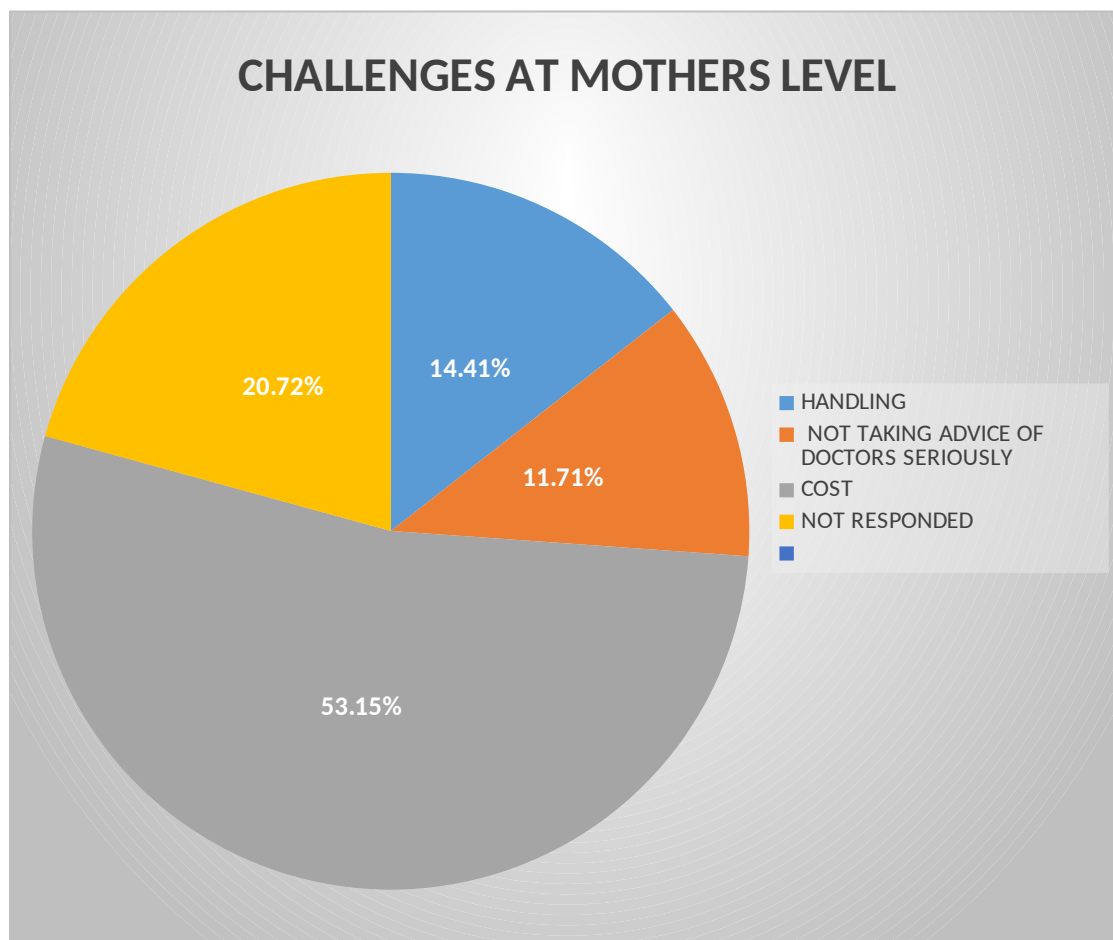
**INFERENCE:-** The above stated data represent the developmental attributes observed by doctors while prescribing brands are as follows 3% of brain iq,3%of motor development,15%of neurological

development,38% of cognitive development ,15% of physical development,3%of growth,4%of attention,19% of physical and neurological development.

6. What are the challenges faced by pediatrician while prescribing the omega 3 EPA and DHA at patient and mothers level?

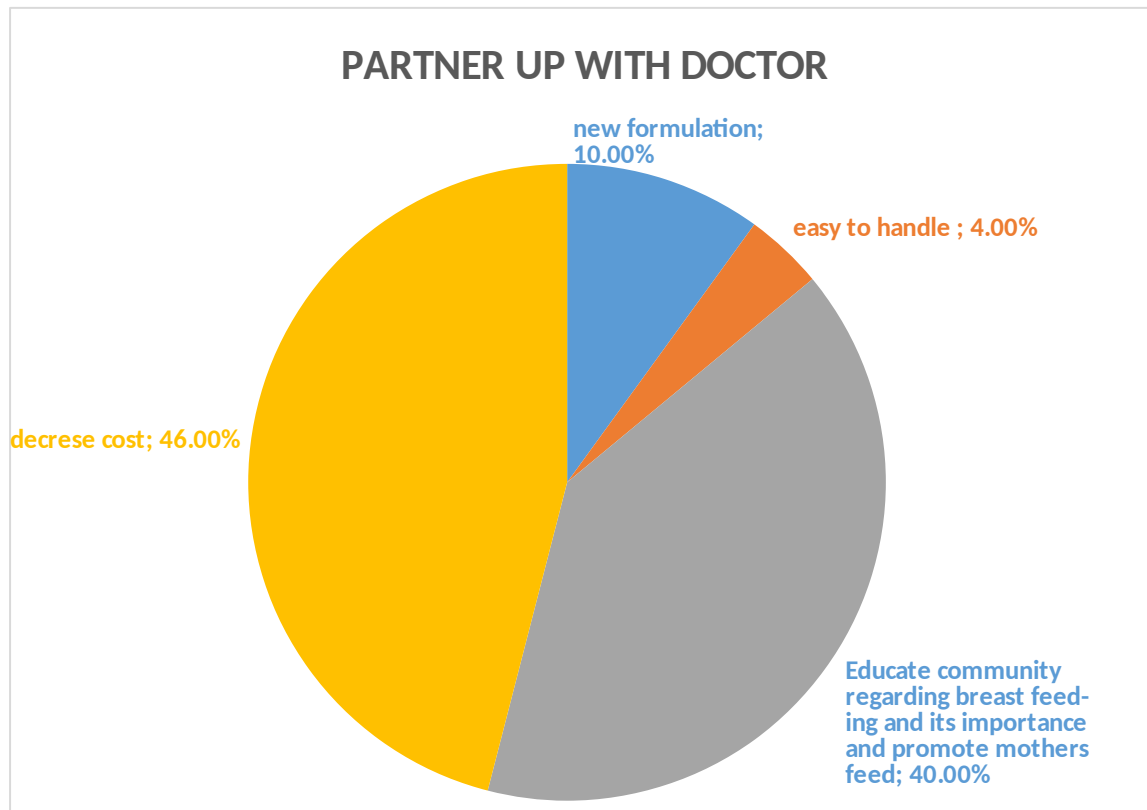


**INFERENCE:-** The above stated data represents the challenges faced by doctors while prescribing Omega3 ,EPA and DHA at patients level are as follows 13% of cost,50% of palatability,25% of handling and 12% of doctors don't respond



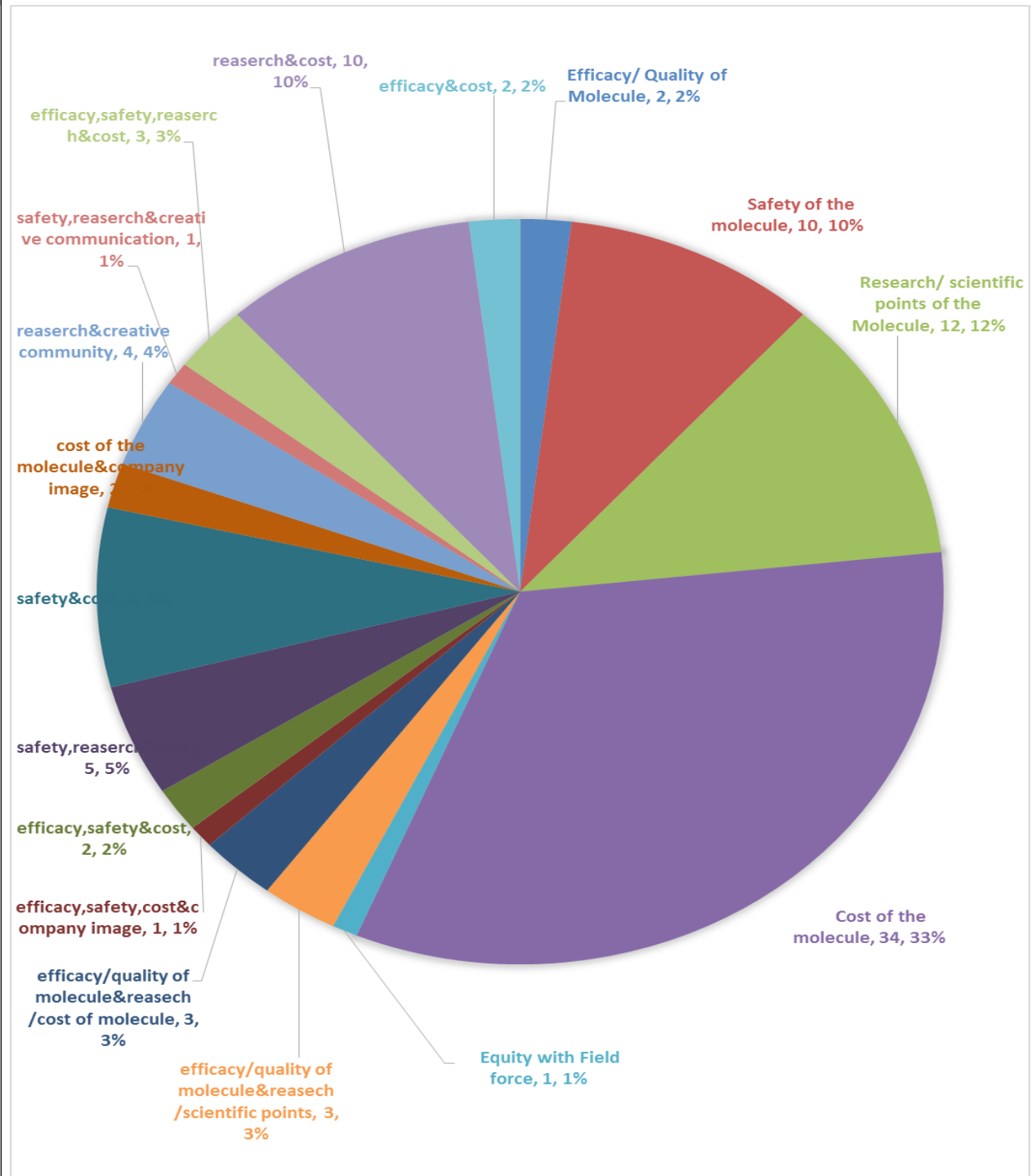
**INFERENCE:-** The above stated data represents the challenges faced by doctors while prescribing omega 3,EPA and DHA for pediatrics patient at their mother level are as follows 14%of handling,12% of mothers not taking doctors' advice seriously,53% of cost and 21% of them dint respond.

7. How can a company partner up with doctor?



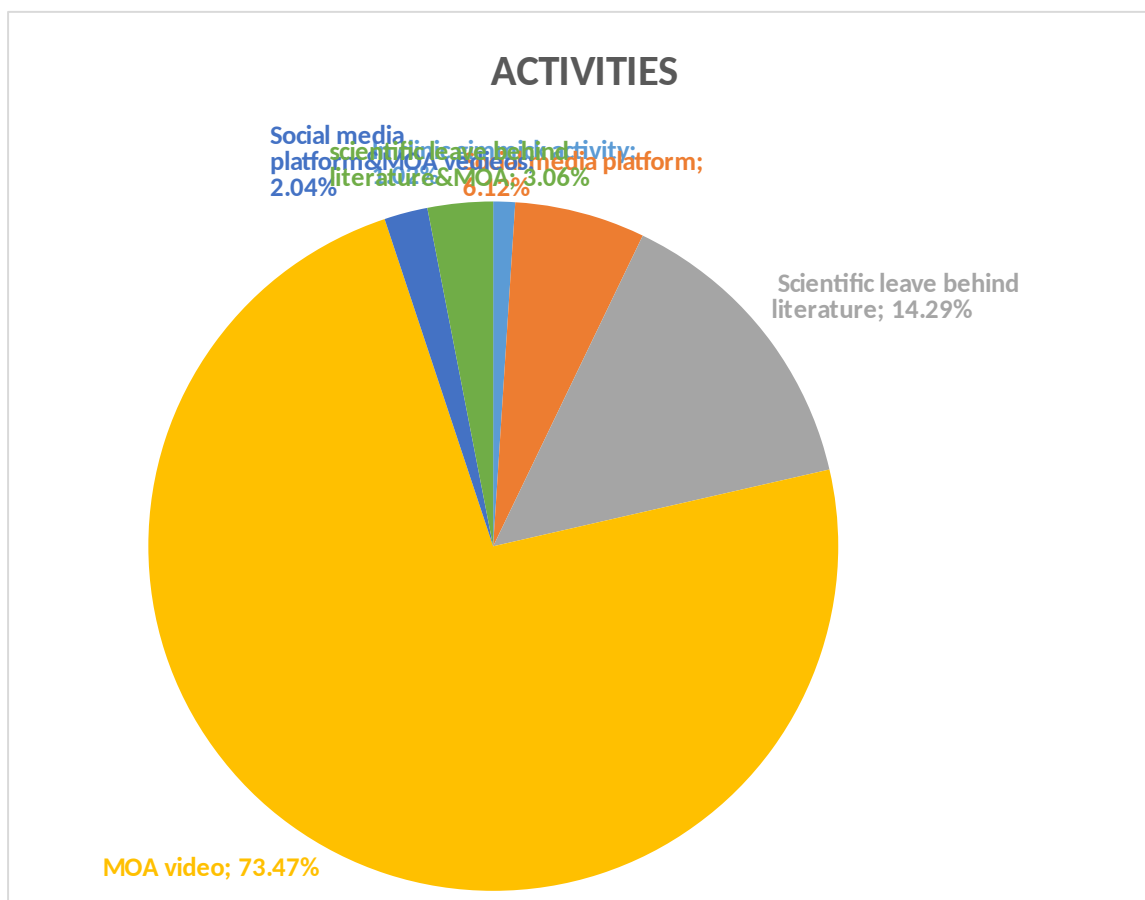
**INFERENCE :-** The above stated data represents the factors which doctors consider to partner up with company are as follows 46% decrease cost, 10% of new formulation, 4% of easy to handle and 40% of Educate community regarding breast feeding and its importance and promote mothers feed

8. What are the attributes influences doctors to prescribe Omega 3 EPA and DHA products?



**INFERENCE:** - The above stated data represents the factors influencing doctors to prescribe the product.

9. What are the activities influences doctors to prescribe the product?



**INFERENCE:** - The above stated data represents the activities that influences doctors to prescribe the product.

## CONCLUSION

Omega 3, EPA and DHA are a very essential health supplements which are available from fish liver oil. Omega 3, EPA and DHA are very essential for growth, development of neurological, skin treatment, malnutrition, protein energy malnutrition, not breast feeded baby ,preterm babies ,anti-inflammatory action, anti -depression, lowering of blood pressure, improvement in brain function eyesight and etc.

The study is being conducted among 100 pediatricians regarding the prescribing habit of Omega 3, EPA and DHA and factors influencing them to do. Majorly at conditions such as preterm, NBF, PEM, malnutrition and also doctors look after cognitive development involves emotions,speaking,listening,reading neurological and physical development ,motor developments and brain IQ.

On the other side the market study was conducted side by side to know about major competitors in market in 100 chemist shop. The survey conducted at area Whitefield the potential prescriber is Dr. Manjunath, Dr. Chetak where as in varthur area the potential prescribers are Dr. Suma and Dr. Ravi, in the area of Hosakote the potential prescribers are Dr.Dasegowda (General physician) and Dr. Arvind.

The tablets are majorly moving through floating and pediasure is also going through floating and similac is top selling pediatric product in the market and other products such as nanpro, nanpro xlr, simmom, PROPL,GRD Kids pro etc.

## Recommendations

- 1 There are no liquid dosage form in market so company should more focus towards Liquid dosage form. The combination of Omega 3, EPA and DHA along with multivitamins makes the product unique.
2. There are no combination of Omega3 EPA and DHA found in market only products consist on of them so company should add 3 of the constituents,
3. Majority of patient's problem is palatability so formulation should be flavored because multivitamins and Omega 3 EPA and DHA products are not easily palatable due to noxious smell and taste.
4. The handling of products is difficult so the filler system should be replaced by metered dose which makes accurate measurement of dose and handling would be easier.
5. For the better reaching of doctors the Docplexus medium should be used.

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