

**Summer Training at
Delcure Lifesciences Ltd, Delhi**

**Study on Competitions and Promotional Strategies for Omega-3 Products
in Delhi**

**By
Ayush Kumar Tiwari**

**Under the guidance of
Dr. Saurabh Kumar**

**MBA Pharmaceutical Management
2017-2019**

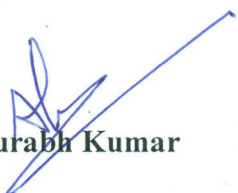

School of Pharmaceutical Management
**The IIHMR University, Jaipur
2018**

CERTIFICATE

This is to certify that **Mr Ayush Kumar Tiwari** has undergone summer training at **Delcure Life sciences Ltd** on **'To identify Competitions and Promotional strategies for Omega3 in Delhi'** from 4th April 2018 to 4th June 2018.

The candidate himself completed the project assigned to him during 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

Associate Professor

IIHMR University

Pharmaceutical Management



Dr Sandeep Narula

Dean-In-Charge

IIHMR University

Pharmaceutical Management

DLL/HR/Certificate/Internship-2018

Date: 09th July, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Ayush Kumar Tiwari**, 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 **04th April 2018 to 04th June 2018**, Mr. Ayush Kumar Tiwai 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:

I would like to express my sincere gratitude to **Mr.AjinkyaDalal(Senior Product Manager)**for providing me an opportunity to learn and develop professionally.

I am extremely thankful to my Project Mentor **Mr.Rampravesh,AreaManager,Delvoice(DelcureLifescience Ltd.)** for his valuable suggestions and support throughout the study, greatly eased my task of completing this work.

I would like to express my deep sense of gratitude for my Academic mentor and Intern coordinator **Dr Saurabh Banarjee, Associate Professor, IIHMR University, Jaipur, Rajasthan.** I am greatly indebted to them for providing their guidance at all stages of the study, their constructive suggestions and continuous encouragement helped me to complete this project.

I am very much indebted and thankful to all the Doctors and Chemists for their participation and cooperation. I would like to thank my family for supporting and standing with me in successfully completing the project. At last but not least most importantly I am thankful to the God who is the creator and director of all that initial and final modes to reach the destiny.

AYUSH KUMAR TIWARI

Declaration:

“I hereby declare that this Summer InternProjectentitled**“A Study on Understanding Competition and their Promotional Strategies for OMEGA-3 Products in DELHI”** submitted to IIHMR University,” Jaipur in the partial fulfillmentof the requirements for the award of degree of MBA” Pharmaceutical Management” is a bonafide and genuine study carried out by me under the esteemed guidance of **“Dr.SandeepNarula**, Associate Professor, IIHMR University Jaipur”. The extent of information gathered in the study is discussed in this Project report. This work is original and confidential.”

AYUSH KUMAR TIWARI

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Company Profile



DelcureLifesciences Limited was found in 2013. It too had a modest beginning with the manufacturing of ethical pharmaceutical preparations. Mr. Prashant Pathak's perseverance and leadership was to take DelcureLifesciences Ltd from its modest start to its successful track as a leading name and a bright star in the pharmaceutical industry.

Delcure lifesciences Limited is a healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities that are at par with international standards. All this, greatly backed by a strong distribution network and research work has placed us amongst India's fast growing healthcare organizations.

Delcurelifesciences Ltd. has two divisions-Winspire and Delvoice. Winspire division has operations in Paediatrics, ENT and Chest specialities while Delvoice is the 2nd division with a focus towards orthopedics, Gastroenterologists and consulting physicians. DLL has products for Pain management, nutritional, GI, anti-infective, bone and joint health and neuro. Some of the top brands from the company are Delpocal-DH, Tolnim-D, Stifease, Hexagab-plus, Factus, Ulitop, Titbit, Vicora etc.

Winspire division was launched in June 2013 while Delvoice division was launched in August 2013. Insights success has given award of Most trusted brand 2018 to DLL.

DLL has taken an initiative to give respect to doctors who are necessary part of society. The initiative was named as "Honor your Doctor".

Vision:

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

Purpose, Culture and Value at DelCureLifeSciences:

“At DelCureLifeSciences, we strongly believe in promoting the purpose of Happiness and creating the culture of Helpfulness for DLL family members and the society, with the learning from Mother Nature, promoting sustainability and augmenting life with growth. We firmly believe in value of Truthfulness.”

The Visionary:

“The company was envisioned by pharma veteran Mr.Prashant Kumar Pathak. An inspiring and visionary leader has approximately three decades of rich experience in pharmaceutical industry in Sales & Marketing, International Business, and Supply Chain Management & Operations.” Mr.Pathak served as Chief Executive – Global Formulations with RPG Lifesciences and Senior Director – Sales & Marketing with Dr. Reddy’s Laboratories.He has well-rounded experience of running business arms in APAC, Central & Latin American countries & Africa. During his professional career he has managed large number of in licensing assignments and brought new products to India and has been instrumental in collaborating with institutions of repute in the country and USA.”

Has been guide & mentor to many successful industry leaders and therefore, has created a highly competent top management team in DelcureLifesciences.

Culture:

“Delcure in its infantile stage, considers each and every employee as its founders and its employees take pride and sense of responsibility in making Delcure as a workplace committed to “**Helpfulness**” &“**Hapiness**”.

Diversity:

“The employees coming from different culture and background create Work force diversity”. The diversity also reflects in the thoughts and ideas which in turn helps in making unique strategies and working style.”

Inclusiveness:

“At Delcure we believe that every employee unique and different individual .Therefore everyones opinion is valued. Every single employee is encouraged to put forward the ideas and feedback is taken every 30th, 60th and 90th day of their joinning.”

Career Enrichment:

“In Delcure more emphasis is given to Training & Coaching. With different tools , every individual is exposed to self assesment and is encouraged to take guidance to shape their career.”

Community:

“Delcurians are well connected through various networks. You may find them on Facebook,Twitter , Linkedin& Google+.” It enables them sharing of ideas, seeking guidance and helping across the globe.”

Manufacturing collaborations-

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

International collaboration-

“Company already has four international collaborations mentioned below:

- “Pharmabase, Switzerland”
- “Helixor, Germany”
- “Cymbiotics, USA”
- “Amarillo Biosciences, USA”

“Vit D3 from Pharmabase and Helixor products are shortly will get added to the product portfolio of the company.”

Study Rationale

By assessing the competitors in market, pharmaceutical companies make promotional strategies. These promotional strategies are key motivator for future growth and innovations. It determines how a profit based enterprise will further place its position in the market. By understanding and assesment of competition in the industry, pharmaceutical industry can determine and frame the promotional strategies for them.

By collection of specific database from Doctors and pharmacist as a respondents the competition can be tracked.

Objectives

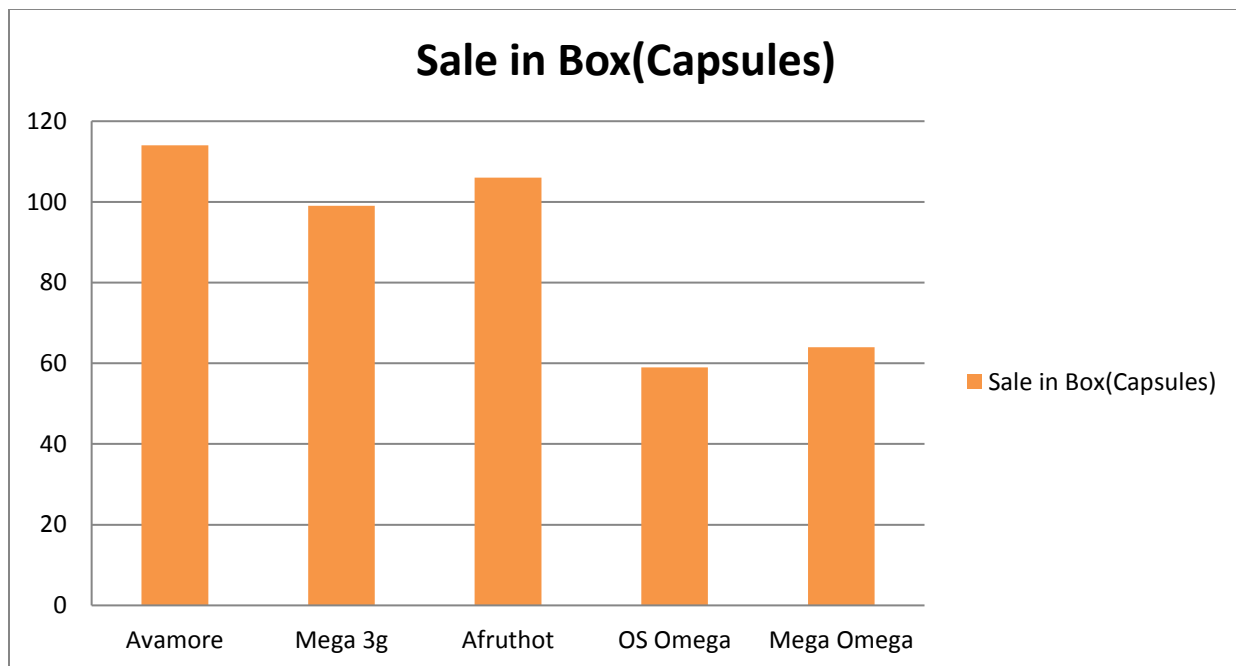
- To identify and assess the competition of Omega-3 products.
- To evaluate the promotional strategies for Omega-3 products.

Methodology

- **Study design:** Descriptive Study
- **Sampling:** Simple Random Sampling
- **Sample population:** Chemists and Paediatric Doctors
- **Sample area:** Delhi
- **Sample size:**
 - ✓ Chemists : 100
 - ✓ Doctors : 100
- **Collection of Data:**
 - ✓ **Separate questionnaire based survey for Doctors and chemists**
- **Time Period:** 60 days
- **Data Analysis:** The data from Chemists and Doctors has been drawn and has analyzed using MS-EXCEL and interpreted.

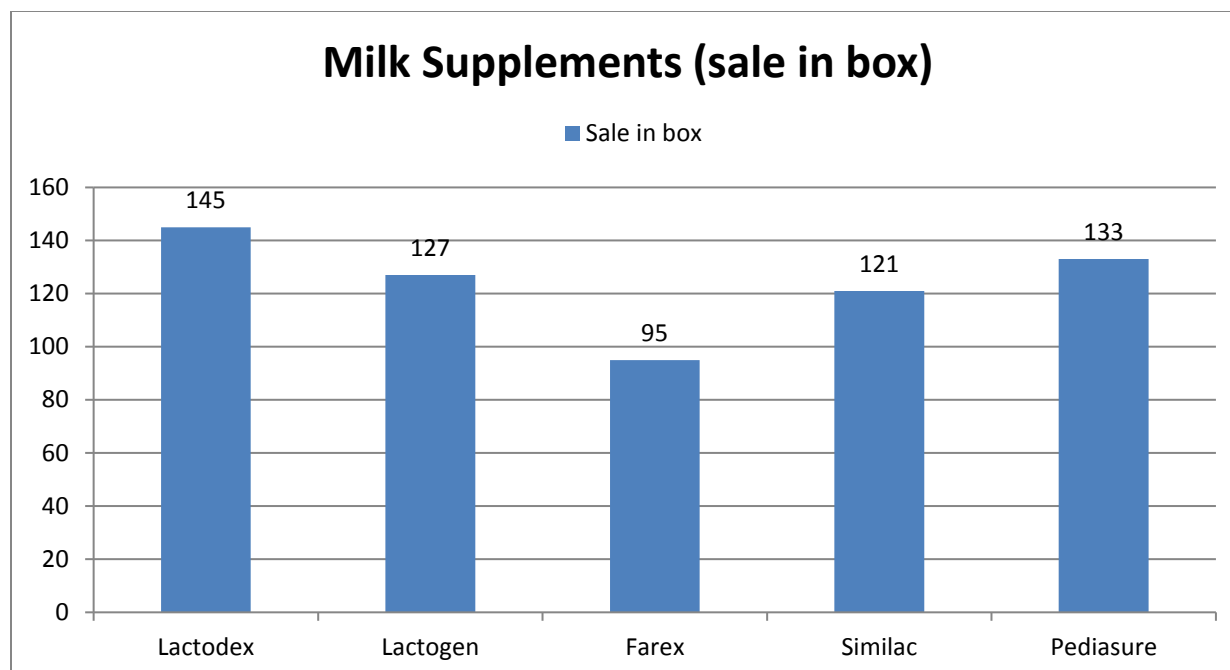
Findings-

- From survey I observed that sale of Avamore was 114 per month, whereas Sale of Afruthot was 106 per month ,Sale of Mega 3g was 98 per month, Sale of Mega omega was 64 per month and Sale of Os omega was 59 per month respectively.

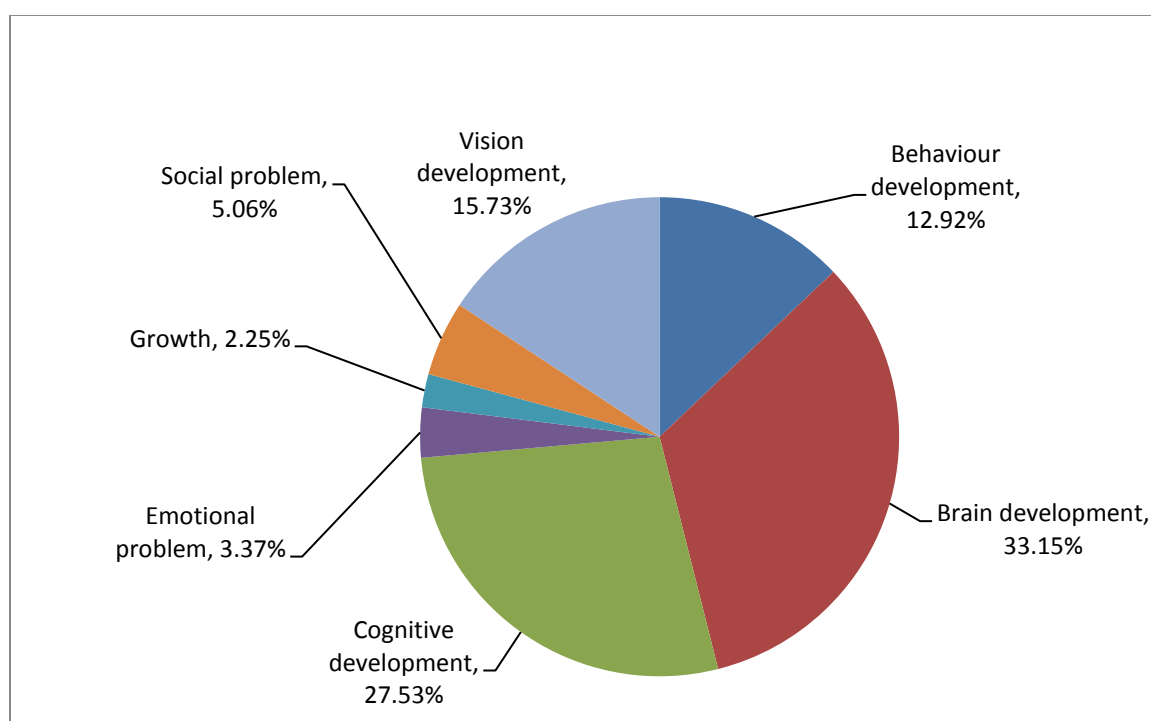


So following brands are the Top 5 competitors of Omega3 in Capsule dosage form-

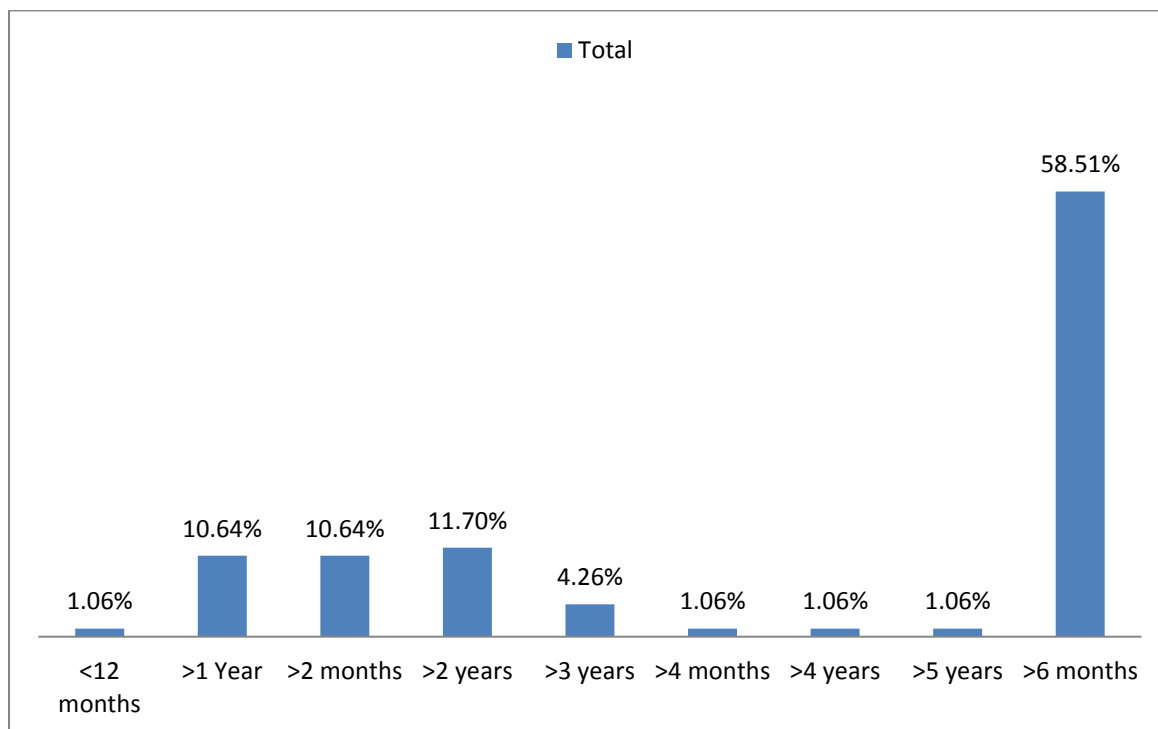
- Avamore
- Afruthot
- Mega-3g
- Os-omega
- Mega-omega



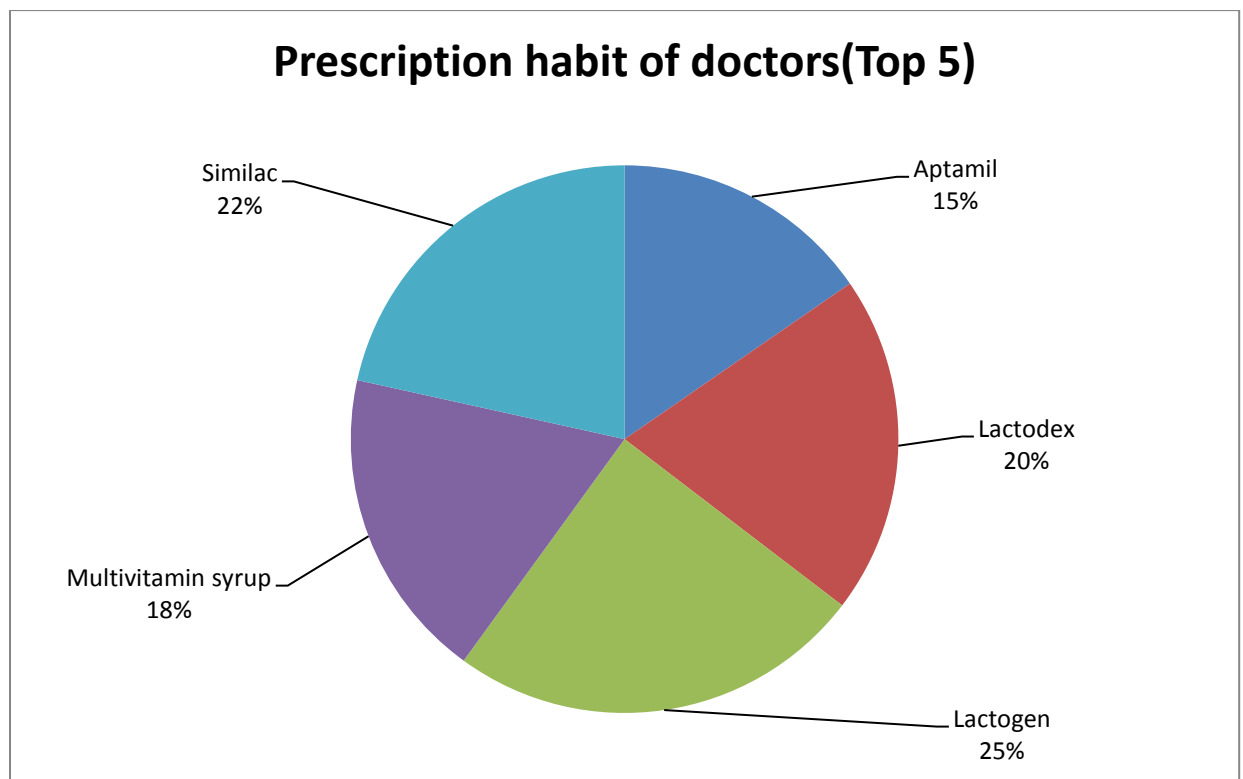
- These are the Top-5 Competitor brands (Indication based) of Omega-3 in Pediatric segment.
- Sale of Lactodex is 145 box per month, Sale of Pediasure is 133 box per month, Sale of Lactogen is 127 box per month, Sale of Similac is 121 box per month and Sale of Farex is 95 box per month.



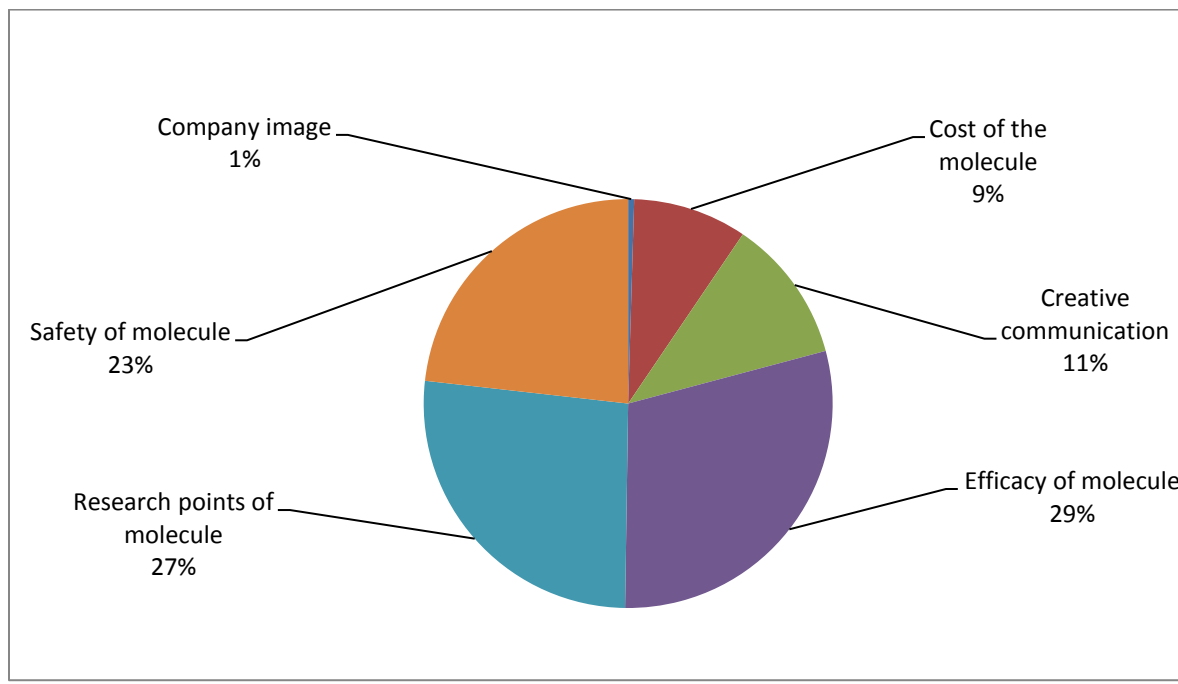
- According to survey, 33.15% doctors prescribe Omega3 for Brain development of Pediatrics patients, 27.53% doctors prescribe Omega3 for Cognitive development in Pediatrics patients, Behavioural development (12.92%) and Vision development (15.73%) are other important Indications for which doctors prescribe Omega3 in Pediatrics patients.



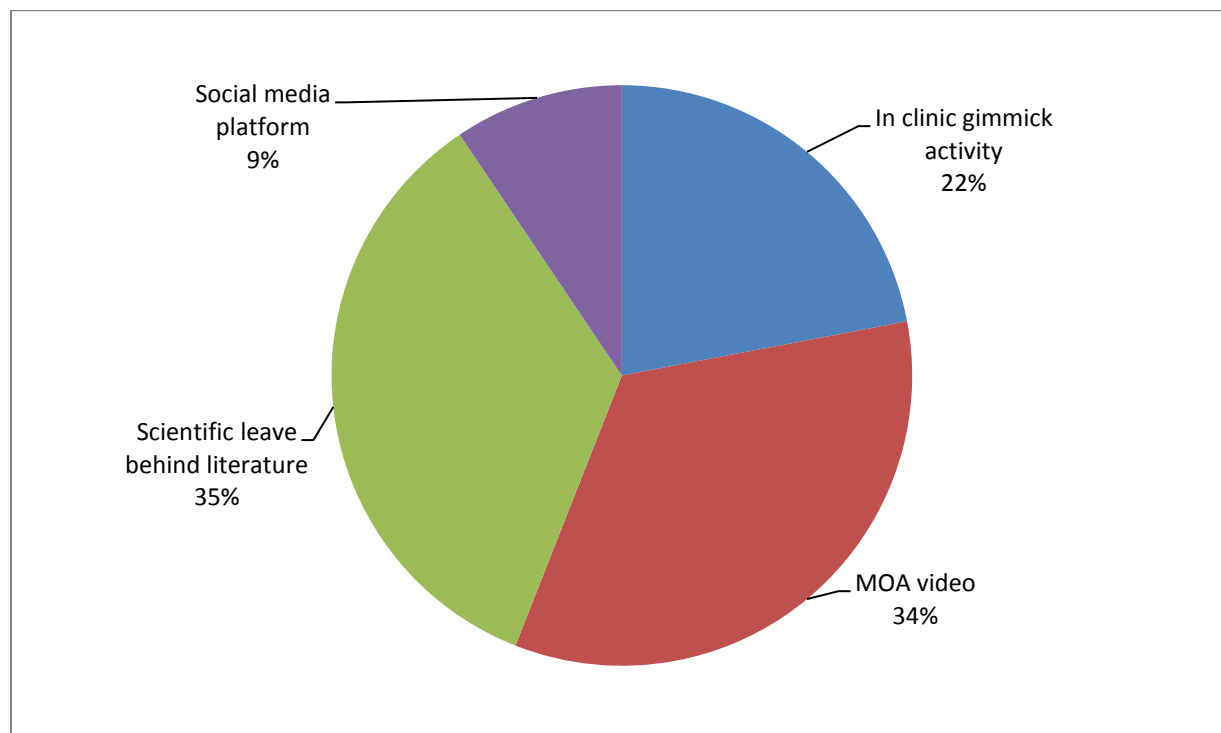
- 6 Month is minimum age considered by doctors for prescribing milk supplements.
- Before that Mother's milk is preferable over milk supplements for overall developments of Pediatrics.



- In Delhi region, about 25% doctors prescribe Lactogen which is a product of Nestle, 22% doctors prescribe Similac by Abbott Lab., Lactodex by Raptakosbrett and co. Ltd. is preferred by 20% doctors, 18% doctors prefer Multivitamin syrup and 15% doctors prefer Aptamil by Danone company.



- According to doctors, these above are the attributes which influence the Prescription of Omega-3.
- Efficacy of molecule is considered by 29% doctors, Research point of molecule is important for 27% doctors, Safety of molecule is preferred by 23% doctors, Creative communication (11% doctors) and Cost of the molecule (9% doctors) are other factors which can influence prescription habit of doctors.



- Above graph shows the activities which can increase the prescription of Omega3.
- 35% doctors want Scientific leave behind literature which support molecule, 34% doctors want Mechanism of Action video , 22% doctors think that In clinic gimmick activity can increase the prescription of Omega3 and 9% doctors think that Social media platform can help in increasing prescription.

Conclusion-

Through this project it is concluded that doctors prescribe Omega3 in indications like Brain development, Cognitive development mainly along with Vision and Behavioural development in paediatrics patients. The minimum age for prescribing Omega3 milk supplements is 6 months. Efficacy, safety and research points of molecule influence the Prescription habit of doctors while Scientific leave behind literature, Moa video and In-clinic gimmick activities help in increasing prescriptions. Lactogen, Similac and Lactodex are milk supplements which are in prescription habit of doctors in Delhi.

Lactodex, Pediasure, Lactogen, similac and Farex are top competitors of Omega3 supplements (indication based) in pediatrics segment while in capsule dosage form Avamore, Mega-3g, Afruthot, Os-omega and Mega omega are the Top competitors in Delhi.

Reccomendations-

- Syrup dosage form of omega3 should have a dropper like tool to eliminate the risk of over dosing in paediatric patients.
- Proper training should be given for increasing sales force effectiveness and consistency in message delivery.
- Milk supplements containing omega3 must be considered as Competitors of Omega3 syrup dosage forms because they are leading in market of Paediatrics segment.

References

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