

**Summer Training at
Delcure Life Sciences Ltd., Jaipur**

**Market Analysis for Sales and Promotional Strategies of Lactobacillus
Rhamnosus GG in Jaipur**

**By
Ankit Bairwa**

**Under the guidance of
Dr. Ashok Peepliwal**

**MBA Pharmaceutical Management
2017-2019**


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

CERTIFICATE

This is to certify that **Mr. Ankit Bairwa** has undergone summer training in IIHMR UNIVERSITY at **Delcure LifeSciences Ltd.** on **Market Analysis for Sales and Promotional Strategies of Lactobacillus Rhamnosus GG in Jaipur** from **4th April to 4th June, 2018.**

The candidate has completed the project assigned to him during the tenure of the 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

Dean in Charge

School of Pharmaceutical Management

IIHMR University



Dr. Ashok Peepliwal

Associate Professor

School of Pharmaceutical Management

IIHMR University

DLL/HR/Certificate/Internship-2018

Date: 09th July, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Ankit Bairwa**, 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. Ankit Bairwa 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

Abbreviations

MR's	Marketing Representatives
BE's	Business Executives
OTC	Over the counter
WHO	World Health Organization
RCPA	Retail Chemist Prescription Audit
MOA	Mechanism of Action
Paed.	Paediatrics

Acknowledgement

The satisfaction and euphoria that accompany the successful completion of the project would be incomplete without the mention of the people who made it possible.

First of all, I express my sage sense of gratitude and indebtedness to **Mr. Ajinkya Dalal, Group Product Manager, Delcure LifeSciences Ltd.** who gives me this opportunity to work with such a promising industry. I would like to extend my sincere and heartfelt thanks to ma'am for providing me an opportunity to learn and develop professionally.

I would also like to express my deep sense of gratitude to **Mr. Mohammed Moin Sheikh Khan, Regional Sales Manager, Delcure LifeSciences.** I am greatly indebted to him for providing his valuable guidance at all stages of the internship, his advice, constructive suggestion, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project.

To place on record, I owe a debt of gratitude to **Dr. Sandeep Narula, Associate Professor & Dr. Ashok Peepliwal, Associate Professor, IIHMR University** for grooming me and for the inspiration needed to work with dedication and motivation throughout as an Intern at Delcure LifeSciences Ltd.

I hope that I can build upon the experience and knowledge that I have gained and make a valuable contribution towards the industry in coming future.

Last but not the least I am also thankful to all those who have directly or indirectly rendered help in completion of my summer internship.

Ankit Bairwa

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Executive Summary

The *Lactobacillus Rhamnosus* GG is a bacterium that originally was considered to be a subspecies of *L. casei*, but later genetic research found it to be a species of its own. It is a short Gram-positive heterofermentative facultative anaerobic non-spore-forming rod that often appears in chains. It is used to prevent and treat diarrhoea, Acute Gastroenteritis, Respiratory tract infections, Anxiety and many more.

This study is conducted by Delcure LifeSciences Ltd., for launch of *Lactobacillus* GG formulation for paediatric patients, as they conducted a market assessment survey including 100 Paediatrician Doctors (including super specialty) & 100 Retail chemist of Jaipur City.

This study helps to understand the market structure of Paediatric department in Jaipur, physician's prescription pattern and preferences, and some perceptions of doctors and pharmacist regarding the *Lactobacillus* GG.

Study also includes the competitor analysis of some major brands that has already been established and captured the market at broader levels.

Company Profile

Delcure LifeScience Ltd. (DLL) is a full scale pharmaceutical Company which deals mainly in Paediatrics and Orthopaedics products with an aim to bring innovative and differentiated high quality products.

DLL has an international collaboration with innovator companies from the United States of America, European countries and Switzerland.



Company's Vision

To Become the most respected and uniquely positioned leading pharmaceutical company in the chosen areas i.e. Paediatrics and orthopaedics or other specialty verticals (in future) in India and other part of the world with distinct value based characteristics.

Culture & Values at DLL

Delcure LifeSciences strongly believes in enhancing the purpose of Happiness and creating the culture of Helpfulness for society and Delcure family. Learnings from Mother Nature and promoting sustainability and augmenting life with promising growth is another value of DLL. Company also believes in Truthfulness in making their products which can promote a change by earning the trust of the society.

The Visionary

Delcure LifeSciences was envisioned by pharma veteran Mr. Prashant Kumar Pathak. He has approximately 30 years of rich experience in pharmaceutical industry in different areas like sales & marketing, International Business, supply chain Management and operations. He Served as Chief Executive- Global Formulations with RPG LifeSciences and Senior Director-Sales & Marketing with Dr. Reddy's Laboratories.

Mr. Pathak 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 United States of America.

He had guided & mentored to many successful industry leaders and therefore, has created a highly competent top management team in Delcure LifeSciences.

Divisions

WinSpire

DLL started marketing operations in the field from June 2013. The primary division was launched with three hundred team members in Paediatrics, ENT and chest Specialities. 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.

The division plans to support Paediatric, ENT & chest fraternity with innovative Marketing activities like scientific data support in association with Elsevier, technology-based activities like CMEs and conference participation etc .

DelVoice

DelVoice is the second division of DLL launched in August 2013. DelVoice is a multispecialty division with a focus towards orthopaedics, Gastroenterologists and consulting Physicians .

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



Introduction of the molecule

Lactobacillus rhamnosus is a bacterium that originally was considered to be a subspecies of *L. casei*, but later genetic research found it to be a species of its own. It is a short Gram-positive heterofermentative facultative anaerobic non-spore-forming rod that often appears in chains. Some strains of *L. rhamnosus* bacteria are being used as probiotics, and are particularly useful in treating female-related infections, most particularly very difficult to treat cases of bacterial vaginosis (or "BV"). The *Lactobacillus rhamnosus* and *L. reuteri* species are most commonly found in the healthy female genito-urinary tract and are most helpful to supplement in order to regain control over dysbiotic bacterial overgrowth during an active infection. *L. rhamnosus* sometimes is used in yogurt and dairy products such as fermented and unpasteurized milk and semi-hard cheese. While frequently considered a beneficial organism, *L. rhamnosus* may not be as beneficial to certain subsets of the population; in rare circumstances, especially those primarily involving weakened immune system or infants, it may cause endocarditis.



Lactobacilli GG reduces the incidence of gastrointestinal symptoms and gut permeability in patients with atopic dermatitis, and administration of probiotics reduces the frequency and severity of atopic eczema when administered to pregnant women and then to newborn infants. In conclusion, probiotics are effective in the treatment and/or prevention of a number of conditions, including diarrhoea, irritable bowel syndrome and atopic dermatitis, and the product used should be selected based on the particular indication.

Lactobacillus rhamnosus GG occurs safe and efficacious in a select population of patients who are at very high risk for contracting VAP.

While *Lactobacillus rhamnosus* GG is able to survive the acid and bile of the stomach and intestine, is claimed to colonize the digestive tract, and to balance intestinal microflora, evidence suggests that *Lactobacillus rhamnosus* is likely a transient inhabitant, and not autochthonous. Regardless, it is considered a probiotic useful for the treatment of various maladies, as it works on many levels. *Lactobacillus rhamnosus* GG binds to the gut mucosa.

The use of *L. rhamnosus* GG for probiotic therapy has been linked with rare cases of sepsis in certain risk groups, primarily those with a weakened immune system and infants. Ingestion of GG is considered to be safe and data show a significant growth in the consumption of *L. rhamnosus* GG at the population level did not lead to an increase in *Lactobacillus* bacteraemia cases.

Objective:

- To study the market research, top competitors and market share of brands available for Lactobacillus GG in Jaipur division.
- To suggest the launching strategies and promotional strategies for Lactobacillus GG to get more sales.

Research Methodology

Research Study Design: Descriptive study.

Target Population: Paediatricians & Retail Pharmacist.

Sample Size: During the study only 200 respondents filled questionnaire. Out of which 100 are the paediatrician doctors of Jaipur and 100 were filled by Retail pharmacist of Jaipur.

Study Area: Jaipur (Rajasthan)

Time Period: 4th April 2018 to 4th June 2018

Sampling Technique: The researcher used Non-Probability (convenience) sampling to get the sample size.

Instruments: The researcher main instruments for data collections were mixed ended questionnaires, semistructured interviews and secondary data collection.

Data Collection Methods: The researcher involved data collection from primary and secondary sources. The primary data was collected through questionnaires (mixed ended) and semi structured interviews.

Personal interviews gave an in depth into the information; and eliminated misinterpretation. Questionnaire had the advantage that the respondent had adequate time to respond to questions and free from bias because the respondents were guided, and interviewer did not influence answers. The secondary data were obtained from published material, journals and internet sources.

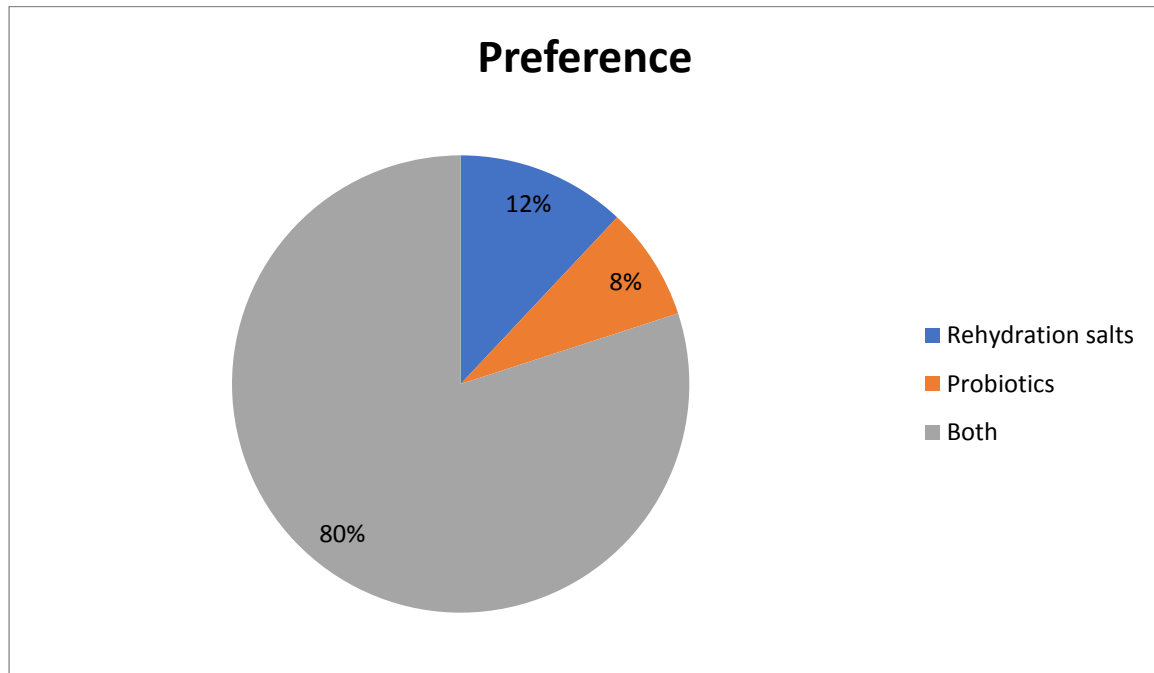
Data Analysis and Presentation:

Question 1: Doctor which of the following do you prefer in treatment of Acute Gastroenteritis & Antibiotic associated Diarrhea?

Rehydration Salts

☐

Probiotics

☐

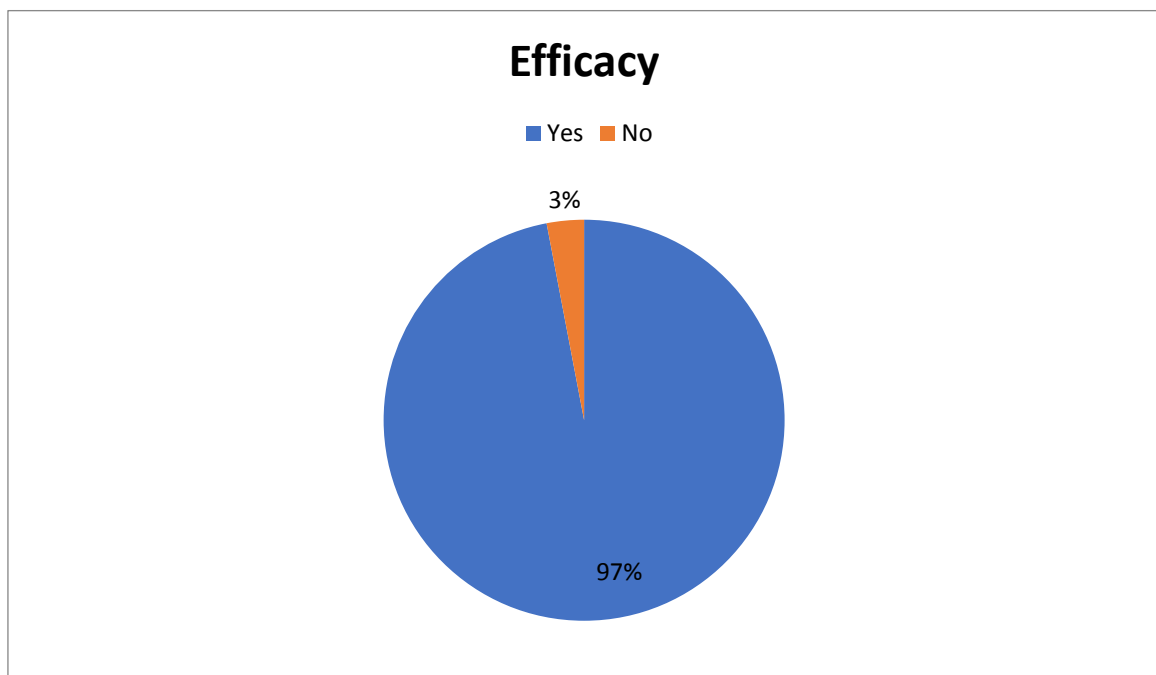
Interpretation: It was found that out 100 Paediatric Doctors 80% of them prefer to prescribe both the Probiotics and Rehydration salts while 12% prefer to prescribe Rehydration Salts and 8% probiotics single.

Question 2: Doctor do you think probiotics are effective in treatment of Acute Diarrhoea & Antibiotic associated Diarrhoea.

Yes

☐

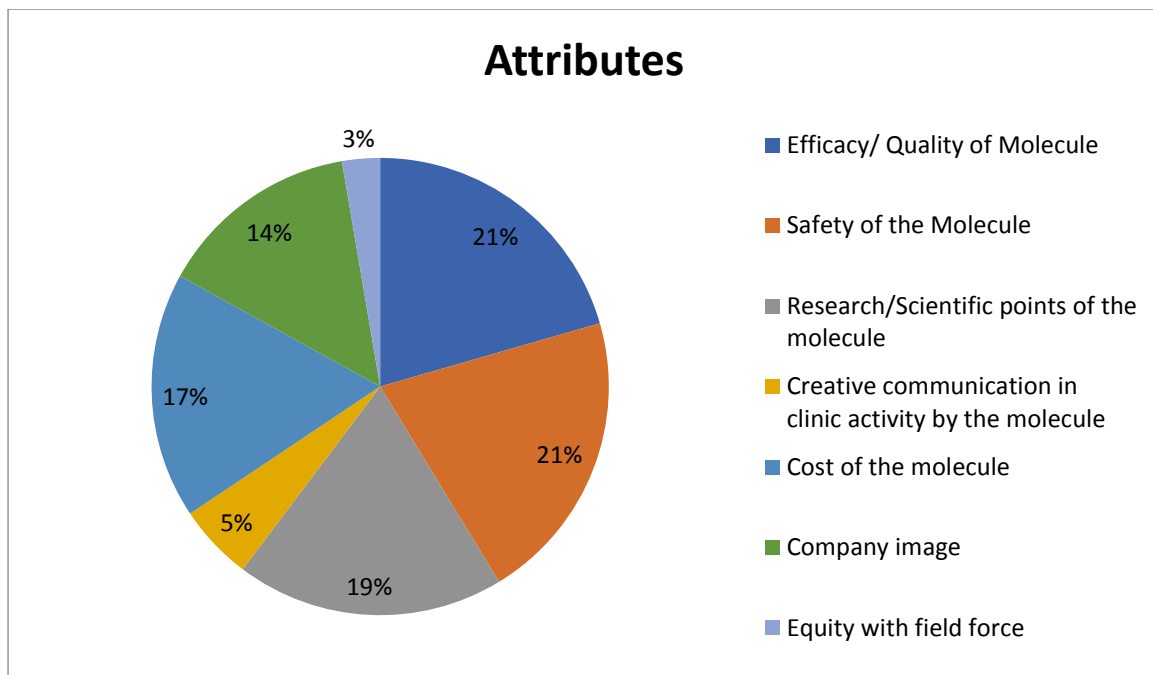
No

☐

Interpretation: It was found that out of 100 paediatric doctors 97% Paediatrician thinks that probiotics are more efficacious while 3% are not.

Question 3: Doctor which of the following attributes influence your prescription?

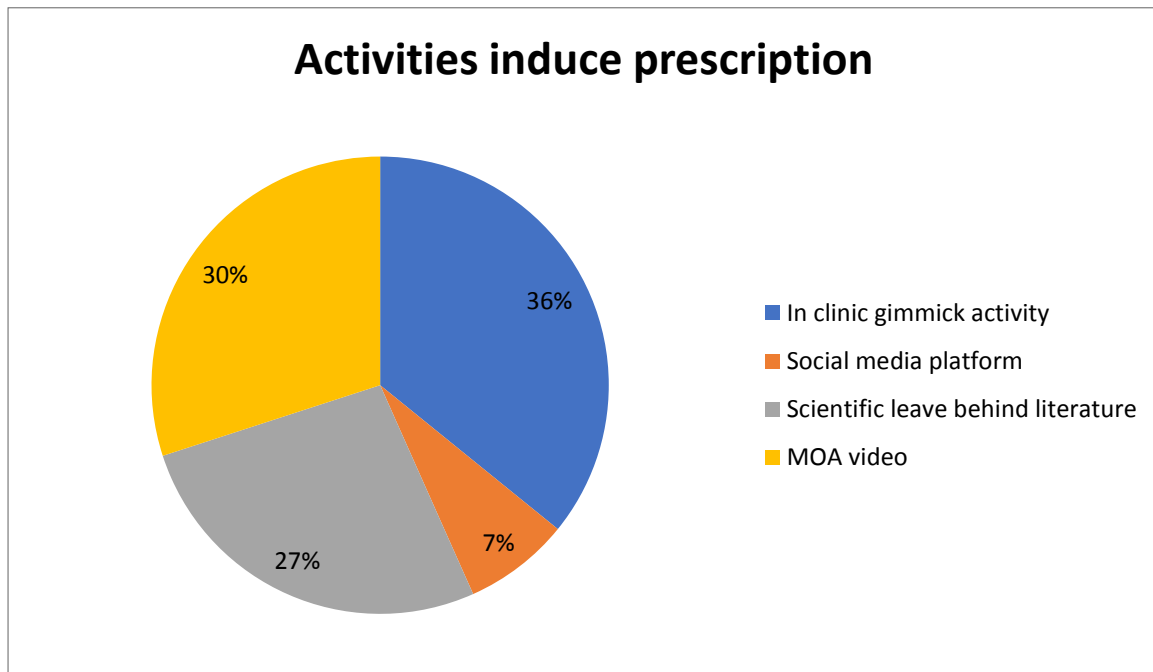
- a) **Efficacy/ Quality of Molecule**
- b) **Safety of the molecule**
- c) **Research/ scientific points of the Molecule**
- d) **Creative communication/ in clinic activity by the molecule**
- e) **Cost of the molecule**
- f) **Company Image**
- g) **Equity with Field force**



Interpretation: It was found that most of the Doctors are generating their prescription on the basis of following attributes which are Efficacy/ quality of the molecule, scientific points of the molecule, cost of the molecule, and little bit with company image respectively, comparatively than creative communication and equity with field force.

Question 4: Doctor which of the following activities will help you prescribe the L.GG more?

- a) In clinic gimmick activity
- b) Social media platform
- c) Scientific leave behind literature
- d) MOA video
- e) Any other please specify



Interpretation: It was found that majorly in clinic gimmick activity helps to induce doctor's prescription than MOA Video, than Scientific leave behind literature and social media platform helps very less role to generate the prescription.

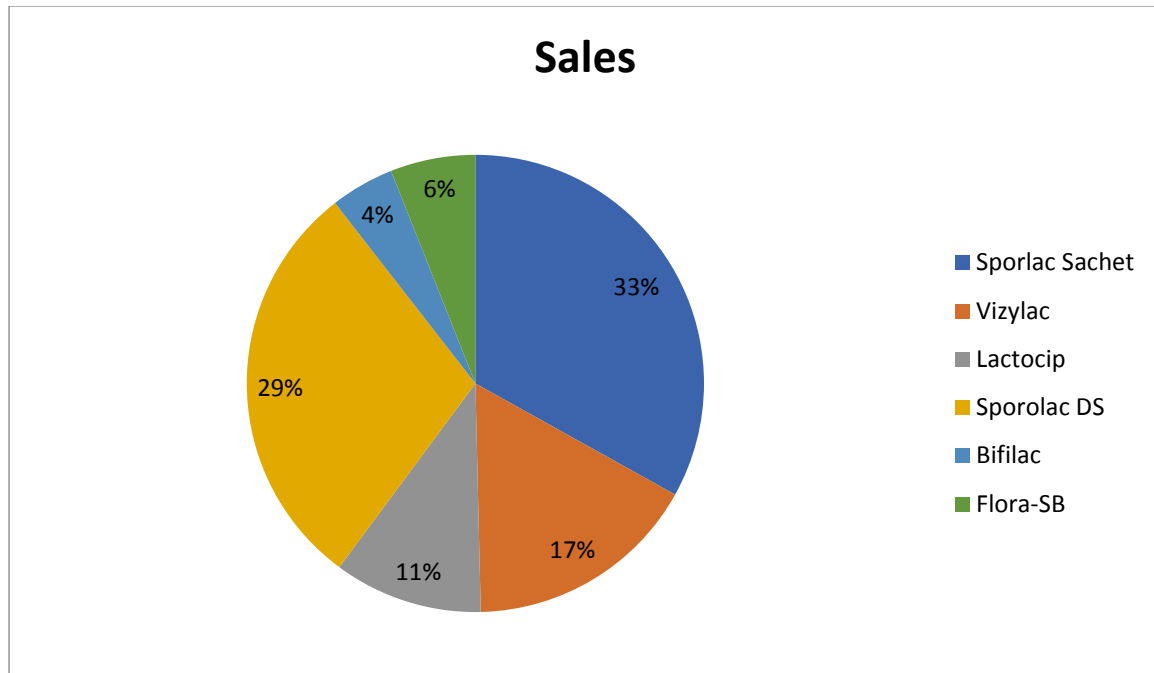
Chemist Findings

1. Which are the 3 major brands of (Lactobacillus) selling most on your counter?

1.

2.

3.



Interpretation: It was founded that the availability and selling of the Sporlac sachet and DS are most rather than others.

Conclusion

From this study it was concluded that most of the Paediatrician preferably use both the rehydration salts and probiotics rarely the paediatrician prefer the single treatment. It was also concluded that *probiotics* are most effective in the treatment of diarrhoea and antibiotic associated diarrhoea. The Paediatricians keep in mind the attributes while generating prescription are efficacy/quality of the molecule, safety of the molecule, scientific points of the molecule, cost of the molecule and company image as well. The activities like In clinic gimmick activity, scientific behind literature, mode of action can also helps in inducing prescription.

On the other hand it was found that the most available and selling brand is Sporlac sachet than after visylac further lactocip and others over the chemist counter as well as on prescription.

Limitation of study:

- Due to personal attitudes, individual values and organizational policies, practioners' in the medical profession keep most of their understanding secret.
- The researcher received minimal cooperation from some respondents. The unavailability of target respondents due to their busy schedules was a major challenge. Therefore, accessibility of records was limited hence limiting the availability of more information that would have permit elaborate research.
- Resources constrain also posed a great limitation with constrained finances and very busy schedules therefore the researcher having limited to carry out the research.

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Annexure I

Doctor- Questionnaire on Lactobacillus GG

Doctor's Name:	Specialty:
City:	Contact Number:
Address:	Having own clinic/ NH: Y/N:

1. Doctor which of the following do you prefer in treatment of Acute Gastroenteritis & Antibiotic associated Diarrhoea?

Rehydration Salts ☐ Probiotics ☐

Why?

2. Doctor do you think probiotics are effective in treatment of Acute Diarrhoea & Antibiotic associated Diarrhoea

Yes ☐ No ☐

Competitive Assessment

3. a) Which Probiotic Strains do you use most? And Why?

- b) Doctor do you think lactobacillus GG strain are more efficacious as compared to other probiotic strains?

Yes ☐ No ☐

Why?

4. Doctor according to you, what are the attributes of an ideal Probiotic?

5. a) Doctor name top 3 probiotic strains used by you in your in clinic practice & why?

- 1.
- 2.
- 3.

b) Kindly rank the above mentioned 3 strains on the following parameters on scale of (1-5) with 1 being Lowest and 5 being Highest.

Parameters	Probiotic
Restores natural balance of good bacteria in digestive tract	1. 2. 3.
Helps digestive system work better	1. 2. 3.
Supports healthy immune system	1. 2. 3.
Reduces duration & episodes of diarrhoea	1. 2. 3.

6. Doctor do you agree to following claims

Claims	Agree	Strongly Agree	Neutral	Disagree	Strongly Disagree
Lactobacillus GG is most widely researched and used strain and hence is safe and trusted as compared to other probiotic strains					
Lactobacillus GG has extremely good intestinal wall adhesion and hence is considered good probiotic					
In infants and babies L.GG fights diarrhoea, decreases colic and stimulates infant growth					
L.gg is a probiotic that fights allergies, helps digestive system work effectively and boosts immunity					

Communication Strategy

7. Doctor what comes to your mind (adjective association) when I say Ideal Probiotic?

8. Doctor what comes to your mind when you hear Lactobacillus GG?

9. a) Doctor what are the challenges that you face at patient level with Rx probiotics (compliance etc.)?

b) Doctor how can we partner with you and help you overcome above challenges by means of inputs?

10. Doctor which of the following attributes influences your prescription?

h) Efficacy/ Quality of Molecule

i) Safety of the molecule

j) Research/ scientific points of the Molecule

k) Creative communication/ in clinic activity by the molecule

l) Cost of the molecule

m) Company Image

n) Equity with Field force

11. Doctor which of the following activities will help you prescribes the L.GG more?

f) In clinic gimmick activity

g) Social media platform

h) Scientific leave behind literature

i) MOA video

j) Any other please specify

12. Doctor would you like to add any comment?

Annexure-II

RETAIL CHEMIST PRESCRIPTION AUDIT (LACTOBACILLUS)

Chemist Name: _____

Location: _____

2. Which are the 3 major brands of (Lactobacillus) selling most on your counter?

1.

2.

3.

3. How much do you sell?

Brand Asales/month**Brand B**..... sales/month**Brand C**.....sales/month

4. How much stocks do you have now (one box or more)

Brand A _____**Brand B** _____**Brand C** _____

5. Who are the top 3 prescribers of (Do not put doctor's name in the mouth of chemist) these brands, and how much these doctors prescribe? (Dr.X prescribe 1 or 2 boxes per month)

BRAND	PRESCRIBER	BOXES / MONT H	PRESCRIBER	BOXES/ MONT H	PRESCRIBER	BOXES/ MONTH
A	1.		2.		3.	
B	1.		2.		3.	
C	1.		2.		3.	

6. Stock of Delcure brand and competitor brand with no. of prescription per month

Product Name	No. of Prescription	Product Name	No. of prescription
Vicora (Delcure)			