

**Summer Training at
Delcure Lifesciences Ltd**

**Market Assessment and Promotional Strategies of Omega 3 Pediatric
Division in Lucknow City**

**By
Akshay Kumar**

**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 **Akshay Kumar** has undergone summer training, The IIHMR University at **DelCure Lifesciences Limited on Market Research & Promotional strategies for Omega 3 combination (EPA & DHA) in Lucknow** from **2nd April 2018 to 2nd 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.

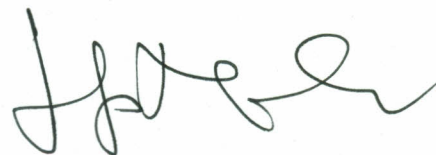


Dr. Saurabh Kumar Banerjee

Associate Professor

IIHMR University, Jaipur

Pharmaceutical Management



Dr. Sandeep Narula

Dean-In-Charge

IIHMR University, Jaipur

Pharmaceutical Management

DLL/HR/Certificate/Internship-2018

Date: 09th July, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Akshay Kumar**, 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 **03rd April 2018 to 03rd June 2018**, Mr. Akshay Kumar 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

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Acknowledgement

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

First, I express my sage sense of gratitude and indebtedness to our Institute Pro-President, **Dr.P.R. SODANI** IIHMR University.

I would like to extend my sincere and heartfelt thanks to **Mr.HARI SHANKAR SAHU AND Mr. AJINKYA DALAL** delcurelifesciencespvt. Ltd. for providing me an opportunity to learn and develop professionally.

I would like to thanks to **Mr. PREM KUMAR**, Zonal Business Manager, Delcure Lifesciences Pvt. Ltd. for constant support and guidance in each and every step which helped me to understand Pharma market easily.

I would also like to express my deep sense of gratitude to my faculty mentor **Dr.SaurabhBaneerjee**, Professor, The IIHMR University, Jaipur.

I am also thankful to **Dr.Sandeep Narula**, Associate Professor, The IIHMR University, Jaipur. I am greatly indebted to both ofthem for providing their valuable guidance at all stages of the study, their advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would not have been possible to complete the project.

“To place on record, I owe a debt of gratitude to all my teachers for grooming me and my classmates for the inspiration needed to work with dedication and motivation throughout as a Summer Intern at Delcure Lifesciences Pvt. Ltd.

“My thanks and appreciations also go to my family who have willingly supported me throughout the project”.

“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.”

Akshay Kumar

Executive Summary

The topic assigned was “A Study on amolecule omega3 combination with EPA and DHA marketing strategies” with the primary objectives:

- ✦ To study the marketing strategies of omega 3 molecule.
- ✦ To identify the preferred choice of brand of omega3by doctors.
- ✦ To identify the present stock of omega3 various brands.
- ✦ To identify the various indications in which omega3 is used.
- ✦ To identify the age of the patient at which doctor prescribe.
- ✦ To identify the dosage form prescribed by the doctors.

The project was carried out in 3 stages:

The first stage was to meet with paediatrician doctors and get fulfilled the questionnaire and second stage was to meet with chemist and get fulfilled the questionnaire along with their visiting cards in various government and private hospitals and conduct the survey. After the completion of the survey, the last stage followed which includes analysing the data and getting a conclusion.

Company Profile

DelcureLifesciences Ltd is a pharmaceutical company based in Thane,Mumbai,India. DelcureLifeSciences. Limited was founded &promoted by MR.PRASHANT PATHAK in 2013, with the experience of 25 years of accomplished career track, known by through out the pharmaceutical industry for delivering &sustaining revenues and profit gains within the highly competitive markets. MR PRASHANT PATHAK started his own career as a medical representative in the year 1984 for standard organics ltd. And after that for various organization like Dr.Reddy’s laboratories and 10 years stint at SOL pharmaceuticals ltd.

Vision

The most respected, uniquely positioned leading pharmaceutical company in the chosen areas or specialty 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 WinspireDelvoice 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 longterm 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 PRESENSE** Company already has four international collaborations mentioned below

- Pharmabased, Switzerland
- Helixor Germany
- Cymbiotics, USA
- Amarillo Biosciences, USA

AWARDS AND RECOGNITIONS

- World’s greatest brand
- Most impactful health care leader
- The 30 most admired companies of 2017
- Brand of the year 2015

They have the key specializations in area such as

- Paediatric segment
- Gynaecology segment
- Ortho segment
- Neurological segment

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 Delcure Lifesciences.

Omega 3

Fatty acids consist of chains of carbon atoms linked together by chemical bonds. On one end (terminal) of the carbon chain is a methyl group (a cluster of carbon and hydrogen atoms). On the other terminal is a carboxyl group (a cluster of carbon, oxygen and hydrogen atoms). The chemical bonds between carbon atoms can be either single or double bonds. Single bonds have more hydrogen molecules around them than double bonds. These chemical bonds determine whether a fatty acid is saturated or unsaturated. Fatty acids also come in different lengths: short chain fatty acids have fewer than 6 carbons, while long chain fatty acids have 12 or more carbons

Fatty acids serve as energy for the muscles, heart, and other organs as building blocks for cell membranes and as energy storage for the body. Fatty acids that are not used up as energy are converted into triglyceride. A triglyceride is a molecule formed by attaching three fatty acids onto a glycerol compound that serves as a backbone. Triglycerides are then stored in the body as fat (adipose) tissue.

Saturated fatty acids contain single bonds only. Fats containing saturated fatty acids are called saturated fats. Examples of foods high in saturated fats include lard, butter, whole milk, cream, eggs, red meat, chocolate, and solid shortenings. An excess intake of saturated fat can raise blood cholesterol and increase the risk of developing coronary heartdisease

Monounsaturated fatty acids contain one double bond. Examples of foods high in monounsaturated fat include avocados, nuts, and olive, peanut, and canola oils. Scientists believe that increased consumption of monounsaturated fats (for example, eating more nuts) is beneficial in lowering LDLcholesterol (the "bad" cholesterol) and lowering the risk of coronary heartdisease, especially if monounsaturated fats are used to substitute for saturated fats and refined sugars.

Polyunsaturated fatty acids contain more than one double bond. Examples of foods high in polyunsaturated fats include vegetable oils, corn, sunflower, and soy.

Essential fatty acids are polyunsaturated fatty acids that the humanbody needs for metabolic functioning but cannot produce, and therefore has to be acquired from food”.

Omega-3 fatty acids are a class of essential polyunsaturated fatty acids with the double bond in the third carbon position from the methyl terminal (hence the use of "3" in their description). Foods high in omega-3 fatty acids include salmon, halibut, sardines, albacore, trout, herring, walnut, flaxseed oil, and canola oil. Other foods

that contain omega-3 fatty acids include shrimp, clams, light chunk tuna, catfish, cod, and spinach.

Omega-6 fatty acids are a class of essential polyunsaturated fatty acids with the initial double bond in the sixth carbon position from the methyl group (hence the "6"). Examples of foods rich in omega-6 fatty acids include corn, safflower, sunflower, soybean, and cottonseed oil.

Omega-3 and omega-6 fatty acids are also referred to as n-3 and n-6 fatty acids, respectively.

Trans fatty acids (trans fats) are made through hydrogenation to solidify liquid oils. Heating omega-6 oils, such as corn oil, to high temperatures creates trans fats. Trans fats increase the shelf life of oils and are found in vegetable shortenings and in some margarines, commercial pastries, fried foods, crackers, cookies, and snack foods. The intake of trans fatty acids increases blood LDL-cholesterol ("bad" cholesterol), decreases HDLcholesterol ("good cholesterol"), and raises the risk of coronary heartdisease

Objective

1. To study the top brands of omega 3.
2. To study the stock level of each brand of omega 3.
3. To find out indications for which omega 3 will be prescribed.
4. To study the developmental attributes observed by the doctors.
5. To study about challenges faced by doctors while prescribing omega 3.
6. To know factors influencing doctors to prescribe omega3 EPA and DHA.
7. To know activities influencing doctors to prescribe omega3 EPA and DHA.

Rationale of the study

The purpose of the study is to analyse whether the organization should go for launch of new brand of drug molecule omega 3 under paediatrician segment or not. Simultaneously, this study also helps to describe usage of omega 3 in treatment of paediatrician because it is to diagnose many diseases and significantly increase quality of life.

Research Methodology

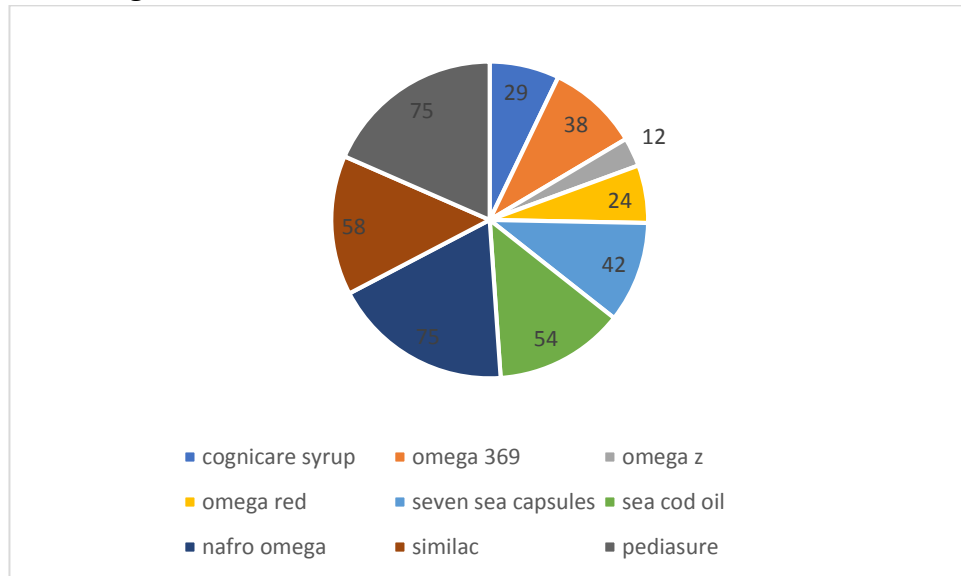
1. **Research Design:** The research was conducted using Descriptive research design.
2. **Data Type:** Primary and Secondary Data
3. **Sample Technique:** Non-probability Purpose Sampling Technique was used.
4. **Sample Size:** 100 paediatrician and 100 chemist.
5. **Collection of data:** Close Ended Survey Questionnaire.
6. **Area of Study:** Near Charbagh railway station, KGMC CHOWK etc Lucknow.
7. **Period of Study:** 04-04-18 to 04-06-17
8. **Tools used:** Microsoft Excel is used for analysis

It is a descriptive study conducted among paediatrician doctors in Lucknow from 04 APRIL to 4 JUNE 2018. This study was done in different part firstly we interacted with doctors who are specialized in PAEDIATRIC segment and ask them to fill our questionnaire which consist of all the important questions which design was to know the market knowledge about omega 3. Analysis was done by using Microsoft excel

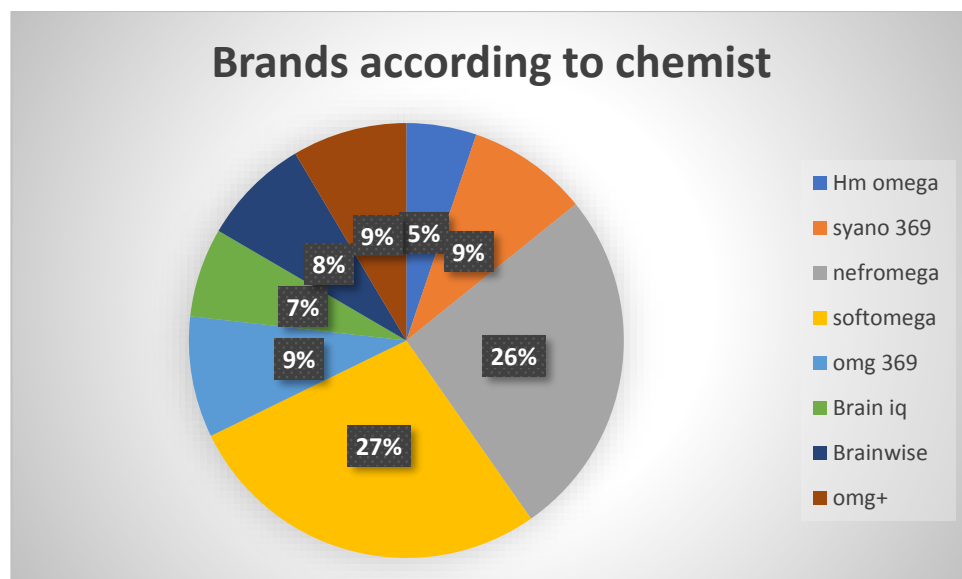
Results

1. Top brands of omega3 in market of Lucknow:

According to doctors.



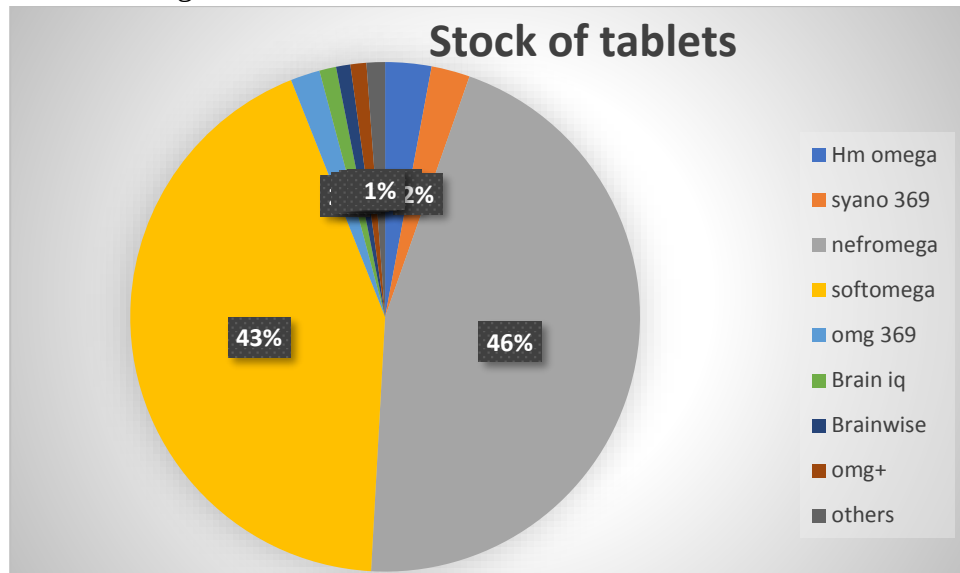
According to chemist.



From above chart, it is already cleared that this data tells the type of the brands which chemist sells in large scale. They are 27% softomega, 26%nefromega,9% omg+, syano 369, omg 369, 8%brainwise, 7%brain iq.

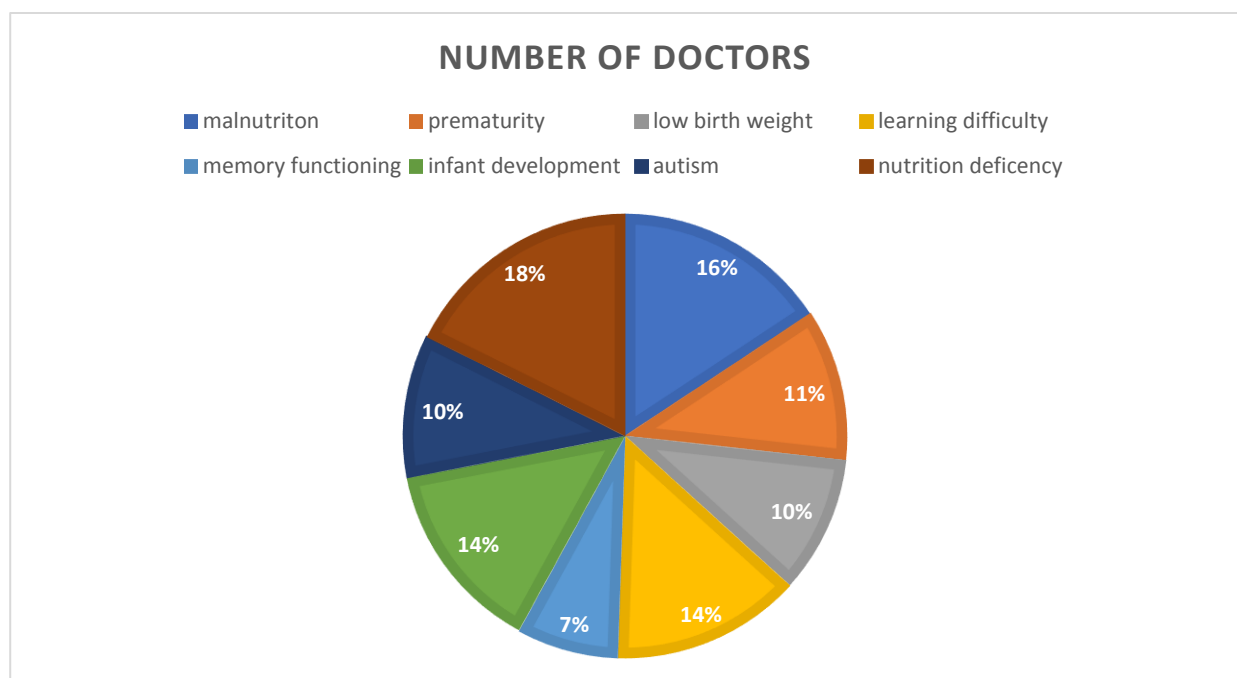
2.To study the stock level of omega3 brands.

According to chemist

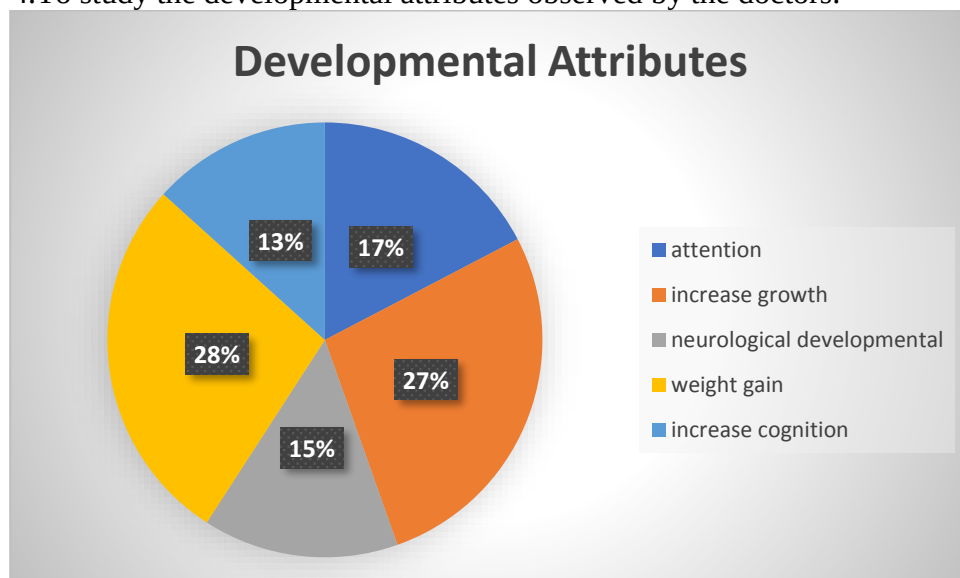


From above chart, it is cleared that 46%nefromega(855 strips), 43%softomega (810strips), 2%syano 369(46 strips), 3% hm omega(55 strips), omg+ 1%(19 strips),brain iq 1%(20 strips), omg 369 2%(36 strips) and others (17 strips). All these are the brands which are present in the Lucknow market.

3.To study about the indications for prescribing omega 3.

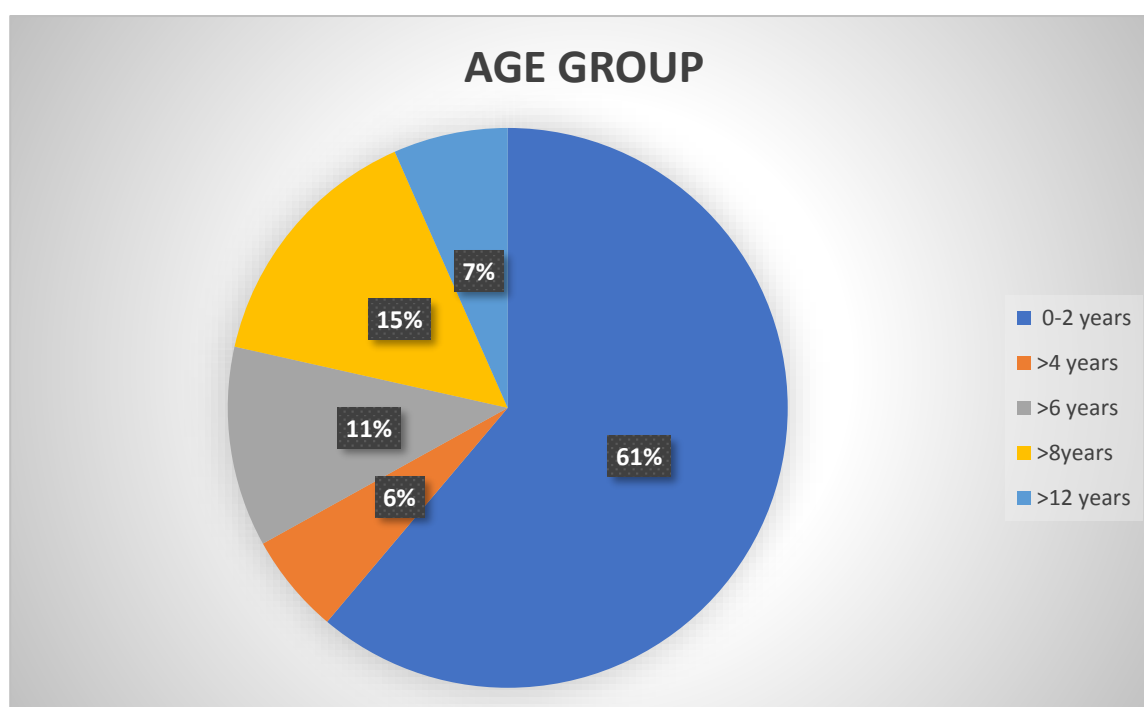


4.To study the developmental attributes observed by the doctors.



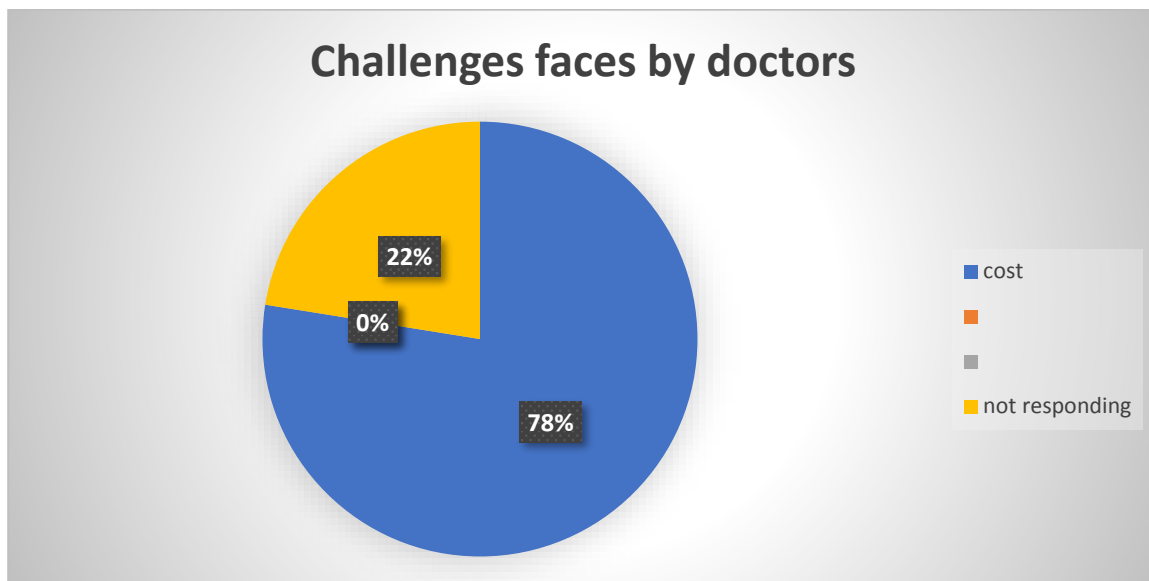
From the above chart it is cleared that it shows about the developmental attributes which doctors observe after prescribing omega3 EPA and DHA molecule. Attributes are attention, increase cognition, neurological development, weight gain, increases growth.

5. To study about the age group at when doctor prescribe omega 3 molecule.

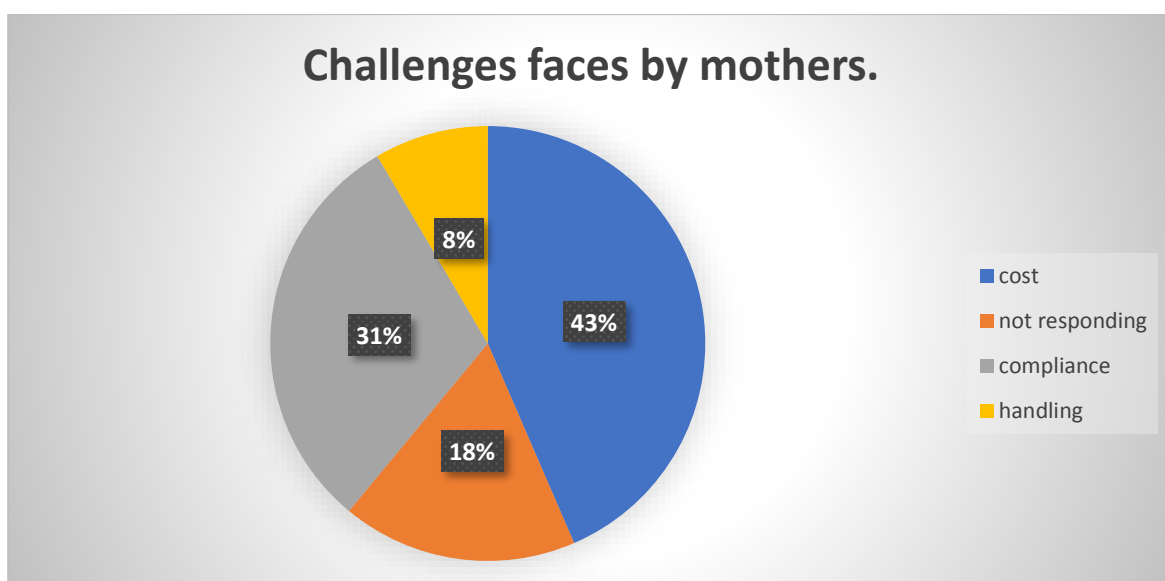


From the above chart it is already clear that 61% doctors prescribes >2 years, 15% doctors prescribes >8 years, 11% doctors prescribes >6 years, 7% doctors prescribes for >12 years, 6% doctors prescribes for > 4 years.

6. To study about the challenges faced by paediatrician doctors prescribing omega 3 EPA and DHA.

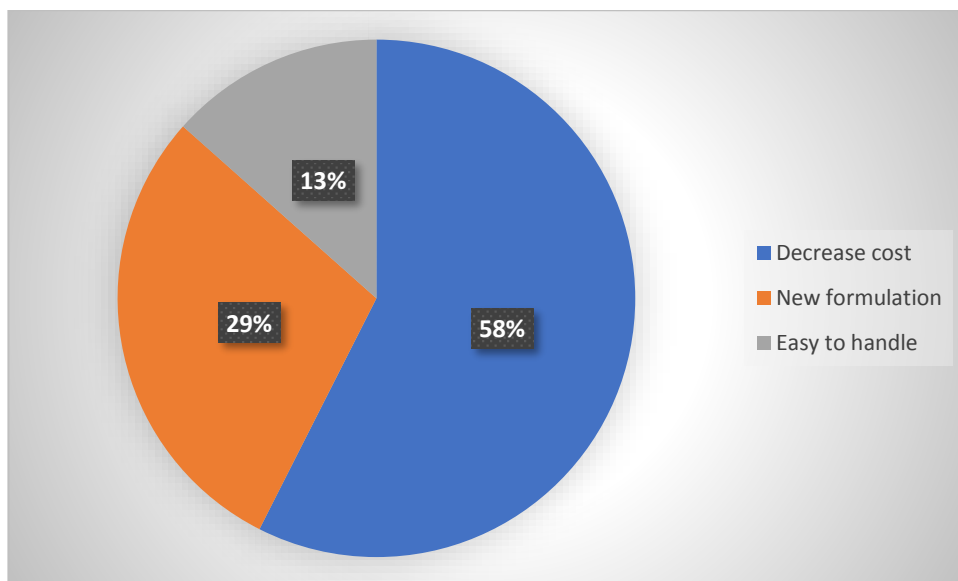


From the above chart it is clear that challenges faces by doctors for prescribing omega 3 molecule like cost, handling, compliance and not responding.



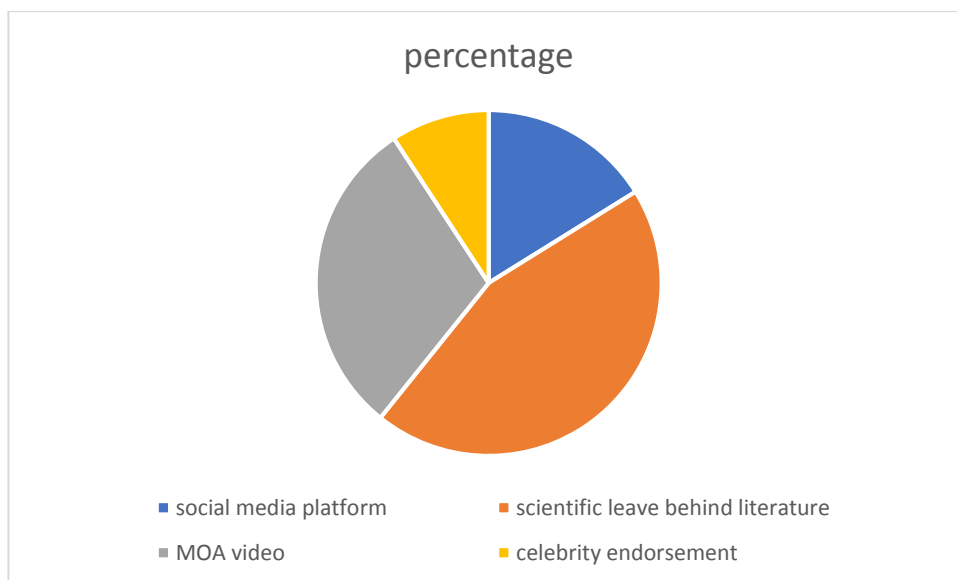
Above chart clear that it shows about the challenges which are faces by mothers are cost, handling, compliance and not responding.

9.How can a company partner up with doctors.



Above chart shows about the company partner up with the doctors are like decrease cost, new formulation and easy to handle.

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



Above chart shows about the activities influences doctors to prescribe the doctors like social media platform21%, scientific leave behind literature58%, MOA video39%, celebrity endorsed 12%.

Limitations to the study

Doctors were not ready to give information easily.

Only paediatrician doctors should be survey.

Recommendations

Based on above findings, followed points are recommended:

- While doing the survey, it is observed that some doctors are not aware. So, this is a great opportunity to place your brand as their first choice by informing them all advantages of omega 3 over the other medications.
- Safety profile not yet established.
- Efficacy and efficiency of drug not known.
- It is highly recommended that organization should go for a detailed and large survey including those above-mentioned factors to get more details upon those factors. Also, this study was conducted on very less number of doctors so it can't be generalised to pan across India because India is a diverse country in terms of disease prevalence, prescription behaviour, out of pocket expenditure of patients, demographical representation & mindset of patients as well as doctors.
- It is suggested that most competitor drug so organization also took a closer look on MAT value of this molecule before going for launch of new brand.
- Although, Organization should make a competitive price strategy to gain huge response from market and establish your brand into market.
- Compliance also a major issue for mothers. Also in metro cities, there are so many paediatrics clinics are present and they are really doing great business. Organization should have to target this clinics and specialist doctors to get more competitive advantage over the other companies.

References

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Annexure-I: List of Respondent Doctors

Doctors	speciality	contact no.	Location
Rupa Sharma	paediatrician	9839518111	b-2 janpathaliganj
Animesh Rawat	paediatrician	9839022302	clinic- kaushalabhawankusri road aliganz. Rssidence- 7/610 vikasnagar
Prashant Agarwal	paediatrician	8400986113	shop no g3 deep plaza opp. Gulachin mandir kusri road
Sharmila bhatnagar	paediatrician	7860036136	udyaanclinic ,shopping complex, kanshiramawasiyamarg

shirishBhaatnagar	paediatrician	7379316292	tanishahospital , sector k aliganj
Neeraj Jauhari	paediatrician	7376952833	child care clinic and vaccinatiionsubhrt plaza e puramrajajipuram
rajeshgupta	paediatrician	9415180935	jadunathsanyal road
ahsanajaz	paediatrician	9506665558	child health centerradhubarkirpa guest house
akhlieshpandey	paediatrician	9198722444	sparsh children hospital 9a galli no 1 near allahabad bank
manojkumarsingh	paediatrician	9919220590	yamini child hospital m.m.b 1/136 sector b jakipuram
nitinpandey	paediatrician	9335378033	near pakripul ,azadnagaralambagh
asheeshpratapsingh	paediatrician		tanush mother child care centerjanesvar park gomtinagar
abhishekbansal	paediatrician	9452017990	kilkari hospital
vinaygupta	paediatrician	9235857947	kilkari hospital
amitrastogi	paediatrician	9839320899	kilkari hospital
asif khan	paediatrician		near warlingtonchuraha
l.ksaxexna	paediatrician	8934970999	asian hospital
anoopkumarbajpaye	paediatrician	6538477	mother and child care center
islam	paediatrician	6538477	mother and child care center
r.ktandon	paediatrician	6538477	mother and child care center
manjutandon	paediatrician	6538477	mother and child care center
m.tahir ghazi	paediatrician	9956132914	u.g.f ram prasad bismil complex, balagnaj
rajeshgupta	paediatrician		jadunathsanyal road
ashanajaz	paediatrician		child health care near siyap.g college sitapur
vibhapandey	paediatrician		sparsh children hospital 9a galli no 1 near allahabad bank
iqbal	paediatrician	7753803331	medwell hospital critical care trauma nicu and dialysis
sarfraz	paediatrician	7753803332	medwell hospital critical care trauma nicu and dialysis
ashishmathur	paediatrician	2621684	4, kabirmarg clinic- care 266 sadar bazar
mukeshkesarwani	paediatrician	9415265901	navjeevan child care safia nursing home
ram kapoor	paediatrician	5223017372	kartikeya clinic copper's building
a.cchawla	paediatrician	9198350608	10 rana pratapmargsikanderbagh crossing
dhananjaykumar	paediatrician	4032888	ajanta hospital and ivfcenter
abhinavkumar	paediatrician	4032888	ajanta hospital and ivfcenter
s.niranjan	paediatrician	9415033104	clinic 10 new gole market mahanagar
dineshchandrapandey	paediatrician	9415156419	blessing children's health clinic
brajeshkumar	paediatrician	9415154493	rashmikhandsardanagar
k.kverma	paediatrician	9452004733	2/518 ruchikhand– 2
ajaykumar	paediatrician	9415021546	pankhuriclinic ,kanpur road ,ramnagaralambagh
neetasrivastava	paediatrician	9415350654	d-1 rajajipuram, pnb se rani lakshmi bai hospital
r.k thakur	paediatrician	9621965710	sujanpura road, tehripulia. Residence- 346,

			hind nagar colony
p.kshukla	paediatrician	4004026	ganga children's hospital
o.ptandon	paediatrician	9415111185	7, mewa nursery 7th lane
arunsaxena	paediatrician	9335905108	brijmadhuri hospital
raviarora	paediatrician		brijmadhuri hospital
viratverma	paediatrician	9721999937	near convention centre block a, indranagar
poonamgupta	paediatrician	9565680932	2/1c vidheshkhanda 3 gomtinagar
sanjayrastogi	paediatrician	9415082131	ist lane nishantganj
amitkumarverma	paediatrician	9935472575	18,kanpurroaadrambazar
ravilele	paediatrician	5222391652	b4/77 vinaykhanda 4, gomtinagar
amitchaudhary	paediatrician	9236549180	rajajipuram child care centre
savitachaudhary	paediatrician	9236549180	rajajipuram child care centre
d.kmajundar	paediatrician	9838605556	dwarkaniwas c-8 sector new e
nyaygupta	paediatrician	8527164666	a-98 a block indranagar
jaspalsingh	paediatrician	9451251400	shop n. 2 gurdwara building
santoshkumaragarwal	paediatrician		nawalkishore road
shalinibhasin	paediatrician	5222231832	ramakrishnamarg
sehta	paediatrician	5222451097	alambaghchaurahaKanpur
satishchandra	paediatrician	5222692652	niralanagarshankarnagar road
m.u. hasan	paediatrician	8400299050	m 14 sheknupura colony
ashokkumar	paediatrician		quila road
h.lmehrotra	paediatrician	9415422517	archaryanarendradevmarg
saleem	paediatrician	8853776872	vishwasqhanj 12/347
utkarshbansal	paediatrician	9453450145	near goel complex
manasshukla	paediatrician	9889129746	near sbi road
ashutoshkumar	paediatrician	9335906621	snehnagar opp. Ayanrestranat
kilkari	paediatrician	7376605694	indranagarlkoniwas
madhusrivastava	paediatrician	9919481445	viKASnagar road
yaminikumar	paediatrician	9919220590	mmb-1/136 jankipuram
animeshrawatsingh	paediatrician	5222326749	532/kha choudhary tola near vashundhara complex
g.ksingh	paediatrician	9918488444	near alambaghchauraha
jamindermonga	paediatrician		alambagh near atulrastogi clinic
jayabhawani	paediatrician		suraj medicine alambagh
vneetawal	paediatrician		Chowk
snsingh	paediatrician		kgmc hospital chowk
shaillyawasthi	paediatrician		kgmc hospital chowk
shailiniverma	paediatrician		kgmc hospital chowk
shailnitripathi	paediatrician		kgmc hospital chowk
sharitagupta	paediatrician		kgmc hospital chowk
sanjeevverma	paediatrician		kgmc hospital chowk
nishantverma	paediatrician		kgmc hospital chowk
meganathan p	paediatrician		kgmc hospital chowk
chandrakanta	paediatrician		kgmc hospital chowk

arpita	paediatrician		kgmc hospital chowk
pranshiagarwal	paediatrician		kgmc hospital chowk
mala kumar	paediatrician		kgmc hospital chowk
nupur sethi	paediatrician		kgmc hospital chowk
rashmikumar	paediatrician		kgmc hospital chowk
nishantnirvani	paediatrician		rajajipuram child care centre
nashimakhtar	paediatrician		Thakurganjs
santosh rai	paediatrician		Telibagh
manupratapsingh	paediatrician		Telibagh
kumudanup	paediatrician		Telibagh
ritusparph	paediatrician		Telibagh
archanakumar	paediatrician		kgmc hospital chowk
h.sgupta	paediatrician		civil hospital hazratganz
nilambersrivastava	paediatrician		civil hospital hazratganz
tarunanand	paediatrician		kgmc hospital chowk
dileepsingh	paediatrician		kgmc hospital chowk
deepaahuja	paediatrician		kgmc hospital chowk
c.sagarwal	paediatrician		kgmc hospital chowk
jasminderphagot	paediatrician		near alambaghchauraha

Annexure-II: Survey Questionnaire Form for doctors.

Doctor _____ Date: _____ Place: _____

Specialty: _____ No. of OPD: _____

1. Doctor in which indications do you Rx the Omega 3, EPA, & DHA health supplements in pediatric patients?
2. Doctor which health supplements (omega 3, EPA & DHA combination) do you Rx in pediatric patients for their overall development?
3. Doctor at what age do you Rx the health supplements (omega 3, EPA & DHA combination) in pediatric patients.
4. Doctor what is the preferred form of dosage that you prefer the most? (ask the age as well ex drops are pediatric patients from 1-2 years etc.)
 - Drops:
 - Syrup:

Competitive Assessment

5. Doctor according to you, what are the development attributes you look for while prescribing such supplements in pediatric patients?
6. a) Which brands of supplements in combination (omega 3, EPA & DHA) do you prefer the most?
 1. BrainWise 2. Brain IQ 3. Kidzomega 4. Brain UP 5. Ten on ten 6. _____
 b) Kindly rank the above-mentioned brands on the following parameters on scale of (1-5) with 1 being Lowest and 5 being Highest.

Parameters	Brands
Cognitive development	1. 2. 3. 4. 5. 6.
Improvement in attention and physiologic functions	1. 2. 3. 4. 5. 6.
Improvement in physical & emotional health (temperament, relationship with parents)	1. 2. 3. 4.

	5.
	6.

c) Doctor what is the recall message of the top 3 brands that you prefer?

Brands	Recall message/element

d) Doctor do you think such supplements (Omega 3, EPA, DHA) is an effective combination and will effectively help in development of children?

Yes ☐ No ☐

Communication Strategy

7. Doctor what are the challenges that you face with Rx such supplements? (Succumb to home remedies, compliance etc.)

At pediatric patient's level:

At mother's level:

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

8. Doctor which of the following attributes influence your Rx?

- Efficacy/ Quality of Molecule
- Safety of the molecule
- Research/ scientific points of the Molecule
- Creative communication/ in clinic activity by the molecule
- Cost of the molecule
- Company Image
- Equity with Field force

9. Doctor which of the following activities will help you Rx the Omega 3, EPA DHA combination more?

- In clinic gimmick activity
- Social media platform
- Scientific leave behind literature
- MOA video
- Celebrity Endorsed VA pages
- Any other please specify

10. Doctor would you like to add any comments?

Annexure: Survey Questionnaire Form for chemist

QUESTIONS TO BE ASKED ABOUT COMPETITORS

Chemist Name **Place**

1. Which are the 3 major brands of Omega 3(combination of EPA & DHA) selling most on your counter?

1. 2. 3.

2. How much do you sell?

Brainwise.....sales/month Brain IQ.....sales/month

Kidzomega.....sales/month BrainUP.....sales/month

Ten on Ten.....sales/monthSales/month

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

Brainwise..... Brain IQ

Kidzomega..... BrainUP.....

Ten on Ten.....

4. Who are the top 3 prescribers of Omega 3(combination of EPA & DHA)(*doctor's name*) these brands and how much these doctors prescribe? (Dr. X prescribes 1 or 2 boxes per month)

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

• What is the stock level of your COMPETITOR brand(s)?

Brand Name	Stock (in units)	Brand Name	Stock (in units)
BRAINWISE			
BRAINIQ			
KIDZOMEGA			
BRAINUP			
TEN ON TEN			
(info for above 5 brands is compulsory)			

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THANK YOU...!

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