

**Summer Training at
DelCure Lifesciences Ltd**

**Market analysis for sale and promotional strategy of “Lactobacillus
Rhamnosus GG”**

**By
Aditya Kumar Rai**

**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 Aditya Kumar Rai** has undergone summer training at **Delcure Life sciences Ltd** on '**Market Analysis for sales and Promotional strategy Lactobacillus Rhamnosus GG**' 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.

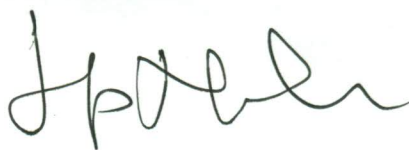


Dr Saurabh Kumar

Associate Professor

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Dr Sandeep Narula

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Pharmaceutical Management

DLL/HR/Certificate/Internship-2018

Date: 09th July, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Aditya Kumar Rai**, 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. Aditya Kumar Rai 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 humbly owe the completion of this Summer Intern work to the almighty and my family whose love and blessing will be with me in every movement of my life.

I would like to thank to **Mr. P.K. Pathak, MD & CEO, DelCure Lifesciences Limited** for providing me an opportunity to learn and develop professionally.

I am extremely thankful to my Project Mentor **Mr. Ajinkya Dalal, Senior Product Executive, DelCure Lifesciences Limited** for his valuable suggestions and support throughout the study, greatly eased my task of completing this work.

I solicit felicitate my Project Coordinator **Mr. Diwan Singh Yadav, Area Sales Manager, DelCure Lifesciences Limited South Delhi** for his valuable suggestions, support and keep interest throughout the study that helped me in completing this work. I thank him for the freedom of thought, expression and trust which was greatly best owed upon me. I would also like to pay my gratitude to his entire team of Delcure Life science Limited South Delhi who has helped me by sparing their valuable time, extend support and guidance to achieve my task successfully.

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

I am very much indebted and thankful to all the Doctors, Chemists and Stockists for their participation and cooperation.

I would like to thank all those who helped me directly and indirectly to complete this work.

At finally 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.

ADITYA KUMAR RAI

Declaration:

I hereby declare that this Summer Internship Project entitled **Market analysis for sale and promotional strategy of “Lactobacillus Rhamnosus GG”** submitted to IIHMR University, Jaipur in the partial fulfillment of 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. Sandeep Narula**, 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.

ADITYA KUMAR RAI

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Company Profile

DelCure LifeSciences 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. DelCure Lifesciences Limited (DLL) is one of the fastest growing pharmaceutical companies in India. The Company, founded in 2013 by Mr. Prashant Kumar Pathak, the company has manufacturing collaboration with Akums Drugs & Pharmaceuticals, Internationally Recognized, WHO-GMP Certified units in oral solid dosage forms, hormonal preparations oral/injectables & ointments, liquid orals, ointments and cosmetics, injectables, food supplements Nutraceuticals. DLL has a revenue of \$5.3 million and 56 employees. DelCure Lifesciences's main competitors are Celogen Pharma, Inventia Healthcare and Calyx. As of August 2017, DelCure Lifesciences has 35 fans on Facebook and 2.3K followers on Twitter.

DLL has two divisions which comprises various products and segments: -
First one is WinSpire- It is launched in June 2013 with 300 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.

Second one is Delvoice which is launched in August 2013. It is multispecialty division focus on Orthopedics, Gastroenterologists and Consulting Physicians. Delvoice is credited in bringing innovative new products which are new to the country and technologically superior.

DLL is a private independent company.

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 DelCure LifeSciences:

At DelCure LifeSciences, 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 DelCure Lifesciences.

Presence:

Domestic

Products are sold through 2 specialized divisions and have over 25 brands.

- SPAFAST GEL -Better absorption...Faster relief
 - DELPOFLEX-A– The Advanced choice
 - FACTUS SR– Controls Uric Acid safely
 - LIDOGAB– Topical solution for pain free life
 - GYM– Healthy Tendon Active life
 - BUSONEX– Next move in joint care
 - STIFEASE– Remove stiffness easily
 - TOLNIM-Relieves muscle spasm.... ensures pain relief
 - DELPOCAL-Nature's perfect calcium
 - SPAFAST D INJECTION– Technological breakthrough in single injection
- Differentiated products

- FACTUS SR-Available with UHVM Technology in sustained release formula.
- LIDOGAB-Available in a Lipophilic base.
- GYM-Only combination with Rose hip extract.
- DELPOFLEX A-Advanced NSAID+ Advanced enzyme.
- UPCOUNT– First time with the combination of Carica papaya, Tinospora cordifolia, goat milk powder and Vitamin E.
- TOLNIM-Only brand with Tolperisone and Nimesulide.
- DELPOCAL– Calcium with multimineral complex.
- SPAFAST D INJECTION– Combination with Diclofenac and Thiocolchicoside.
- SPAFAST GEL– Available with excederm technology
- In Pediatric segment, Taste of the formulation plays important role. In DLL, all the suspension products come with delicious taste, which ensures 100% patient compliance. DelpoCure ((Cefpodaxime Proxetil), a Cephalosporin antibiotic, indicated for treating respiratory infections in children and adults, available in all dosage forms like Tablets, Dispersible tablet, Suspension (50, 100 & 200 mg).
- DelpoClav (Amoxicillin + Clavulanic acid) has been launched in Pediatric as well as adult dosage forms (228.5, 457 & 625 mg) in Tablet, DT & Suspension.
- WeCure (Levofloxacin) a very popular Quinolone antibiotic is launched in 250, 500 and 750 mg Tablet dosage form and also in combination with Ornidazole to treat infected Diarrhea.
- Indowel (Ondansetron) has been launched, which is an antiemetic in Solution form, for the treatment of nausea & vomiting in children.
- The overall response from the doctors has been very good and they have appreciated the quality of the product. Many doctors have even reported that DLL's product give faster results to the patients, confirming high quality standard of the products. This Division plans to introduce comprehensive Pediatric, ENT & Chest range that includes:

- In management of Diarrhea: Weltone Z drops: India's 1st and only ready to use Zinc drops
- Pain relief in Acute Otitis Media with intact Tympanic membrane: Lidozone Ear Drops: First Time in India. World's No. 1 Formula
- For reducing the procedural pain and pain during vaccination: StayHappy Twist Tip Ampoule: 1st time in India for Superior analgesic effect
- Treatment and prevention of Vitamin D deficiency: D-liq Drops: India's first Micellized Vitamin D3 Supplement
- In Viral Hepatitis: Udcament Susp: India's first in Suspension form. UDCA treatment made easy
- In management of Chronic Asthma: Delpomont Susp: The first and only plain montelukast suspension in India

International:

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.

Timeline:

2015- Awarded brand of the year

2016- Participated in 13th national pharmaceutical conclave and gave "Make, Develop and Innovative in India".

2016-17- Awarded World's Greatest Brand by Asia One

2017- Launched a nationwide campaign at NASHICON June 2017 called as HONOUR YOUR DOCTOR. *Respect Doctor...save society.*

2017- Awarded Asia's Greatest Brands & Leaders (Pride of Asia Series)

2018- Participated in PEDICON Nagpur 2018.

2018- Participated in OOACON'18.

- Participated in IOACON, BOACON & GAMCON.
- Creating awareness and spreading noble messages across country.
- 22+ Events Participation.
- 50+ Newspaper Publications.

INTRODUCTION

Lactobacillus rhamnosus GG is a bacteria that exists naturally in the body, primarily in the intestines. Lactobacillus rhamnosus GG has been used as a probiotic, or "friendly bacteria," to prevent the growth of harmful bacteria in the stomach and intestines.

Lactobacillus rhamnosus GG has been used in alternative medicine as a likely effective aid in treating or preventing diarrhea caused by rotavirus in babies and children.

This product has also been used as a possibly effective aid in treating colic in babies, and in preventing diarrhea in children that can occur while taking antibiotics.

In adults, lactobacillus rhamnosus GG is possibly effective in preventing diarrhea during a hospital stay, while you are receiving chemotherapy, or during travel to foreign countries ("traveler's diarrhea").

Other conditions for which lactobacillus rhamnosus GG is possibly effective include treating irritable bowel syndrome, ulcerative colitis, or vaginal infections caused by bacteria. This product may also lower the risk of lung infections in children who attend daycare centers.

Lactobacillus rhamnosus GG has also been used to treat Crohn's disease, lactose intolerance, or vaginal yeast infections. However, research has shown that lactobacillus rhamnosus GG may not be effective in treating these conditions.

Other uses not proven with research have included treating cold sores, urinary tract infections, high cholesterol, indigestion, cold symptoms, and boosting the immune system.

It is not certain whether lactobacillus rhamnosus GG is effective in treating any medical condition. Medicinal use of this product has not been approved by the FDA. Lactobacillus rhamnosus GG should not be used in place of medication prescribed for you by your doctor.

Lactobacillus rhamnosus GG is often sold as an herbal supplement. There are no regulated manufacturing standards in place for many herbal compounds and some marketed supplements have been found to be contaminated with toxic

metals or other drugs. Herbal/health supplements should be purchased from a reliable source to minimize the risk of contamination.

Lactobacillus rhamnosus GG may also be used for other purposes not listed in this product guide.

Follow all directions on the product label and package. Tell each of your healthcare providers about all your medical conditions, allergies, and all medicines you use.

Before using lactobacillus rhamnosus GG, talk to your healthcare provider. You may not be able to use lactobacillus rhamnosus GG if you have certain medical conditions, especially:

- short bowel syndrome; or
- weak immune system (caused by disease or by using certain medicine).

Ask a doctor before using this product if you are pregnant or breast-feeding.

Do not give any herbal/health supplement to a child without the advice of a doctor .

Lactobacillus Rhamnosus Gg Side Effects

Get emergency medical help if you have signs of an allergic reaction: hives; difficulty breathing; swelling of your face, lips, tongue, or throat .

Although not all side effects are known, lactobacillus rhamnosus GG is thought to be likely safe for most people when used as directed .

Common side effects may include:

- stomach bloating or gas.

This is not a complete list of side effects and others may occur. Call your doctor, pharmacist, herbalist, or other healthcare provider for medical advice about side effects. You may report side effects to FDA at 1-800-FDA-1088.

Lactobacillus Rhamnosus Gg Interactions

Avoid taking lactobacillus rhamnosus GG within 2 hours before or after you take any medicine, especially an antibiotic. Some antibiotics can make lactobacillus rhamnosus GG less effective.

Do not take lactobacillus rhamnosus GG without medical advice if you are using any drugs that weaken the immune system such as:

- cancer medicine;
- steroid medicine (prednisone, dexamethasone, methylprednisolone, and others); or
- medicines to prevent organ transplant rejection.

This list is not complete. Other drugs may interact with lactobacillus rhamnosus GG, including prescription and over-the-counter medicines, vitamins, and herbal products. Not all possible interactions are listed in this product guide.

Lactobacillus Rhamnosus Gg Dosage

When considering the use of herbal supplements, seek the advice of your doctor. You may also consider consulting a practitioner who is trained in the use of herbal/health supplements.

If you choose to take lactobacillus rhamnosus GG, use it as directed on the package or as directed by your doctor, pharmacist, or other healthcare provider. Do not use more of this product than is recommended on the label.

Lactobacillus rhamnosus GG may be taken with or without food.

If you cannot swallow a capsule whole, open the capsule and sprinkle the medicine into a spoonful of a baby food or applesauce to make swallowing easier. Swallow right away. Do not save the mixture for later use. Discard the empty capsule .

If you take lactobacillus rhamnosus GG to prevent traveler's diarrhea, start taking it 2 or 3 days before you travel. Keep taking it daily throughout the trip .

Call your doctor if the condition you are treating with lactobacillus rhamnosus GG does not improve, or if it gets worse while using this product .

Lactobacillus rhamnosus GG is available in capsule form. Other forms may also be available. Some dairy products, especially yogurt, also contain lactobacillus rhamnosus GG .

Do not use many different forms of lactobacillus rhamnosus GG at the same time, unless your healthcare provider has told you to. You may get too much of this product if you use different forms together .

Store at room temperature away from moisture, heat, and sunlight. Keep each capsule in its foil blister pack until you are ready to take the product .

You may also store this product in the refrigerator. Do not freeze.

Do not use this product if the blister foil covering the capsules is torn.

Seek emergency medical attention or call the Poison Help line at 1-800-222-1222 .

Skip the missed dose if it is almost time for your next scheduled dose. Do not use extra lactobacillus rhamnosus GG to make up the missed dose .

Research Methodology

Objective & Scope of Study:

Objective: Market analysis for sale and promotional strategy of “Lactobacillus Rhamnosus GG”

Primary Objectives:

- To evaluate the market penetration for lactobacillus rhamnosus GG.
- To analysis the competition scenario for lactobacillus GG against the per existing product in the market.
- To evaluate the views of doctors regarding lactobacillus rhamnosus GG.

Scope of the Study:

The major scope of this study is to know how often doctors prescribe Lactobacillus Rhamnosus GG”. Then to identify its market strategy to increase its sales and promotional tools.

Managerial Usefulness of the Study:

This study helps to understand marketing research basic terminologies & different strategies for different market situation.

Methodology

Sample Design: Descriptive study

Sampling: Non-probability convenience sampling

Sample Size: Respondents: 200

Sample Frame:

Doctors: 100

Chemists: 100

Sample population:

Gynecologist

Pediatricians

Pediatricians Surgeon

E.N.T

Consulting Physician

Medician.

Sample area: South Delhi

Tools Used for Data Collection: Direct Questionnaire method

Type of Questionnaire: Semi-Structured

Type of Questions: closed and open ended

Tools Used for data analysis: MS-Excel

Data Collection:

Primary- primary data has been collected by the means of questionnaire.”

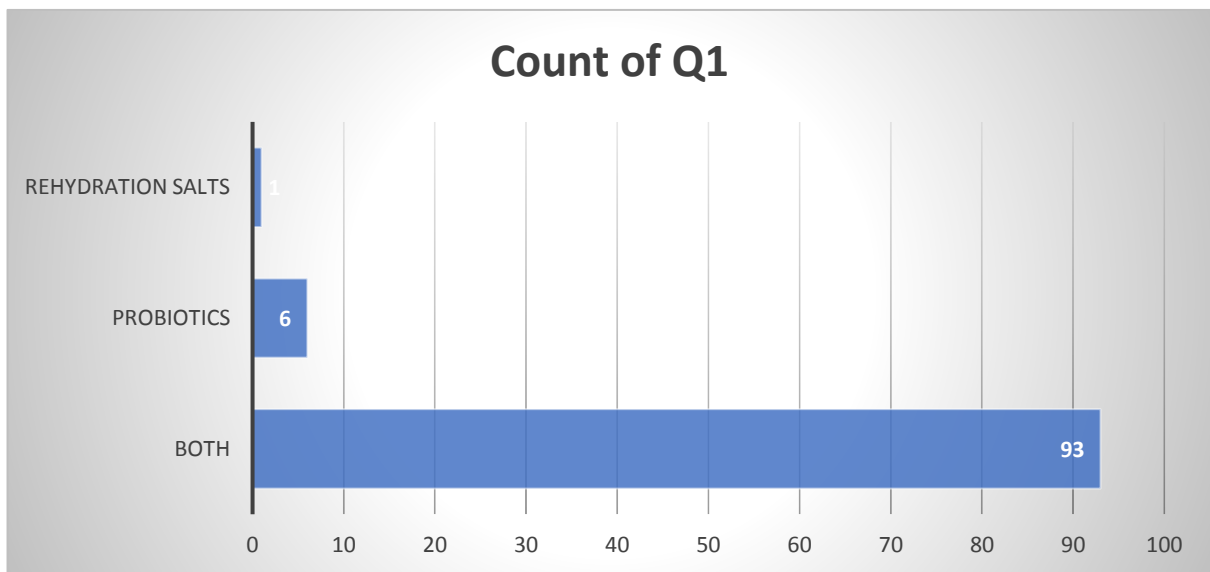
Secondary- The secondary data involved in this project has been gathered from the medical journals, literatures and internet.”

Study duration: 60 Days.

FINDINGS AND INTERPRATATION:

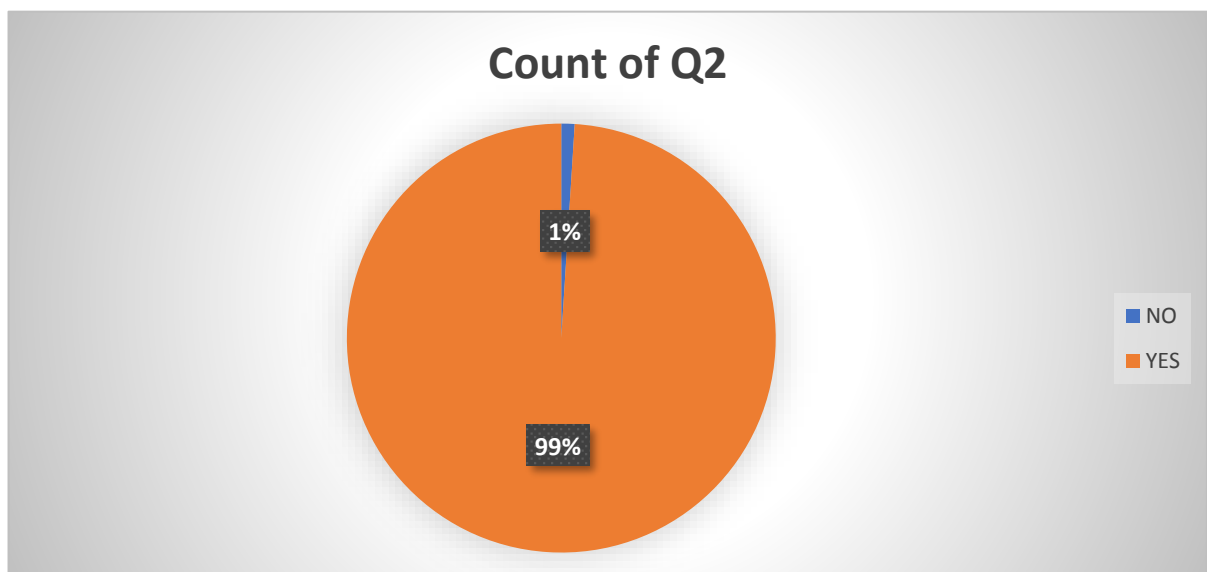
RESPONSES RECORDED BY DOCTORS.

Q1. Doctor which of the following do you prefer in treatment of Acute Gastroenteritis & Antibiotic associated Diarrhea ?



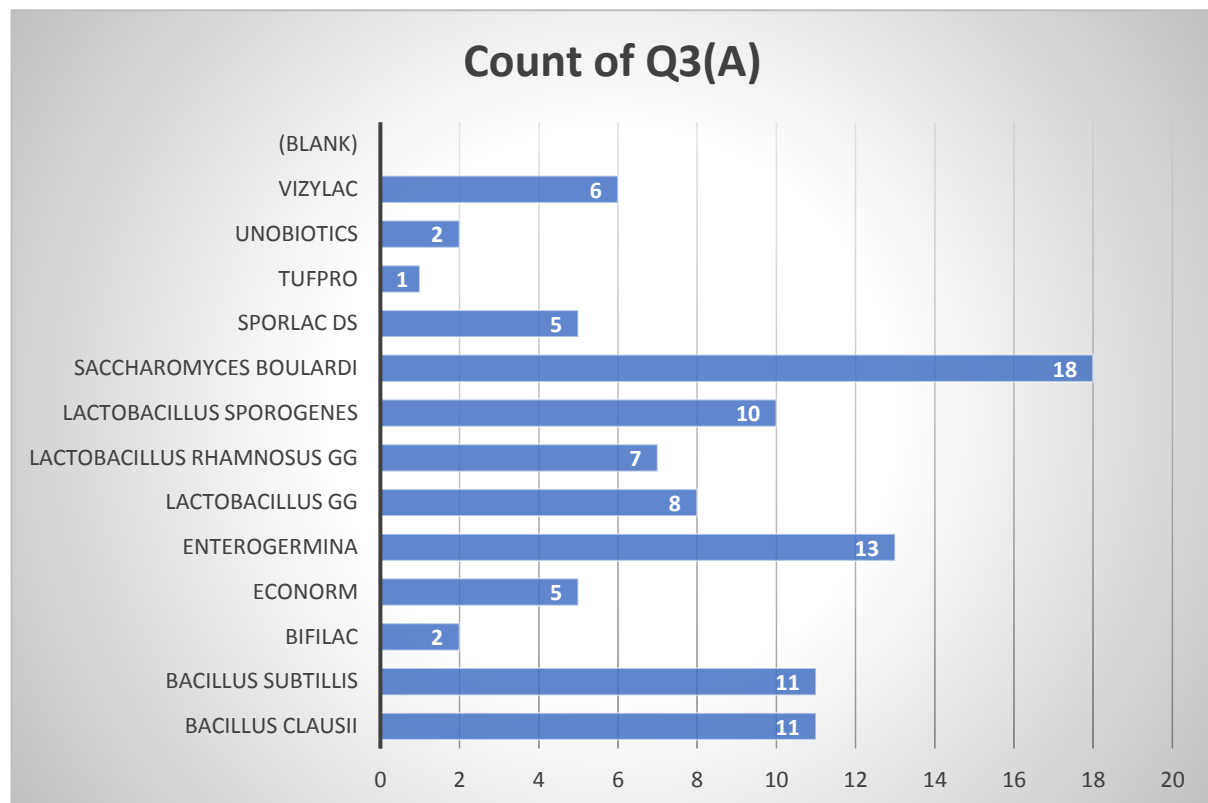
INTERPRATATION:93% DOCTORS ARE PREFER BOTH PROBIOTICS AND REHYDRATION SALTS.

Q2. Doctor do you think probiotics are effective in treatment of Acute Diarrhea & Antibiotic associated Diarrhea.



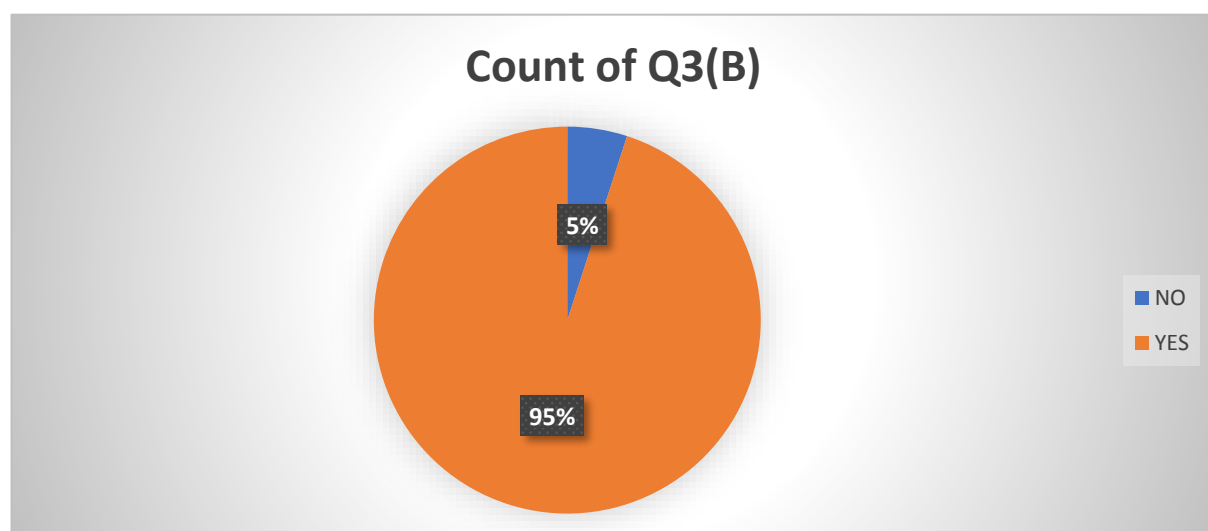
INTERPRATATION:99% Doctors are agree.

Q3. (A) Which Probiotic Strains do you use most?



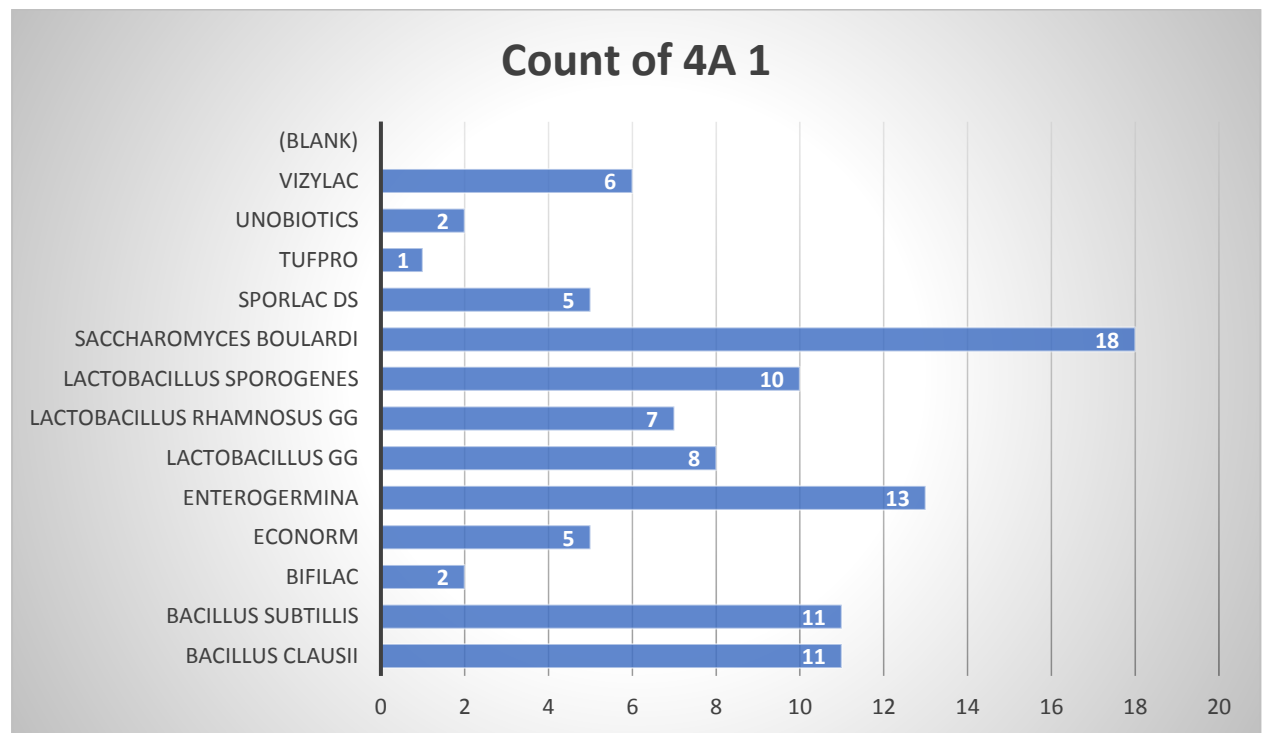
INTERPRATATION: Saccharomyces Boulardi are mostly use

Q3. (B) Doctor do you think lactobacillus GG strain are more efficacious as compared to other probiotic strains?

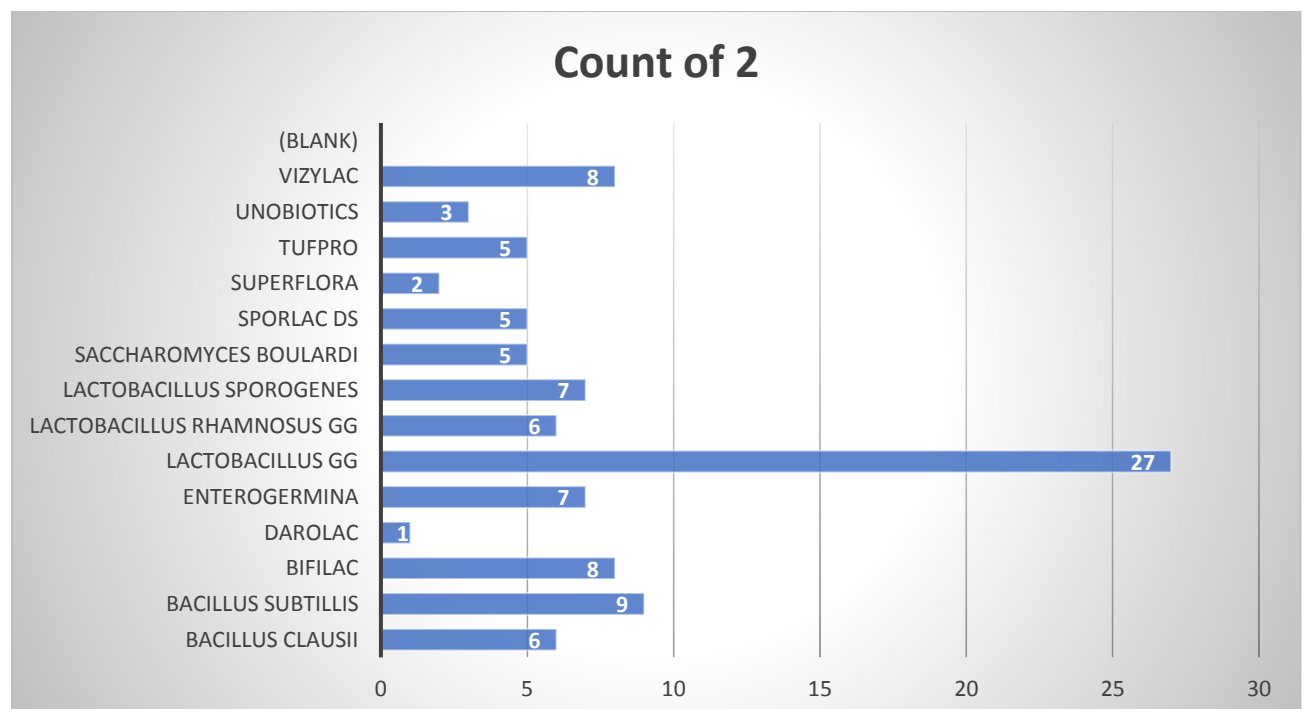


INTERPRATATION:95% are agree to think lactobacillus GG strain are more efficacious as compared to other probiotic strains.

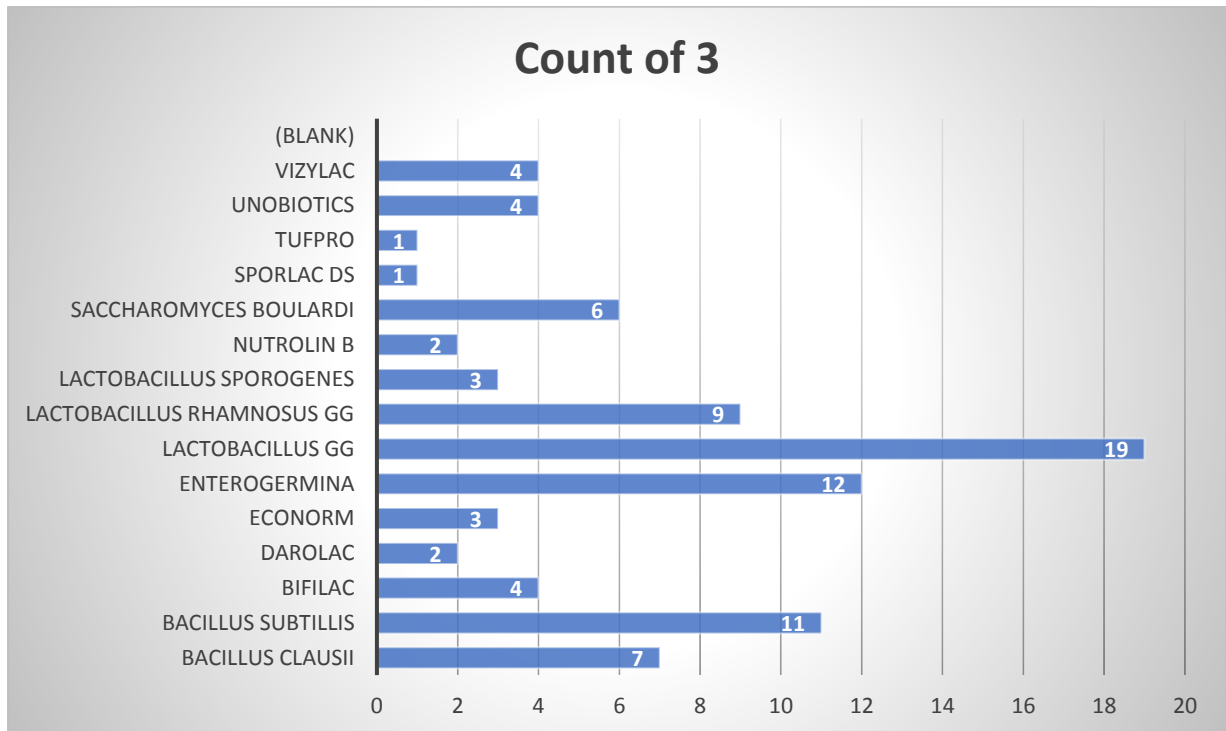
Q4. (A) Doctor name top 3 probiotic strains used by you in your in clinic practice & why?



INTERPRATATION: Saccharomyces Boulardi are mostly use



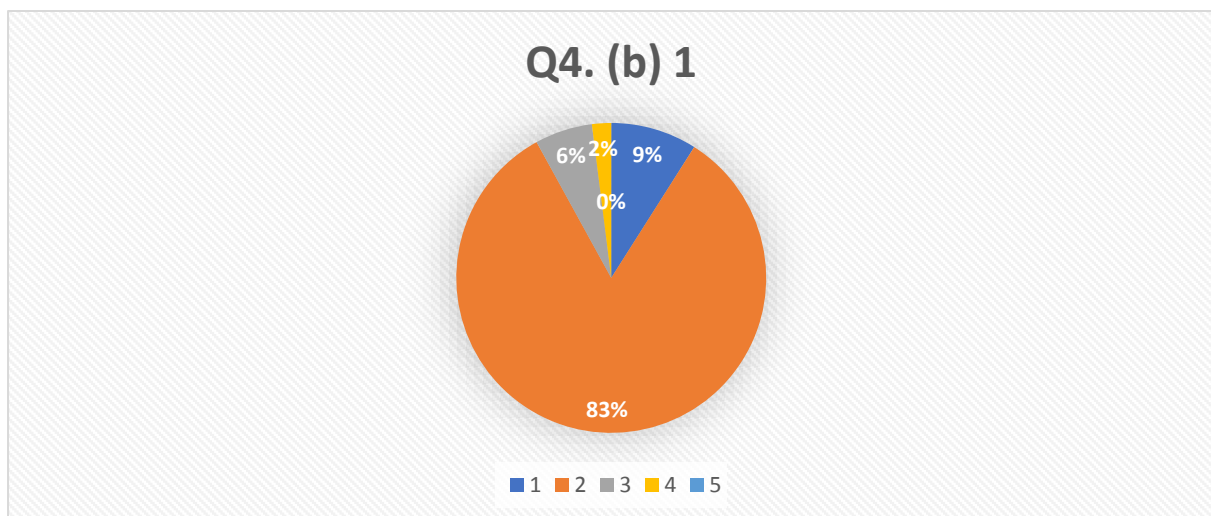
INTERPRATATION: Lactobacillus GG is also use most



INTERPRATATION: Again LGG is mostly prescribe.

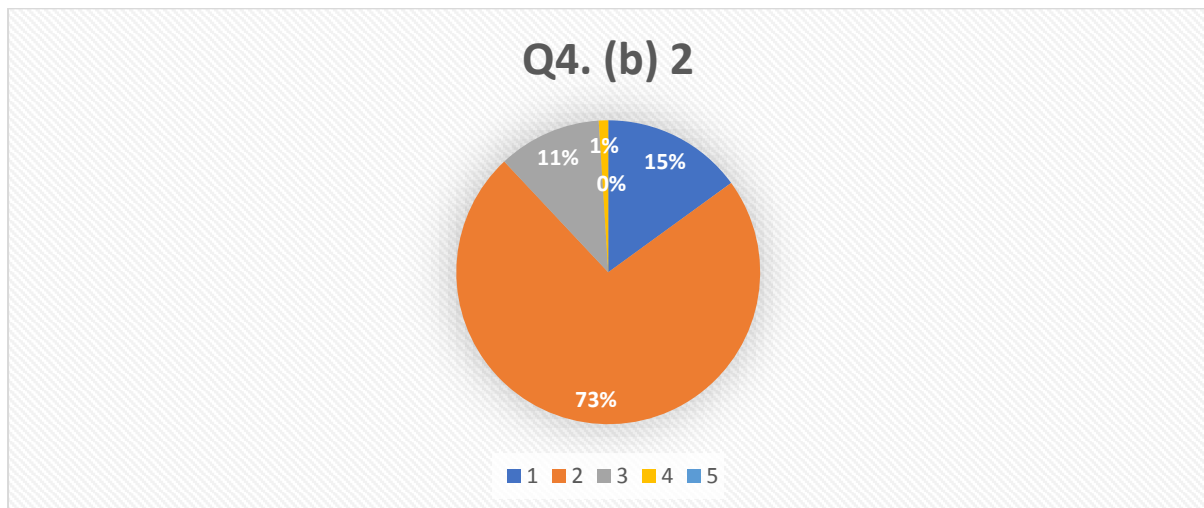
Q4. (B) Kindly rank the above mentioned 3 strains on the following parameters on scale of (1-5) with 1 being highest and 5 being lowest.

1. Restores natural balance of good bacteria in digestive tract.



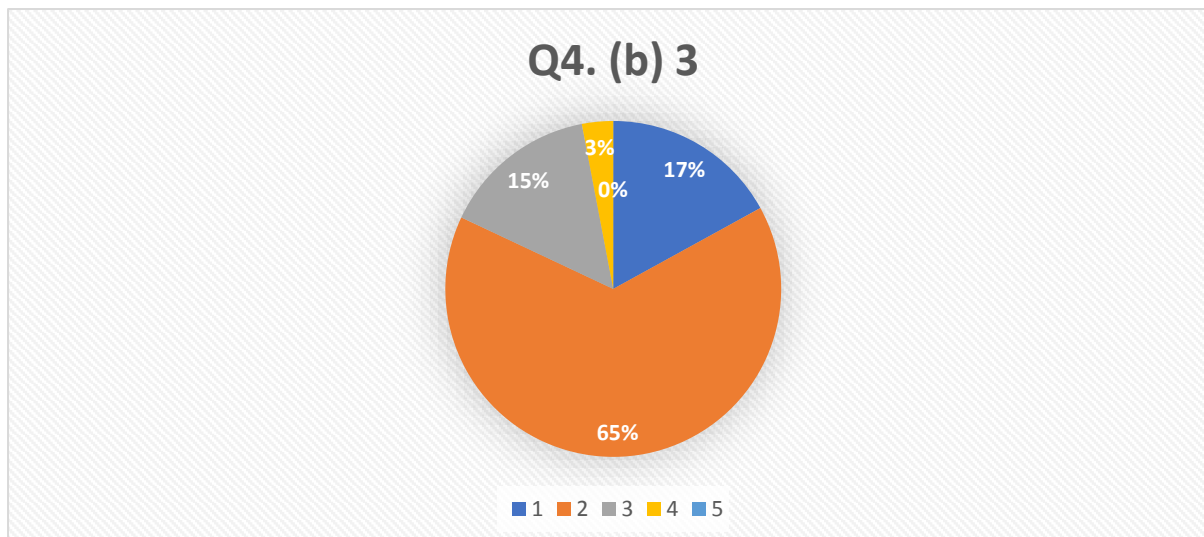
INTERPRATATION: 83% doctors are 2nd rank gives to "Restores natural balance of good bacteria in digestive tract."

2. Helps digestive system work better.



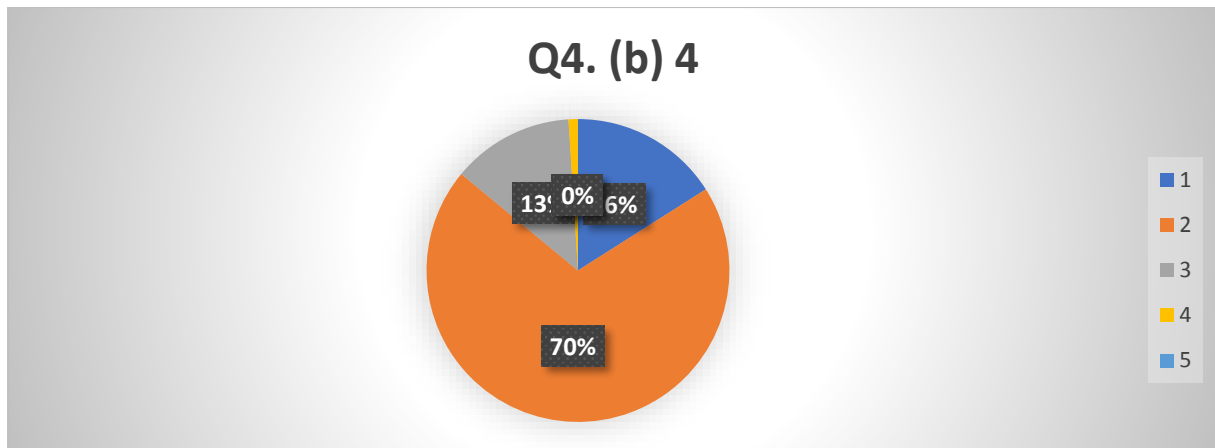
INTERPRATATION:73% Doctors are 2nd rank gives to “Helps digestive system work better”.

3. Supports healthy immune system.



INTERPRATATION:65% doctors are 2nd rank gives to “Supports healthy immune system”.

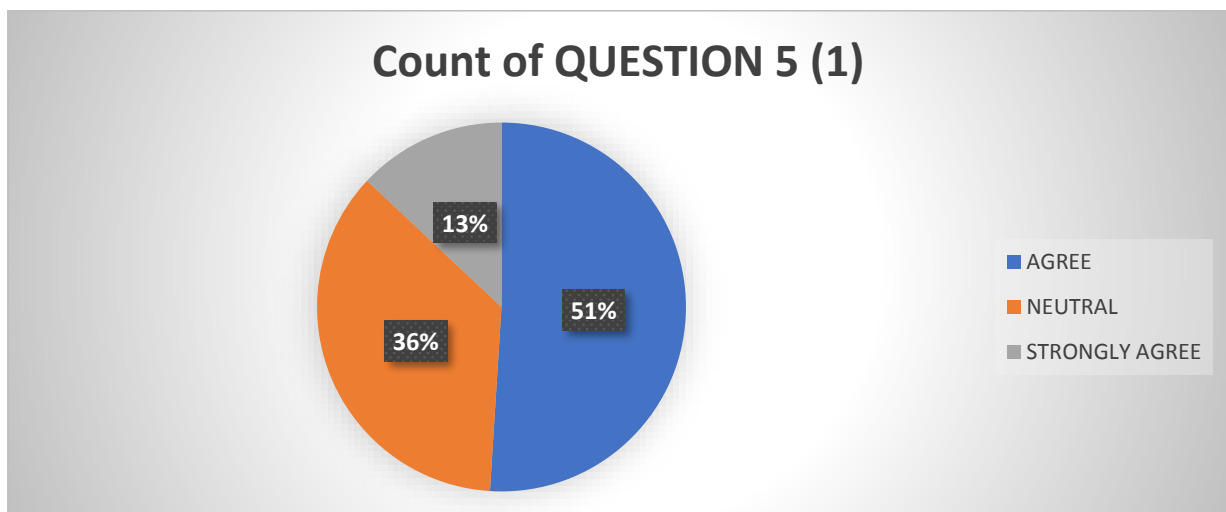
4. Reduces duration & episodes of diarrhea.



INTERPRATATION:70% doctors are 2nd rank gives to “Reduces duration & episodes of diarrhea”

Q5. Doctor do you agree to following claims.

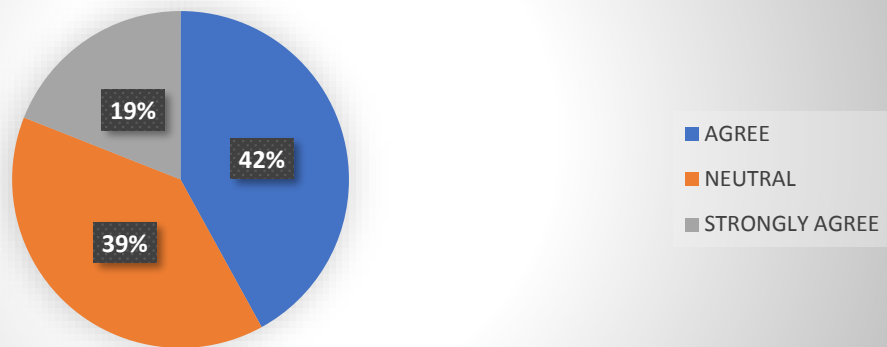
1. Lactobacillus GG is most widely researched and used strain and hence is safe and trusted as compared to other probiotic strains.



INTERPRATATION:51% doctors are agree to “Lactobacillus GG is most widely researched and used strain and hence is safe and trusted as compared to other probiotic strains”.

2. Lactobacillus GG has extremely good intestinal wall adhesion and hence is considered good probiotic.

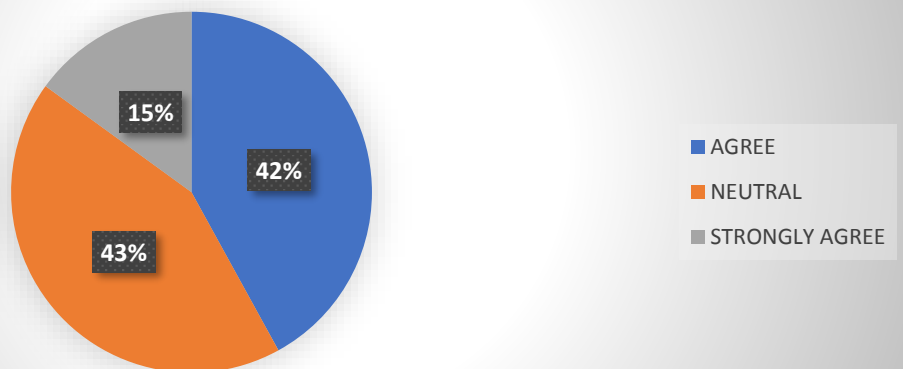
Count of QUESTION 5 (2)



INTERPRATATION:42% doctors are agree to “Lactobacillus GG has extremely good intestinal wall adhesion and hence is considered good probiotic”

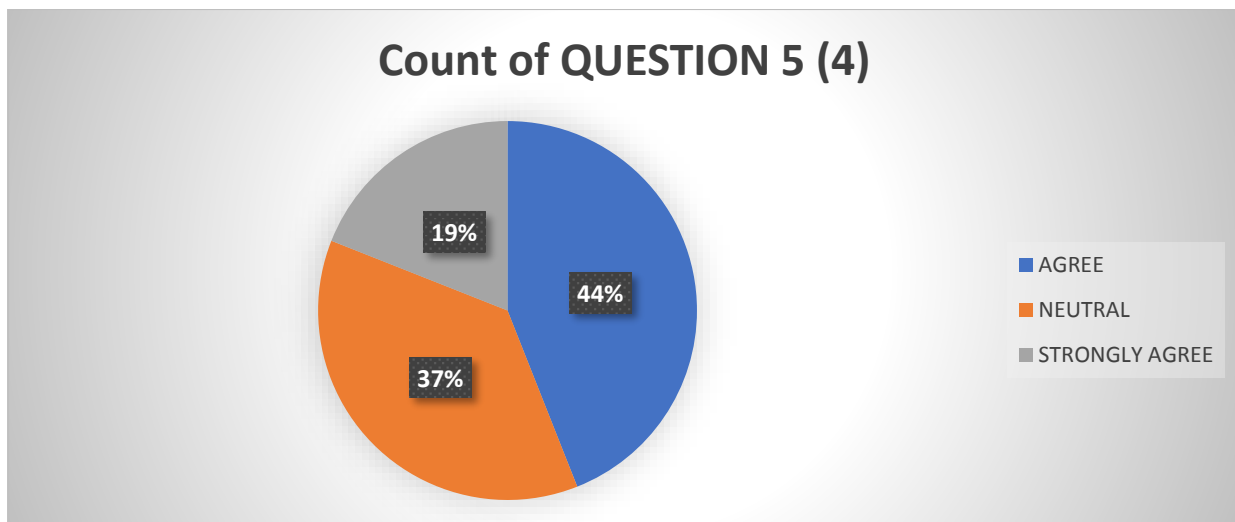
3. In infants and babies L.GG fights diarrhea, decreases colic and stimulates infant growth.

Count of QUESTION 5 (3)



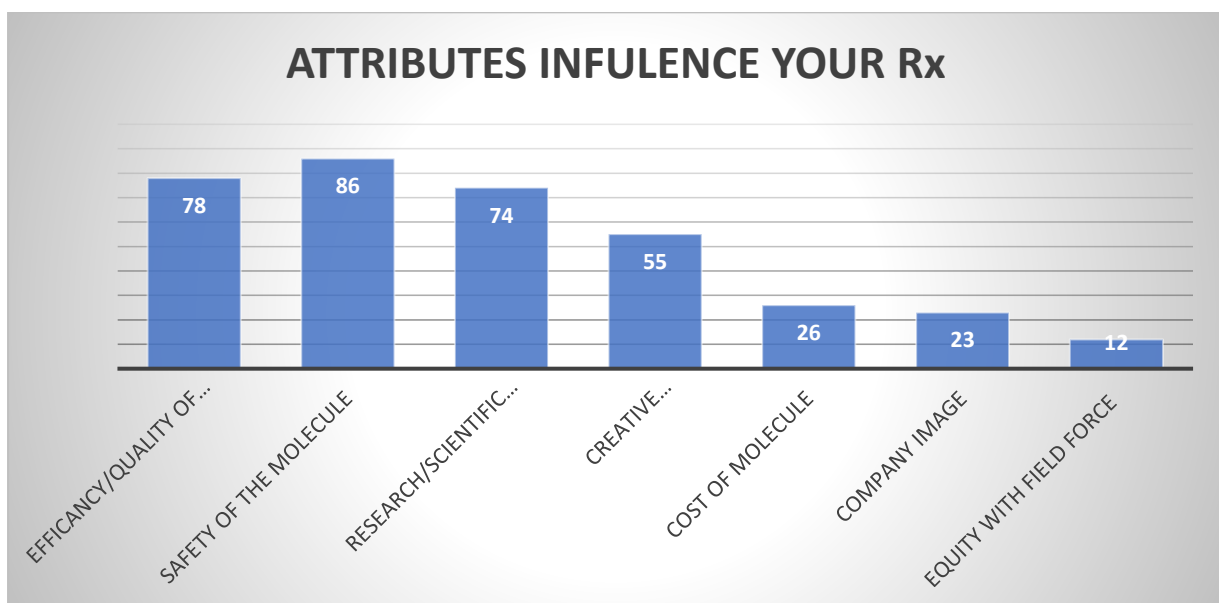
INTERPRATATION:43% doctors are neutral to “In infants and babies L.GG fights diarrhea, decreases colic and stimulates infant growth”

4. L.gg is a probiotic that fights allergies, helps digestive system work effectively and boosts immunity.



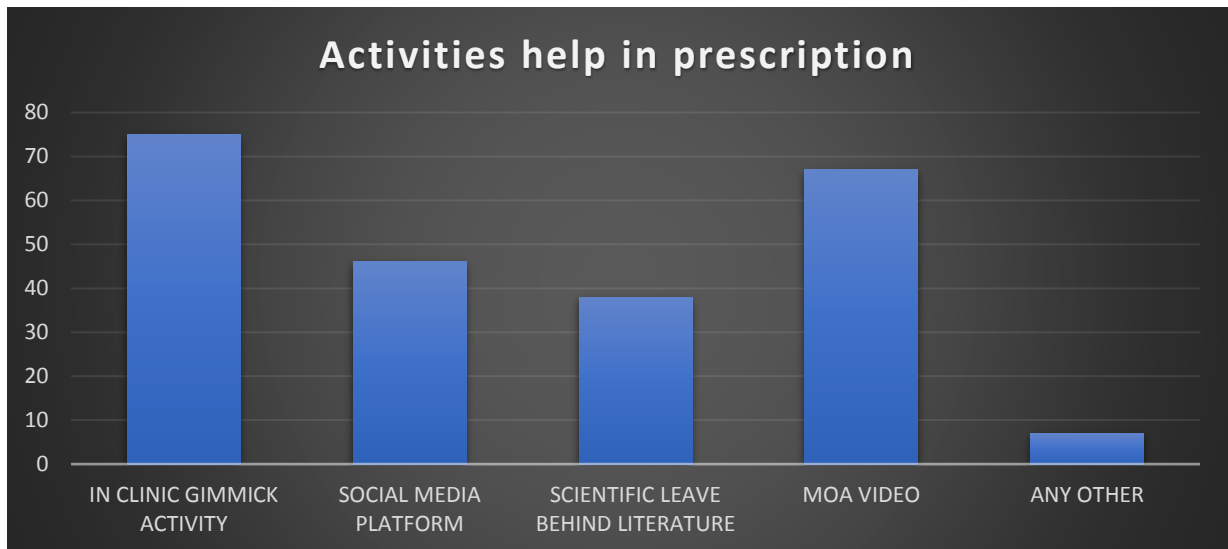
INTERPRATATION:44% doctors are agree to “L.gg is a probiotic that fights allergies, helps digestive system work effectively and boosts immunity”

Q6. Doctor which of the following attributes influence your Rx?



INTERPRATATION:86 doctors got influenced by Safety of molecule.

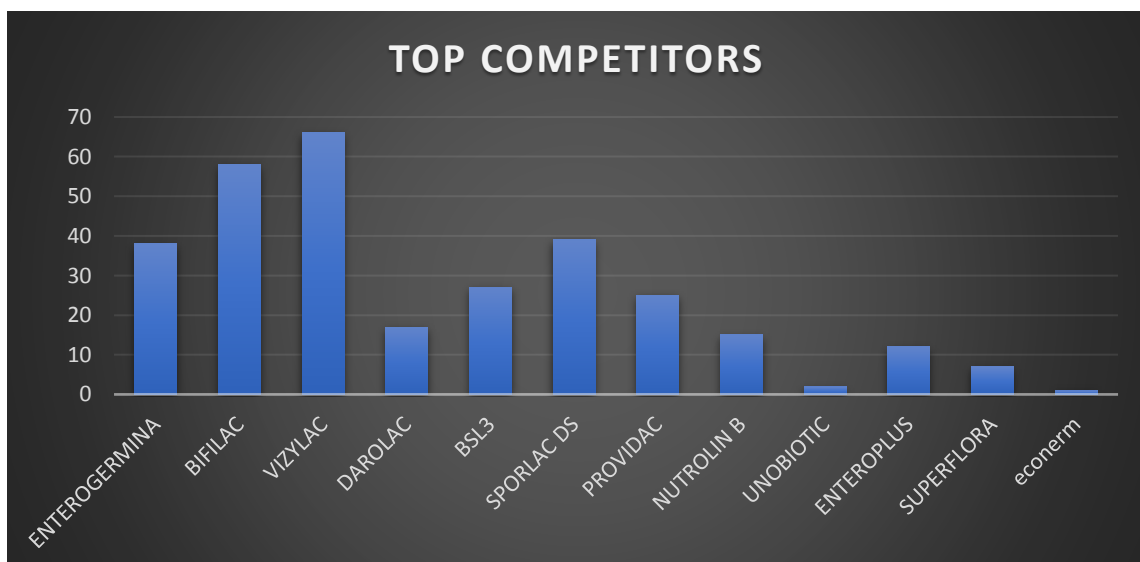
Q7. Doctor which of the following activities will help you Rx the L.GG more?



INTERPRATATION: 76% doctors told that clinical gimmick activities help them to prescribe more..

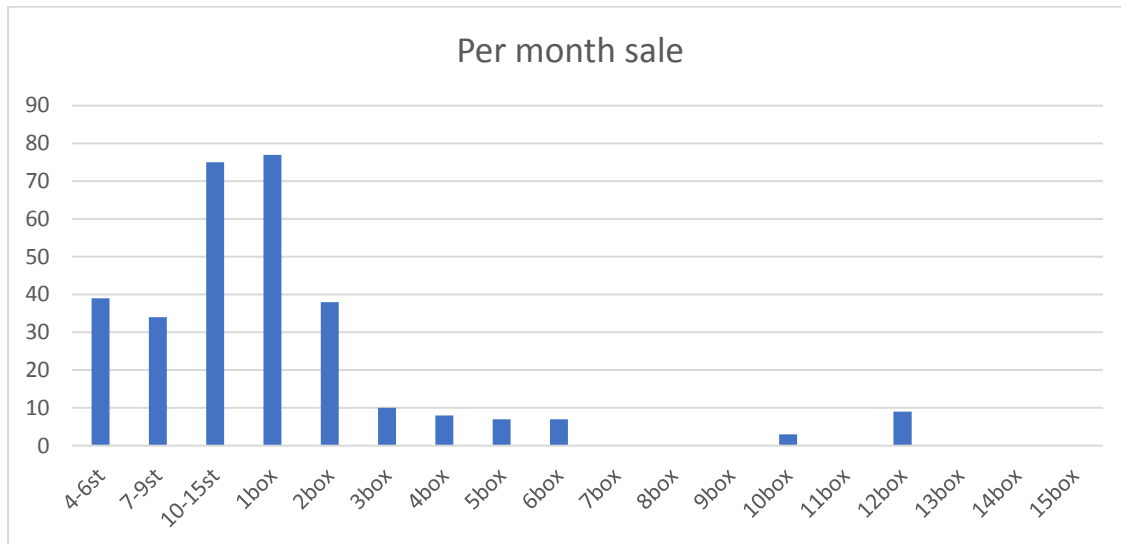
Responses recorded by Chemists.

Q1.Which are the 3 major brands of (Lactobacillus).....selling most on your counter ?



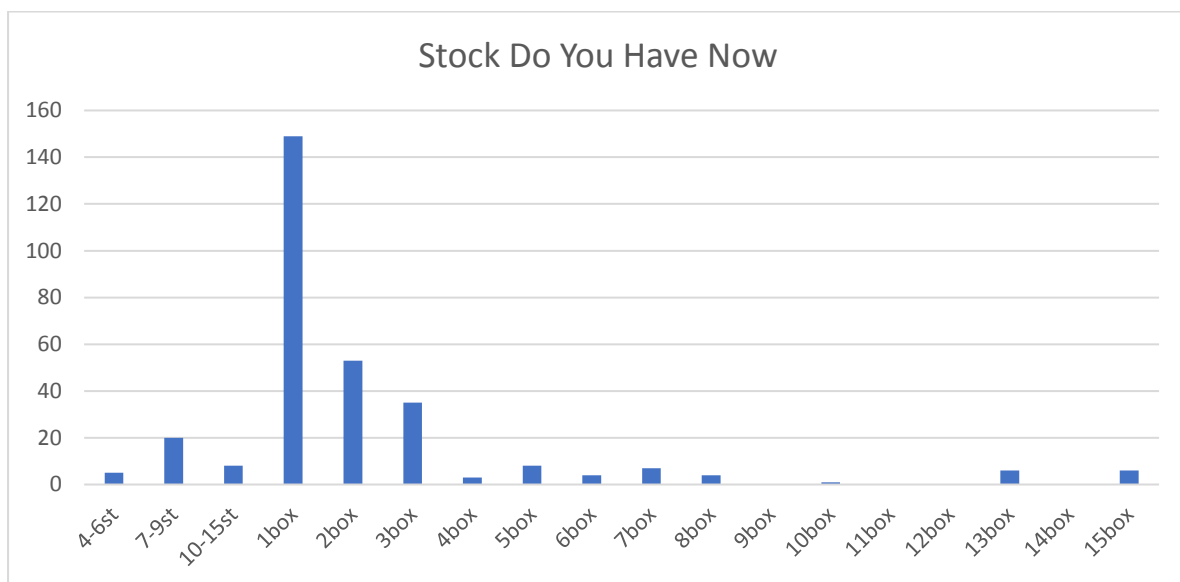
INTERPRATATION: 68% chemists sell VIZYLAC most on their counter.

Q2. How much do you sell ?



INTERPRATATION:78% box are approximately sell per month.

Q3. How much stocks do you have now (one box or more)



INTERPRATATION:150 box are approximately is in stock.

CONCLUSION:

Through this project it is concluded that doctors prescribe LACTOBACILLUS RHAMNOSUS GG Likely effective aid in treating or preventing diarrhea caused by rotavirus in babies and children. 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. Lactobacillus GG, saccharomyces boulardi, lactobacillus sporogenes are in prescription habit of doctors in Delhi.

Vizylac, bifilac, enterogermina and sporlac ds are top competitors of lactobacillus gg in paediatrics segment while in tablet/capsule dosage. Superflora, entropius, unobiotics are the Top competitors in Delhi.

RECOMMENDATIONS:

As per the analysis this seems to be the right time for delcure to lunch lactobacillus rhamnosus gg in the market as the competitor product is still new and have not yet established an in-depth market reach.

Due consideration needs to be given for proper promotions in a systematic manner in the launch of lactobacillus rhamnosus GG.

According to the doctors lactobacillus rhamnosus GG is most studied probiotics, widely used and better then other strains as it has excellent adherence capacity.

REFERENCES:

- <https://www.everydayhealth.com/drugs/lactobacillus-rhamnosus-gg>
- <http://delcure.com/>
- http://immunelife.in/rip-rota/?utm_source=Google&utm_medium=Text%20Ads&utm_campaign=RotaVirus%20Traffic%20Google&gclid=CjwKCAjwgr3ZBRAAEiwAGVssnWSLk_Loulqqg8V0n5wqTv1szu_uwm5ZSFD1p55SyhFprn9aSpjLyRoC1EgQAvD_BwE
- <https://www.webmd.com/digestive-disorders/what-are-probiotics#1>