

**Summer Training at
GlaxoSmithKline Consumer Healthcare,
Delhi**

Market Assessment of GSK Consumer Products in South Delhi

**By
Yugendra Panwar**

**Under the guidance of
Dr. Sandeep Narula**

**MBA Pharmaceutical Management
2015-2017**



**The IIHMR University, Jaipur
2016**

CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Yugendra Panwar** student of **MBA pharmaceutical Management** from the IIHMR University; Jaipur has undergone summer training at **GlaxoSmithKline Consumer Healthcare** from 1st April to 31st May, 2016.

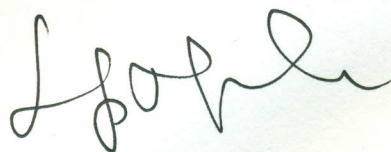
The candidate has successfully carried out the study designated to him during summer training and his approach to the study has been sincere, scientific & analytical.

The internship is in fulfilment of the course requirements.

I wish him all success in all his future endeavours.



Col. (Dr.) Ashok Kaushik
Dean (Academics & Student Affairs)
IIHMR University, Jaipur



Dr. Sandeep Narula
Associate Professor
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ACKNOWLEDGEMENT

It gives me immense pleasure to acknowledge my mentor **Miss Pavanshu Aggarwal**, Zonal Expert Sales Manager, at GSK consumer healthcare at Gurgaon; for her guidance throughout my Internship; it is the constant encouragement that has enriched my growth as an intern. She has always been an inspiration and will continue to be.

I place on record, my sincere gratitude to **Mr. Rohit Jain**, Regional Expert sales manager North, at GSK Consumer Healthcare, for supporting me and giving me the chance to work for GSKCH.

I owe a debt of gratitude to My Mentor **Dr. Sandeep Narula**, Associate Professor, at Institute of Health Management Research (IIHMR), Jaipur, and all my teachers for grooming me and my classmates for the inspiration needed to work with dedication and motivation throughout as an Intern at South Delhi.

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.

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Executive summary

In today' s competitive world where cut-throat competition exists, everyone wants to know their position, their strength and weakness, so it is very essential to know opportunity to target the potential market, capture the market, evaluate from the marketing strategies.

The objective of the project was 'Assessment of GSK Consumer products in south Delhi. How were the sales and amount of products sold during my study period.

The project scope involves the study of the consumer market. Understand the distribution of GSK consumer products and their competitors in south Delhi. The project also focuses on collecting the data of Doctors grid in General physician, Consultant physician, Gynecologist, Paedtricians and ENTs.

1. Introduction

Spirit of GSK

At GlaxoSmithKline, we recognize that there is no achievement without integrity. As we chase our business goals and our daily task lists, we are guided by the GSK Spirit. The GSK Spirit is a set of values and operating principles, shared by employees across the company, that form the basis of the GSK culture.

Heritage

At GlaxoSmithKline, we are proud of our heritage of leadership with integrity. GSK is an industry leader, with an estimated seven per cent of the world's pharmaceutical market. We are a company with a powerful combination of skills, resources and principles. Headquartered in the UK, GSK has over 100,000 employees worldwide, including around 35,000 employees at 85 manufacturing sites in 37 countries, over 16,000 in R&D and over 40,000 in Sales and Marketing. Each of these GSK employees is strung together by a proud legacy of performance and principles.

Community Partnership

With a global quest to improve the quality of human life by enabling people to do more, feel better and live longer, GSK's community investment programmes represent a commitment that, as the company builds upon its successes and grows, it will continue to recognize the responsibility of leadership and the strength of partnership. Through its Community Partnership function, GSK partners with and supports organizations whose goals and objectives reflect its mission of improving the quality of human life. GSK Consumer Healthcare's Corporate Social Responsibility initiatives are driven by this spirit of partnership. The organisation works closely with the local community to support and sustain development activities. Focus areas for our Corporate Social Responsibility programmes this year are: To support the health and education of women and children. Disease prevention and care of persons with Cancer and HIV/AIDS. Some of the initiatives taken by us include: Organising programmes for health and disease prevention for tribal women and children Making primary, nonformal and remedial education available for children dwelling in slums Providing free counseling and therapy to women and children suffering from Cancer Projects with HIV positive women Organising literacy programmes for underprivileged children Running therapeutic recreation programmes for persons with HIV/AIDS in rural areas Providing Horlicks to patients with Cancer/HIV Supporting mentally challenged/blind children Setting up bore wells for supplying drinking water to villagers Community development through providing infrastructure to local police Providing vocational training to help women become truly self sufficient under the community development scheme Hosting and organizing healthcare and eye care programmes Providing infrastructure for local village schools

PRODUCTS

NUTRITIONAL

HORLICKS

The Great Family Nourisher' Horlicks is the leading Health Food Drink in India and as the 'Most Trusted Drinks Brand' (Economics Times Survey, 2004) in India, enjoys more than half of the Health Food Drink market. Although it has been a popular brand in the Indian market since the 1930s, Horlicks underwent a revamp in 2003 to further increase its relevance. The modern & contemporary Horlicks offers 'pleasurable nourishment' with a delicious range of flavours including Vanilla, Toffee, Elaichi and Chocolate. With revitalized packaging synergistic with the new brand personality, it is a favourite with both mothers for its nourishment and kids for its great taste and variety. Horlicks is sold in a number of countries across the world. In different countries, the product has different formulations in order to cater to varying consumer segments and serve different consumer needs. In India, the Horlicks available has been scientifically developed and specifically caters to the nutritional needs of the Indian diet. It helps meet the requirements of essential nutrients in children, such as iron and vitamins that aid iron absorption. From the available data, it has been seen that children in India are not getting enough of these vitamins and minerals from their daily diet. Research shows that these nutrients are very important for school age children for their attention, concentration and memory as well as their physical performance and growth. Thus, Horlicks is a beneficial supplement for children to aid not only their growth, but also enhanced attention and concentration. In fact, we have established this through a large clinical trial among school going children.

OTC

Crocin

'Your trusted paracetamol' Crocin has been a trusted household healthcare name for over three decades and enjoys a strong medical heritage. Widely used as an effective remedy for mild to moderate pain, Crocin is an over-the-counter medicine which is easily accessible to patients. It commands a strong medical equity and enjoys the confidence and trust of medical practitioners across the country. Over the years, Crocin has evolved from a pain, body ache relieving drug to a household medicine and a brand of choice and trust. With a continuous series of innovations, it has evolved significantly from its simple 500 Mg paracetamol variant to a range of product extensions like Crocin Pain Relief, Crocin Cold & Flu, Crocin 650 Mg tablets alongside a pipeline of liquid formats for Children and Kids. (Read Product Information)

Crocin Advance

Works upto 5x faster than your regular paracetamol

A smart choice! Sometimes ordinary paracetamol tablets may take a longer time to release its medicine as it doesn't easily disintegrate within the human system. Crocin Advance with Optizorb technology releases its medicine up to five times faster than ordinary paracetamol tablets, providing you fast and effective relief. (Read Product Information)

Crocin Pain Relief

A clinically proven pain relief medicine with a higher dose of paracetamol along with caffeine which provides quick and effective relief from your daily aches and pains. (Read Product Information)

Crocin Cold and Flu

Crocin Cold and Flu's special non drowsy formula provides effective relief from multiple symptoms of cold. It contains paracetamol, which has analgesic plus antipyretic properties along with special ingredients which help relieve your congestion. (Read Product Information)

Baby and Kids Range

Crocin paediatric portfolio is a complete range of antipyretic, analgesic medicines where there is one for every age group, from infants to toddlers to older kids up to 12 years.

The range consists of

Crocin Drops: (100 mg/ ml) for 112 months in mint flavor. (Read Product Information)

Crocin Suspension (120 mg/ 5 ml) for 15 years old toddlers in strawberry flavor. (Read Product Information)

Crocin Suspension Double Strength (240 mg/ 5 ml) for 512 years old children in mixed fruit flavor. (Read Product Information)

GlaxoSmithKline Consumer Healthcare Ltd. (GSKCH) is an Indian associate of GlaxoSmithKline plc, U.K. GSKCH is one of the largest players in the Health Food Drinks industry in India. The Company, with its manufacturing plants located in Nabha, Rajahmundry and Sonapat, has a total workforce of over 2700 people, each driven by a spirit of enterprise. Its flagship product, Horlicks, is a highly respected brand which is over 100 years old in India. The Company also manufactures and markets Boost, Viva, Maltova, Biscuits, Foodles and in addition promotes and distributes a number of products in diverse categories, including prominent brands such as Eno, Crocin, Iodex and Sensodyne. GSKCH has a strong marketing and distribution network in India comprising over 4800 wholesalers and direct coverage of over 7,00,000 retail outlets. GlaxoSmithKline's Consumer Healthcare business is based on scientific innovation. The company has dedicated consumer healthcare R&D centres and takes research as seriously as marketing excellence,

offering cuttingedge capability in both. 100 words GlaxoSmithKline Consumer Healthcare Ltd. (GSKCH) is one of the largest players in the Health Food Drinks industry in India. Its flagship product, Horlicks, is a highly respected brand which is over 100 years old in India. An Indian associate of GlaxoSmithKline plc, U.K., it has a workforce of over 2700 people in India with manufacturing plants in Sonapat, Nabha and Rajahmundry. GSKCH has a strong marketing and distribution network in India comprising over 4800 wholesalers and direct coverage of over 7,00,000 retail outlets. The Company also manufactures Boost, Viva and Maltova, Biscuits and promotes and distributes prominent brands in diverse categories such as Eno, Crocin and Iodex. 50 words GlaxoSmithKline Consumer Healthcare Ltd. is one of the largest players in the Health Food Drinks industry in India. With a workforce of over 2700 people, a strong marketing and distribution network, and manufacturing plants in Sonapat, Nabha and Rajahmundry, it manufactures Horlicks, Boost, Viva and Maltova, Biscuits, Foodles and promotes and distributes Eno, Crocin, Iodex and Sensodyne.

2. Company profile

GlaxoSmithKline Consumer Healthcare Limited is engaged in nutritional business in India. Its consumer products include nutritional products and Over the Counter (OTC) products. Its nutritional products include Horlicks Ninja, Junior Horlicks, Mother's Horlicks, Horlicks Lite, Horlicks Biscuits, Boost, Maltova and Viva. The Company's Over The Counter (OTC) products include Crocin, a household medicine for relieving pain and body ache; Eno, an antacid for instant relief from acidity, gastric discomfort and heart burn, and Iodex, a pain reliever. The Company has own manufacturing facilities at Nabha, Punjab; Rajahmundry, Andhra Pradesh and Sonapat, Haryana.

Undisputed market leader with a strong brand recall: GSKCH is a dominant player in the HFD segment with 67.3% volume share. GSK's Horlicks has 53.5% volume share of the HFD market and remains an undisputed leader by a huge margin. GSKCH has consistently gained market share over the years. It gained 1.4% YoY volume market share (at 66.2%) in FY15 and has further strengthened its leadership position in HFD category to 67.3% volume market share in Q3FY16 from 66.8% in Q2FY16.

Under-penetrated category provides significant headroom for growth: With increasing health awareness, rising income levels and availability of variants & flavours, more and more consumers are opting for healthy and nutritional products. HFD market is estimated to have grown 3.6x from Rs. 2,000 crores in 2009 to Rs. 7,100 crores in 2015 & is further expected to reach Rs. 9,800 crores by 2018. Hence, the Indian HFD category is expected to grow at a CAGR of 11.3% over CY15-CY18E. Being the market leader, GSKCH is well placed to tap this opportunity taking into account the overall low penetration level (~25%) of HFD category. While market penetration of HFDs (for GSKCH) are skewed towards South & East India, penetration in North and West India remains low. Taking this into consideration, we expect GSKCH to aggressively target these unexplored markets. Therefore, we expect HFD segment to grow at a CAGR of 11.5% over FY15-FY18E.

Brand Extensions gaining traction: GSKCH has continuously focused on expanding its product portfolio. With judicious brand extensions for different age groups, GSKCH's product portfolio now caters to broad range of consumers. The company's success has come from brand extensions such as Horlicks Junior (for kids & at 20% premium to base Horlicks), Women's Horlicks, Horlicks Lite (for entire family & at 36% premium to base one) and Mother's

Horlicks (at 107% premium to base one). Interestingly, the contribution of brand extensions to the total Horlicks has increased from 20% in FY11 to 27% in FY16.

Valuation: GSKCH is better placed than peers given its strong pricing power, leadership position and distribution reach in the core HFD portfolio. We expect revenue and PAT to grow at a CAGR of 9.8% and 15.8% over FY15-FY18E. Further, we rate the stock as 'BUY' assigning a forward P/E of 31.5x arriving at a target price of Rs. 6,788 which implies potential upside of ~12% for next 12 months.

A. GSKCH Owned Manufacturing Sites

- Nabha, Punjab
- Rajamundry, Andhra Pradesh
- Sonapat, Haryana

B. 3rd Party Sites

- Mann Feed, Ballabgarh
- Pratap Health and Food, Hyderabad
- Durandel Food, Chennai
- SRD Nutrients, Guwahati
- Jagatjit Industries Ltd, Hamira
- Parsons Nutritionals , Ghaziabad
- Southern Drugs, Rajamundry
- Kemwell, Bangalore
- Biochem, Bangalore
- Makson, Hyderabad
- Remidex, Bangalore
- Malt Co. India Ltd, Gurgaon.

Company Network

Corporate Head Office:

- Gurgaon, Haryana
- Regional Offices:
- New Delhi
- Kolkata
- Mumbai
- Chennai

Depots (South)

- Bangalore
- Chennai
- Cochin
- Pondicherry
- Kandlakoya (Hyderabad)
- Madurai

Depots (East)

- Cuttack
- Guwahati
- Ranchi
- Dankuni (Kolkata)
- Patna
- Siliguri

Depots (West)

- Ahmedabad
- Goa
- Indore
- Pune
- Raipur

Depots (North)

- Dehradun
- Jaipur
- Delhi
- Lucknow
- Panchkula
- Zirakpur

RDCs :

- Kandlakoya (Hyderabad)
- Ambala
- De

Historical Background

GlaxoSmithKline is a leading healthcare company born out of the merger of two leading international organizations: GlaxoWellcome and Smithkline Beecham. GSK Consumer Healthcare Ltd and GSK Pharmaceuticals Ltd are the two businesses of GSK in India of which former is headquartered at DLF Gurgaon and the latter at Worli, Mumbai. In the Indian market, GSKCH's journey began with Horlicks. In the early years, Horlicks, manufactured by Horlicks Limited, Slough, England was being imported, bottled and sold in India. The year 1955 saw a change in the import policy following which the import of Horlicks was stopped. In 1956/57, a team from Horlicks Limited visited India to explore the possibilities of setting up a plant. With the support of the then Maharaja of Nabha, His Highness Pratap Singh, a plant was set up at Nabha, in Punjab. Thus was born on October 30, 1958, Hindustan Milkfood Manufacturers Pvt. Ltd., promoted by Horlicks Ltd. In the year 1969, Beecham plc., acquired Horlicks Limited and became the majority shareholder in Hindustan Milkfood Manufacturers Limited. Ten years later in 1979, Beecham India (Pvt) Ltd. merged with Hindustan Milkfood Manufacturers Limited and the nonresident equity shareholding was reduced to 40%. The name of the company was also changed to HMM Limited, in 1991. Beecham plc., UK and SmithKline, USA merged in 1989 to form SmithKline Beecham plc, with its registered office in the UK. HMM Limited thus became part of SmithKline Beecham Consumer Brands, one of the three sectors of SmithKline Beecham and its name was changed to SmithKline Beecham Consumer Brands Limited. Yet another christening took place in March 1994 when the name of the Company was changed to SmithKline Beecham Consumer Healthcare Limited, reasserting the Company's promise of providing healthcare to consumers. The plan to form GlaxoSmithKline was announced in London on January 17, 2000. It was on December 27 that the two global giants SmithKline Beecham and Glaxo Wellcome merged to form GSK. Our new identity, GSKCH, has been created to reflect our shared values towards scientific research and improving people's lives.

3. Scope of study

- The project scope involves the study of the consumer market. Understand the distribution of GSK consumer products and their competitors in south Delhi. The project also focus on collecting the data of Doctors grid in General physician, Consultant physician, Gynecologist, Paedtrician and ENTs.

Research Question

What is the sales of 'GSK CONSUMER' products in South Delhi?

Managerial Usefulness of the Study

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

4. Objective

Objective of the study

The main objective of this study is to understand the consumer based market of GSK in South Delhi.

Primary Objective

- To study and understand the concept and process of marketing research.
- To understand and get the concept of Marketing of consumer products.
- To get the knowledge of competitors in the market
- To find out the grid of the doctors in study area

5. Methodology

- **Sample Size**

147 Clinics and 150 Chemists.

- **Sampling method**

In this marketing research project, I used Random sampling method.

- **Study area**

Area of sampling is south Delhi.

- **Time period**

2 months

6. Data collection

Primary and secondary data

Primary data- The primary data for this project was gathered through survey using questionnaire, face to face interview.

Secondary data- The secondary data for this project was gathered through different dependable articles and research reports

6.7 Research Tools and Technique

- A questionnaire was prepared by GSKCH to gauge the sales distribution of consumer products in south Delhi.
- Survey has been done out of the company covering a wide cross-section of the industry.
- The question was presented in one to one interview with each of the respondents.
- Responses of the concerned persons had been thoroughly analyzed.

6.8 Study duration

2 months (1st April to 31st May)

6.9. Limitations

- The sample area and sample size has been limited due to time constraint.
- Chemists (respondents) are reluctant for their feedbacks & opinions, and authenticity of their statements can't be verified too.
- All the observation and recommendation will be made on the feedback obtained from survey.

6. DATA ANALYSIS (Findings & Inferences)

Table 1. Detail of category wise doctors in South Delhi

Patches	GP/CP	Paedtrician	Gynaecs	ENT
Khan Market	2	1	1	1
Kotla Mubarakpur	5	1	2	
Moolchand	1		2	1
Amar Colony	3	1	2	
Dayanand Colony	2		3	
East of Kailash	1	5	2	
Lodhi Colony	3		1	
GK1	8	2	3	1
GK2	4	3	3	3
Defence colony	5	2	3	4
CR Park	7	2	4	5
Lajpat Nagar 4	6	1	3	1
Lajpat Nagar 2	7		5	1
Lajpat Nagar 1	6	3	4	
Lajpat Nagar 3	1		3	2
Neeti Bagh/Siri Fort	1	2	1	1

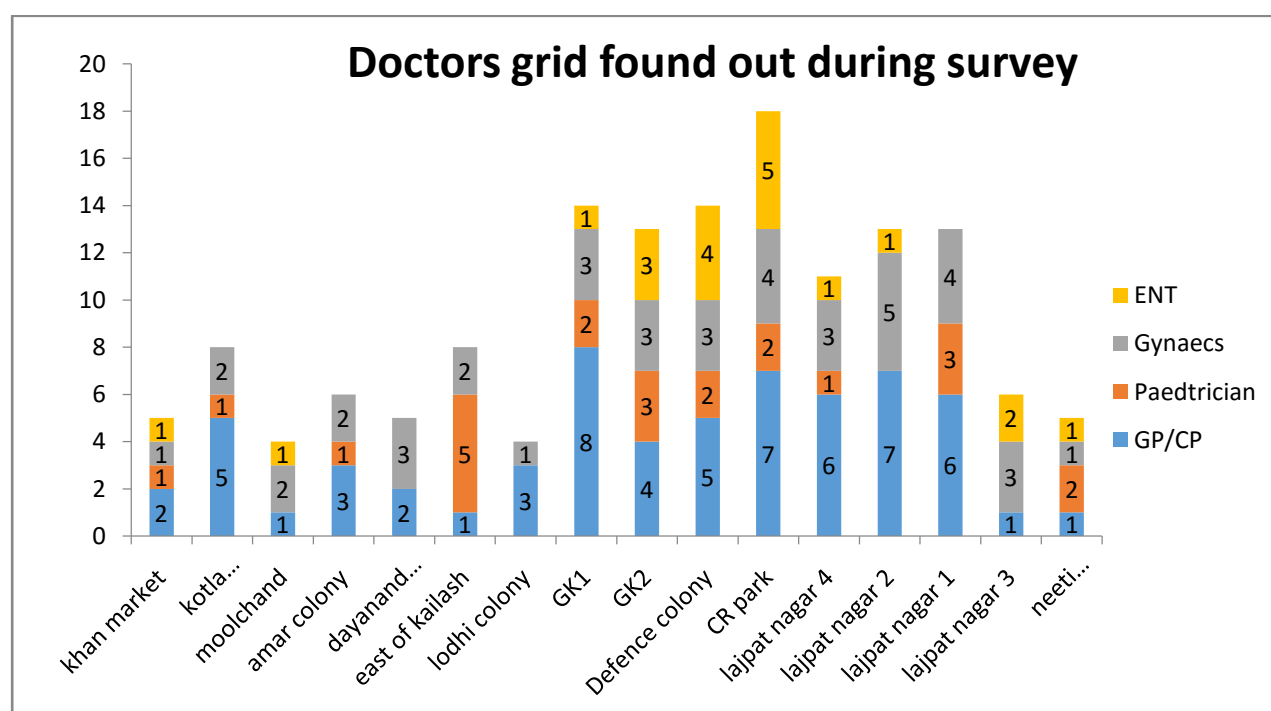


Figure 1. Detail of category wise doctors in South Delhi

Table 2. Details of Nutritional supplement product in South Delhi

Nutritional Supplement				
Chemist PatchWise	MHLx	SimMom	Mama Protinex	Pro-PL
Siri Fort/Chirag Delhi/Neeti Bagh	21	29	29	21
Lajpat nagar	27	34	25	14
Defence Colony	27	30	21	21
Amar Colony	18	32	25	25
East of Kailash/Kailash Colony	21	31	29	19
Grater Kailash 1	19	33	30	19
Greater Kailash 2	20	30	24	26
CR Park/Alaknanda	24	35	18	24
Khan Market	19	29	21	31
Lodhi Road	19	30	28	23
South Extn 1/South Extn2	27	33	22	18
Kotla Mubarakpur	24	29	29	18

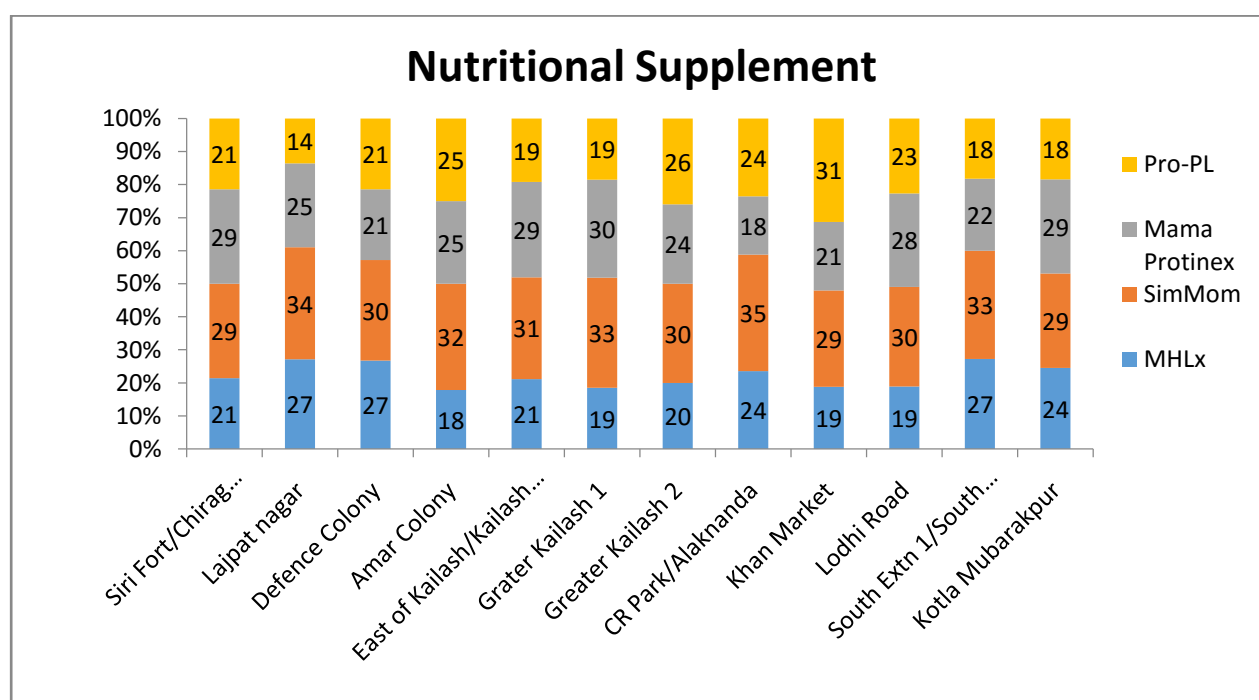


Figure 2. Details of Nutritional supplement products in South Delhi

Table 3. Details of Paracetamol Drops product in South Delhi

Paracetamol Drops			
Chemist PatchWise	Crocin	Fevago	Babygesic
Siri Fort/Chirag Delhi/Neeti Bagh	29	33	29
Lajpat Nagar	36	31	24
Defence Colony	32	33	27
Amar Colony	33	30	32
East of Kailash/Kailash Colony	40	39	23
Grater Kailash 1	32	34	30
Greater Kailash 2	32	34	32
CR Park/Alaknanda	30	29	27
Khan Market	31	34	31
Lodhi Road	42	32	24
South Extn 1/South Extn2	35	34	27
Kotla Mubarakpur	34	35	24

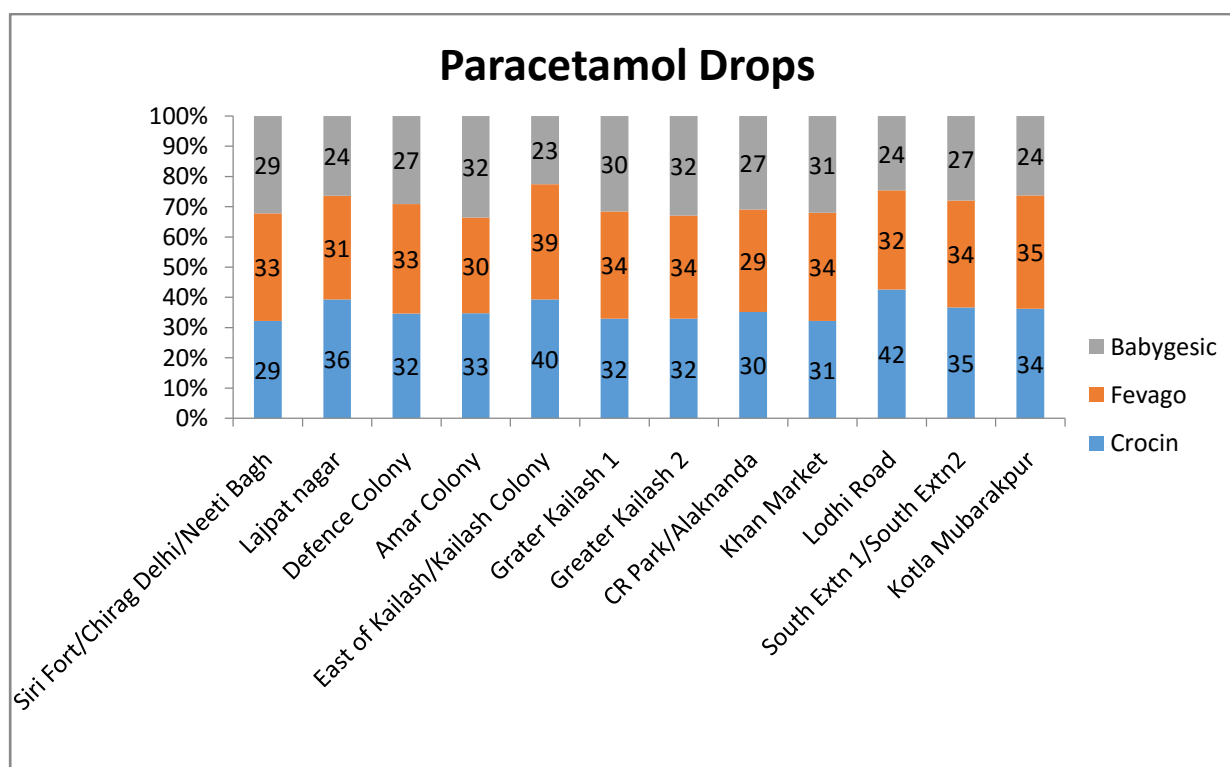


Figure 3. Details of Paracetamol Drops product in South Delhi

Table 4. Details of Paracetamol DS products in South Delhi

Paracetamol DS			
Chemist Patch Wise	Crocin	Calpol	Fepanil
Siri Fort/Chirag Delhi/Neeti Bagh	34	43	23
Lajpat nagar	35	41	24
Defence Colony	34	39	27
Amar Colony	35	35	29
East of Kailash/Kailash Colony	33	37	30
Grater Kailash 1	35	40	26
Greater Kailash 2	35	30	34
CR Park/Alaknanda	38	40	22
Khan Market	34	40	27
Lodhi Road	41	32	27
South Extn 1/South Extn2	35	40	25
Kotla Mubarakpur	40	34	26

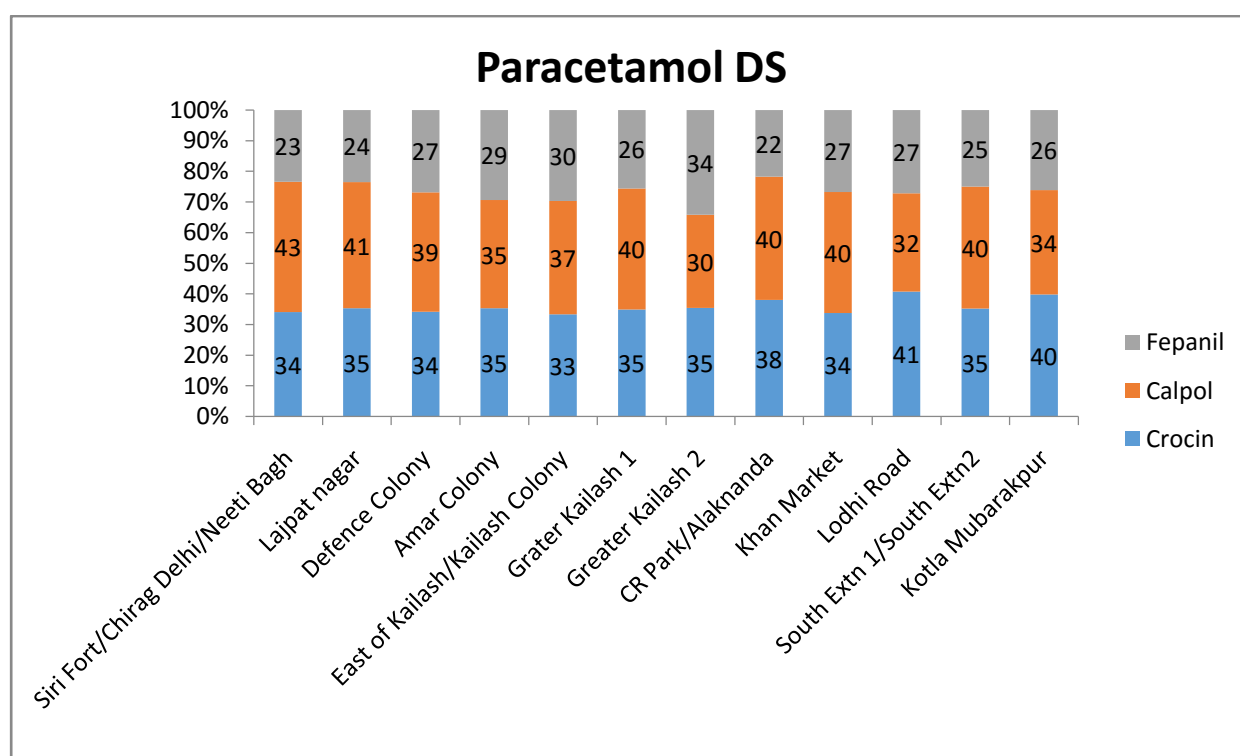


Figure 4. Details of Paracetamol DS products in South Delhi

Table 5. Details of Paracetamol 650 products in South Delhi

Paracetamol 650				
Chemist PatchWise	Crocin 650	Calpol	Dolo	P-650
Siri Fort/Chirag Delhi/Neeti Bagh	15	20	40	25
Lajpat Nagar	17	19	42	22
Defence Colony	28	19	33	19
Amar Colony	23	23	31	23
East of Kailash/Kailash Colony	29	18	38	16
Grater Kailash 1	28	19	34	19
Greater Kailash 2	30	19	33	18
CR Park/Alaknanda	32	16	35	16
Khan Market	23	19	40	18
Lodhi Road	26	21	34	19
South Extn 1/South Extn2	28	19	31	22
Kotla Mubarakpur	33	18	31	18

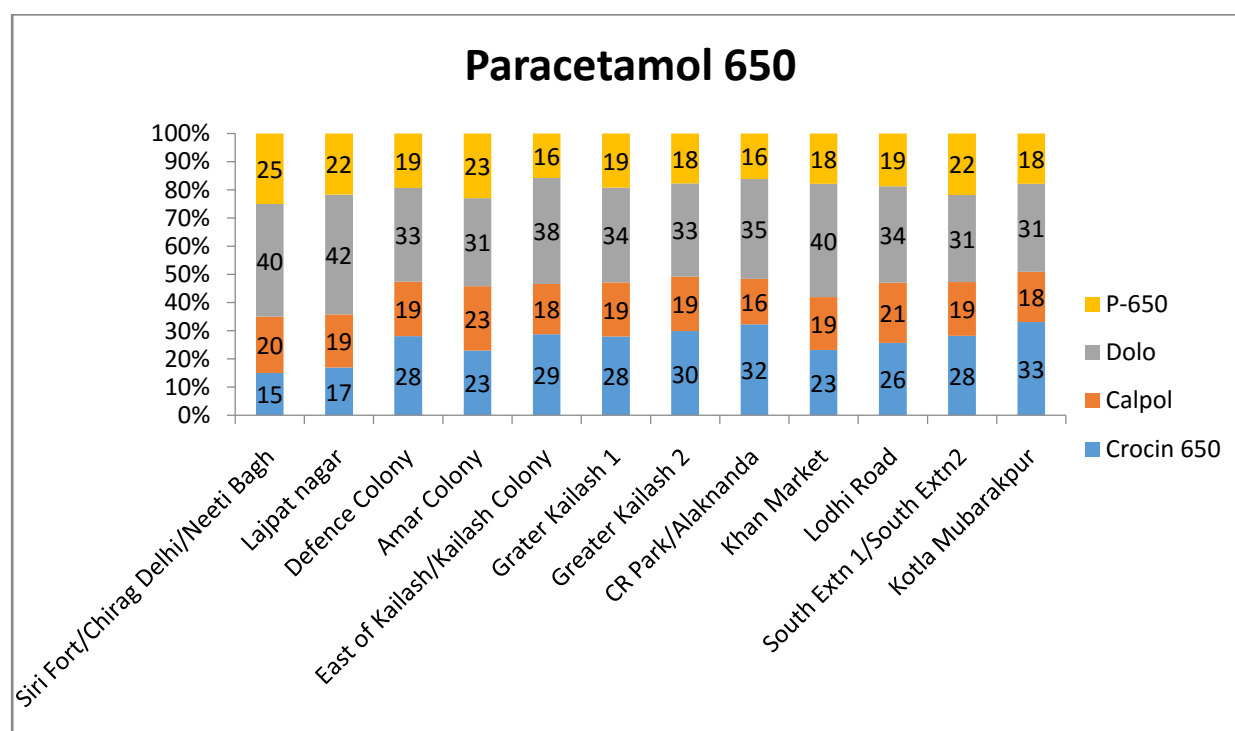


Figure 5. Details of Paracetamol 650 products in South Delhi

Table 6. Details of Calcium Syrup products in South Delhi

Calcium Syrup			
Chemist PatchWise	Ostocalcium	Calcimax	Mecalvit
Siri Fort/Chirag Delhi/Neeti Bagh	15	24	15
Lajpat nagar	20	24	13
Defence Colony	13	22	12
Amar Colony	17	20	15
East of Kailash/Kailash Colony	21	23	16
Grater Kailash 1	15	19	15
Greater Kailash 2	16	24	14
CR Park/Alaknanda	14	24	15
Khan Market	12	25	16
Lodhi Road	16	22	18
South Extn 1/South Extn2	15	26	15
Kotla Mubarakpur	15	22	15

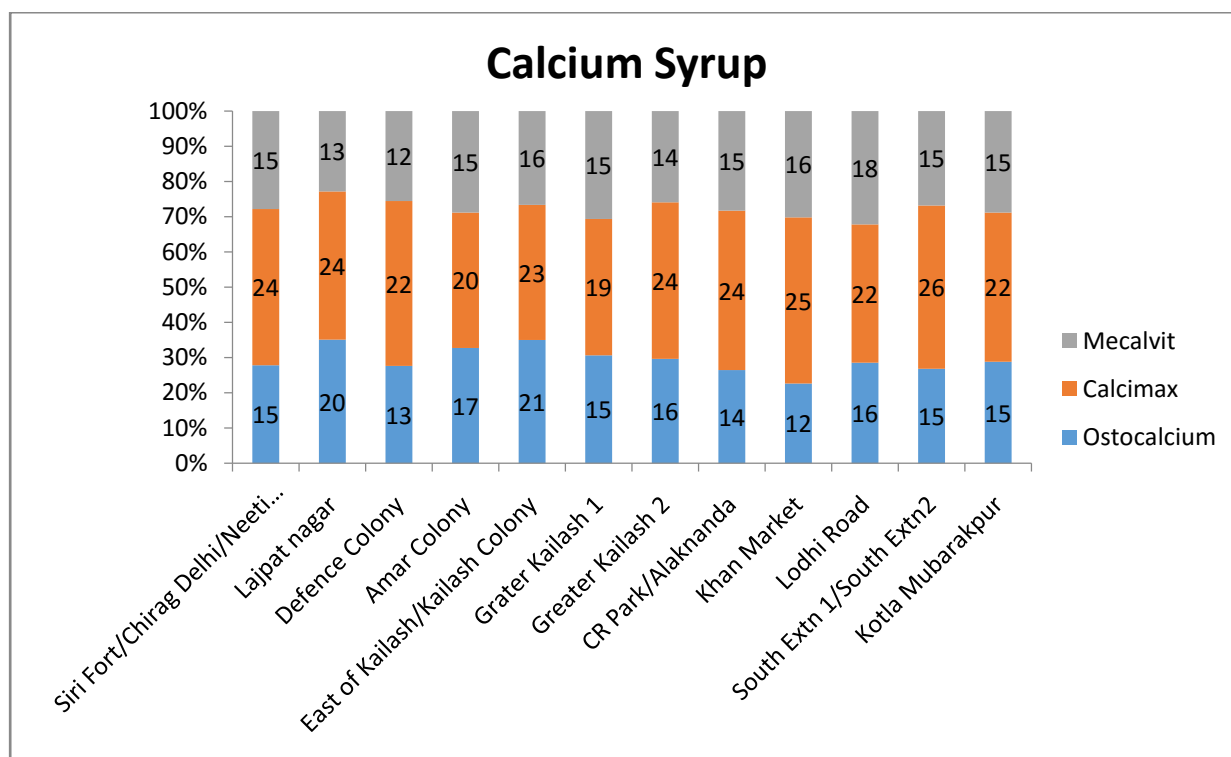


Figure 6. Details of Calcium Syrup products in South Delhi

Table 7. Details of Calcium Tablet products in South Delhi

Calcium Tablet					
Chemist PatchWise	Sandocal	Shellcal	Supracal	Gemcal	Calcimax Forte
Siri Fort/Chirag Delhi/Neeti Bagh	30	44	27	20	22
Lajpat Nagar	32	45	25	25	25
Defence Colony	34	44	24	23	24
Amar Colony	31	42	29	22	23
East of Kailash/Kailash Colony	30	38	32	20	24
Grater Kailash 1	26	44	35	20	22
Greater Kailash 2	28	42	36	22	24
CR Park/Alaknanda	34	30	22	30	20
Khan Market	33	32	26	26	27
Lodhi Road	35	45	32	24	28
South Extn 1/South Extn2	32	44	30	23	22
Kotla Mubarakpur	30	42	32	22	23

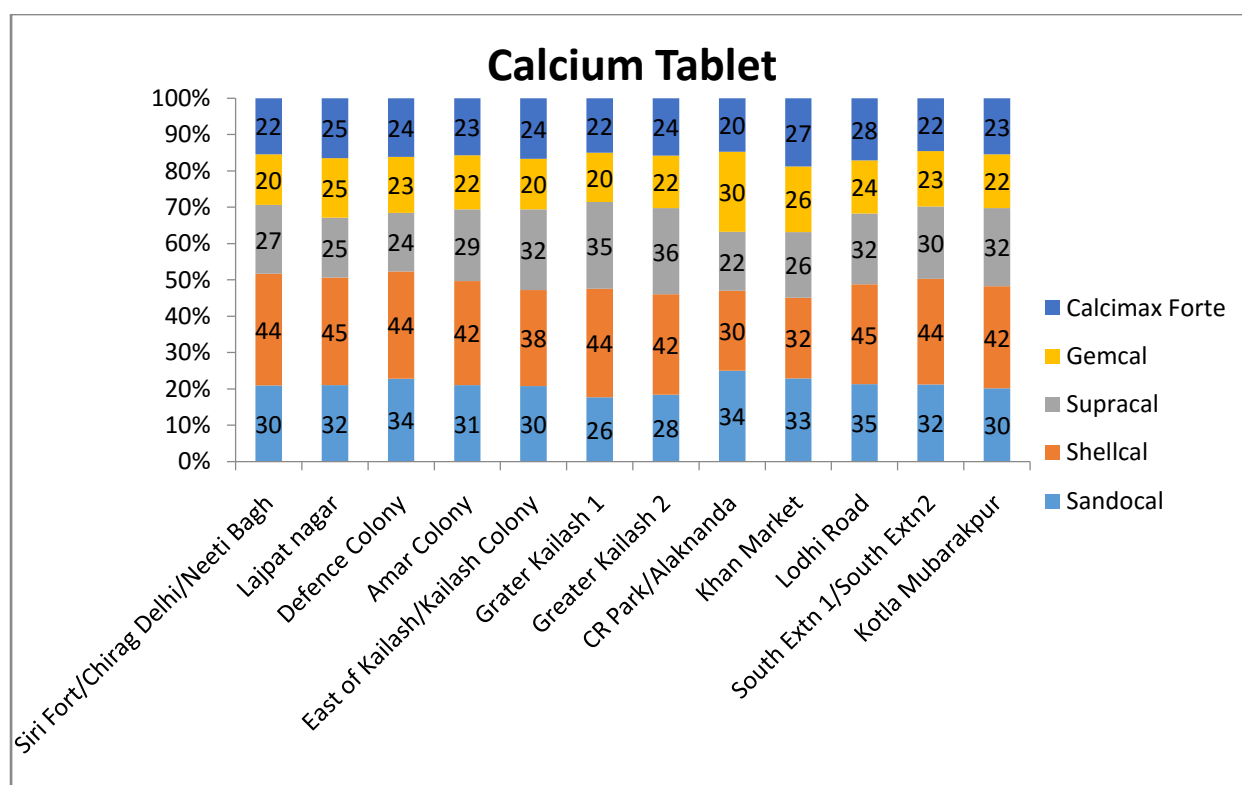


Figure 7. Details of Calcium Tablet products in South Delhi

Table 8. Details of Nasal Spray products in South Delhi

Nasal Spray				
Chemist PatchWise	Otrinoz	Otrivin	Nasoclear	Nasivion
Siri Fort/Chirag Delhi/Neeti Bagh	20	23	35	21
Lajpat nagar	25	25	31	19
Defence Colony	21	23	39	18
Amar Colony	21	25	38	16
East of Kailash/Kailash Colony	27	20	36	18
Grater Kailash 1	27	21	34	19
Greater Kailash 2	23	20	33	24
CR Park/Alaknanda	26	20	36	19
Khan Market	23	19	35	23
Lodhi Road	21	25	35	18
South Extn 1/South Extn2	24	20	40	16
Kotla Mubarakpur	21	22	37	20

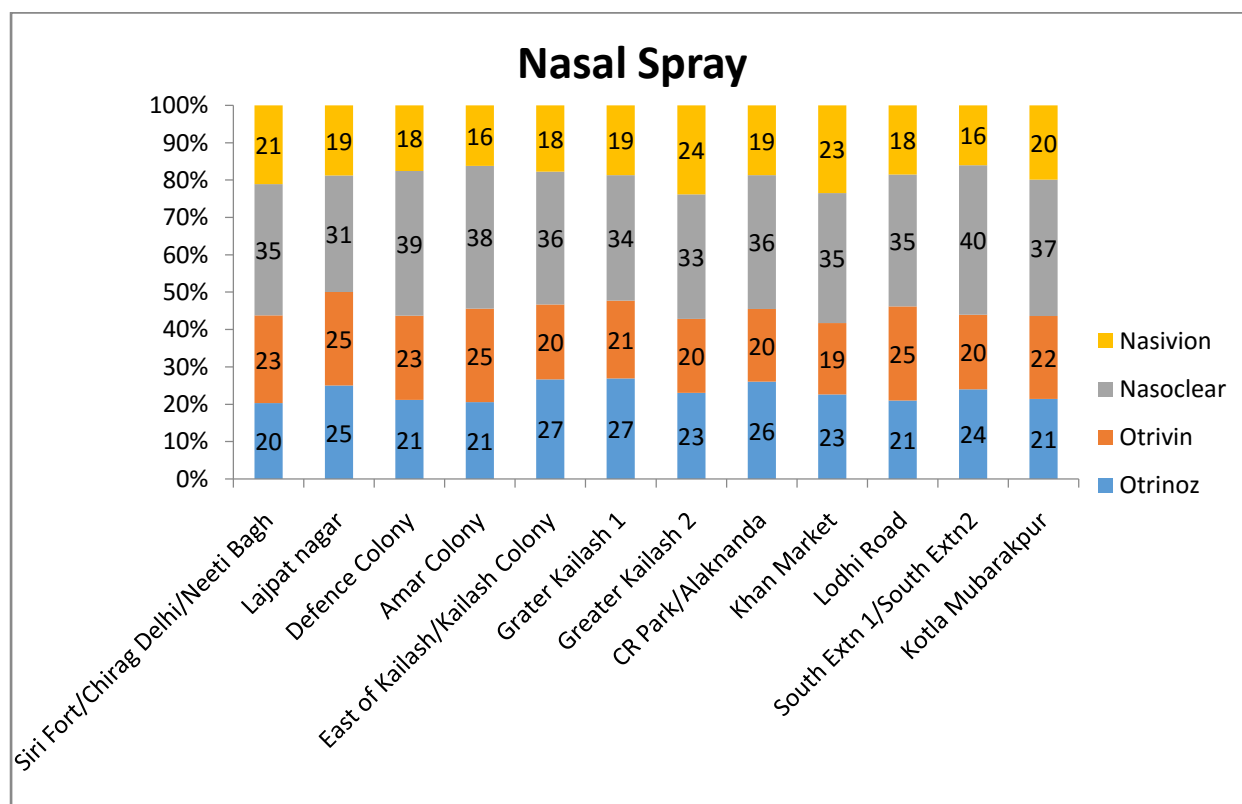


Figure 8. Details of Nasal Spray products in South Delhi

Table 9. Details of Nasal Saline products in South Delhi

Nasal -Saline				
Chemist PatchWise	Otrinoz saline	Otrivin saline	Nasoclear `S	Nasivion S
Siri Fort/Chirag Delhi/Neeti Bagh	26	26	17	34
Lajpat nagar	29	23	19	33
Defence Colony	28	25	20	30
Amar Colony	22	22	23	40
East of Kailash/Kailash Colony	23	24	20	37
Grater Kailash 1	22	20	26	35
Greater Kailash 2	28	20	26	27
CR Park/Alaknanda	26	21	22	32
Khan Market	23	23	21	35
Lodhi Road	24	24	24	32
South Extn 1/South Extn2	22	26	20	35
Kotla Mubarakpur	26	22	22	31

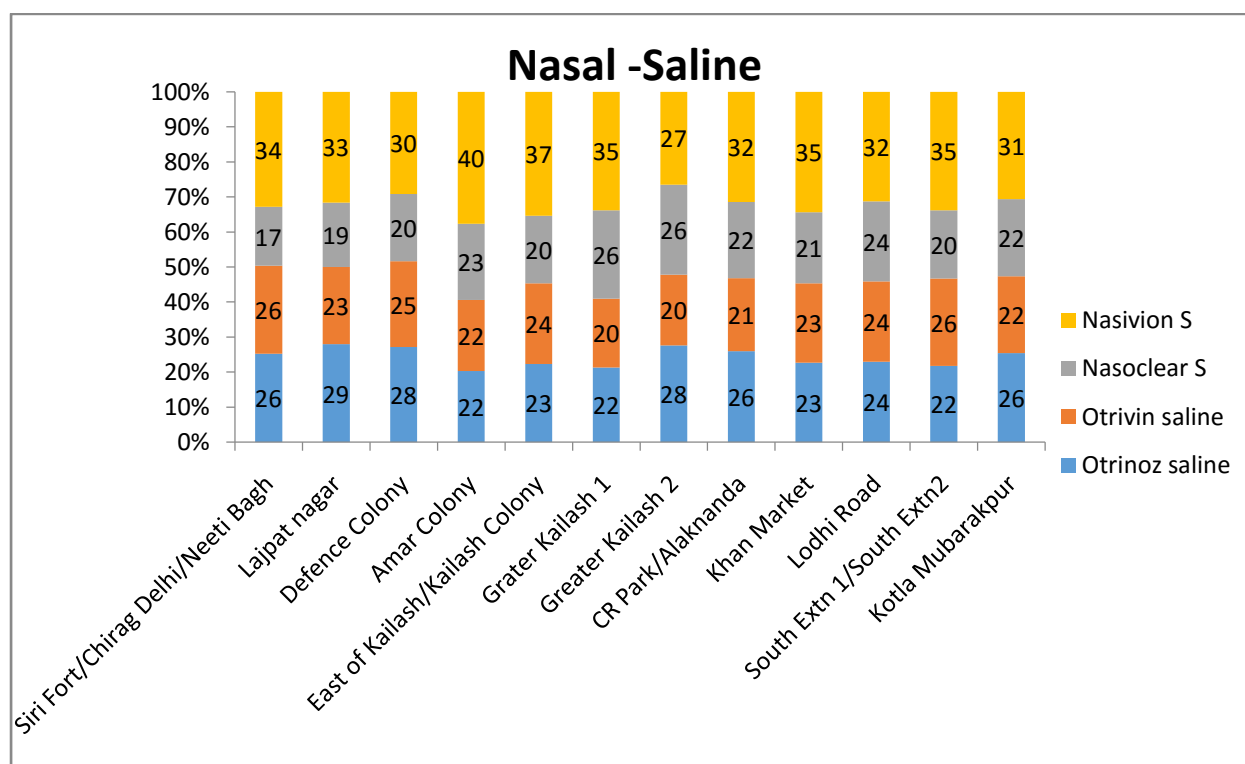


Figure 9. Details of Nasal Saline products in South Delhi

Table 10. Details of Cough & Cold Syrup products in South Delhi

Cough & Cold Syrup					
Chemist PatchWise	T-minic	Sinarest	Delcon	Cosme ex	Coldact
Siri Fort/Chirag Delhi/Neeti Bagh	17	24	20	25	17
Lajpat Nagar	17	24	20	28	16
Defence Colony	16	20	22	31	15
Amar Colony	16	19	21	29	18
East of Kailash/Kailash Colony	19	24	19	27	16
Grater Kailash 1	17	25	17	25	19
Greater Kailash 2	20	29	17	24	16
CR Park/Alaknanda	18	24	18	30	15
Khan Market	16	26	20	28	14
Lodhi Road	17	26	19	27	15
South Extn 1/South Extn2	19	23	19	27	17
Kotla Mubarakpur	18	24	21	25	15

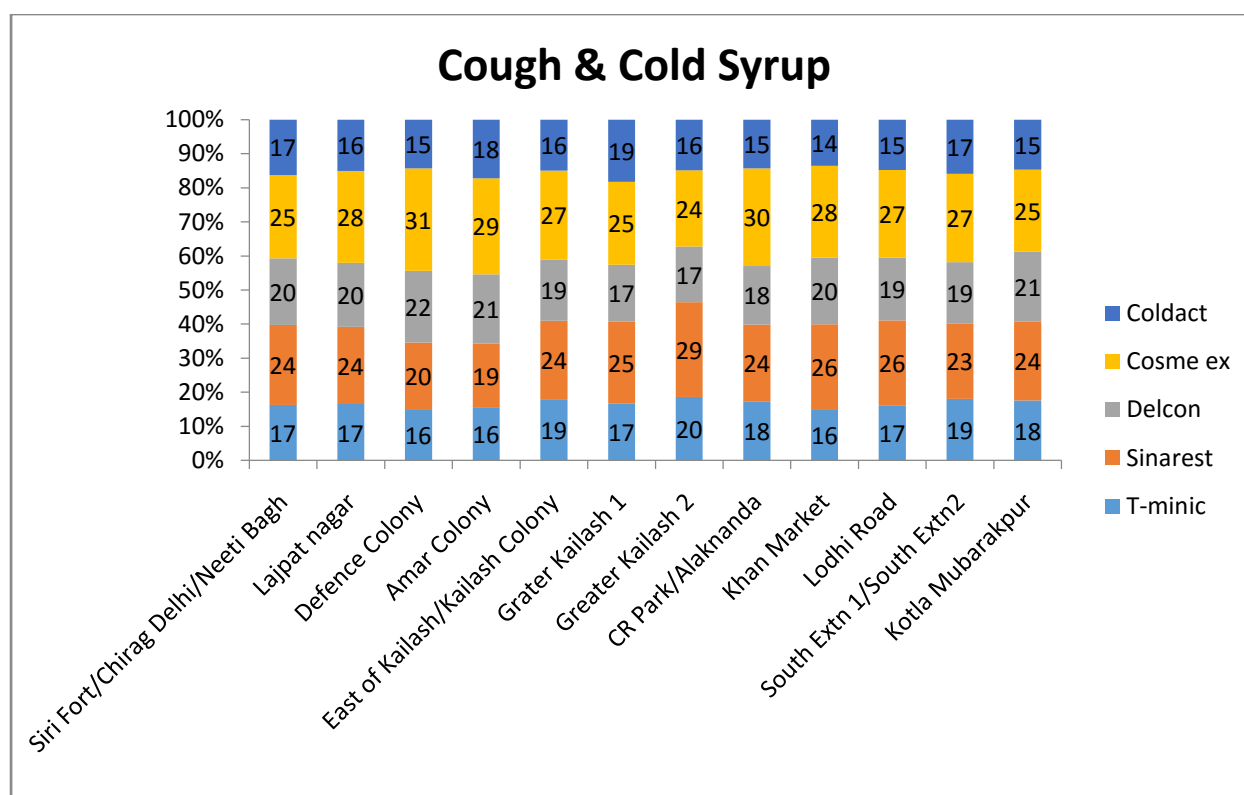


Figure 10. Details of Cough & Cold Syrup products in South Delhi

Figure 11. Demand distribution of Nutritional supplement products in South Delhi

Nutritional Supplement				
Products	MHLx	SimMom	Mama Protinex	Pro-PL
Total	142	200	160	137

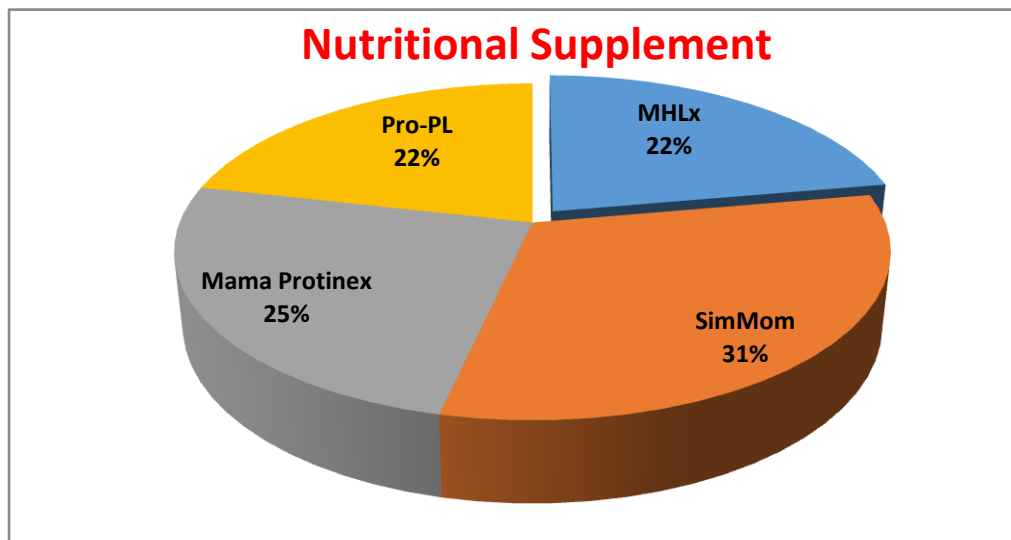


Figure 12. Demand distribution of Paracetamol drops products in South Delhi

Paracetamol Drops			
Products	Crocin	Fevago	Babygesic
Total	319	331	293

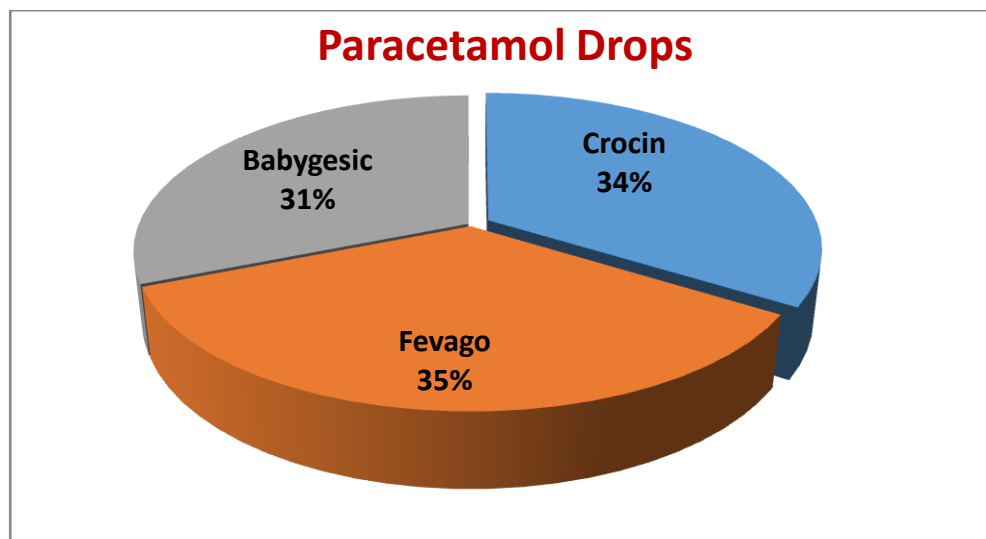


Figure 12. Demand distribution of Paracetamol DS products in South Delhi

Paracetamol DS			
Products	Crocin	Calpol	Fepanil
Total	374	394	276

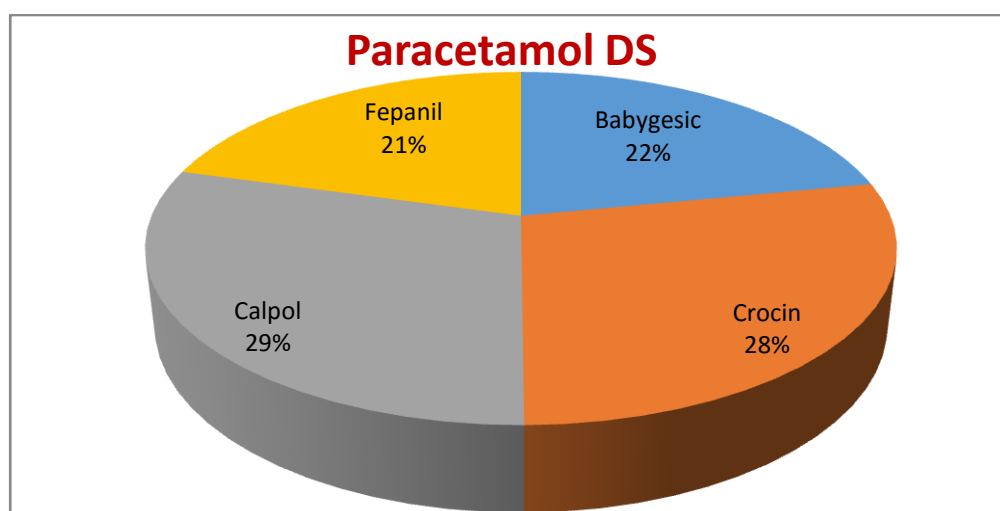


Figure 13. Demand distribution of Paracetamol 650 products in South Delhi

Paracetamol 650			
Products	Crocin 650	Calpol	Dolo
Total	373	273	500

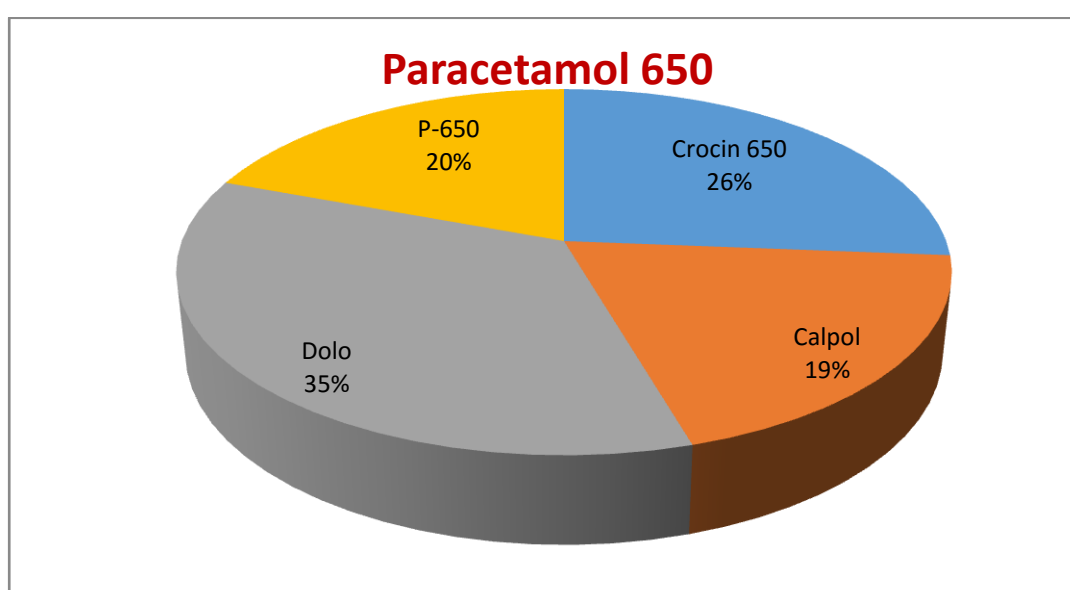


Figure 14. Demand distribution of Calcium Syrup products in South Delhi

Calcium Syrup				
Products	P-650	Ostocalcium	Calcimax	Mecalvit
Total	275	189	275	179

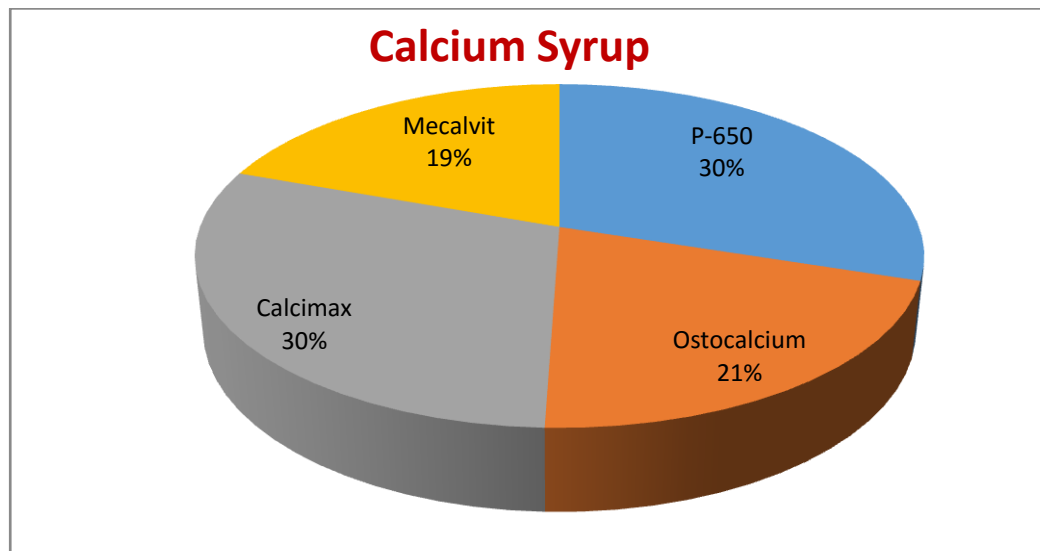


Figure 15. Demand distribution of Calcium Tabelet products in South Delhi

Calcium Tablet				
Sandocal	Shellcal	Supracal	Gemcal	Calcimax Forte
375	492	350	277	284

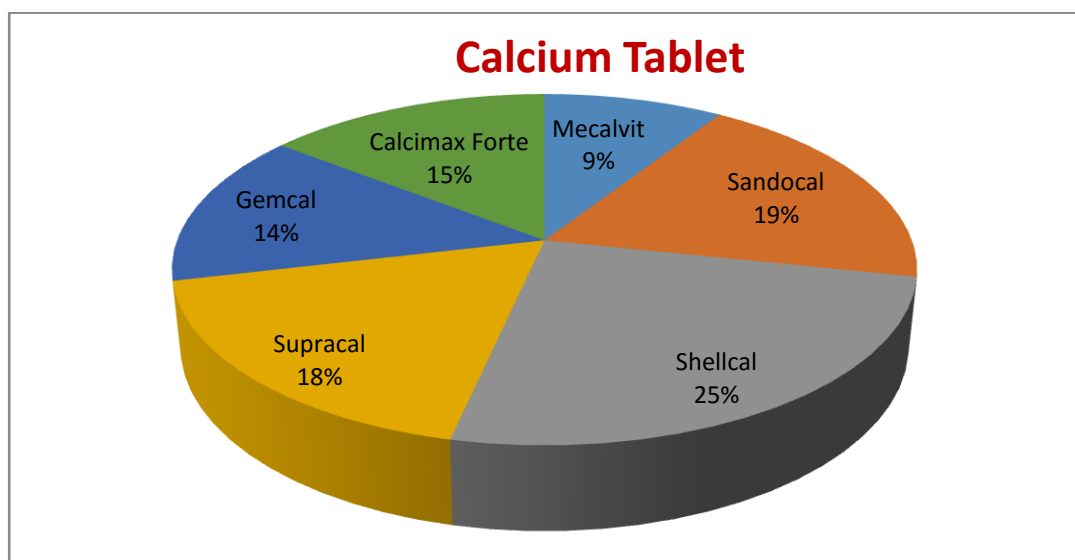


Figure 16. Demand distribution of Nasal Spray products in South Delhi

Nasal Spray				
Products	Otrinoz	Otrivin	Nasoclear	Nasivion
Total	357	337	549	294

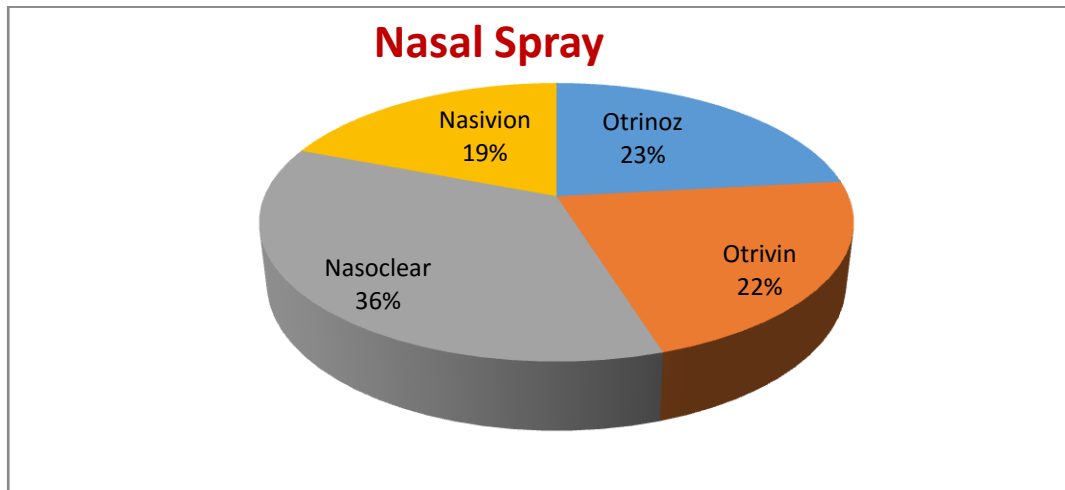


Figure 17. Demand distribution of Nasal Saline products in South Delhi

Nasal -Saline				
Products	Otrinoz saline	Otrivin saline	Nasoclear S	Nasivion S
Total	360	334	314	439

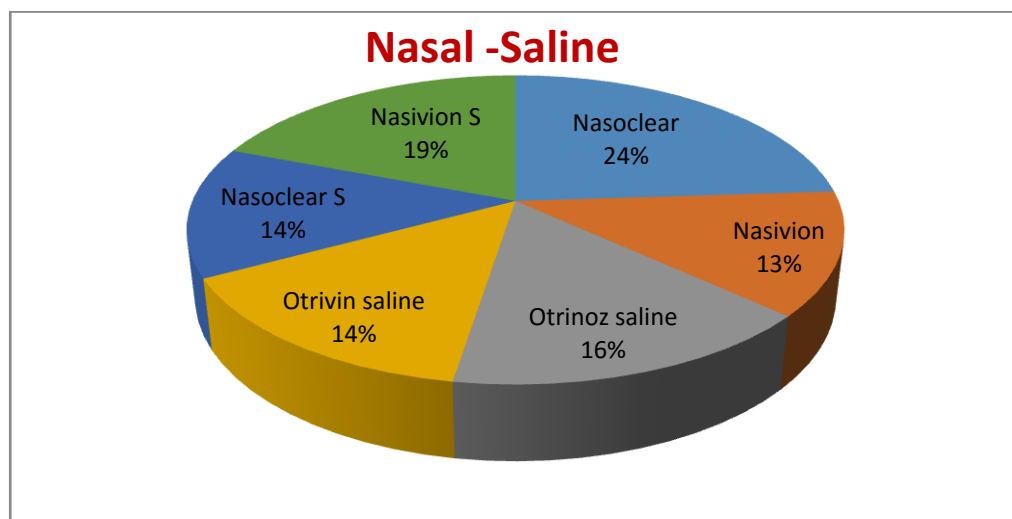


Figure 12. Demand distribution of Cough & Cold Syrup products in South Delhi

Cough & Cold Syrup					
Products	T-minic	Sinarest	Delcon	Cosme ex	Coldact
Total	268	305	299	419	245

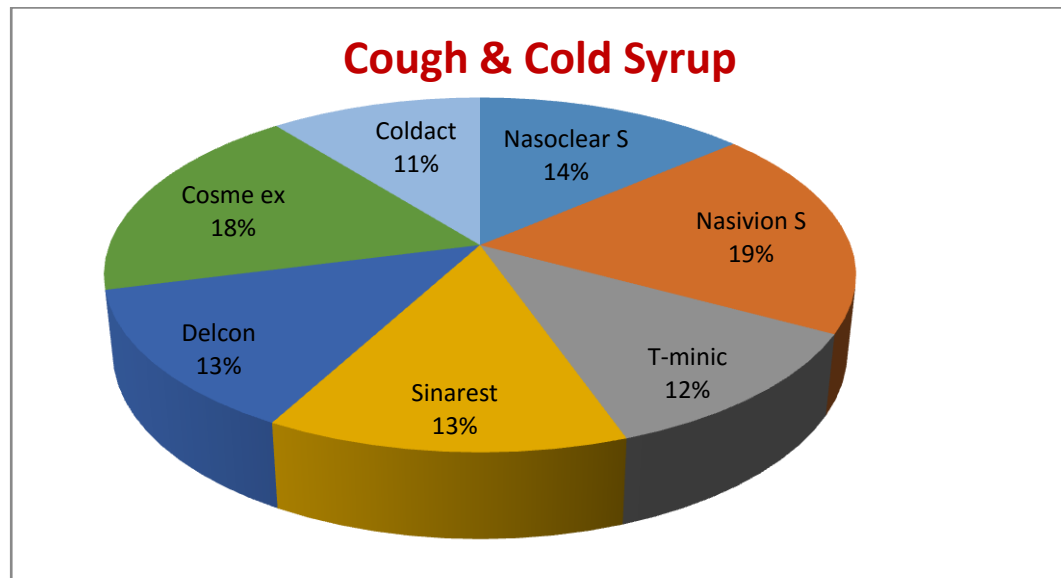
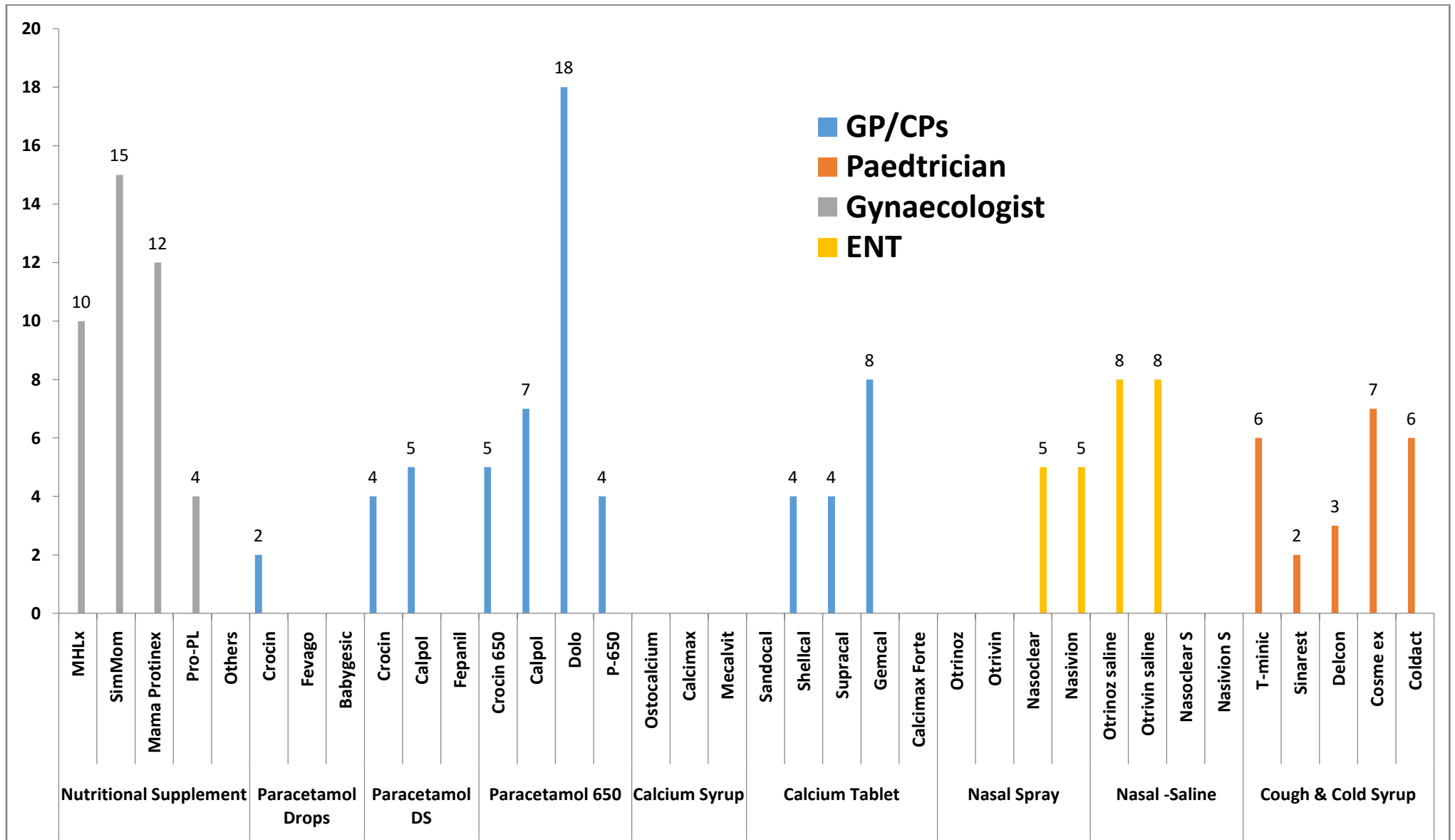


Table 11. Overview of category wise doctors in South Delhi



7. Conclusion

- Doctors grid found out during survey were 62 Cps/Gps, 23 paedtricians, 42 gynaecologists, 20 ENTs.
- simMom was maximum prescribed by gynaecologists among nutritional supplements in study area.
- Dolo was maximum prescribed by GP/CPs among paracetamol 650 in study area.
- Cosme-ex was maximum prescribed by paedtricians among cold syrup in study area.
- Otrivin and otrinoz saline were equally prescribed by ENTs among nasal saline in study area

Suggestions

- Company should make strategies and can focus to enter in a youth segment.
- Company should focus on ease availability of product “Mother Horlicks”

Annexure

Chemist ABC					
	MHLx	SimMom	Mama Protinex	Pro-PL	Others
Nutritional Supplement					
	Crocin	Fevago	Babygesic		
Paracetamol Drops					
	Crocin	Calpol	Fepanil		
Paracetamol DS					
	Crocin 650	Calpol	Dolo	P-650	
Paracetamol 650					
	Ostocalcium	Calcimax	Mecalvit		
Calcium Syrup					
	Sandocal	Shellcal	Supracal	Gemcal	Calcimax Forte
Calcium Tablet					
	Otrinoz	Otrivin	Nasoclear	Nasivion	
Nasal Spray					
	Otrinoz saline	Otrivin saline	Nasoclear S	Nasivion S	
Nasal -Saline					
	T-minic	Sinarest	Delcon	Cosme ex	Coldact
Cough & Cold Syrup					

References

www.GSKCH.com

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