

Market Assessments of Iron Supplements in Pune

By

Harish Chandra Yewale

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2018-2020



The IIHMR University, Jaipur

1, Prabhu Dayal Marg, Sanganer, Airport
Jaipur 302029, Rajasthan
Ph: 0141 3924700, Fax: 3924738
Website: www.iihmr.edu.in

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Preface

“Any information is incomplete while not first-hand expertise regarding it. Within the health sector particularly entering to rub of the items is very essential as its issues square measure complicated and deep unmovable. To manage the issues within the health sector MBA student of pharmaceutical management need to grasp the functioning of the various organizations be it non-public or public, for this purpose thesis of three months is scheduled penned to second year.

For the aim of thesis, I’m glad that I got chance to figure below Raptakos Brett Co. Ltd. as I assumed, I might get to grasp the functioning of sales department that equipped the promoting team the way to tackle their customers.

In the Raptakos Brett Co. Ltd. complete discretion was given to Pine Tree State for opting of field of our option to study upon and that I opted for the doctor’s expectation from Raptakos Brett Co. Ltd. executives”.

Abstract

Iron Deficiency pallor (IDA) keeps on being significant general medical issue. India is one of the nations with high commonness of frailty on the planet. Practically 58% of pregnant ladies in India are iron deficient and it is evaluated that frailty is the underlining cause for 20-40% of maternal demise in India. The point of the examination is to know the Market Assessments Iron Supplements in Pune.

The This investigation assists with understanding the market structure of Pune, medicine example and inclinations, systems which our compotator are following and a few impressions of specialists and the Hepatoglobine. Study likewise incorporates the contender examination of some significant brands that has just been set up and caught the market at more extensive levels.

In this Project I likewise attempted to know the contenders of Hepatoglobine XP and Hepatoglobine Liquid and why specialists want to Hepatoglobine XP and Hepatoglobine Liquid over different Competitors. The examination encourages me a great deal to know various parts of Iron Supplements advertise.

This examination is directed for Raptakos, Brett &Co. Ltd to know new market system and how to beat our rival, as they directed a market appraisal study including 100 Doctors like Gynaecologist, General doctor, Consulting doctor.

Acknowledgment

I might want to offer my earnest thanks towards Raptakos Brett Co. Ltd. for choosing me as a learner for my exposition undertaking and allowing me a chance to take a shot at this task and for giving a decent working mood to effective fruition of this venture.

I might likewise want to offer my true thanks towards my Mentor Dr. Saurabh Banerjee for helping me in my undertaking. His direction and educating have been of an incredible assistance during my undertaking.

At long last, I might want to offer extraordinary expression of Thanks towards Mr. Dattatraya Gujar of Raptakos Brett Co. Ltd. Without his direction it wouldn't have been workable for me to research specialty openings in my venture.

Last however not the least; I might want to communicate my earnest gratitude to my Institute IIHMR for giving me all sort of help in my thesis venture at Raptakos Brett Co. Ltd.

Harish Yewale
Management Trainee
Raptakos Brett Co. Ltd
Pune HQ.

Table of Content

1. Preface.....	7
2. Acknowledgement.....	8
3. Company Profile.....	9-10
4. Products.....	11
5. Abstract.....	12
6. Introduction.....	13-16
7. Literature Review.....	17-18
8. Research Methodology.....	19
9. Data compilation, analysis and interpretation.....	20-28
10. Conclusion.....	28
11. Recommendations.....	29
12. Reference.....	30

Abbreviations

IDA Iron Deficiency Anaemia

Hb Haemoglobin

IFA Iron and Folic acid

WBC whiteblood Cell

RBC Red blood Cell

Company Profile

“Raptakos Brett & Co. Ltd has been serving the medical profession globally, with a wide range of high-quality healthcare products for nearly 9 Decades now.

Raptakos Brett & Co. Ltd. was established in 1930 by two great visionaries – Mr. A. Raptakos & Mr. W.H. Brett, with the mission of serving the nutritional needs of people.

Over the past eight decades, the company has shown consistent growth and acquired a well-earned reputation for serving the medical profession and patients alike with a portfolio of innovative products.

Even today, this remains the guiding principle that propels us to innovate and excel in the field of pharmaceutical and nutraceutical formulations”.

Manufacturing Raptakos Brett Products:

- “Manufacturing facilities complying WHO GMP Certifications along with other international standards are located at Thane, Roha, Karad, Chennai and Dahej. Our newest plant Dahej is a state-of-the-art facility dedicated for the manufacturing of vital range of nutritional products. It has completely automated system of operations. We ensure stringent quality control, quality assurance and well-regulated production practices.
- The company also has a plant at Alwar for manufacturing intermediate products required in various formulations
- All the company’s products have been developed through intensive in-house R & D efforts. Our Research and Development laboratories have won recognition for their work from the Department of Science and Technology”.

Vision:

“To excel as a research based, technology driven organization, and persistently strive to exceed to customer’s expectations”.

Mission:

“To create a facility capable of providing highest standards of Quality for the development of Pharmaceuticals, Nutraceuticals, Herbal formulations and APIs”.

“To back all product development activities with analytical results of the highest integrity, traceability and accuracy”.

“To provide quick and appropriate responses to the needs of all stakeholders in a defined timeframe”.

To be committed in maintaining the confidentiality of projects undertaken.

Company Products

Pharmaceuticals:

- Hepatoglobine XP
- Hepatoglobine Liquid
- Elixir Neogadine
- Neogadine SG
- Zytee RB gel
- Zytee L.
- Neopeptine Drops
- Neopeptine Liquid
- Subsyde CR
- Igol Plus

Nutraceuticals:

- Hovite L Drops
- Lactodex 1
- Lactodex HMF
- Threptin Diskettes
- Threptin Lite
- Threptin Micromix (Chocolate, Vanilla)

NewProducts:

- Arbivit - Syrup
- Caroid Syrup
- Duralyn CC Capsules
- Veelac First

Introduction

India is one of the nations with high commonness of weakness on the planet. Right around 58 % of pregnant ladies in India are frail and it is assessed that iron deficiency is the fundamental reason for 20–40 % of maternal passing's in India. India adds to around 80 % of the maternal passing's because of sickliness in South Asia. Dietary sickliness is a significant general medical issue in India and is principally because of iron insufficiency. The National Family Health Survey-3 (NFHS-3) information recommends that paleness is generally pervasive among all age gatherings, and is especially high among the most defenceless – almost 58 % among pregnant ladies, 50 % among non-pregnant non-lactating ladies, 56 % among immature young ladies (15–19 years), 30 % among juvenile young men and around 80 % among youngsters under 3 years old.

Iron insufficiency in India has multifactorial etiology like neediness, numbness, helminthiasis, amoebiasis, looseness of the bowels, malabsorption, and numerous pregnancies. In clinical practice a patient of iron inadequacy sickliness reacts promptly to treatment with iron supplementation. Huge quantities of iron salts are accessible in advertise for iron treatment, most of which are restrictive multi-sedate blends the haematinics showcase in India.

Iron inadequacy is believed to be the most widely recognized reason for paleness internationally. Albeit different conditions, for example, folate, nutrient B12 and nutrient an insufficiency, incessant liveliness, parasitic contaminations, and acquired issue would all be able to cause weakness. At the point when extreme, it is related with exhaustion, shortcoming, unsteadiness and laziness. Pregnant ladies and kids are especially progressively helpless. Iron-inadequacy frailty (IDA) is the fourth driving reason for years lived with incapacity, particularly in ladies. Consequently, prophylaxis and the executives of ID is of principal significance. Focal points of IDA the board is to and address the basic reason, particularly in unexplained and additionally repetitive cases, just as to choose the restorative

Alternative that securely addresses the patient's issues.

Pallor:

Pallor is the lessening in the measure of red platelet (RBC's) or haemoglobin in the blood. It can likewise be characterized as a brought capacity of the blood down to convey oxygen.

The capacity of the RBCs is to convey oxygen from the lungs to the tissues and carbon dioxide from the tissues to the lungs. This is practiced by utilizing haemoglobin (Hb), a tetramer protein made from haem and globin. Iron deficiency weakens the body's capacity for gas trade by diminishing the quantity of RBCs moving oxygen and carbon dioxide.

There are three reason for iron deficiency:

- I. Due to blood misfortune: injury and gastrointestinal seeping, among others.
- II. Due to diminished red platelet creation: iron insufficiency, an absence of nutrient B12, thalassemia and a few neoplasms of the bone marrow among others.
- III. Due to expanded red platelet breakdown: number of hereditary conditions, for example, sickle cell iron deficiency, contaminations like jungle fever and some immune system ailment among others.

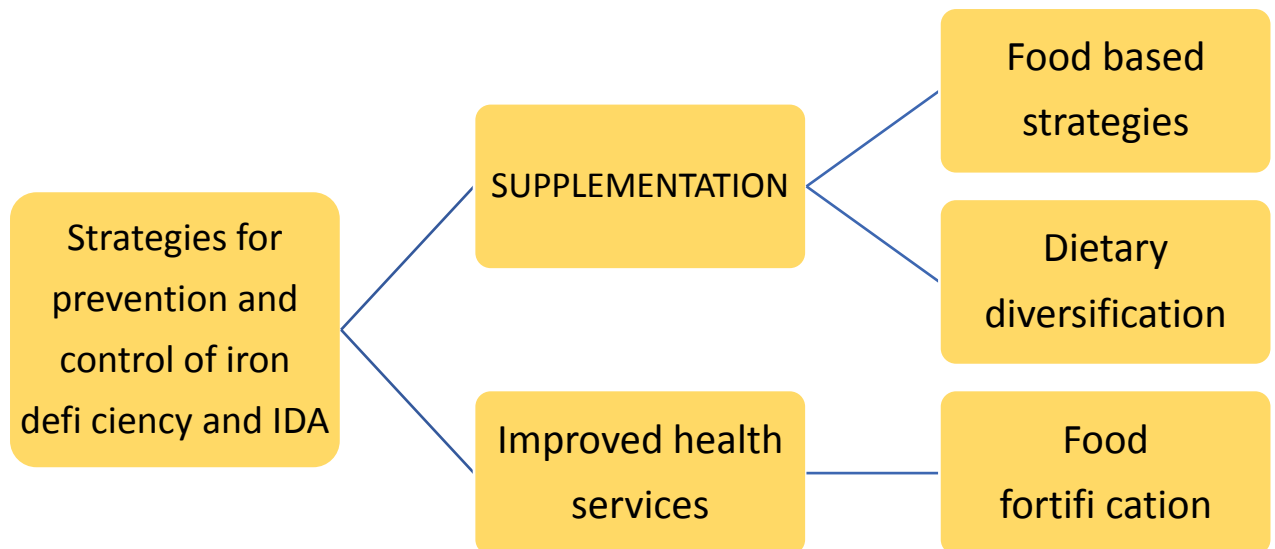
Contaminations in kids and unreasonable physiological blood misfortune during youth and pregnancy are a portion of the reason answerable for the high commonness of frailty in India.

Finding of paleness in men depends on a haemoglobin of under 130 to 140 g/L (13 to 14 g/dL), while in ladies it must be under 120 to 130 g/dL (12 to 13 g/dL).

Iron inadequacy pallor (IDA) keeps on being significant general medical issue in India. The World Health Organization (WHO) characterized frailty in pregnancy as haemoglobin esteems <11 g/dl. Sickliness in pregnancy is normally viewed as a hazard factor for the poor pregnancy result and can brings about confusions that undermine the life of both mother and baby.

Management of Iron Deficiency Anaemia:

The Treatment of Iron Deficiency anaemia is that oral ferrous iron salts are the economic and effective communications.



Iron tablets given after food will in general be better endured albeit iron accessibility would be decline hardly. It is ideal to give it at sleep time with the goal that minor GI symptoms are not felt during rest. It should take around 6-10 weeks for Hb to arrive at typical level. In any case, medicines must proceed past this for an all-out period a half year to renew iron stores. Tissue iron lack gets remedied right on time in the wake of beginning treatment. Morphological changes take any longer for the inversion iron stones. Tissue iron insufficiency malady (IDD) has been long standing; some of them might be irreversible. Pace of increment in Hb is conversely identified with starting Hb level – bring down the underlying Hb level higher is the Hb rise.

Treatment is commonly proceeded until haemoglobin focuses arrive at ordinary qualities, which might be take a little while, and afterward for a further 3 months or more to re-establish body iron stores. Iron infusions is given to patients who are either unfit to assimilate oral iron or who have expanding paleness regardless of satisfactory does of oral iron. It is costly and has more prominent horribleness than oral arrangements of iron.

Hepatoglobine XP:

Raptakos Brett Co. Ltd. dispatches Hepatoglobine XP. In Hepatoglobine XP Tablet is a Haematinic for the treatment of nourishing iron inadequacy paleness, particularly frailty related with pregnancy. It contains ferrous ascorbate, nutrient C, peptonised iron, folic corrosive and nutrient B12.

The ferrous ascorbate, Folic corrosive and B12 are utilized forestall spina bifida in an unborn embryo to improve iron uses and to forestall folate or iron insufficiency weakness during pregnancy.

In ferrous ascorbate is a manufactured type of iron and nutrient C. Iron is reused by the body and produce erythroid forerunner cells. An exogenous organization of folic corrosive is basics for typical erythropoiesis process. Folic corrosive is imperative for the biosynthesis of purines and thymidylate of nucleic acids. Deficient purines biosynthesis because of folate inadequacy prompts megaloblastic sickliness and macrocytic pallor.

Nutrient B12 Deficiency (<148 pmol/L) is related with unfriendly maternal and neonatal results, including advancements abnormalities, unconstrained premature birth, preeclampsia and low birth weight (<2500 g). The significance of enough nutrient B-12 status periconceptionally and during pregnancy can't be overemphasized, given its essential job in neural myelination, cerebrum improvements and development.

Hepatoglobine XP Tablet Iron is administered along with Protein in the form of Peptone. It has been realized that although iron content of a haematinic formulation is important, of grater nutritional significance is the bioavailability of iron. Two factors that increase the absorption of iron are ascorbic acid animal proteins. Between the two, it was noticed that the effect of proteins on iron absorptions was much greater than that of ascorbic acid.

Communication Objective- To Communicate that Hepatoglobine XP is the XPert iron that offers all essentials (Iron, Folic acid, Proteins & Vit. B12) as Compared to only 2 essentials (Iron & Folic acid) in all other XT Brands of Ferrous ascorbate.

Hepatoglobine Liquid

Hepatoglobine is the one of the very old products and right now it comes on the 2nd position of top selling iron tonic. for the reviving this product company working on effective marketing strategy. This study is conducted for Raptakos, Brett & Co. Ltd to know new market strategy and how to beat our competitor, as they conducted a market assessment survey including 100 Doctors.

This study helps to understand the market structure of Pune, prescription pattern and preferences, strategies which our competitors are following and some perceptions of doctors and pharmacist regarding the Hepatoglobine.

Hepatoglobine liquid contains Iron, folic acid and Methylcobalamine.

Iron - transport through the body and maintains red blood cells thus making an individual feel energetic and preventing anaemia.

Folic acid – basics to various real capacities running from nucleotide Biosynthesis to the demethylations of homoserine. It is particularly significant during times of quick cell divisions and development. The two acids to deliver sound red platelets and forestall frailty.

Methylcobalamine—Promotes the initiations and maturations of blood cells.

Hepatoglobine Liquid is used the treatments Iron Deficiency Anaemia

Objectives: -

- To Assess the Market Potential of Iron Supplements in Pune.
- To analyse the Market competitors.
- To Assess business and the strategy to win in the marketplace.

To analyse the Iron Supplement in India and how to increase the market value in our product.

Literature Review

Iron Deficiency Anaemia: Clinical implementations and Managements

Dr. K. Janardan Prusty, MD Paediatric reports that Oral enhancements as ferrous or ferric salts, are commonly the line of treatment for straightforward IDA. They have sensible bioavailability yet are anything but difficult to regulate at (33) generally minimal effort. Portion for rewarding IDA is 100–200 mg natural iron, to be taken 1-3 times each day. Nonetheless, the bioavailability is 10% to 15% for ferrous iron arrangements (sulphate, gluconate, fumarate, and so forth.) Peptonized iron definition is a hematinic uncommonly figured to treat iron insufficiency pallor. In this detailing, iron is directed alongside proteins as Peptone.

Impact of Anemia on Health Outcomes:

Ministry of Health and Family Welfare Government of India is to report that Weakness is the significant outcomes on human wellbeing just as social and monetary turn of events. Pallor is the world's subsequent driving reason for handicap and is liable for around 1 million passing's per year. As far as lost long periods of sound life, Iron. Physical and intellectual misfortunes because of IDA cost creating nations up to 4.05 percent misfortune in total national output (GDP) per annum, along these lines slowing down social and monetary improvement 12. At the point when results are communicated as a level of GDP these misfortunes are 1.18 percent of GDP in India.

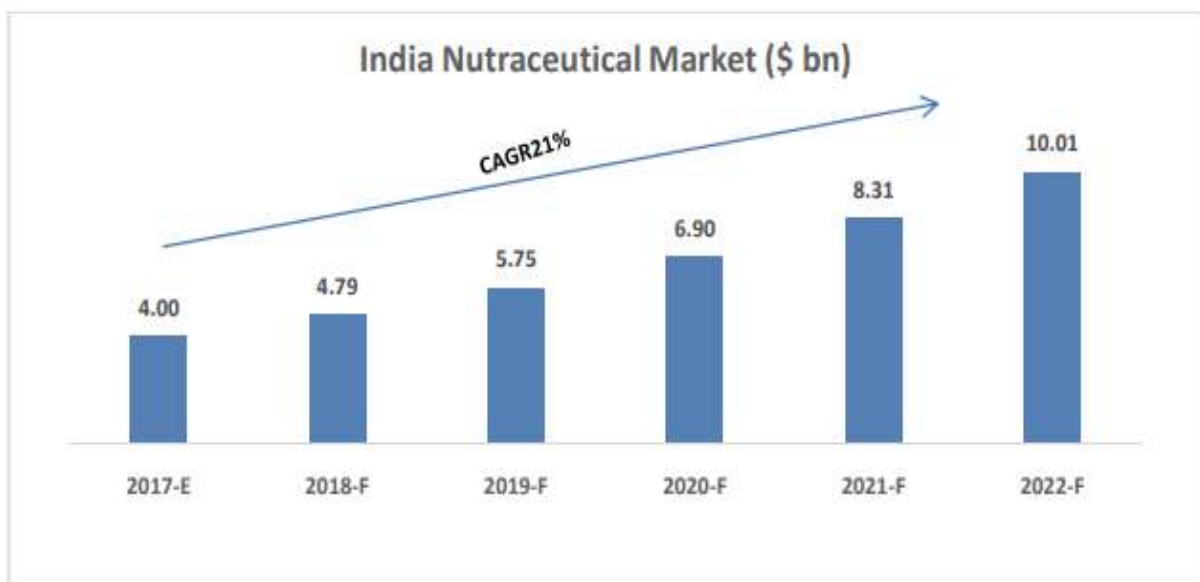
The Growing Nutraceuticals market in India:

Rajat Yadav & Radhika Mehta January 10, 2020 is report that In The nutraceuticals advertise in India is required to develop from \$ 4 billion out of 2017 to \$ 18 billion out of 2025 in the setting of rising interest for dietary enhancements from upper and white-collar class. The nutraceuticals advertise in India can be additionally separated into utilitarian food, drinks and dietary enhancements. Dietary enhancements,

which establish more than 65 percent of the Indian nutraceuticals showcase.

Indian Nutraceutical Market

The Indian Nutraceuticals advertise is relied upon to develop from \$ 4 Bn in 2015 to \$ 10 Bn in 2022. This speaks to an immense development of 21% development every year Transformation in food propensities, less physical work, a greater amount of work area employments has made Indians progressively defenceless against way of life afflictions. The normal urban and semi-urban Indian is getting increasingly cognizant about wellbeing and wellness. This is giving a gigantic Growth openings Nutraceutical in India.



Nutraceuticals in contrast to Pharmaceuticals

Nutraceuticals	Pharmaceuticals
Works on root causes and take longer	Relatively more instant in effect
Do not have side effects	for severe illnesses have side effects
Focuses on prevention & wellness	Focuses on illness & treatment
No prescription needed for buying	Sold only on prescription except OTC
Needs no approval of FDA	Needs approval of FDA

Research Methodology

Mode of data collection:

Study type: Descriptive Study

Type of data: Quantitative data

Technique: Google form Questionnaire.

Sampling technique: Purposive sampling

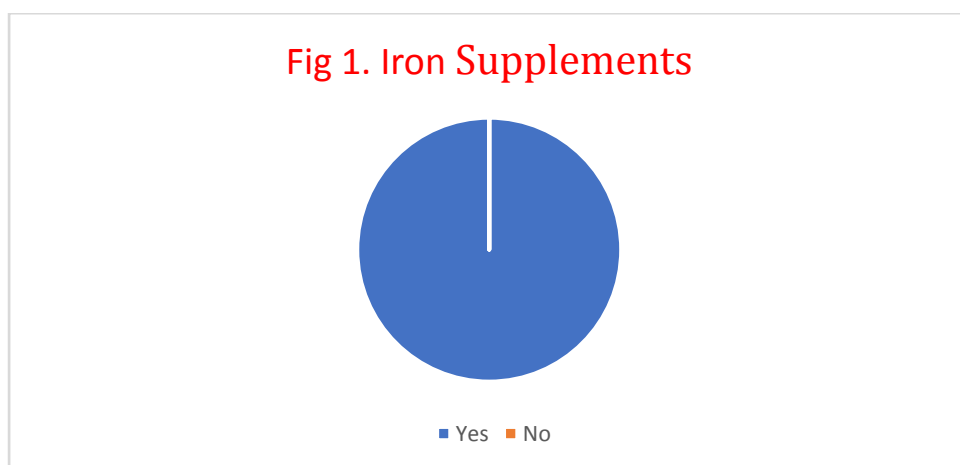
Data collection: Primary data is collected with help of questionnaire.

Study Timeline: Three months (February 2020-May 2020).

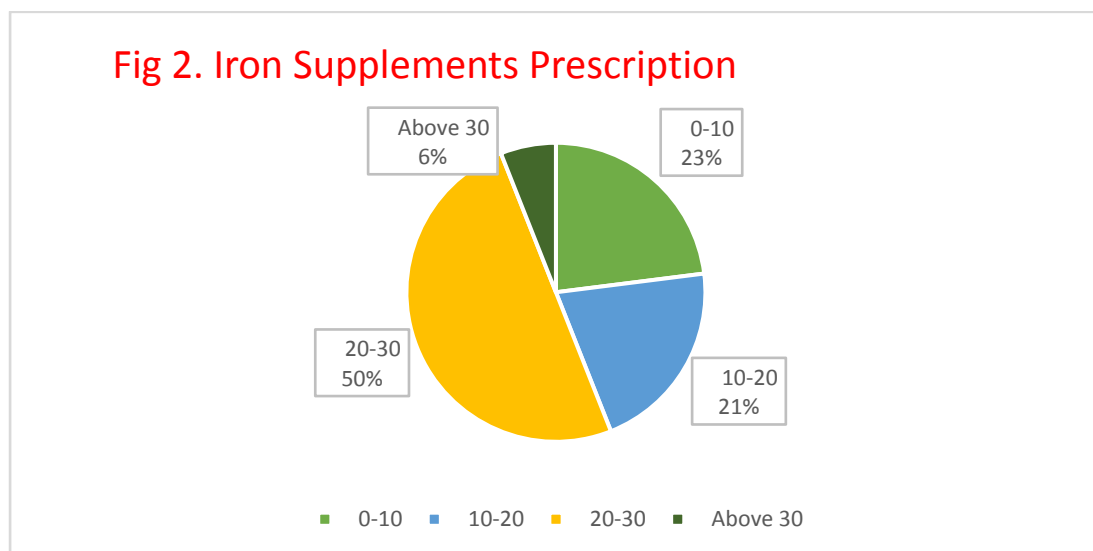
Sampling Unit: 100doctors in Pune.

Sample size: Doctors:100

Results and Discussion

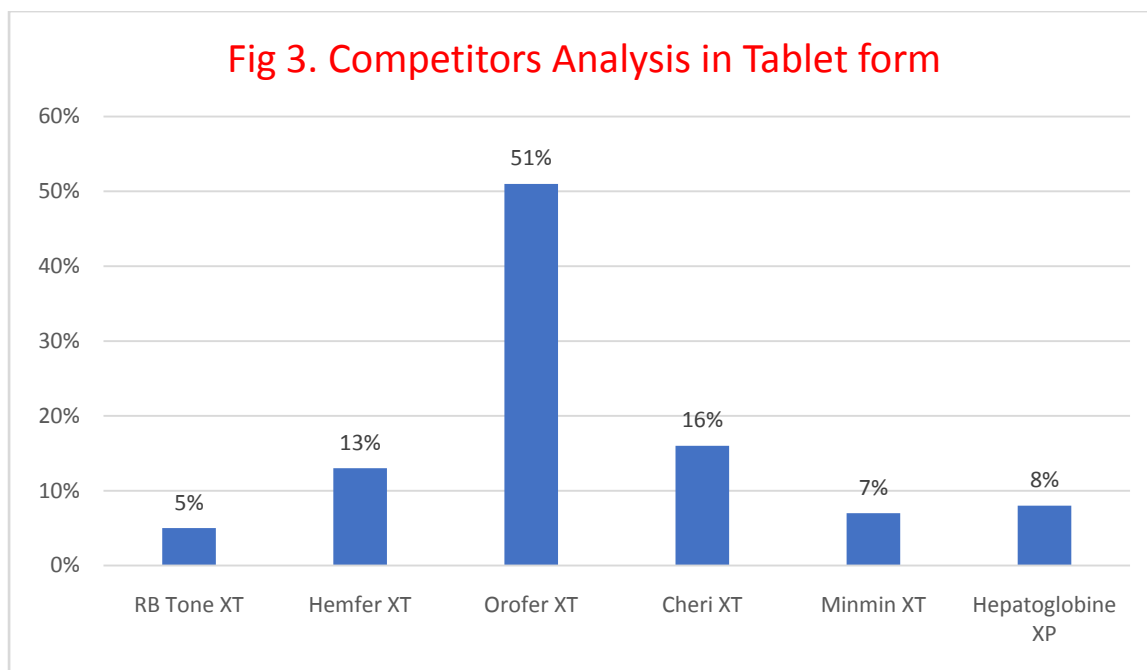


Interpretation: In this Chart Everyone doctors Prescribe in Iron Supplements.



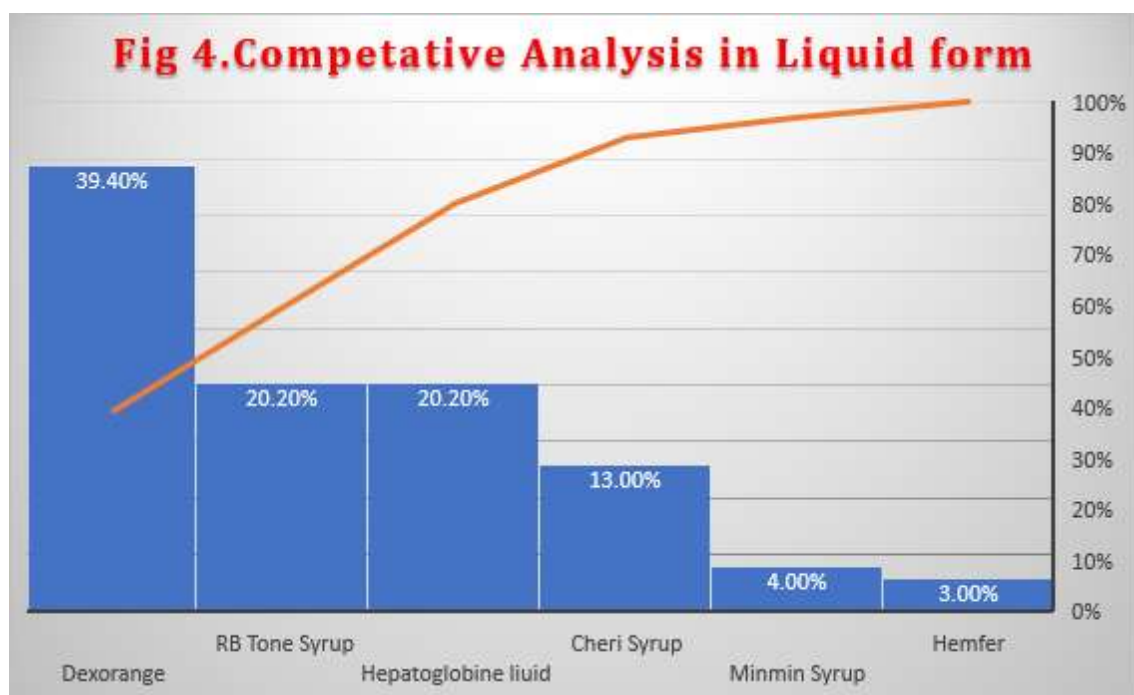
1) 0-10 – 23%	3) 20-30 - 50%
2) 10-20 – 21%	4) Above 30 - 6%

Interpretation: In Pune city Supplementations of Iron, most of doctor's 20-30 Patients in a Day then other doctor's it depends upon the patients.



1) RB Tone XT	2) Hemfer XT
3) Orofer XT	4) Cheri XT
5) Minmin XT	6) Hepatoglobine XP

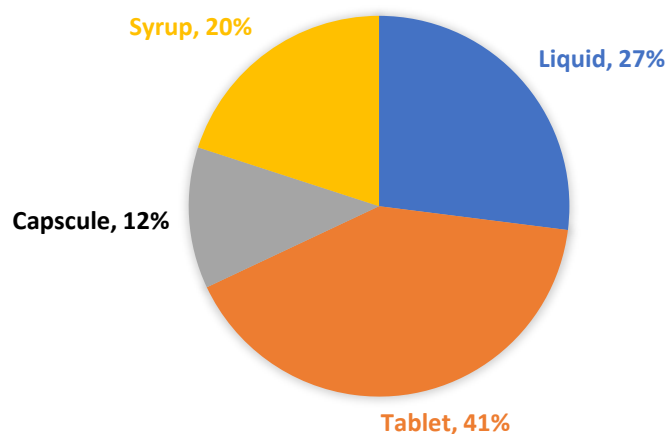
Interpretation: In Iron Supplements of Tablets, 51 % Doctors are prescribed in Orofer XT, other competitors 16% prescribe in Doctor's Cheri XT, 13% Hemfer XT, 8% Hepatoglobine XP, 7% Minmin XT, 5% RB Tone XT.



1) Dexorange	2) RB Tone Syrup
3) Hepatoglobine Liquid	4) Cheri Syrup
5) Minmin Tonic	6) Hemfer Syrup

Interpretation:The Most prefer Iron Supplements is Dexorange which has the maximum market capacity. In the Second Position RB Tone Syrup is performing well in the Market but RB Tone and Hepatoglobine Liquid is having same market capacity.

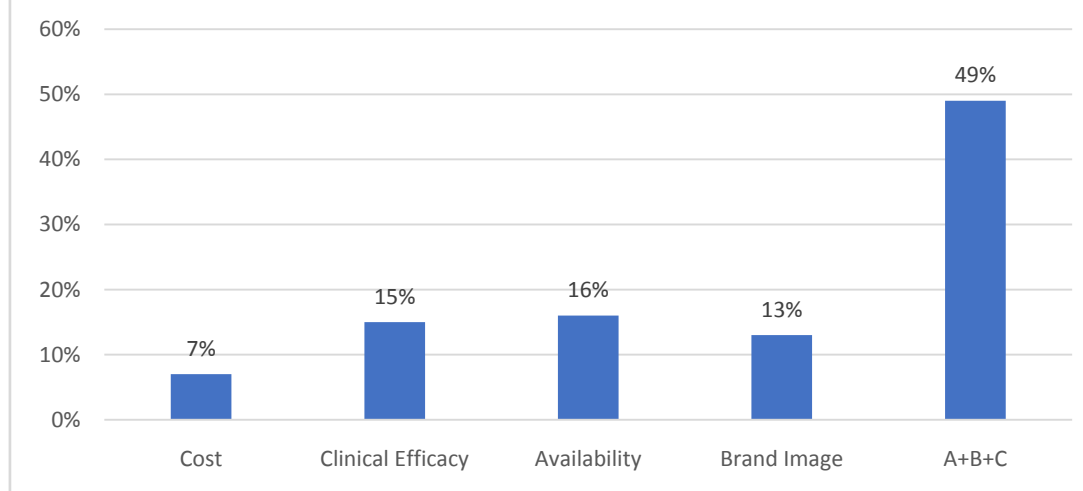
FIG 5. IRON SUPPLEMENTATIONS



1) Liquid	2) Tablet
3) Capsule	4) Syrup

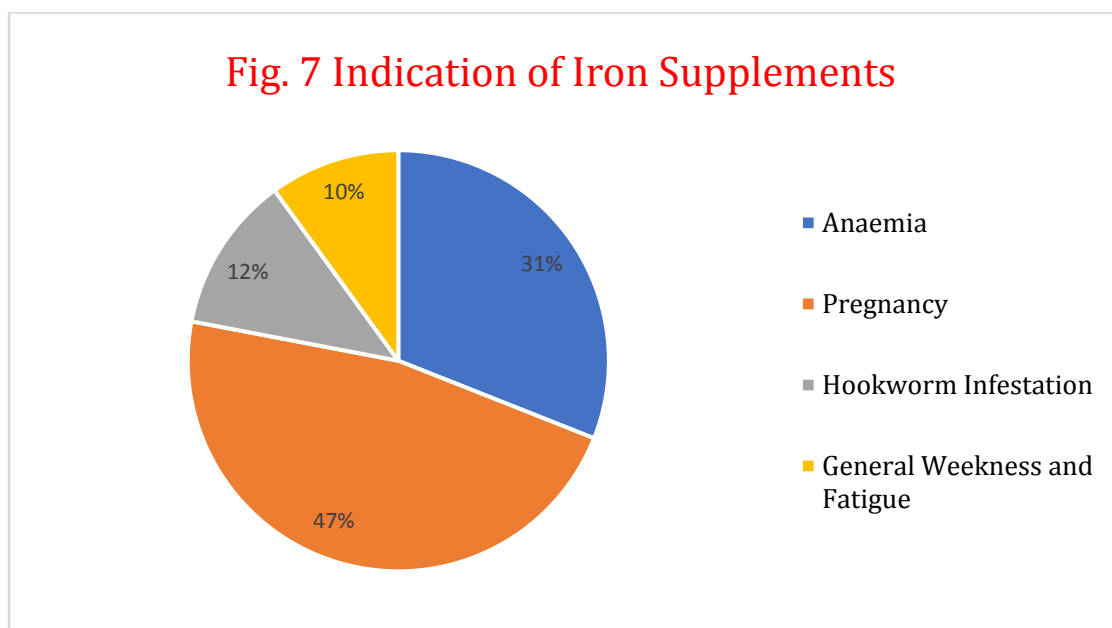
Interpretation:Syrup is a highly preferable doses form by the Physicians.

Fig. 6 Prescription of Iron Supplements



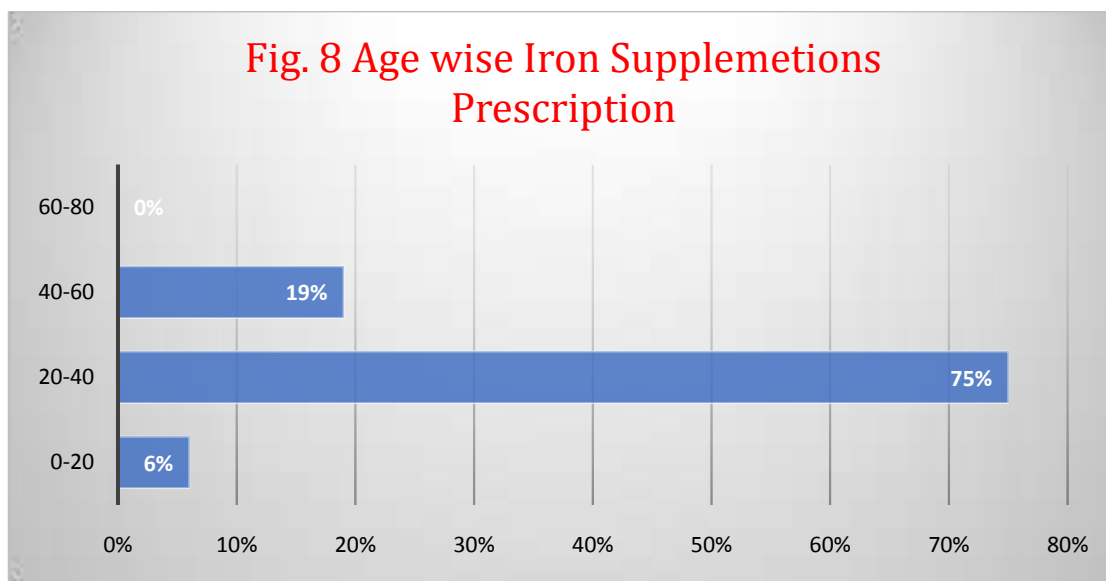
1. Cost	2. Clinical Efficacy
3. Availability	4. Brand Image
5. A+B+C	

Interpretation: Cost Clinical Efficacy and availability both are the factors for prescribing iron supplements.



Anemia	Pregnancy
Hookworm Infestation	General weakness and fatigue

Interpretation: In Pregnancy Indication maximum of Physician prescribe iron Supplements followed by anaemia.



1) 0-20	3) 40-60
2) 20-40	4) 60-80

Interpretation: In 20-40 yrs. of age groups 75 % of the prescription Comes.

Conclusion

From the above primary study, I came to know that Almost 58 % of pregnant women in India are anaemic and it is estimated that anaemia is the underlying cause for 20–40 % of maternal deaths in India. India contributes to about 80 % of the maternal deaths due to anaemia in South Asia. So, in heavy disease burden country Iron supplements play a pivotal role.

From the above survey Dexorange is the largest selling iron supplements which makes the imp roles to reducing the disease burden from the doctor's point of view Dexorange is the largest selling in iron supplements due to A+B+C.

RB tone and Hemoglobin Liquid makes equal footprint to the Pune Market, for Physician Clinical efficacy, availability, cost efficiency very imp role for the prescription of iron supplements. Physician Tablet is the most preferable dose form. Physician mostly prefer iron Supplements in pregnancy Anemia related disorder. In Pune city preferable age for iron supplements prescriptions age of 20-40 years.

Recommendations

- According to doctors' Iron Supplements is very important for the Iron Deficiency Anaemia treatment.
- In 26th is an Iron deficiency Day so, our organizations should take an initiative of arranging a meeting taking Top Gynaecologist, General Physician and Consulting Physician on that day which help us promoting our product as well, which will lead us increasing of our Market growth.
- It May also be a great chance for our company, if we decide to arrange an OPD Camp on Monday every month in front of the clinics/ hospitals of GYN, GP, CP which will leads us to a great sale of our products and we came Rename it as "Growth Day".
- Same as the Month of One day to arrange the Haemoglobin camp which helps our products, benefit of camp is increasing Products sales.
-

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