

MARKET ASSESSMENTS OF IRON SUPPLEMENTS IN PUNE.



**SUBMITTED BY
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MBA PM 10

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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
- Zytee RB gel
- Neopeptine Drops

Nutraceuticals:

- Lactodex 1
- Threptin Diskettes
- Threptin Micromix (Chocolate, Vanilla)

New Products:

- Arbivit - Syrup
- Caroid Syrup
- Veelac First

Introduction

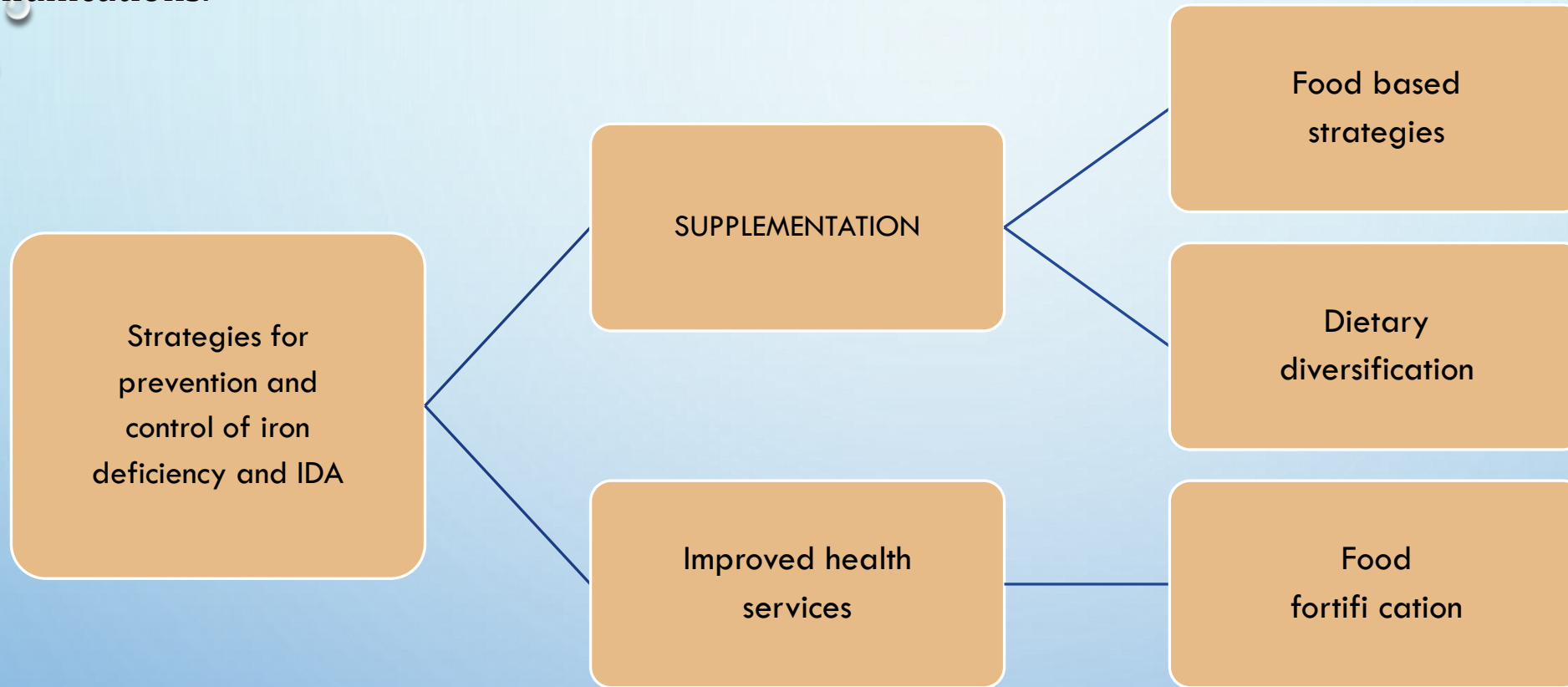
India is one of the nations with high commonness of weakness on the planet. Right around 58 % of pregnant ladies in India are frail and it is assessed that iron deficiency is the fundamental reason for 20–40 % of maternal passing's in India. India adds to around 80 % of the maternal passing's because 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.

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.

Management of Iron Deficiency Anaemia:

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



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.

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.

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.

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.

Objectives: -

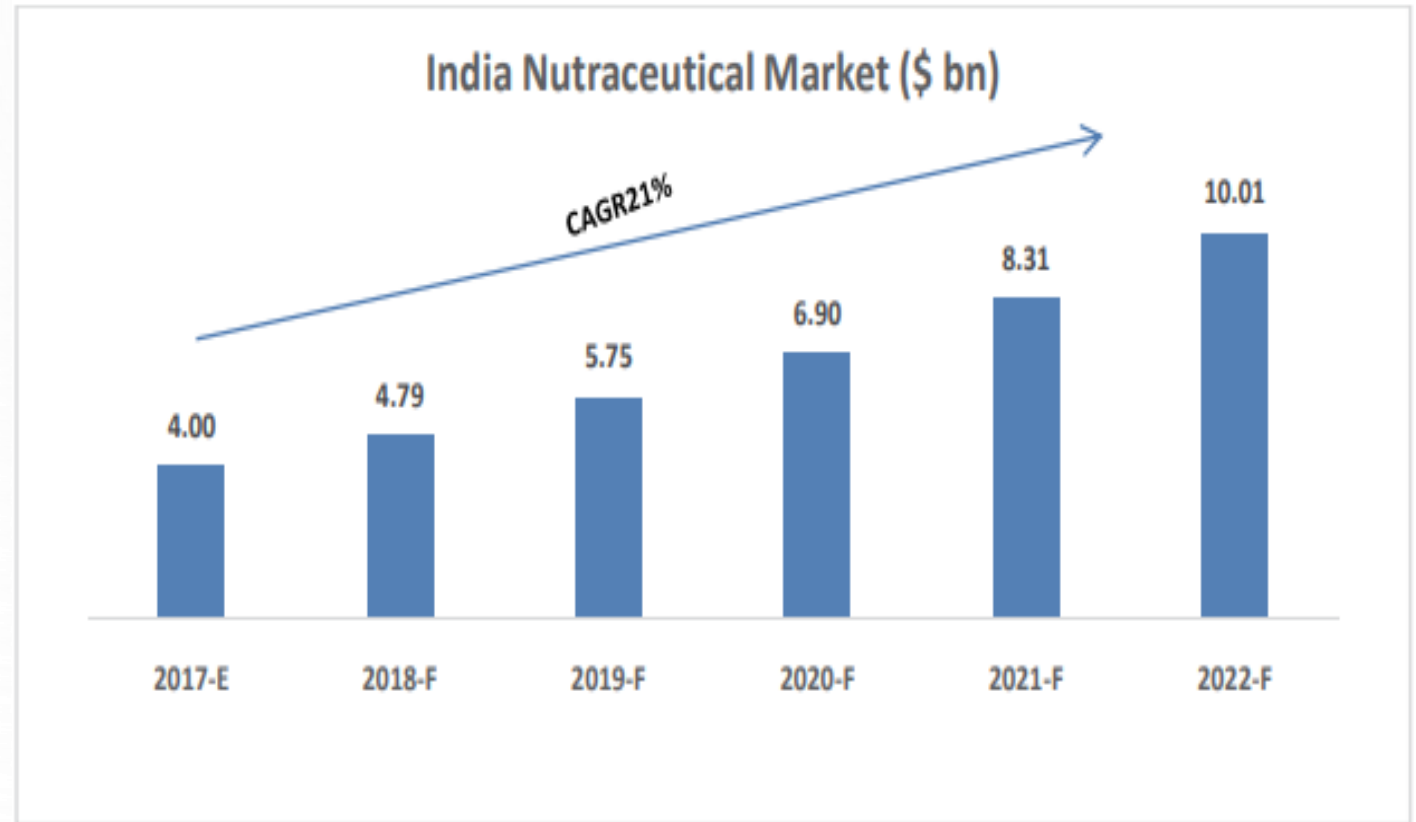
- To Assess the Market Potential of Iron Supplements in Pune.
- To analyse the Market competitors.
- To Assess business and the strategy to win in the marketplace.

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

Indian Nutraceutical Market

The Indian Nutraceuticals market 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

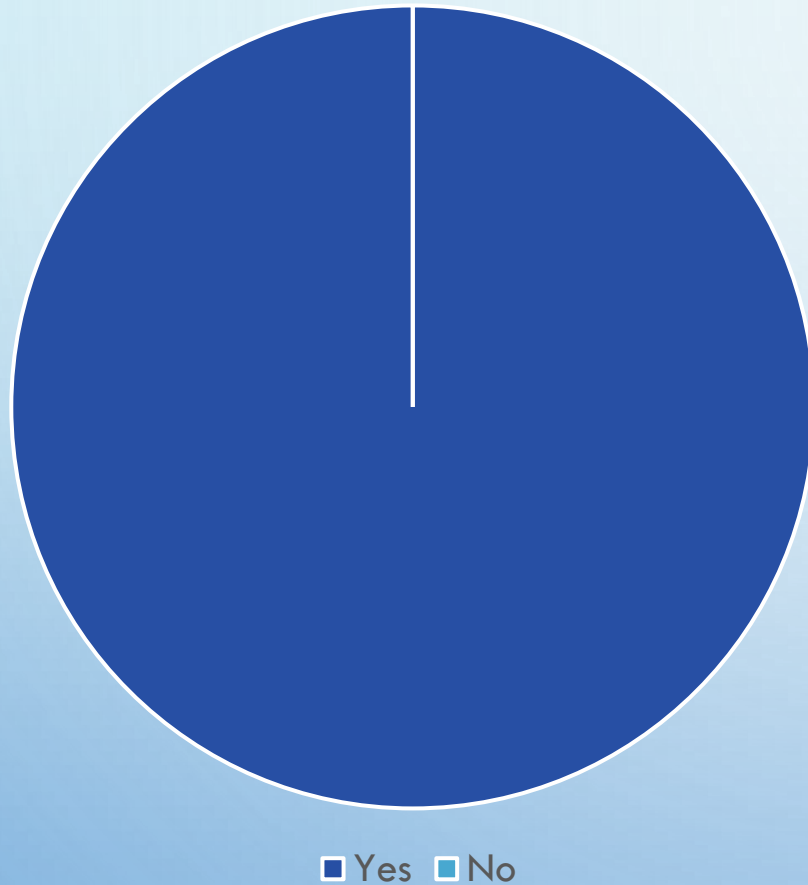
Transformation in food propensities, less physical work, a greater amount of work area employments has made Indians progressively defenseless against way of life afflictions. The normal urban and semi-urban Indian is getting increasingly cognizant about wellbeing and wellness. This is giving a gigantic Growth openings Nutraceutical in India



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: 100 doctors in Pune.
- ❖ Sample size: Doctors:100

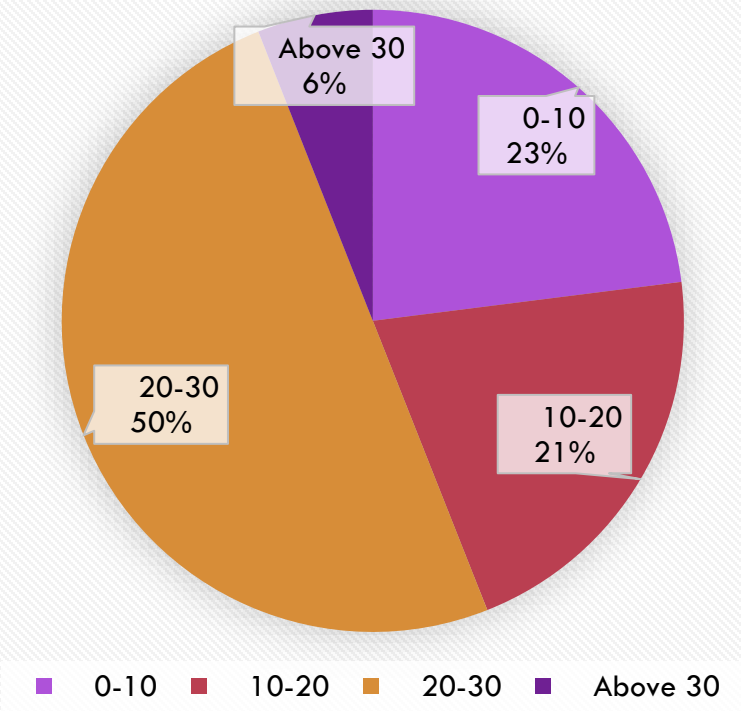
Fig 1. Iron Supplements



Interpretation:

In this Chart Everyone doctors Prescribe in Iron Supplements.

Fig 2. Iron Supplements Prescription

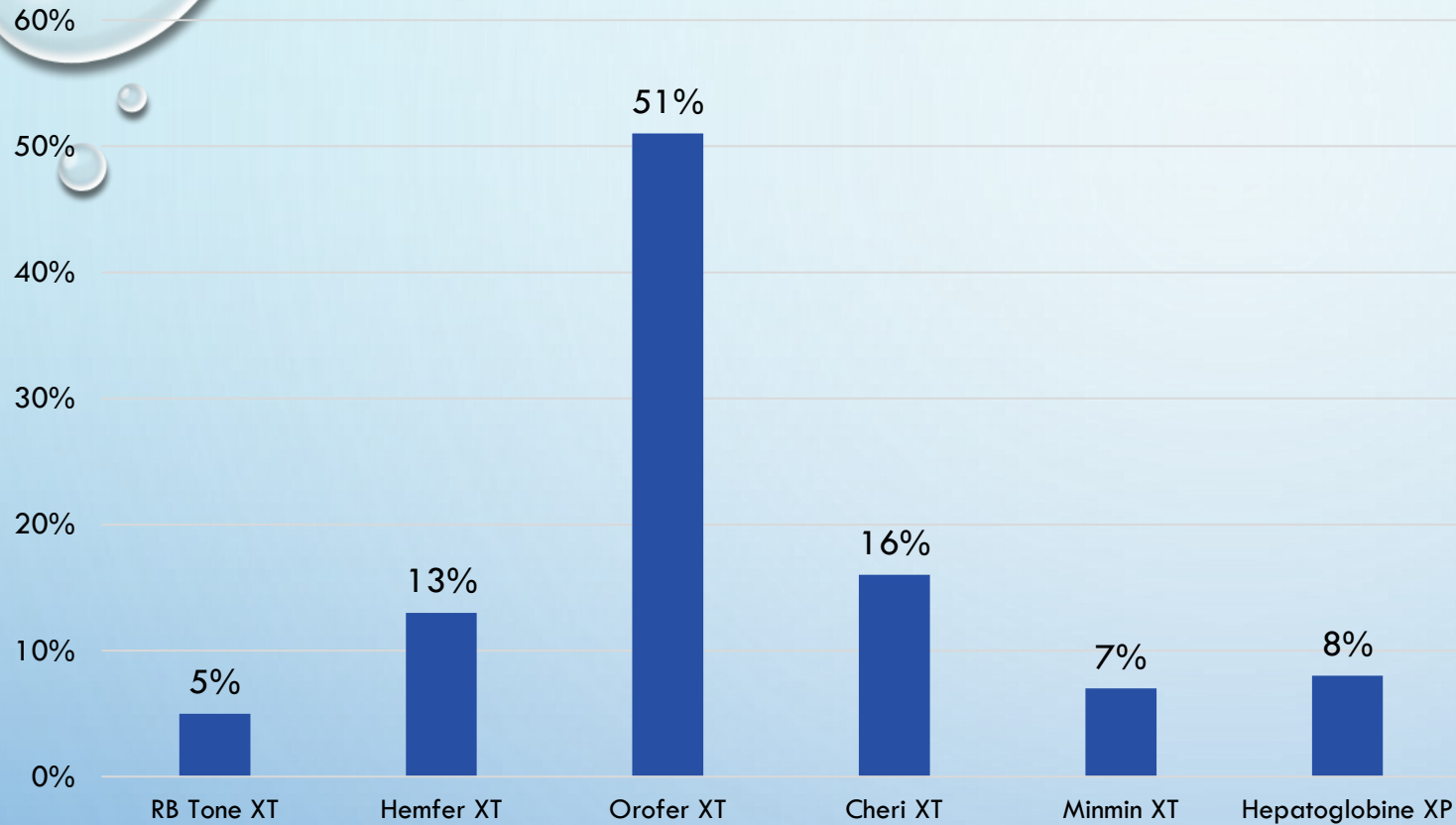


Interpretation:

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

Fig 3. Competitors Analysis in Tablet form

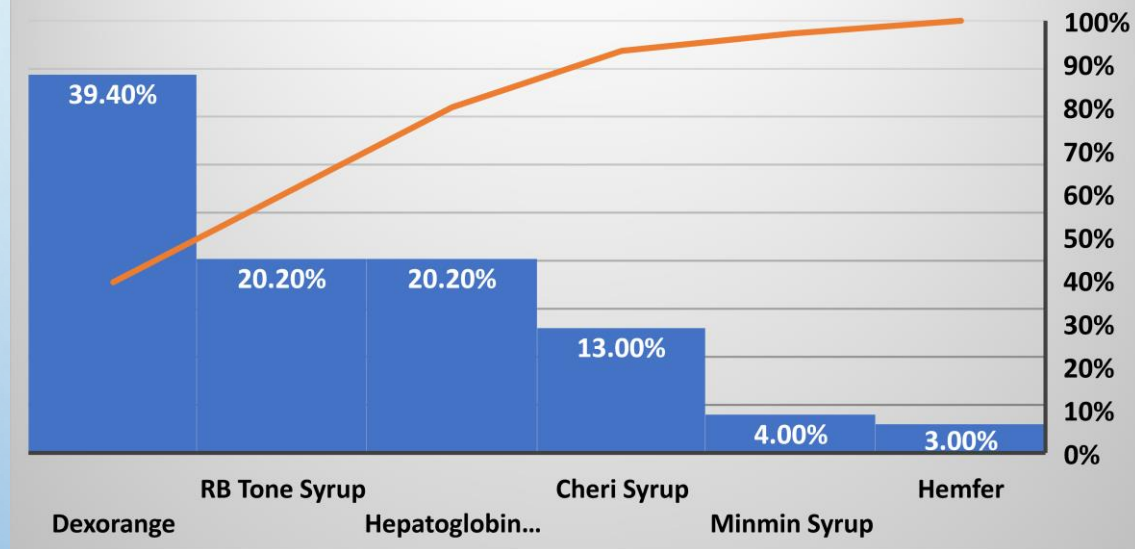


Interpretation:

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

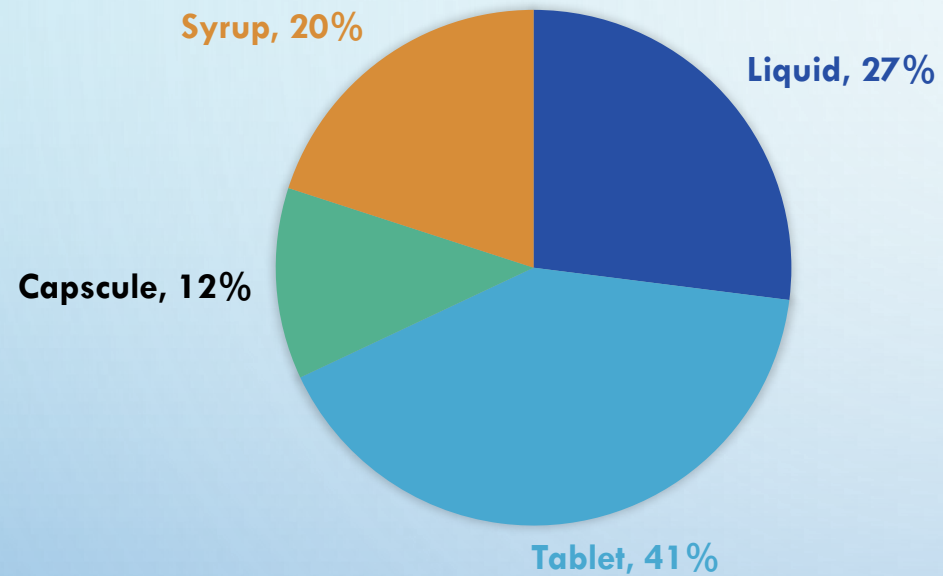
Fig 4.Competative Analysis in Liquid form



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

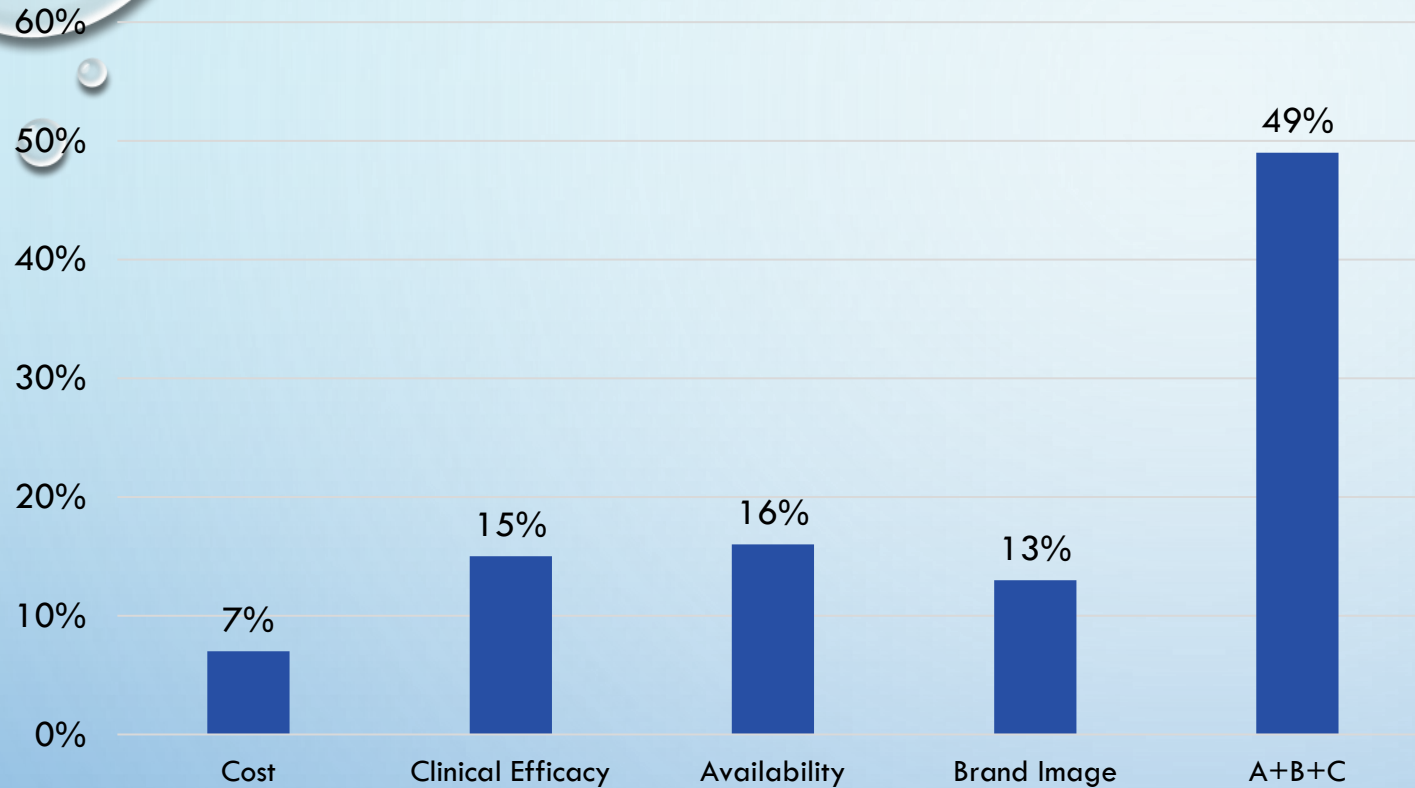


Interpretation:

Syrup is a highly preferable doses form by the Physicians.

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

Fig. 6 Prescription of Iron Suppplements

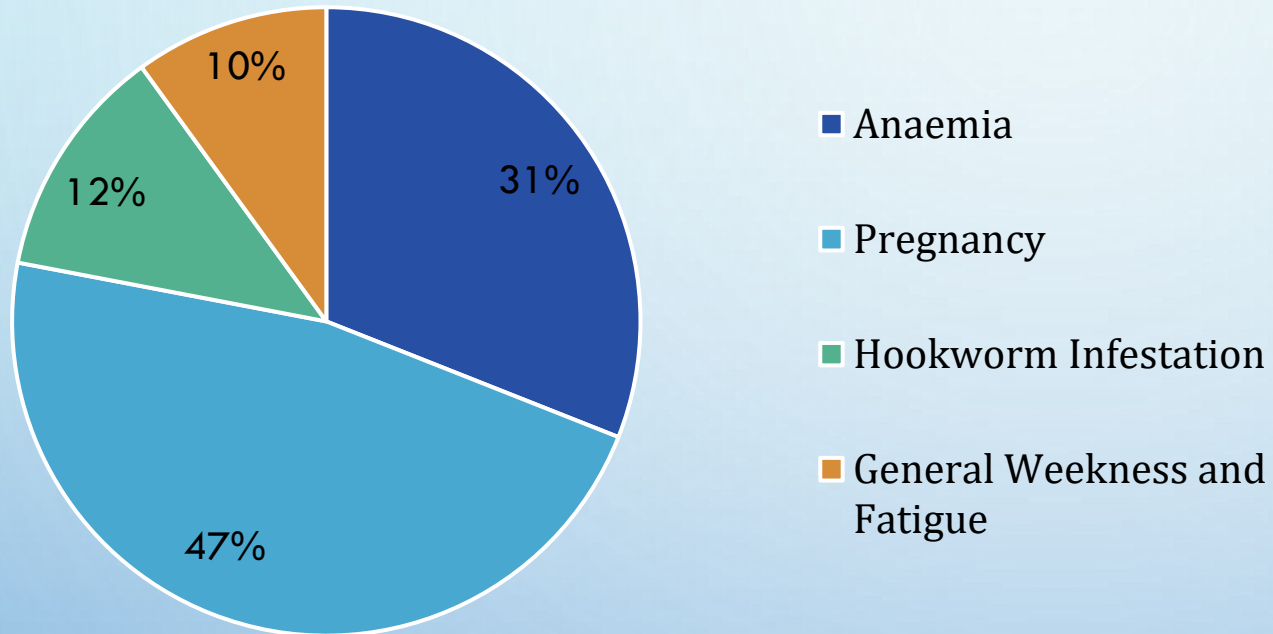


Interpretation:

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

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

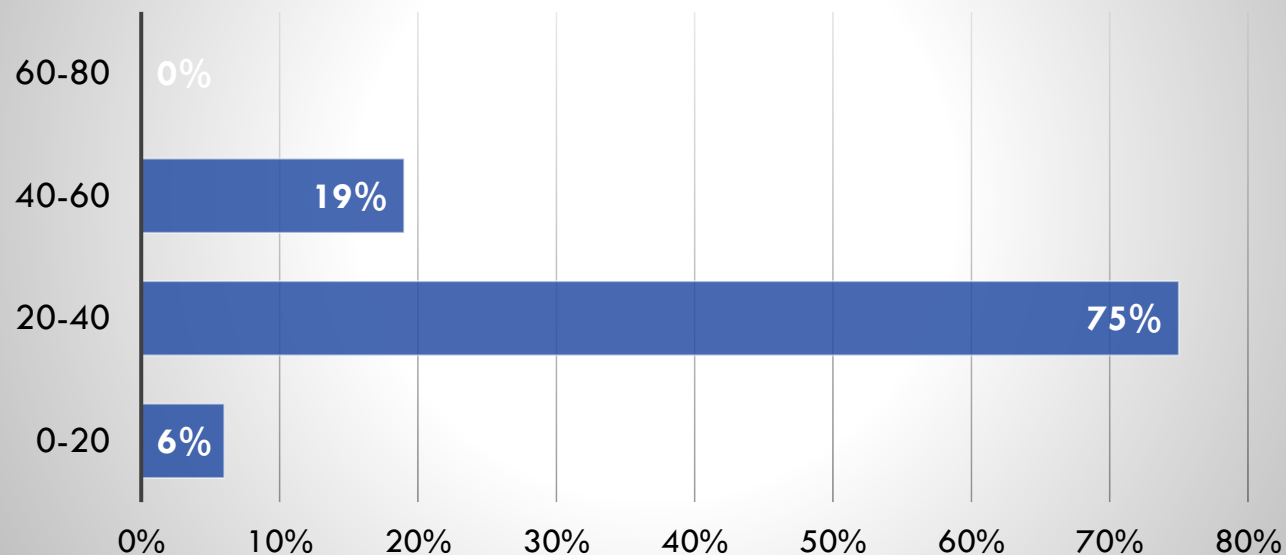
Fig. 7 Indication of Iron Supplements



Interpretation:

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

**Fig. 8 Age wise Iron Supplemetions
Prescription**



Interpretation:

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

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

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 Hepatoglobine 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 doses form. Physician mostly prefer iron Supplements in pregnancy Aneamia 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 can 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.

Reference

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