

Market Assessment of Protein Supplement (Threptin Diskettes) In Mumbai South (Maharashtra)

By

Isha Yadav

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

Academic year, 2018-2020



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TO WHOMSOEVER MAY CONCERN

This is to certify that **Isha Yadav**, student of MBA Pharmaceutical Management from The IIHMR University, Jaipur has undergone internship training at **RAPTAKOS, BRETT & CO. LTD.** from **3rd February 2020 to 3rd May 2019.**

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

The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.

Dr. Saurabh Banerjee
Acting Dean & Associate Professor
The IIHMR University, Jaipur

Dr. Arpita Basak
Associate Professor
The IIHMR University, Jaipur

To be obtained on official stationery

The certificate is awarded to

Name: Isha Yadav

In recognition of having successfully completed his
Internship/dissertation in the department of

Raptakos, Brett & co. ltd.

(Raptakos division)

and has successfully completed her Project on

**“Market Assessment of Protein Supplement
(Threptin Diskettes) In Mumbai South (Maharashtra)”**

Date 3rdMay 2020

Raptakos, Brett & co. ltd.

He comes across as a committed, sincere & diligent person who has a strong drive and
zeal for learning

We wish him all the best for future endeavors

RAJESH SHARMA

General Manager Marketing

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled “**Market Assessment On Protein Supplement (ThreptinDiskettes)** submitted by **IshaYadav** Enrollment No **IIHMR-U/02/2018-2020** under the supervision of **Dr. Arpita Basak** for award of MBA in Pharmaceutical Management of the University carried out during the period from 3rd **February, 2019 to 3rdMay 2019** embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.

Signature

Acknowledgement

I Humbly Owe the Completion of This Dissertation and Internship Work to The Almighty and My Family Whose Love and Blessings Will Be with Me in Every Movement of My Life.

I Would Like to Extend My Sincere Gratitude to **Mr. Shyamal Sen Gupta (Vice President Sales), Mr. Rajesh Sharma (Senior Marketing Manager) At Raptakos, Brett & Co. Ltd.** For Providing Me an Opportunity to Learn and Develop Professionally.

I Also Extend My Gratitude to My Project Guide **Dr. Arpita Basak (Associate Professor, IIHMR University Jaipur)** For His Valuable Suggestions, Support and Keen 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 Bestowed Upon Me.

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Last but Not the Least I Would Like to Thank My Family for Supporting and Standing with Me in Successfully Completing the Project.

ISHA YADAV

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EXECUTIVE SUMMARY

“Due to an increase in competition within the market, everybody needs to understand their existence within the market against alternative competitors that are within the same trade. So, it's terribly essential to understand the contestant market potential of a selected product like (protein supplement) and once then it's vital to understand the opposite chance to focus on the potential market consistent with their want, assess all the selling strategic by seeing past relevant information of alternative contestant product like (protinex bytes) in this targeted market and so accompany some purpose of distinction in their own product to capture that competitor target market.”

“The aim of the study is “Market Assessment of protein supplement (Threptindiskettes) in Mumbai south (Maharashtra)”. I have done a research work on protein diskettes(Threptin) for improvement of protein deficiency states. From doctors to distributor to retailers each of them has a role to play. Just by focusing on the detailing to doctors to prescribe a product will not help. as even retailers and distributors should have that product to sell it to the patient and hospitals, respectively. The study was carried out in south area of Mumbai, with respect to the survey with general physician,gynecologist & Pediatricians doctors, stockiest and hospital pharmacies.”

“The project was started on 3rdth February 2020 after getting all the information regarding the project. I have collected secondary data from the resources available on internet. secondary data was collected by browsing on internet and various articles. And the primary data collected through the google forms. And the data will analyze through the

MS excel. Result and finding was carried out to draw conclusion. The project was completed on 3rd May 2020. “From the study it was observed that organization needs to connect through social media platforms like Facebook, twitter, you tube, Instagram, LinkedIn. Organization lacking into social media marketing segment.

LITERATURE REVIEW

- **Protein Supplement Market by Type {Casein, Whey Protein, Egg Protein, Soy Protein, and Others}, Form (Powder, RTD Liquid, and Protein Bars}, “Source (Animal and Plant), Distribution Channel” (Hypermarket/Supermarket, Online, Chemist/Drugstore, Nutrition Store, Health Food Store, Specialist Sport Store, and Others), Gender (Male and Female) and Age Group (Millennials, Generation X, and Baby Boomers): Global Opportunity Analysis and Industry Forecast, 2018 - 2025**

Protein Supplement Market Outlook - 2025

The global protein supplement market was valued at \$4,908.9 million in 2017 and is projected to reach \$8,717.1 million by 2025, growing at a CAGR of 7.4% from 2018 to 2025.

Over the past of couple of years, there has been a rise in number of health-conscious customers around the globe. They look out for ways in adopting a healthy and an active lifestyle, which has fueled the demand for health-oriented food products. Thus, protein supplement endures the same kind of traction in North America, Europe as well as Asia-Pacific regions. Healthy lifestyle is becoming a normal way of life that majorly has concerns over obesity, food sensitivity, and people affected by diseases continue to rise.

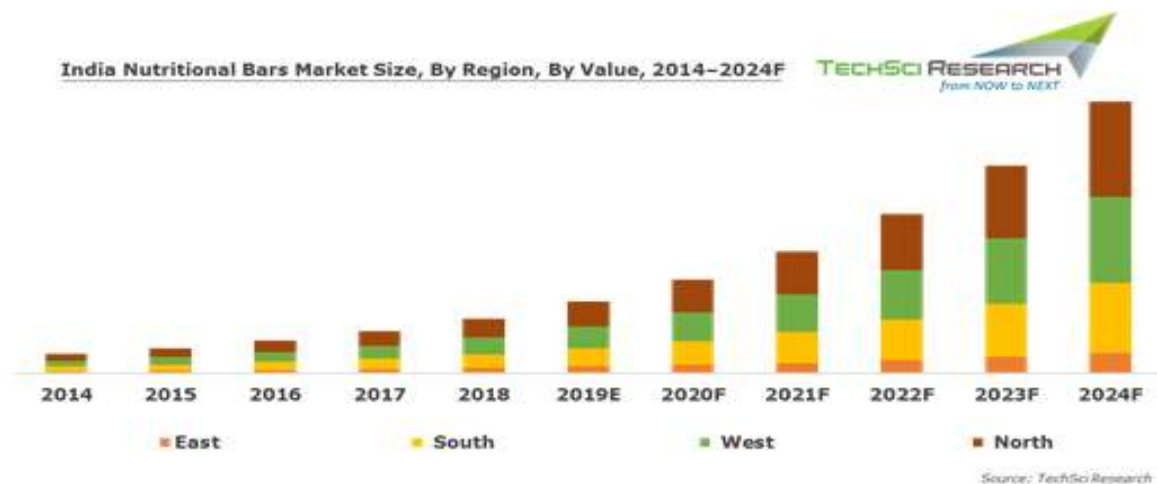


Figure 1 – India nutritional market size 2014-2024

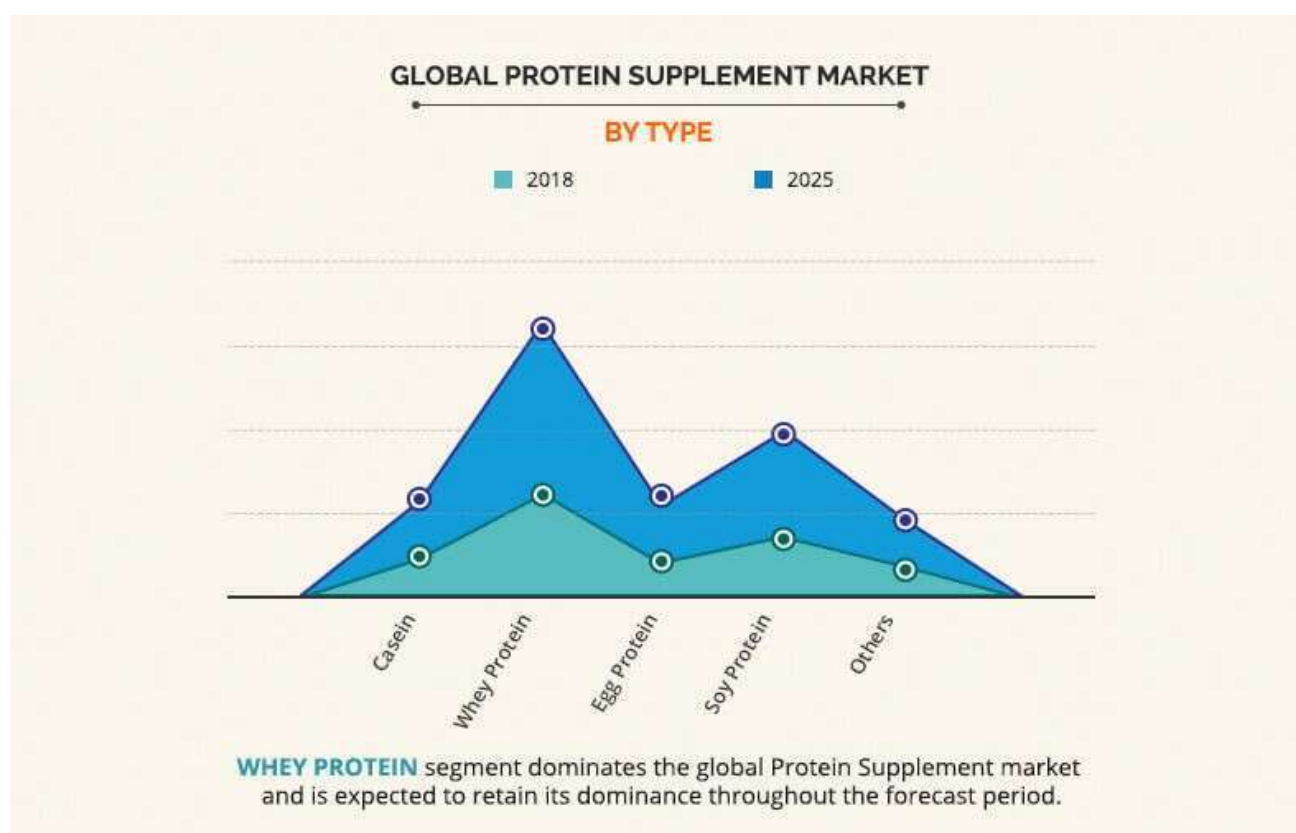


Figure 2 – Global Protein Supplement Market

- **“Milk Protein Hydrolysate Market to Hit \$1.3 Billion by 2025: Global Market Insights Inc.-Selbyville, Del., April 25, 2019 (Newswire.Com)”**

Milk protein hydrolysate market from clinical nutrition may register growth close to 5.5 percent by 2025. Elderly consumers are at high risk of insufficient protein intake;

therefore, hydrolysates are provided in the form of clinical nutrition to maintain their bone mineral density. Sarcopenia is a muscle mass and strength loss which is associated with aging. It leads to the decline in physical ability which can threaten independence. This condition is prevented by providing whey protein that rapidly gets digested and absorbed delivering essential protein nutrients for muscle mass growth and maintenance, which is likely to boost product demand.

Global Milk Protein Hydrolysate Market is expected to surpass USD 1.3 billion by 2025, according to a new research report by Global Market Insights Inc. Growing consumer awareness towards nutritional food ingredients owing to its several fitness benefits including blood glucose control, maintaining bone health and maintenance of muscles may foster the milk protein hydrolysate market. Moreover, rising consumer awareness regarding the consumption of a healthy balanced diet and consumer spending towards infant nutrition products is likely to favor industry growth.

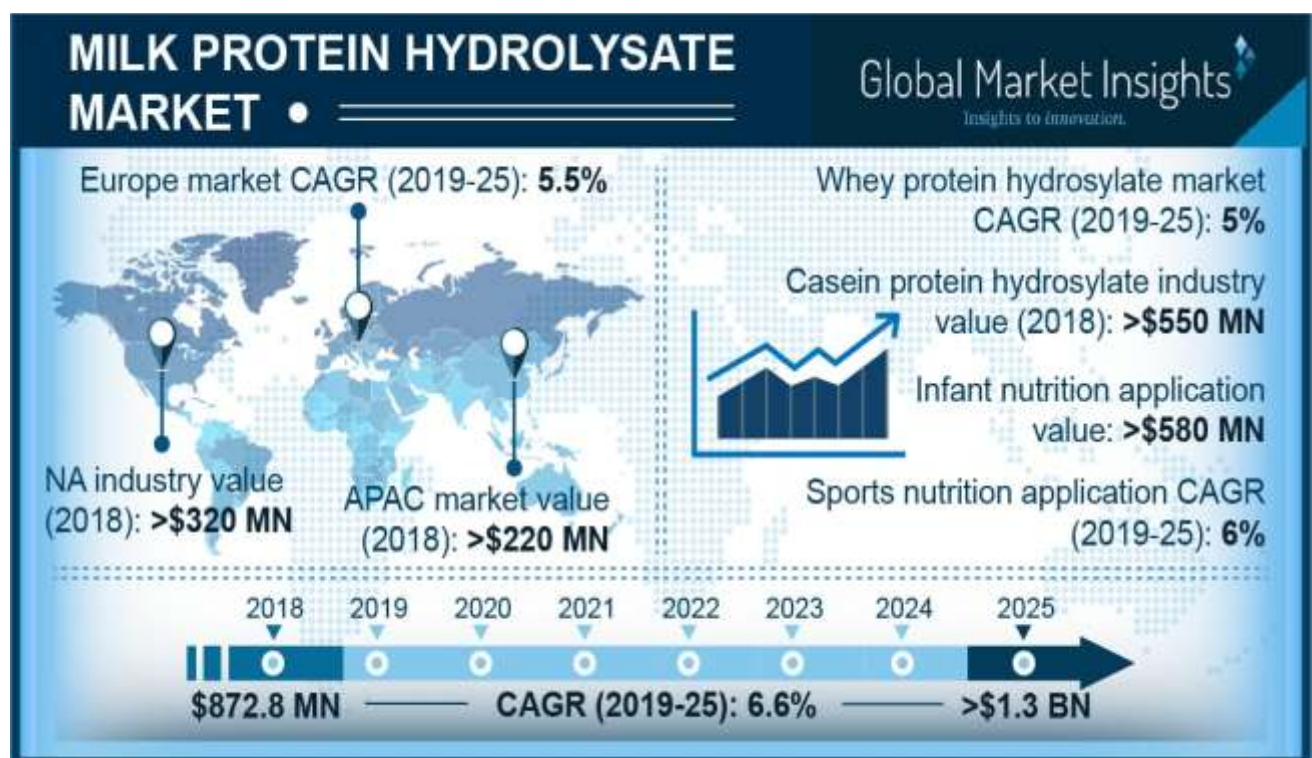


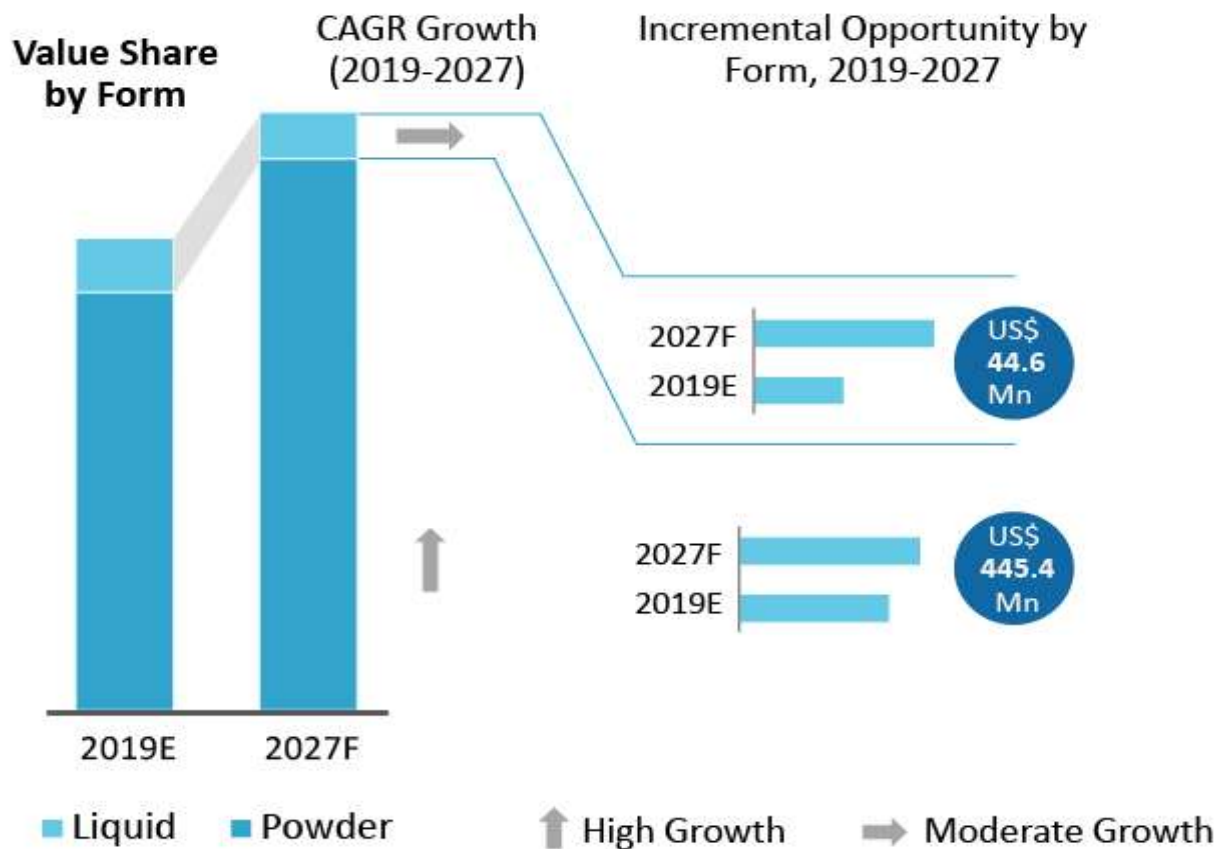
Figure 3 – Milk Protein Hydrolysate Market

- **Global Milk Protein Market: Information by Type (milk protein concentrate [mpc], milk protein isolate [mpi], milk protein hydrolysates [MPH], Casein & Caseinates, Whey Protein Concentrate [WPC], whey protein isolate [WPI] and others), Form (Dry and Liquid), Application (Dairy Products & Frozen Desserts [Cheese, Yogurt, Ice Cream and others], Infant Formula, Dietary Supplements, Bakery & Confectionery, Beverages, Sweet & savory snacks and others) and region (north America, Europe, Asia-pacific and rest of the world) - forecast till 2025**

“The Global Milk Protein Market has witnessed continued growth over the last few years and is projected to grow by USD 5,039.9 Million from 2018 to 2025 at a CAGR of 6.1%. The proteins isolated from milk, in the form of isolates, concentrates, or hydrolysates, are referred to as milk proteins.”

“Based on region, the global milk protein market has been categorized as North America, Europe, Asia-Pacific, and the rest of the world. Europe dominated the global milk protein market in 2018. The regional market is projected to grow by USD 1,675.1 million from 2018 to 2025.”

Global Whey Protein Isolate Market Analysis and Forecast by Form



Source: Persistence Market Research, 2019

Note: Market shares are not depicted as per the actual scale and are only for illustration purposes

Figure 4 – Global Whey Protein Isolate Market

- **“India dietary supplement market by type (vitamin & mineral dietary supplement & others), by distribution channel (pharmacies/drug stores/chemists and other specialty stores & others), competition forecast & opportunities, 2012 – 2022”**

“India dietary supplement market to reach \$ 3.8 billion by 2022, on the back of growing consumer awareness about preventive healthcare, increasing purchasing power and rising cases of lifestyle diseases such as obesity, blood pressure, diabetes, malnutrition, etc.

India dietary supplement market is controlled by several major players, including Abbott India Limited, Herbalife International India Pvt. Ltd., Amway India Enterprises Pvt. Ltd., Dabur India Limited, Danone Nutricia International Pvt. Ltd., Himalaya Drug Company, GlaxoSmithKline Consumer Healthcare Ltd., Sun Pharmaceutical Industries Ltd., Kraft Heinz India Pvt. Ltd., and Cadila Healthcare Limited, among others.”

ORGANIZATION PROFILE

INTRODUCTION



Raptakos, Brett & Co. Ltd.
PIONEERS IN NUTRACEUTICALS, SINCE 1930

“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.”

HIGHLIGHTS

- “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, Government of India.”
- “Raptakos, Brett & Co. Ltd. has many firsts to its credit in terms of technology, products and innovations.”
- “Research is focused primarily in the areas of nutrition and dietetics, APIs, pharmaceutical dosage forms and analytical methods.”
- “Raptakos, Brett & Co. Ltd has been successful in developing an innovative and unique drug delivery system called the Diffusion Rate Controlling Membrane technology or DRCM technology.”
- “This technology enables a single dose of a drug to be made available to the body over a 24-hour period in the required therapeutic concentration. The company has several products incorporating this technology.”
- “Other pharmaceutical products cover several therapeutic groups such as Vitamin and Mineral supplements, Hematinic, gastrointestinal, digestive enzymes, NSAIDs and various other therapeutic categories.”
- “The company has a wide range of nutraceutical products ranging from specialized infant foods for low birth weight as well as term infants and for lactose intolerant

infants, supplements for pregnant women and lactating mothers, growing children, geriatrics and critically ill patients.”

- “In the segment of Nutraceuticals – projected to grow dynamically, both internationally as well as in India – the company has established itself as a force to reckon with.”
- “The company has an extensive distribution network comprising 24 branches spread all over India as well as branch offices in various countries.”
- “Over 1000 field personnel serve the medical professionals throughout the country.”
- “By focusing on this area and by launching products which are well accepted, the company is poised for quantum growth in the coming year”

PRODUCTS SERVICES

Pharmaceuticals	Nutraceuticals
ABRIVIT – 3 DROPS	Easifud
Arbivit-3 Forte Drops	Hovite L Drops
Arbivit – 3 Syrup	Hovite L Syrup
Calcinol D Suspension	IsoFLAV CR Capsules
Calcinol Granules	IsoFLAV PLUS CR
Calcinol RB Tablets	Lactodex 1
Caroid Syrup	Lactodex 2
Caroid Tablet	Lactodex 3
Durasalyn Pead Liquid	Lactodex 4
Elixir Neogadine	Lactodex HMF
Flemnili Liquid	Lactodex LBW
Fructodex Saline	Lactodex NMW 1
Fructodex Water	Lactodex NMW 2
Hepatoglobine Capsules	New Nutrimom
Hepatoglobine Liquid	Rapgrow D Drops
Hepatoglobine Drops	Threptin Diskettes
Hepatoglobine Mikros	Threptin Diskettes (Chocolate)
Hepatoglobine XP Tablets	Threptin Micromix (Vanilla)
Igol	Threptin Lite
Igol D	Threptin Micromix (Chocolate)
IsoFLAV- V Vaginal Gel	Trophox
Lotemp Drops	Veelac First
Lotemp Suspension	Veelac Wheat
Neogadine Drops	Veelac Wheat Apple
Neogadine Mikros	Zerolac
Neogadine SG	
Neopeptine Drops	
Neopeptine Liquid	
Subsyde CR	
Zytee RB Gel	
Zytee L	

“Raptakos Brett Test Laboratories are engaged in providing analytical services and solutions to various industries in the area of

1 Chemical and Instrumental analysis.

2 Microbiology and Sterility testing.”

SERVICES OFFERED

- “Drugs and Cosmetics
- Foods and Beverages
- Veterinary Products
- Chemicals and Fertilizers
- Metals and Minerals
- Bulk Drugs and Elemental Analysis
- Dyes and Dye Intermediates
- Oils and Fats
- Soaps and Detergents
- Packaging Testing
- Water Testing
- Nutritional Supplements
- Bakery and Confectionery Products
- Milk and Milk Products”

STATE OF ART INSTRUMENTS

- “Liquid Chromatography – Spectra physics / Jasco (with UV Visible and RI Detectors)
- Gas Chromatography – Netel. (with Head Space Analyzer)
- UV Visible Spectrophotometer – Shimadzu-UV-1700 (Band width less than 1 nm)
- Atomic Absorption Spectrophotometer- GBC-632B
- Infra-Red Spectrophotometer – Buck Scientific
- Dissolution Apparatus – Veego
- Potentiometric Titrator – Veego
- Karl Fischer Titrator – Veego
- Viscometer – Brookfield
- Flame Photometer”

RESEARCH AND DEVELOPMENT

“We do not believe quality to be an attribute but rather a culture that is firmly believed and practiced at Raptakos, Brett & Co., Ltd. This is evident in the fact that our products are registered and accepted by the Health Authorities of various countries.

With well laid out quality standards, undoubtedly higher than the minimum prescribed statutory levels, our efforts are channeled towards improving quality at par with ever-evolving standards worldwide.

Research & Development is an ongoing process at Raptakos, Brett & Co., Ltd.

This is indeed a focus area and all our products are developed internally by a team of scientists comprising of Doctorates in Pharmacy and Nutrition.

Our plans are in place to expand the scope of Pharma research, from process and New Drug Delivery System (NDDS) based formulations to even higher levels of research.

This again will be a step forward in keeping abreast with international developments.”

AREAS OF RESEARCH

- Pharmaceuticals
- Food and Technology
- Fine chemicals
- Analytical method development
- Packaging development

INTERNATIONAL OPERATIONS

“Raptakos Brett & Co. Ltd. has been making pioneering efforts in establishing a presence through its own field force in emerging markets and aggressively promoting brands to take leadership positions. Inspired by the vision to be a global player and a supplier of quality nutraceutical & pharmaceutical products, Raptakos, Brett & Co. Ltd. started exports in **1990** and since then has marked its presence in more than 15 countries including Ghana, Indonesia, Israel, Kenya, Malaysia, Malawi, Malta, Mozambique, Myanmar, Philippines, Singapore, Senegal, Sri Lanka, Thailand, United Arab Emirates, Uganda, United Kingdom, Vietnam and Zambia.

The Company has ongoing plans to expand its reach to other markets including CIS countries, Europe and South America.”

MANUFACTURING

“Our manufacturing units are located in Thane, Dahej, Roha, Karad and Chennai. We have large capacities to manufacture tablets, granules, capsules, syrup and creams.

A number of our specialty products are manufactured using the unique DRCM Technology that provides the advantage of “Once a day dosage convenience” and minimal side effects.

Our state-of-the-art manufacturing facilities have been appreciated and approved globally by various regulatory authorities. We are a WHO-GMP, ISO certified company and Government recognized Export House.”

PROTEIN SUPPLEMENTS

“Protein powder is a popular nutritional supplement. Protein is an essential macronutrient that helps build muscle, repair tissue, and make enzymes and hormones. Using protein powder may also aid weight loss and help people tone their muscles.”

HEALTH BENEFITS OF PROTEIN POWDER

“Protein is one of the building blocks of bone, muscle, and skin. The body needs it to produce hormones, enzymes, and other chemicals. The possible health benefits of protein powders include the following:”

WEIGHT MANAGEMENT

“Eating protein-rich foods and taking supplements may help people feel fuller for longer. Feeling full tends to result in smaller portion sizes and less frequent snacking, which can help a person maintain a healthy weight or lose weight if necessary.

A 2017 review reported that supplementing with whey protein might reduce body weight and total fat mass in people who are overweight or obese.

It may also reduce blood pressure, total cholesterol, and other risk factors for cardiovascular diseases.”

MUSCLE GROWTH

“Protein is essential for muscle growth. Many athletes and gym enthusiasts consume protein shakes because they believe that these drinks will help them bulk up after strength training.

A 2018 analysis of 49 studies supports the use of protein supplementation for this purpose. The research suggests that protein supplements significantly improve muscle size and strength in healthy adults who perform resistance exercise training, such as lifting weights.”

RECOVERY AFTER EXERCISE

“As well as contributing to muscle growth, protein can help repair damaged muscles and tissues. As a result, athletes may use protein powder to speed up recovery from muscle soreness after exercise.

Many studies report that taking protein supplements after exercise can aid recovery by reducing muscle damage and improving muscle performance and muscle protein synthesis”

THREPTIN DISKITTES



Figure 5 – The Threptin Family

High-performance race cars rely on the finest equipment and premium grades of fuel to run faster and more efficiently. Your bodies are no different. You need to eat an adequate amount of carbohydrates, protein, and fats. Protein is the most crucial macro-nutrient your muscle cells need to grow. Taking 1-1.5 grams of protein per pound of body weight seems to be impossible with food. You might have to stuff yourself with food and it often messes up with your digestive system. Supplementation here becomes a necessity. **Threptin** is one such protein supplement that anyone can have anytime.

A powerhouse of **casein protein**, **B vitamins** and **minerals**, **Threptin** is available as **Threptin diskettes**, **Threptin Micromix** & **Threptin Lite**.



Figure 6 – Threptin Diskettes Regular

Threptin diskettes needs no introduction; it has been a bestseller for more than few decades now. It has been a household name to people of all age groups because of its effectiveness, flavors and brand value.

Threptin diskettes has stood the test of time with its blend of highquality Casein protein enriched with essential vitamins and minerals. An ideal supplement which you can even take between your meals to ensure that your muscles are getting all the essential amino acids it needs to make progress and recovery. Threptin should be preferably taken twice or thrice daily, 3 to 5 diskettes at a time.

PRODUCT HIGHLIGHTS

- Sustained release of protein
- Delicious flavors
- Low fat and sugar

THE THREPTIN RANGE

Fulfill your protein needs, enjoy effortless nutrition. Threptin tastes great anytime as a meal between meals.



Figure 7 - Threptin Lite Diskettes

Threptin lite is scientifically formulated to help manage blood sugar, heart health and support weight management

PRODUCT HIGHLIGHTS

- High quality protein with PDCAAS
- Offers 24 hr. sustained supply of all essential amino acids
- Helps improve glycemic control
- Helps to protect lean muscle mass
- Provides energy - overcomes tiredness and weakness

- Builds resistance & reduces risk of recurrent infections
- Increases satiety and reduces cravings



Figure 8 - Threptin Micromix

Threptin Micromix is one such high quality protein supplement that meets the extra nutritional demand of these growing years.

PRODUCT HIGHLIGHTS

- Casein is a class 1 protein
- Fortified with 11 vitamins & 8 minerals
- Low glycemic index (GI)

Approximately 15g or 2 teaspoonfuls for adults/7.5g Or 1 teaspoonful for children to be mixed with milk or water (200 ml) and

RESEARCH PROBLEM

STUDY OBJECTIVE

This is a secondary and primary research study conducted in Mumbai south to study the market assessment of protein supplement Threptindiskettes.

1. To study about competitors of the Threptindiskettes.
2. To find out the loopholes for making future marketing strategies.

RESEARCH METHODOLOGY

STUDY DESIGN

The research conducted was Descriptive Research

STUDY SELECTION

The selection of sample is through world for clinical trial, but focus is restricted to Indian market.

Sample size – 100 doctors.

DATA COLLECTION

All the data was collected from various secondary sources. This includes the reports and project documents at each sector. Primary data was collected through google forms.

1. Clinical Trail.gov
2. Adige Insights
3. Company websites
4. SEC filing and presentations
5. Published articles, associations
6. Journals, Review articles, clinical studies

7. Pub med

TIME PERIOD

Data was collected and interpreted between 3rd February 2020 to 3rd May 2020.

RESEARCH INSTRUMENTS (TOOL & TECHNIQUES)

Research Instruments was Excel Consisting of model if impact analysis based on attributes. The information was collected through secondary sources and referred sources like clinical trial.gov. Adige's Insights, company websites etc.

DATA ANALYSIS

The gathered data was entered a form presentation. Impact analysis based on different attributes was calculated on the Excel based model and interpretation are entered in final report.

COMPETITORS ANALYSIS

Steps in Analyzing Competitors

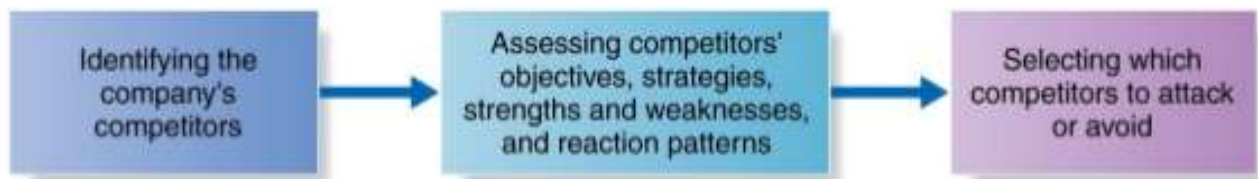


Figure 9 – Steps in Competitors Analysis



Figure 10 – Competitor Array

STEP 1: DEFINING THE INDUSTRY – SCOPE AND NATURE OF INDUSTRY

- **Type of Industry** –Nutraceutical Industry
- **Merchandise Mix**– Comprising Of 80 % Domestic Market 20%

International Market

- **Retail Space** - Throughout India
- **Target Customer** –All Age Customer

STEP 2: DETERMINING THE COMPETITORS

Product Basket Analysis of Various Companies equivalent to Raptakos& Brett co. ltd.

S.NO	PRODUCT	COMPANY	WEIGHT	PRICE
1	THREPTIN	RAPTAKOS BRETT & CO LTD.	275G	433/-
2	KABI BITES	FRESENIUS KABI INDIA PVT. LTD	250 G	309/-
3	GRD BIX	ZYDUS CADILA	250 G	360/-
4	PROTINEX BYTES	NUTRICIA INTERNATIONAL PVT LTD.	100 G	145/-
5	LAMINO SHE	LA RENON HEALTHCARE PVT LTD	200 G	499/-
6	NOURISH ORGANICS ALMONDS BUCKWHEAT COOKIES	NOURISH ORGANICS FOOD PVT. LTD	150 G	220/-
7	VOLL PRO	VOLL SANTE FUNCTIONAL FOODS & NUTRACEUTICALS PVT LTD.	100 G	210/-
8	TIENS PROTEIN DISKITTES	TIENS	250 G	803/-
9	LIVENUTRIFITS PROTEIN DISKITTES	LIVE NUTRIFITS	100 G	250/-
10	PROBYTES	LEAD CARE INTERNATIONAL	200 G	340/-
11	PROTIBIX	DR ANURAG LABORATORIES	250 G	406/-
12	MINDFULL BYTES	WHOLESOME HABITS PVT LTD	160 G	360/-
13	PLUCK DISKITTES	RESERGENE BIOSCIENCES PVT. LTD	270 G	270/-
14	BELVITA PROTEIN DISKITTES	MONDELZ INTERNATIONAL	400 G	490/-
15	SOFIT PROTEIN COOKIES	PARAGON CONSUMER PVT LTD.	100 G	57/-

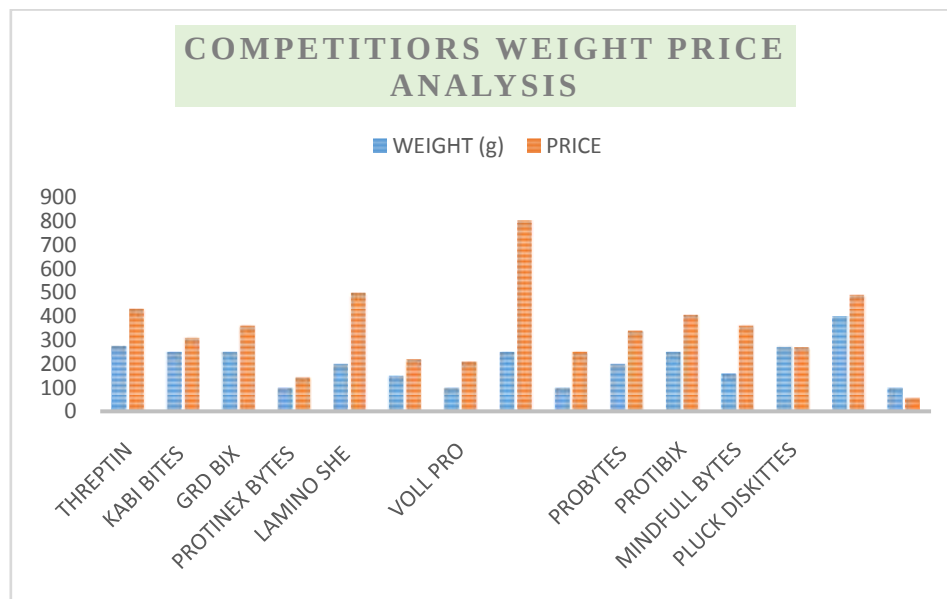


Figure 11 – Competitors Weight Price Analysis

Interpretation

- It was observed that in comparison of protinex bytes the cost of Threptin diskettes as per given quantity is high. And the tiens protein have highest cost with 250g of weight in compare of all brands of protein supplements.

TOP COMPETITORS OF THREPTIN DISKITTES



Figure 12 – Top Competitors Of Threptin

STEP 3: DETERMINING THE KEY SUCCESS FACTOR

The competitor analysis is being done with respect to the following key parameter or 7 p's`



Figure 13 – 7P S of Marketing Mix

COMPITETIORS ANALYSIS IN RESPECT OF 7PS OF MARKETING

Parameters	Threptin	GRD bix	Protinex bytes	Kabi bytes
Brand	Raptakos Brett & Co Ltd	Zydus Nutriva	Danone	Fresenius Kabi India Pvt Ltd.
When they started?	Pioneers in Nutraceuticals Since ,1930	Dedicated to Life ,1952	Our Planet Our Health, 1972	Caring for Life, 1995
How they started	Started With "The Mission of Serving the Nutritional Needs of People"	"Concern for People to Create A Healthier Community, Globally"	"Bring Health to People as Many as Possible"	"Global Healthcare Provider Has Been Caring for Life Over 100 Years"
Taglines	First Idea – "Make India Protein Sufficient with Threptin." Second Idea – "Boost Immunity with Threptin." Now – "India's Trusted Immuno Booster"	First -Dietary Food Supplement, Growth Revitality And Development Now - The Superior Protein	Now -Nutrition on The Go. Bytes as A Snack. Bytes asA work. Anytime Nutrition for Your Nonstop Busy Life	Now - Multivitamin, Multimineral Diskettes. Healthy Way for Sooth Hunger for All Age Group

What they did	Developing the Engagement with Customers, Starting the Promotion Through Social Media Platforms	Excessive Engagement on Social Media Platforms, Promotion Through Employees, Digital Platforms, More Engagement with Customer and Retail Outlets.	Promotion with Health Corner on Website, Website Development Promoted Innovations by Press Release News, And Academy Nutrition Care, Updated Guidelines on Website Regarding Nutrition Requirement.	Engaged Excited Energetic Employees, Improvement Their Skills, Internal Managerial promotions Provides Globally Parenteral Nutrition Therapy.
Present positioning	Currently Performing Domestically, 14 Branches Spread All Over the India	Ranked 4th Indian Pharmaceutical Industry Currently 5 Mfg. Research Plant in India And Globally in Us and Brazil.	Globally Working but Recently Started Working on Early Life Nutrition Business Opened New Mfg. Plant in Chandigarh Lalru	Global Network Production of Pharmaceutical Nutraceutical, Currently 3 Mfg. Plant in India
Product specifications available on websites.	Sustained Release of Protein Delicious Flavors Low Fat and Sugar	Nutritional Dietary Supplement Contains 18 Essential Nutrients Improves General Health & Increases Immunity Enriched With	“High Protein 0% Trans Fat, Goodness of Multigrain “Contains 26 Vital Nutrients” 100% Vegetarian Source of Protein	Kabi Bite Provides High Quality Casein Protein With 21 Vitamins, Minerals and Micronutrients. Contains Dietary Fibers Fructo Oligosaccharides in Addition to Stimulate Mucosal Growth

		Proteins, Vitamins, Carbohydrate s And Minerals Relieves Hunger Suitable For All Individuals 2-5 Biscuits A Day For Good Health Helps Optimal Weight Gain Helps To Build Stronger Immunity		andIntestinal Immune Defense System. Biotin Controls Blood Sugar, Ensure Proper Functioning of Heart. Comes in Delicious Mango Flavor.
Protein	A Powerhous e ofCasein Protein B Vitamins and Minerals.	Blend Of 18 Essential Nutrients to Provide Support to The Body. Formulated with Protein, Carbohydrate , Vitamins and Minerals.	“Protinex Bytes Provides High Protein And 26 Essential Nutrients to Help Fulfil Your Daily Nutritional Needs in A Convenient Manner”	Kabi Bite Provides High Quality Casein Protein With 21 Vitamins, Minerals and Micronutrients.
Energy	438kcal/10 0g	132kcal/30g	408kcal/100g	446kcal/100g
Shelf life	18 Months	24 Months	9 Months	18 Months
Flavor	Vanilla, Chocolate	Cardamom Flavor	Vanilla Flavor	Mango Flavor
Weight	275 G	250 G	200 G	250 G
Price	433/-, (Sometimes Discount & Scheme Offers by	325/- (Offers Combo Pack, Discount)	280/- (Always Offers Discounts on Online Sites, Combo Pack	309/- Provides Combo Pack Offers and Discount on Combo Pack.

	Company)		Discount Offers. Schemes to Retail Stores)	
Dosage form	Diskettes	Diskettes	Diskettes	Diskettes
Packaging	Available In 275 G And 1kg Packing	Available Only In 250 G Pack	Available In 100g and 200g Pack	Available In 250g Pack
Therapy	Time Release	Time Release	Shorter Therapy	Time Release
Diskettes	50 Diskettes	50 Diskettes	100g - 20 Diskettes, 200g-40 Diskettes	5 Rolls Of 10 Diskettes Placed in One Tin
Product pipeline	Threptin Regular, Threptin Lite, Threptin Micromix Powder- (Vanilla, Chocolate)	GRD Bix Cardamom 250g, GRD Lite 250 G Powder Cardamom Flavor GRD Powder -200 G (Chocolate, Vanilla Tin Pack), GRD Powder 400 G (Chocolate Tin & Refill Pack) GRD Sugar free Powder (Tin Pack Vanilla- 30 G, 200 G.)	Protinex Bytes Vanilla, Protinex Lite New, Protinex Powder Mango Kesar Badam Fruit Mix Chocolate, Protinex Junior, Protinex Diabetes Care, Protinex Mama, Protinex Grow Chocolate, Malt Available in Tin, Refill Pack. 100 G, 200g ,250 G, 400g, 500g, 750gm	Kabi Bite, Kabi Mom, Kabi Mom Sugar Free, Kabi Sure, Kabi Kidz, Kabi Pro 400 200 Tin Pack

Promotion	Mainly Promoted Through Field Force. No Campaign for Product Promotions . Available Retail Stores, Apollo Pharmacy Etc., Ads and Available at Online Buying Sites Like Amazon, Big basket, Cash Karo. Promoted Through Health Fitness Sites.	Available at All Online Purchasing Website Like Amazon, 1mg Snapdeal Etc. Promoting with The Help of Video Communication Strategies, Reminders, Posters in Dr Cabin Retail Stores, Through Field force.	Protinex Launches An 'Interactive Ar' To Promote Its New Mango Flavor Protinex Launches New Campaign-- #Something Missing Revealed Tvc, You Tube. Media Articles, Ad Campaigns in Economic Times, Availability on Amazon, Flipkart, Dmart, 1mg All Over the Apps. Promoted Through Mumbai Dabbawallas.	Promoted Through Field Force. Available at Only Snapdeal, 1mg & Pharmacy Such as Med plus, Available at Health wealth, Health mug Online Websites. Etc.
People	1000 Field Servers.	13180 As Per 2015	13000 Employees	More Than 37000 Employees
Place	Available at Retail Stores, Online Websites, Shopping Malls.	Available Mainly at Retail Stores, Online Sites.	Available at Everywhere Such Shopping Malls, Retail Stores, All Type of Pharmacy with Front Appearances	Available at Mainly Some Online Websites Like Snapdeal 1mg Etc. And Retail Pharmacy

Physical evidence	No Culture Specified on Websites, No Pics of Office Premises, Now Started Promoting User Recommendations Videos. Sharing User Stories on Official Page	User Stories, Recommended User Videos of GRD Bix Available at Google Search Engines, Informative Videos of GRD Bix Available at YouTube Various Digital Platforms.	Excessively Engaged in Social Media Marketing, Highly Using the Digital Platforms for Promotion of Protinex Bytes. User Recommendations Video Marketing Strategies Increase the Sales.	No Informative Video Is Available at Digital Platforms. No Video Marketing Is Using. No Physical Evidence Is Available for Kabi Bite.
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DATA ANALYSIS OF DOCTOR'S RESPONSES

1. HAVE YOU EVER PRESCRIBED PROTEIN SUPPLEMENTS? *

- ☒ Yes
- ☐ No

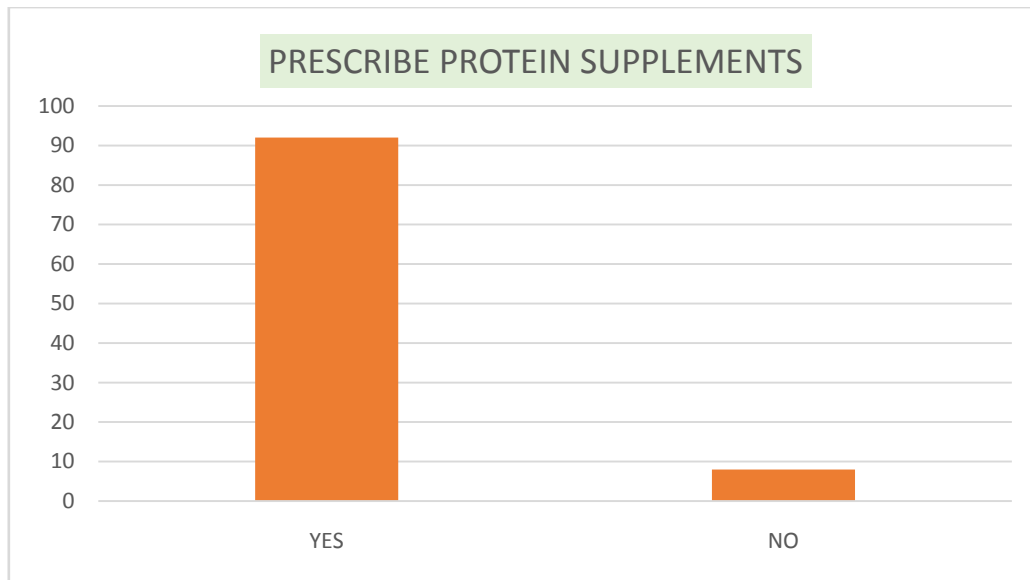


Figure 14 – Prescribing Protein Supplements

Interpretation

- It was found that the 92% doctors prescribed protein supplements.

2. IN WHICH INDICATIONS YOU PREFER PROTEIN SUPPLEMENTS MOST? *

- ☒ PROTEIN DEFICIENCY STATES
- ☒ PREGNANCY CASES
- ☒ CHRONIC INFECTIONS
- ☒ GROWTH & DEVELOPMENT
- ☒ SURGICAL RECOVERIES

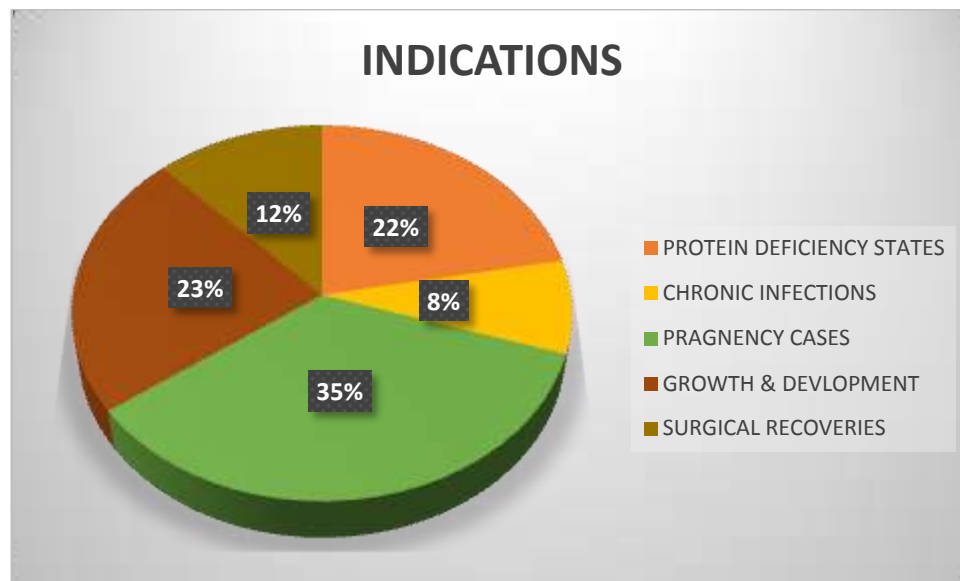


Figure 15 – Indications

Interpretation

- It was found that 35% of doctors prescribed protein supplements in case of pregnancy. And 23% of doctors prescribed in case of growth and development and 22% of doctors prescribed protein supplements in case of protein deficiency states.

3. WHICH BRAND DO YOU USE MOST IN TREATMENT OF PROBLEMS ASSOCIATED WITH PROTEIN DEFICIENCY STATES? *

- ☐ PROTINEX BYTES
- ☐ THREPTIN DISKITTES
- ☐ GRD BIX
- ☐ KABI BYTES
- ☐ LAMINO SHE



Figure 16 – Most Preferred Brand

Interpretation

- It was found that 32% of doctors prescribing protinex bytes to treat protein deficiency states. And 28% of doctors prescribing Threptin diskettes and 24% of doctors prescribing GRD box.

4. DOCTOR WHICH IS THE MOST ACCEPTABLE FORM OF PROTEINS BY PATIENTS *

- ☐ DISKITTE
- ☐ POWDER

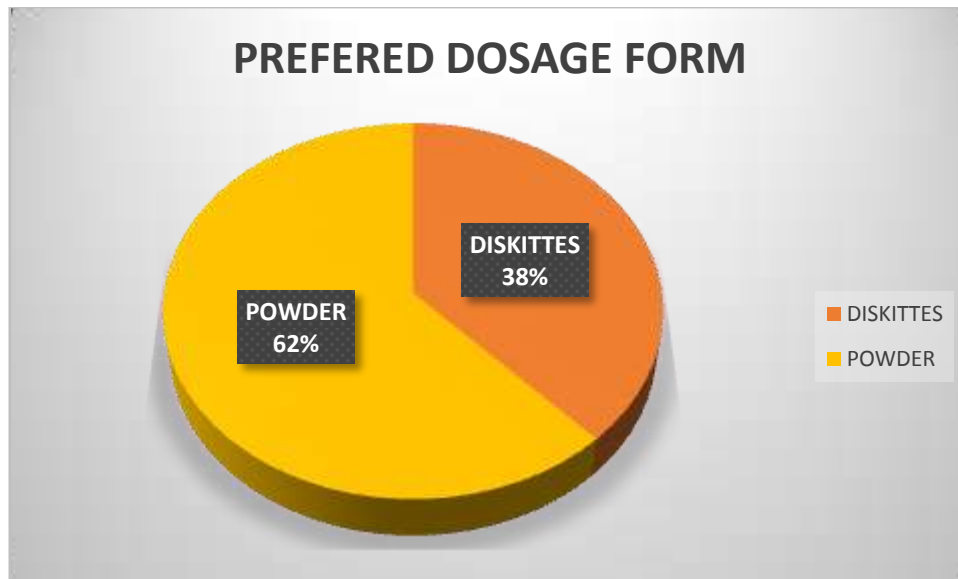


Figure 17 -Preferred Dosage Form

Interpretation

- It was found that 62% of doctors prescribing protein supplements in form of powder to treat protein deficiency problems.

5. DR WHAT IS THE BEST PROTEIN ACCORDING TO YOU IN CASE OF PROTEIN DEFICIENCY STATES? *

- ☐ CASEIN
- ☒ WHEY
- ☐ SOY

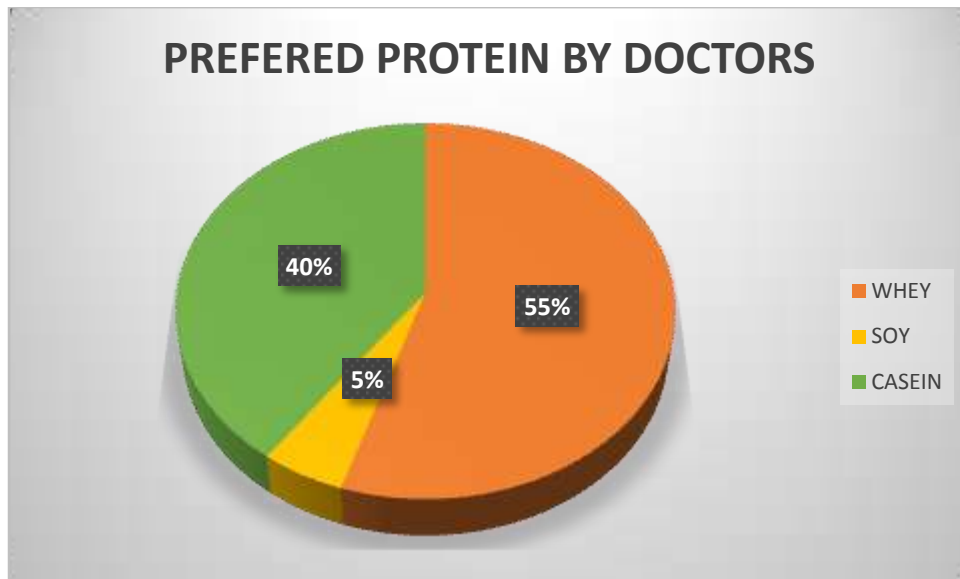


Figure 18 – Preferred Protein by Doctors

Interpretation

- It was found that still 55% of doctors preferred whey protein to prescribe. And 40% of doctors prescribe casein protein.

6. DOCTOR WHICH OF THE FOLLOWING ATTRIBUTES INFLUENCE YOUR Rx? *

- ☐ SAFETY OF THE INGREDIENTS
- ☐ THERAPEUTIC VALUE OF INGREDIENTS
- ☐ COST OF PRODUCT
- ☐ QUALITY OF MOLECULE
- ☐ CREATIVE COMMUNICATION/ CLINIC ACTIVITIES BY THE COMPANY
- ☐ PATIENT COMPLIANCE
- ☐ FIELD FORCE INTERACTION

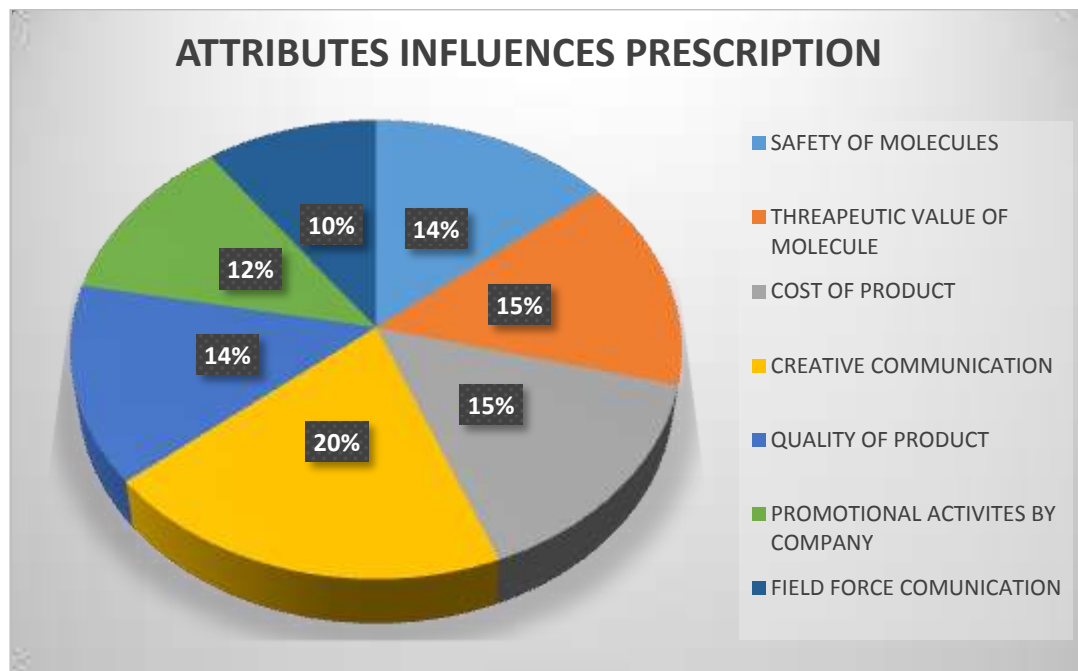


Figure 19 – Attributes Influences Prescription

Interpretation

- It was found that 90% of doctor's prescription influenced by safety of molecules, therapeutic value of ingredients, cost of products, creative communication, quality of products, promotional activities by company.
- Only 10% of doctor's prescriptions influenced by the field force communications.

7. DOCTOR WHICH OF THE FOLLOWING ACTIVITIES WILL HELP YOU IN PRESCRIBING THE PROTEIN SUPPLEMENTS? *

- ☐ CELEBRITY ENDORSED VA PAGES
- ☐ MOA VIDEOS
- ☐ SCIENTIFIC LEAVE BEHIND LITRETURE
- ☐ PRESENCE ON SOCIAL MEDIA PLATFORMS
- ☐ PROMOTIONAL ACTIVITIES IN CLINIC
- ☐ CME
- ☐ WEBINAR

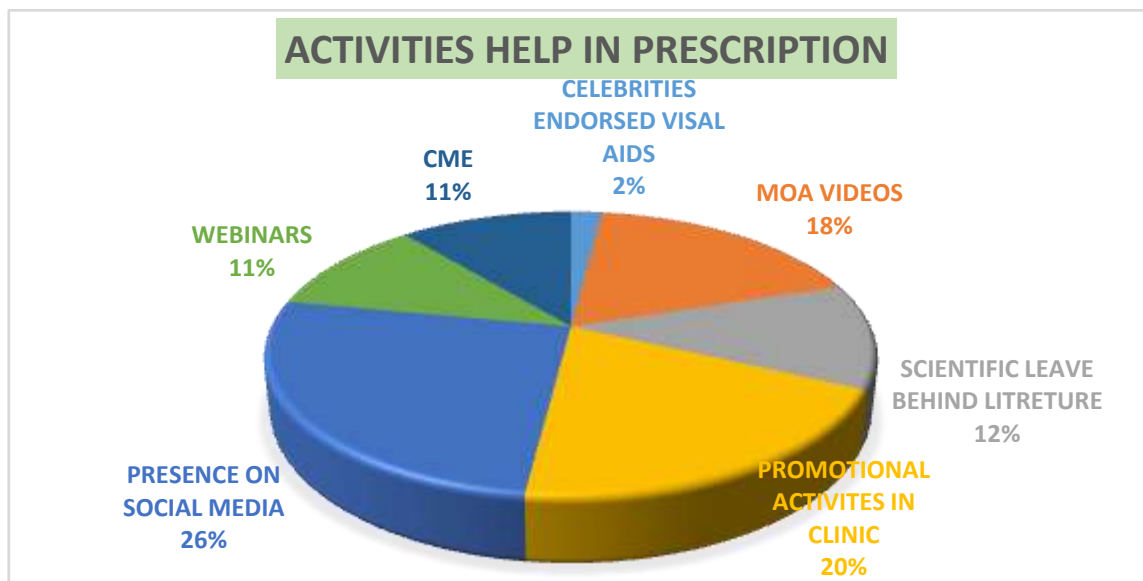


Figure 20 – Activities Help in Prescription

Interpretation

- It was observed that 98% of doctors given response to the presence of the social media, moa video, scientific leave behind the literature, promotional activities in clinic, webinar, CME for prescribing.
- Only 2% of doctor's response to celebrating endorsed video for prescribing protein supplements.

CONCLUSIONS

- It was observed that most of doctors prescribe protein supplements in case of pregnancy and growth & development cases so, organization should mostly target on gynecologist and pediatrician for the maximum sale of Threptin diskette.
- It was observed that most selling brand in selected area of Mumbai is protinex bytes.
- It was observed that 62 % of doctors preferred to prescribe protein supplements in powder form. Organization should increase promotion of Threptin Micromix
- The overall finding of the study helped us to understand the prescription behavior and the reason behind the compliance they are facing while prescribing protein supplements”
- The creative marketing, effective communication and promotional activities by the company influence the prescription of protein supplements.
- As per the study indicates that the prescribing behavior of doctors for protein supplements is affected by external factors. Promotion through digital marketing through social media platforms, user recommendations video, MOA videos, and webinars, CMEactivities helpful in generating the prescription for protein supplements.
- From the studies it can be seen that educational and advisory campaigns done by pharmaceutical companies effects the prescribing behavior toward protein supplement.
- From the overall study it can be concluded all the factors play important role in prescribing behavior. And major pharmaceutical companies are influencing the doctors and community members through digital media.

RECOMMENDATIONS

- Identify the Key Opinion Leader and served with more frequently with excellent customer service.””
- “Introduce the Cross Promotional strategy (either with own Product or competitors Product)”
- “Introduce the Subjective Positioning Strategy.””
- “By preparing the promotional strategies helps in Improving the sales of the product.”
- “Regular visit along with time to time activity influence the doctor to prescribe the brand.”
- “Marketing Managers identifies target consumers and discovers their desires in order to design an effective marketing mix.”
- “Determining Consumer Desires: Effective marketing strategy requires a knowledge of consumer desires; the benefits that consumers seek.”
- “Medical Representatives should be trained well by the organizations regarding the use of visual aids and pharmaceutical organizations should have a dedicated tech support team to resolve issues in call reporting or any other software or hardware issues faced by the sales force in day to day activities.”
- Quick reminder tools for the doctors should provide to field force.
- “There is need of Conducting conferences, CMEs, & RTMs with the help of this activities Gynecologist KOL and Pediatricians ,consulting physician in that conference, we can address the other doctors regarding the Threptin compositions, attributes of ideal protein supplements, dosage form and regarding casein protein in treatment of protein deficiency.”

- “Reminder Cards, Stickers and Gifts like Diaries, pen, or calendar, frames can be given to doctors and hospital pharmacist for prolong relationship with the company and as well as for brand recognitions.”
- There is need of developing product lining of Threptin to increase the product life cycle by manufacturing with more flavor of brands.
- **Engagement of community members**-Company should increase their engagement with community members through educational programs or advisory campaigns, development of websites, where community members can come to know about the disease as well as best suitable cure. In this way companies can hold the community and influence its buying behavior.
- **Digital marketing**-Today digital marketing through social media platforms Instagram, twitter, Facebook, YouTube, LinkedIn, health websites, shopping websites is playing a very important role in influencing the buying behavior of consumer. Presence on Digital platforms would increase future profit.

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- Samantha M Leah¹, Brandon D Willingham¹, Daniel A Baur², Lynn B Panton¹, Michael J Ormsbee¹-Pre-sleep Protein in Casein Supplement or Whole-Food Form Has No Impact on Resting Energy Expenditure or Hunger in Women
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- Website of companies like Danone, Zydus Cadila, etc.

ANNEXURE

I have invited you to fill out a form:

[A Study on Protein Supplements.](#)

Hello Doctor, IshaYadav student of IIHMR university Jaipur. hereby I am request you to take part in small survey to add your views. the survey has a study determining your views on nutritional requirement of peoples & promotional strategies for nutraceuticals after covid -19.so kindly spare your valuable time from your busy schedule in adding , your views on it and it won't take more than 5 mins. final insights report will also be share with you, once it completed.

Hoping for your positive response

Thank you.

NAME *

GENDER *

- ☐ MALE
- ☐ FEMALE
- ☐

AGE *

- ☐ BELOW 24 YEARS
- ☐ 24 - 39
- ☐ 40-55
- ☐ 56 -75
- ☐ ABOVE 75 YEARS

SPECIALTY *

- ☐ GENERAL PHYCISIAN
- ☐ GYNECOLOGIST
- ☐ PEDIATRICIAN
- ☐ CONSULTANT PHYSICIAN
- ☐ DIETITIAN

- ☒ **1. HAVE YOU EVER PRESCRIBED PROTEIN SUPPLEMENTS? ***
- ☐ Yes
- ☐ No

2. IN WHICH INDICATIONS YOU PREFER PROTEIN SUPPLEMENTS MOST? *

- ☐ PROTEIN DEFICIENCY STATES
- ☐ PREGNANCY CASES
- ☐ CHRONIC INFECTIONS
- ☐ GROWTH & DEVELOPMENT
- ☐ SURGICAL RECOVERIES

3. WHICH BRAND DO YOU USE MOST IN TREATMENT OF PROBLEMS ASSOCIATED WITH PROTEIN DEFICIENCY STATES? *

- ☐ ☐ PROTINEX BYTES
- ☐ ☐ THREPTIN DISKITTES
- ☐ ☐ GRD BIX
- ☐ ☐ KABI BYTES
- ☐ ☐ LAMINO SHE
- ☐ ☐ Other:

4. DOCTOR WHICH IS THE MOST ACCEPTABLE FORM OF PROTEINS BY PATIENTS *

- ☐ ☐ DISKITTE
- ☐ ☐ POWDER

5. DR WHAT IS THE BEST PROTEIN ACCORDING TO YOU IN CASE OF PROTEIN DEFICIENCY STATES? *

- ☐ ☐ CASEIN
- ☐ ☐ WHEY
- ☐ ☐ SOY

6. DOCTOR WHICH OF THE FOLLOWING ATTRIBUTES INFLUENCE YOUR Rx? *

- ☐ ☐ SAFETY OF THE INGREDIENTS
- ☐ ☐ THERAPEUTIC VALUE OF INGREDIENTS
- ☐ ☐ COST OF PRODUCT
- ☐ ☐ QUALITY OF MOLECULE
- ☐ ☐ CREATIVE COMMUNICATION/ CLINIC ACTIVITIES BY THE COMPANY
- ☐ ☐ PATIENT COMPLIANCE
- ☐ ☐ FIELD FORCE INTERACTION

7. DOCTOR WHICH OF THE FOLLOWING ACTIVITIES WILL HELP YOU IN PRESCRIBING THE PROTEIN SUPPLEMENTS? *

- ☐ ☐ CELEBRITY ENDORSED VA PAGES
- ☐ ☐ MOA VIDEOS
- ☐ ☐ SCIENTIFIC LEAVE BEHIND LITRETURE
- ☐ ☐ PRESENCE ON SOCIAL MEDIA PLATFORMS
- ☐ ☐ PROMOTIONAL ACTIVITIES IN CLINIC
- ☐ ☐ CME
- ☐ ☐ WEBINARS
- ☐

8. HOW LONG DO YOU PRESCRIBE PROTEIN SUPPLEMENTS TO YOUR

PATIENTS? *

- ☐ 60 -70 DAYS
- ☐ 80-90 DAYS
- ☐ 90 - 100 DAYS
- ☐ ABOVE 100 DAYS

9. WHAT PACKAGING YOU PREFER OF PROTEIN SUPPLEMENTS? *

- ☐ 250 G
- ☐ 275 G
- ☐ 1 KG
- ☐ 2 KG

10. DR IN WHICH FLAVOR PROTEIN IS MOST ACCEPTABLE BY YOUR PATIENTS? *

11. ANY SUGGESTIVE NEW THERAPY OR MOLECULE, FOR THE TREATMENT OF PROTEIN DEFICIENCY PROBLEMS WOULD YOU LIKE TO RECOMMEND?

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