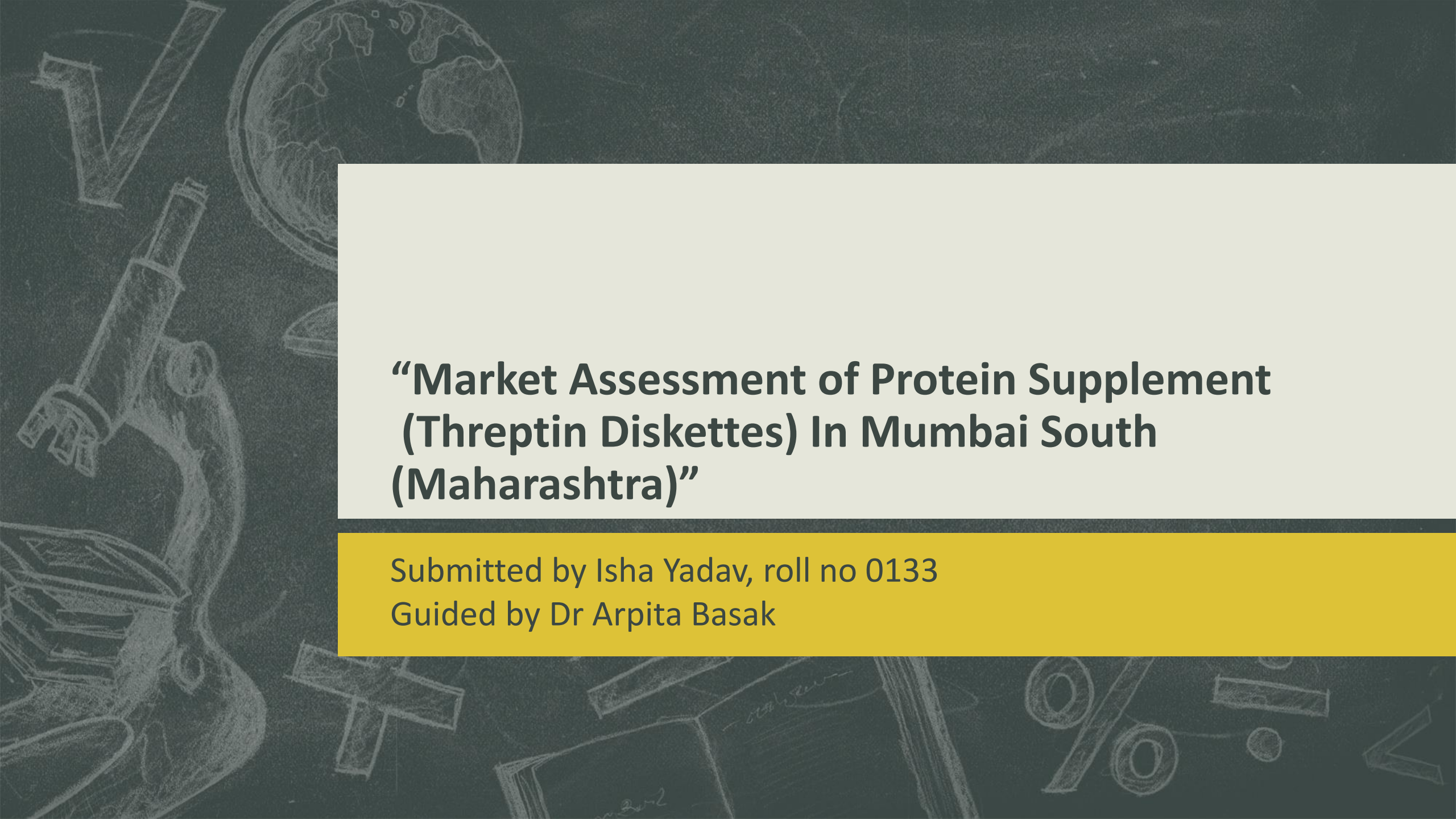




“Market Assessment of Protein Supplement (Threptin Diskettes) In Mumbai South (Maharashtra)”

Submitted by Isha Yadav, roll no 0133
Guided by Dr Arpita Basak

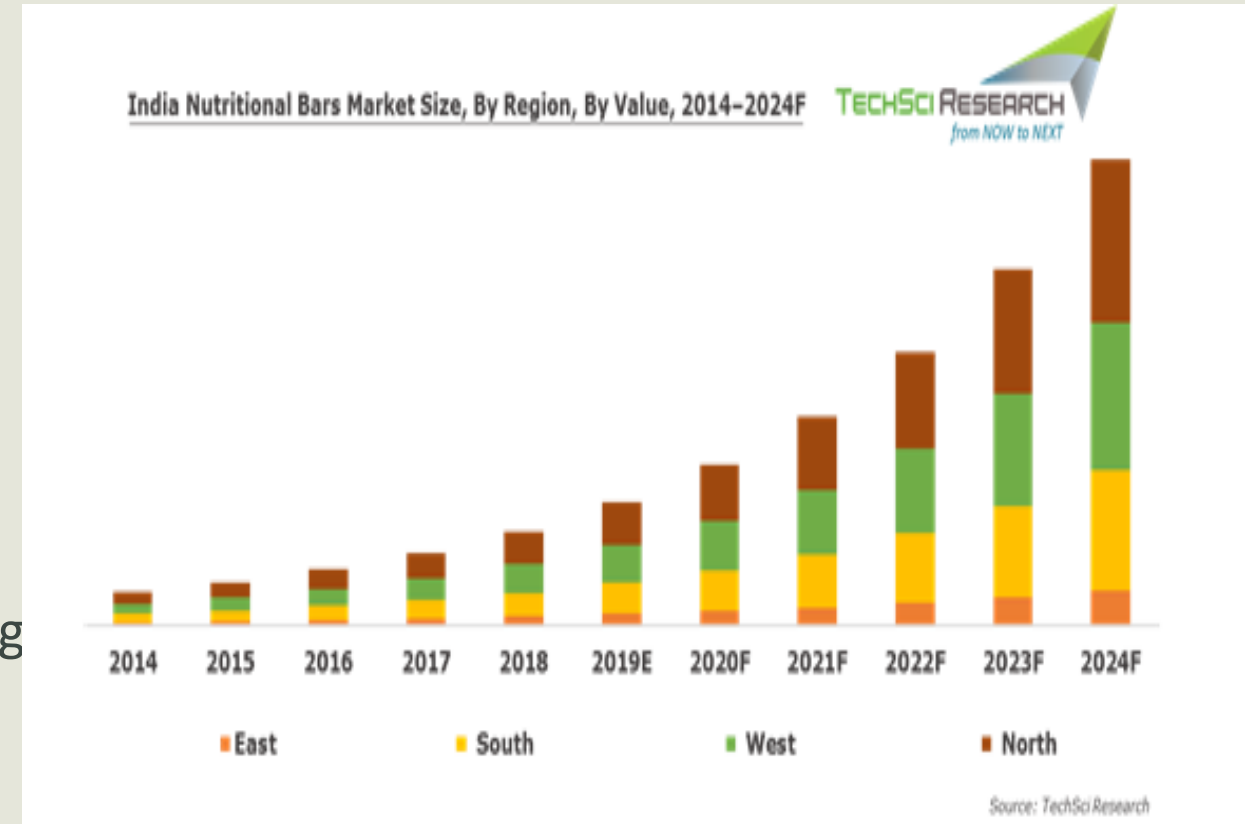
Content

- Literature Review
- Organization Profile
- Protein Supplements
- Threptin Diskettes
- Research Problem
- Research Methodology
- competitor analysis
- Data Analysis
- Conclusion
- Recommendations

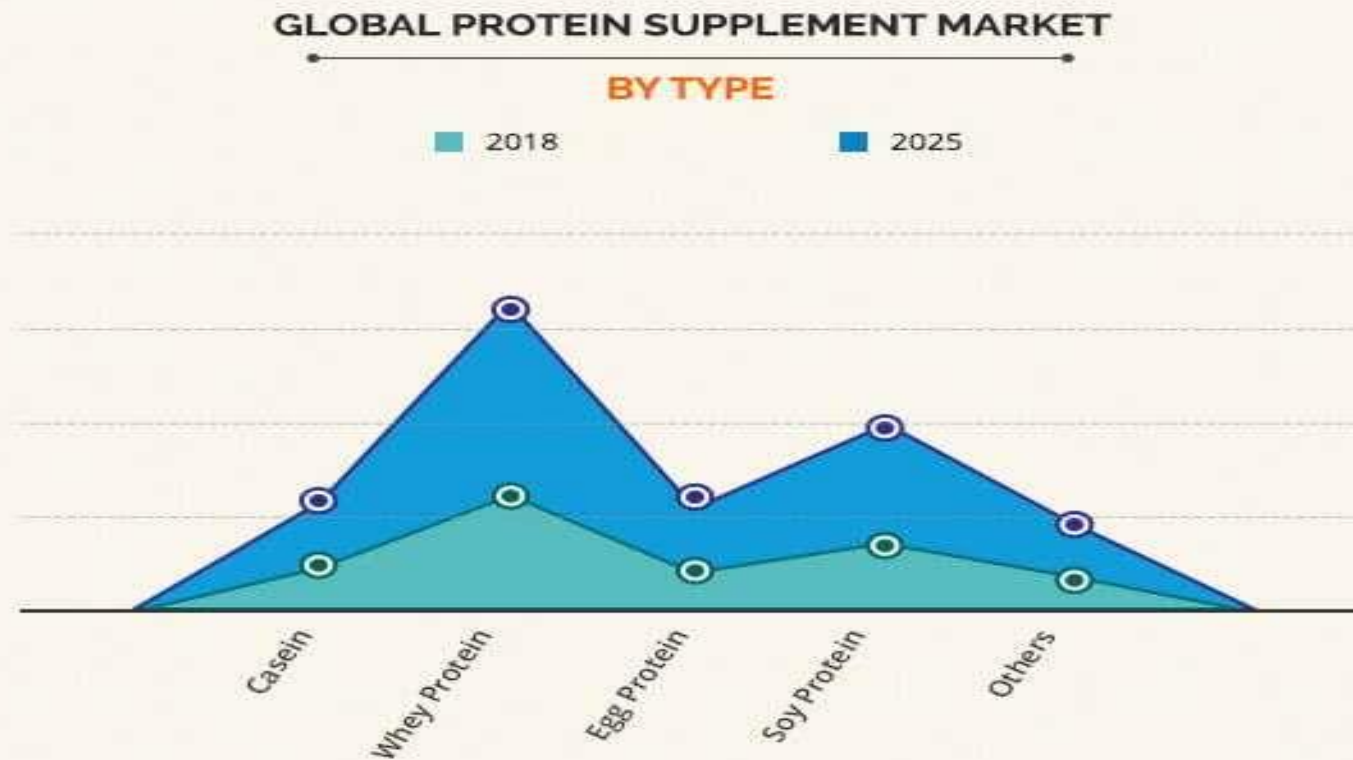
Literature review

Global Opportunity Analysis and Industry Forecast, 2018 – 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.
- 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



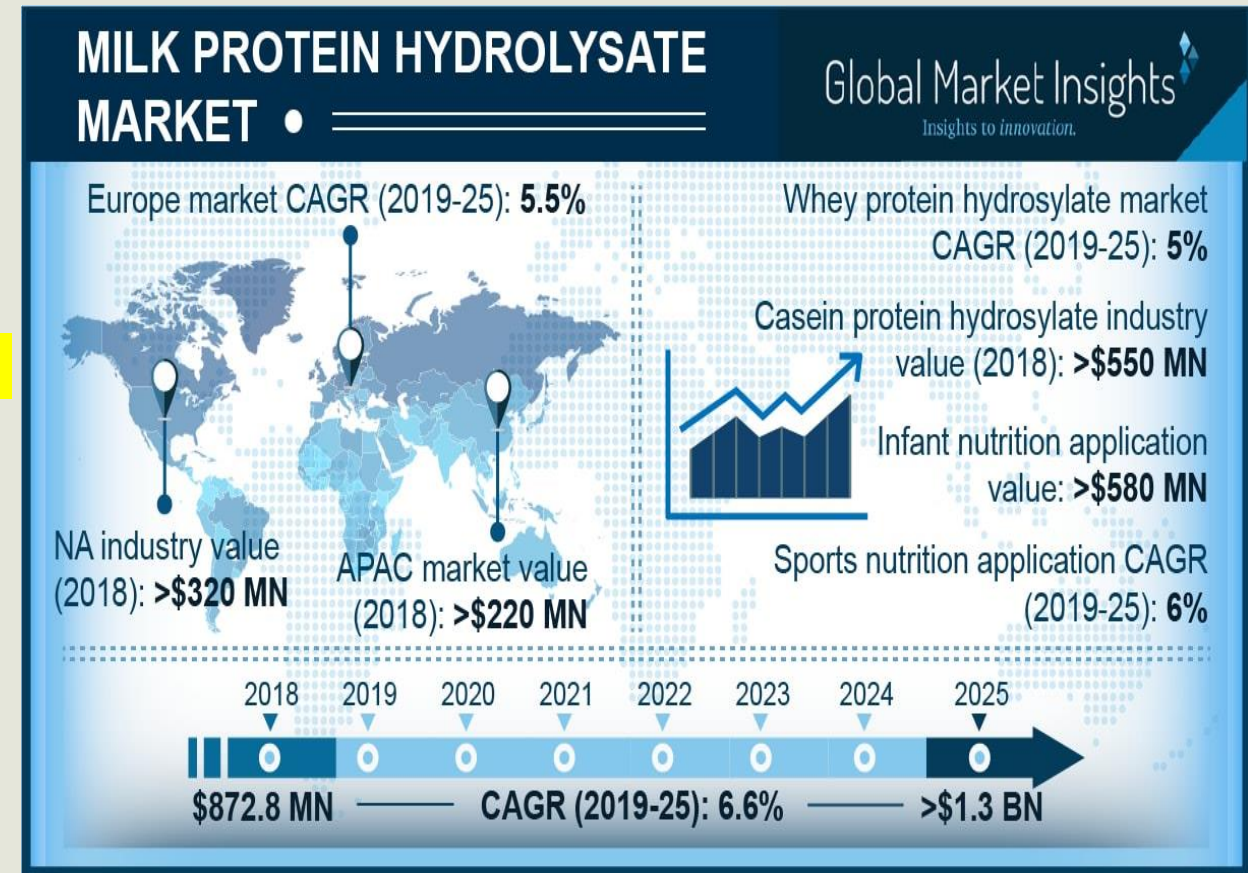
Literature review



WHEY PROTEIN segment dominates the global Protein Supplement market and is expected to retain its dominance throughout the forecast period.

Literature review

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



Literature review

- **“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.
- Cadila Healthcare Limited.

Organization profile



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.
- Manufacturing facilities -located at Thane, Roha, Karad, Chennai and Dahej Alwar.
- Research is focused primarily in the areas of nutrition and dietetics, APIs, pharmaceutical dosage forms and analytical methods.”
- 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.”
- 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.”

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

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

- 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**.
- **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



Research problem

▪ **STUDY OBJECTIVE**

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

- To study about competitors of the Threptin diskettes.
- To find out the loopholes for making future marketing strategies.

Research methodology

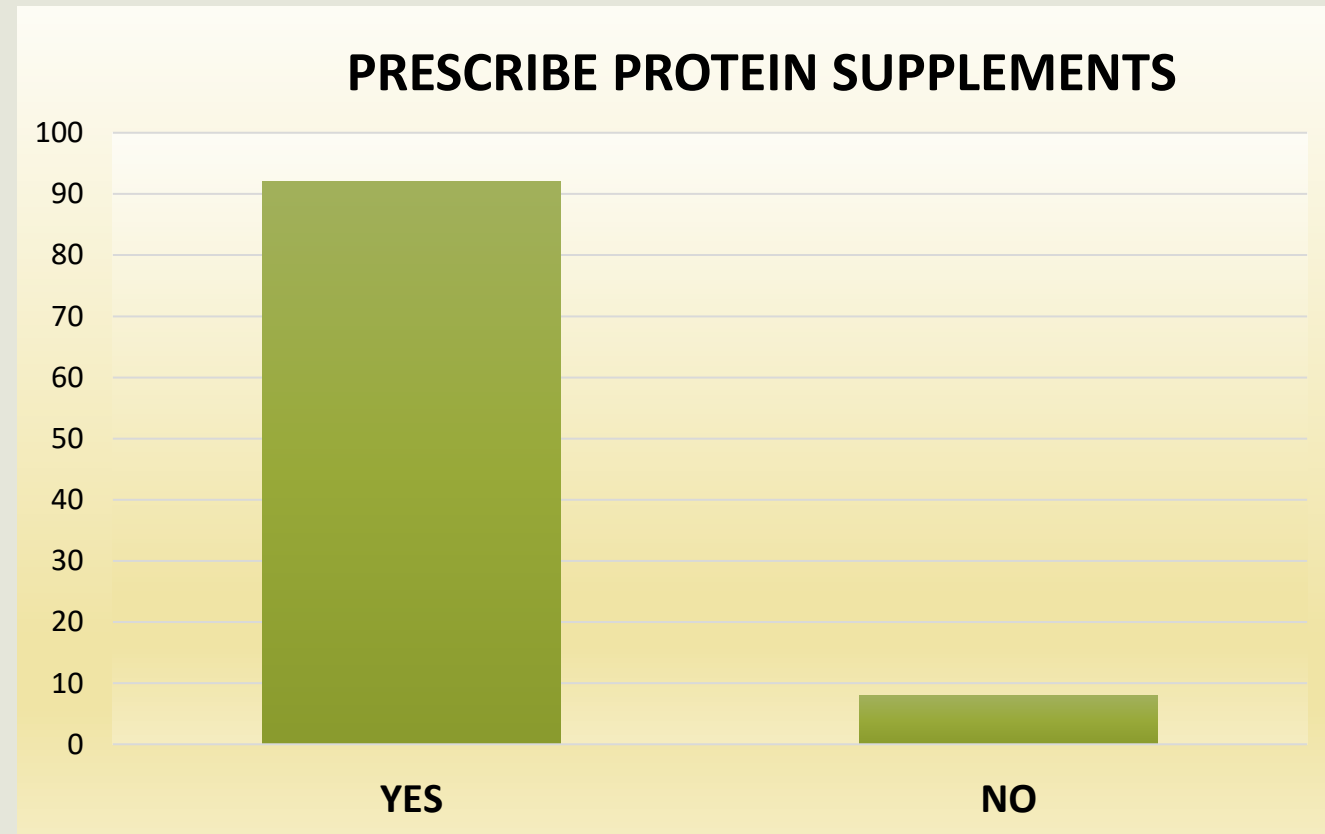
- Study type: Descriptive Study
- Sample size : 100 doctors
- Data collection: Primary data is collected with help of google forms survey , secondary data is collected through company websites , PubMed, journal articles
- Study Timeline: Three months (February 2020-May 2020).
- Sampling area : Mumbai south region
- Data analysis : MS-excel

Data analysis

■ 1. HAVE YOU EVER PRESCRIBED PROTEIN SUPPLEMENTS? *

- Yes
- No

- Interpretation : It was found that about 90% doctors prescribed protein supplements.



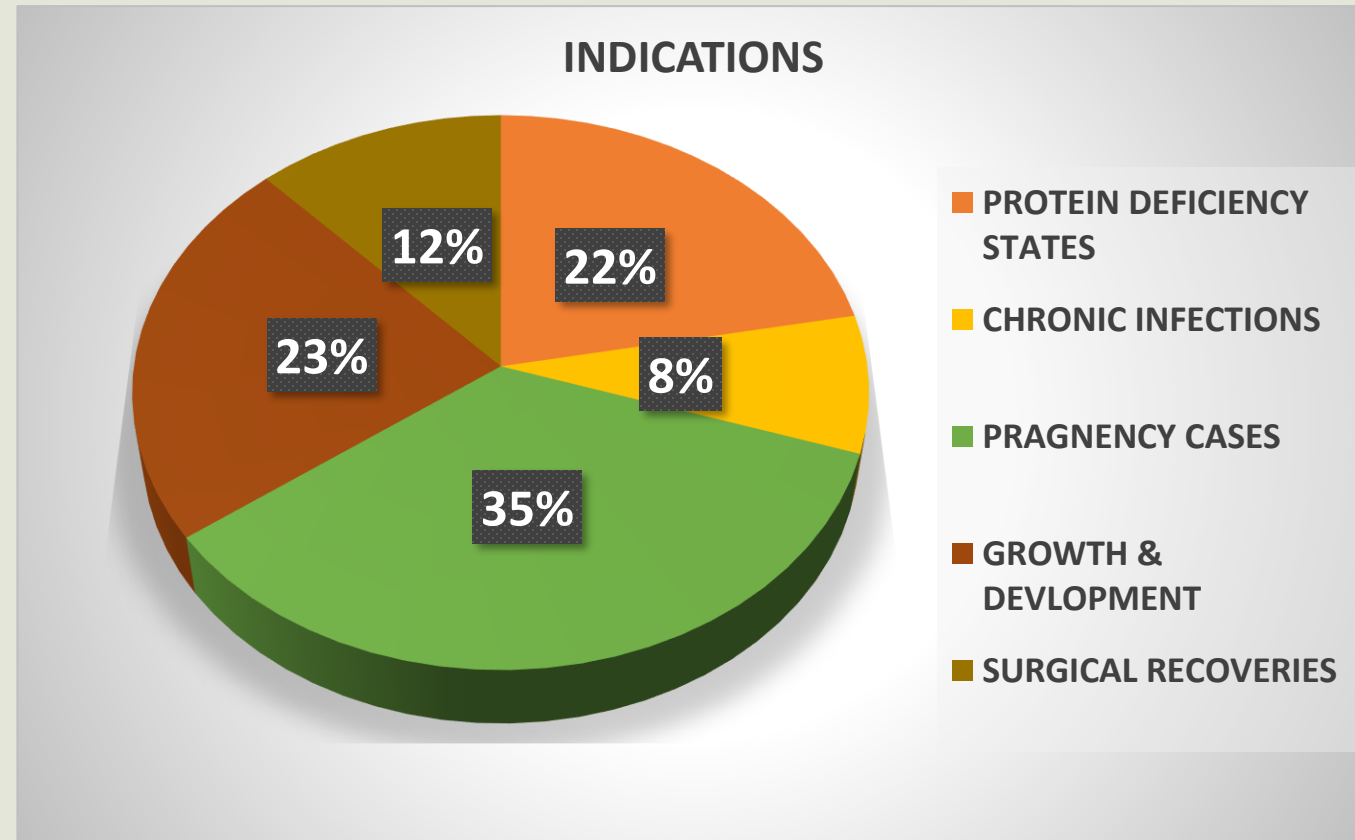
Data analysis

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

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

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.



Data analysis

■ 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

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.

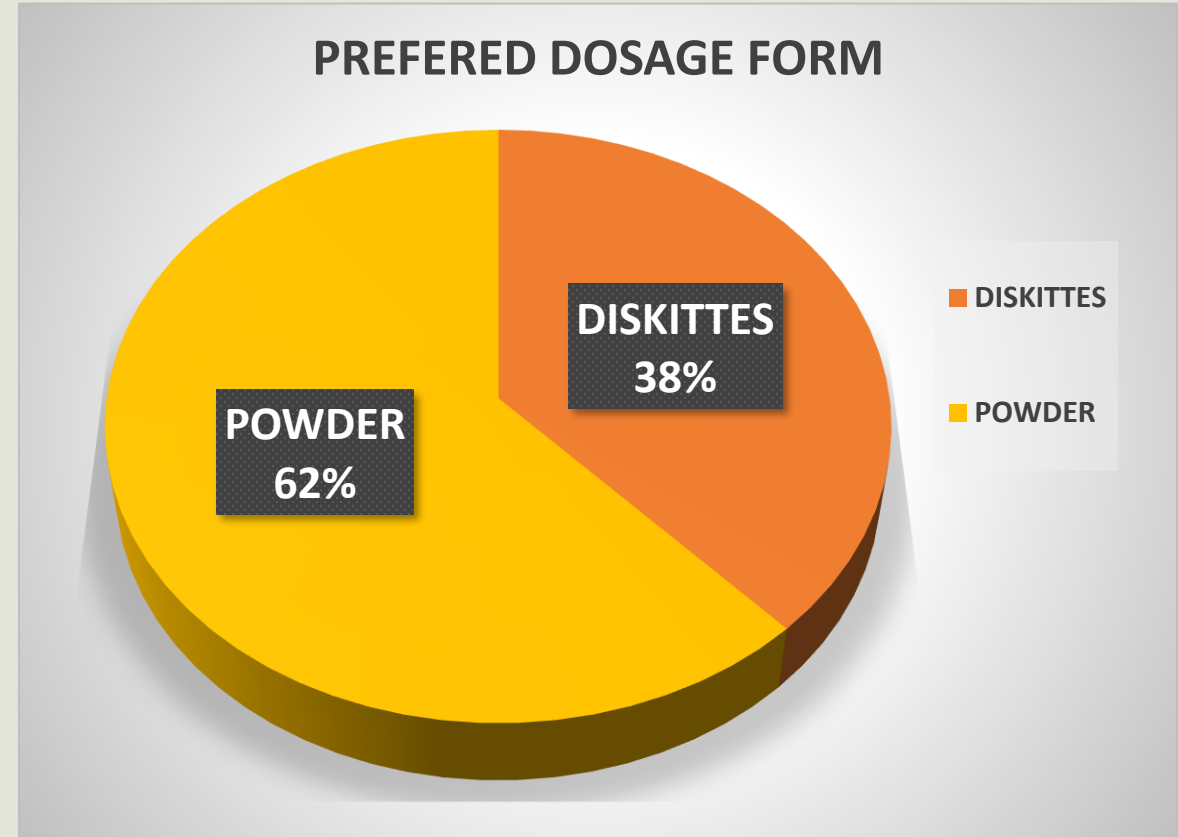


Data analysis

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

- DISKITTE
- POWDER

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



Data analysis

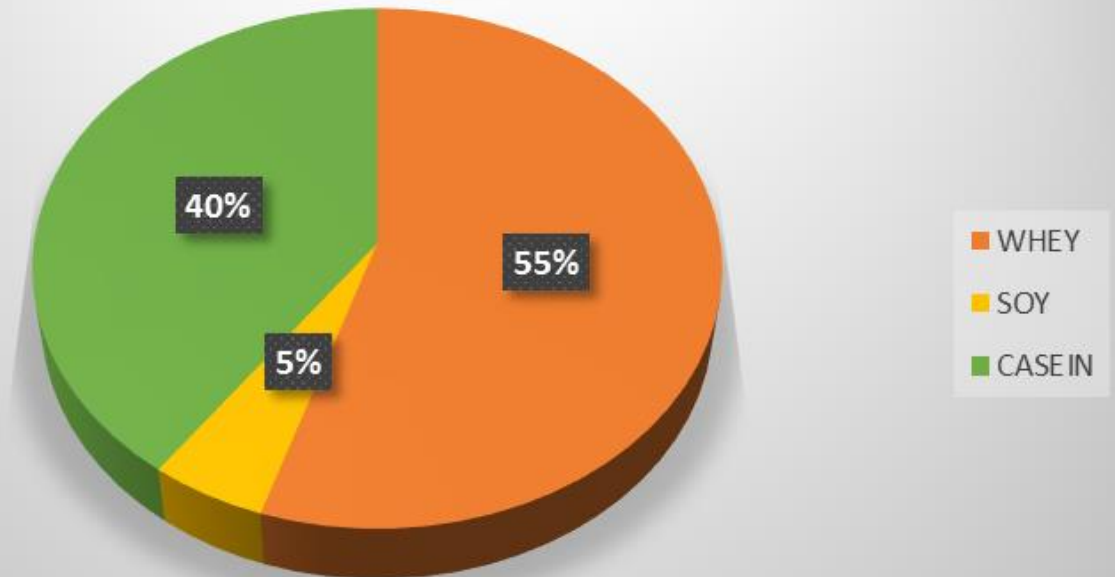
■ 5. DR WHAT IS THE BEST PROTEIN ACCORDING TO YOU IN CASE OF PROTEIN DEFICIENCY STATES? *

- CASEIN
- WHEY
- SOY

Interpretation

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

PREFERED PROTEIN BY DOCTORS



Data analysis

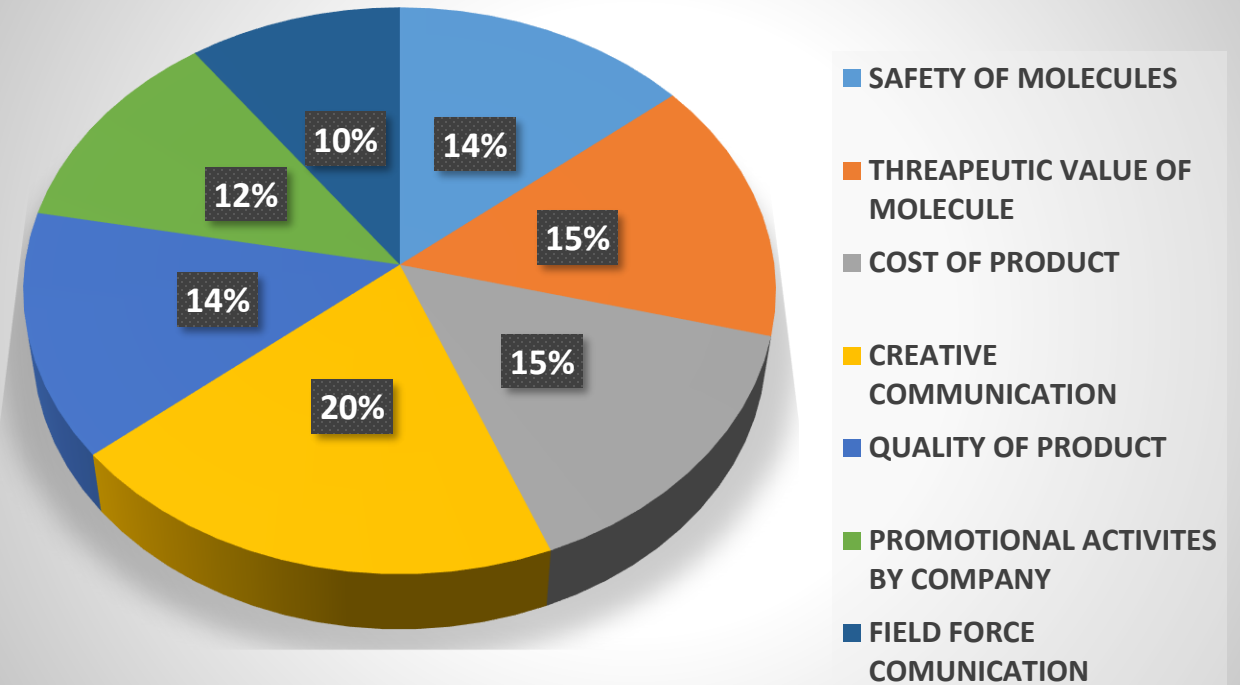
■ 6. DOCTOR WHICH OF THE FOLLOWING ATTRIBUTES INFLUENCE YOUR Rx? *

- 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

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.

ATTRIBUTES INFLUENCES PRESCRIPTION



Data analysis

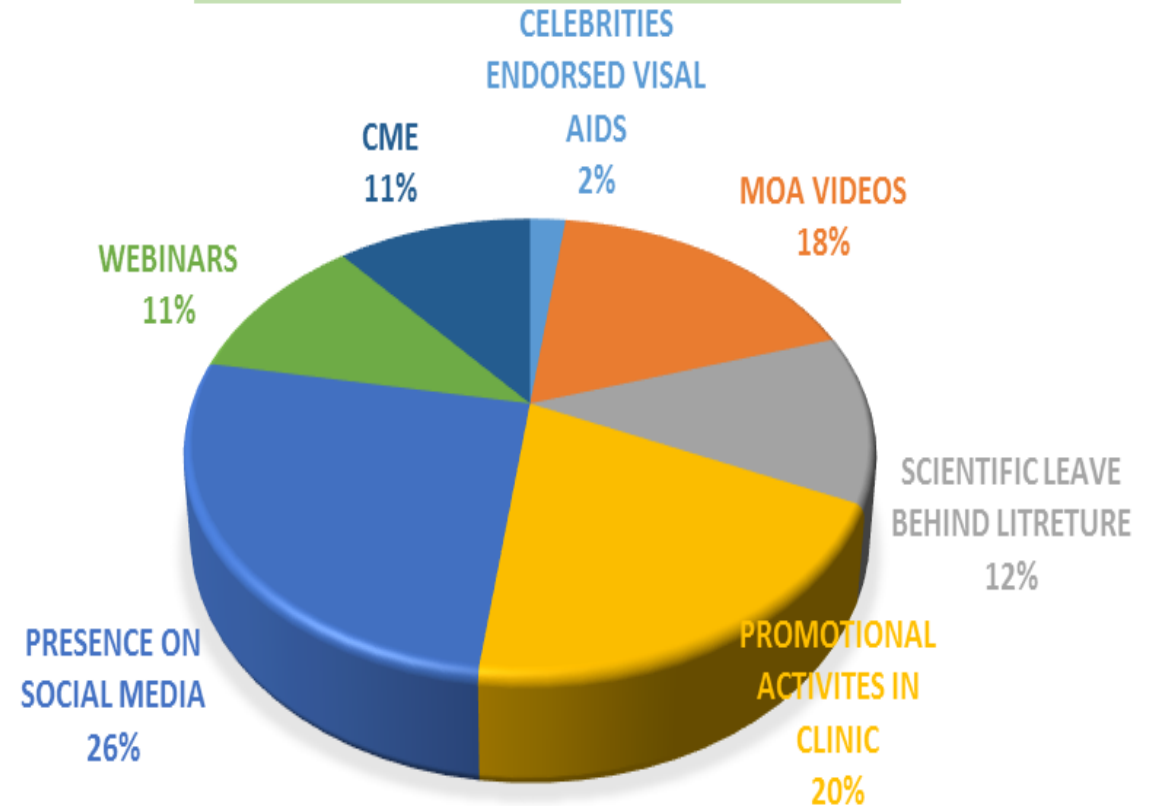
7. DOCTOR WHICH OF THE FOLLOWING ACTIVITIES WILL HELP YOU IN PRESCRIBING THE PROTEIN SUPPLEMENTS? *

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

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.

ACTIVITIES HELP IN PRESCRIPTION



TOP COMPETITORS OF THREPTIN DISKITTES



COMPITETIORS ANALYSIS IN RESPECT OF 7PS OF MARKETING					
PARAMETERS		Threptin	GRD bix	Protinex bytes	Kabi bytes
product					
Brand		Raptakos Brett & Co Ltd	Zydus Nutriva	Danone	Fresenius Kabi India Pvt Ltd.
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 as A work. Anytime Nutrition for Your Nonstop Busy Life	Now-Multivitamin, Multimineral Diskettes. Healthy Way for Sooth Hunger for All Age Group
Weight		275 G	250 G	200 G	250 G
Energy		438kcal/100g	132kcal/30g	408kcal/100g	446kcal/100g
Flavor		Vanilla, Chocolate	Cardamom Flavor	Vanilla Flavor	Mango Flavor
Shelf life		18 Months	24 Months	9 Months	18 Months
Packaging		Available In 275 G &1kg Packing	Available Only In 250 G Pack	Available In 100g & 200g Pack	Available In 250g Pack

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
Protein	A Powerhouse of Casein 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.
price	433/-, (Sometimes Discount & Scheme Offers by Company)	325/- (Offers Combo Pack, Discount)	280/- (Always Offers Discounts on Online Sites, Combo Pack Discount Offers. Schemes to Retail Stores)	309/- Provides Combo Pack Offers and Discount on Combo Pack.
person	1000 Field Servers.	13180 As Per 2015	13000 Employees	More Than 37000 Employees

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
place	Available at Retail Stores, Online shopping Websites, Shopping Malls, health websites.	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
promotion	Mainly Promoted Through Field Force. No Campaign for Product Promotions.	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 Flavour Protinex Launches New Campaign--#Something Missing Revealed Tvc, You Tube. Media Articles, Ad Campaigns in Economic Times, Promoted Through Mumbai Dabbawallas.	Promoted Through Field Force.
physical evidence	No working 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	No Informative Video Is Available at Digital Platforms. No Video Marketing Is Using. No Physical Evidence Is Available for Kabi Bite.

Conclusion

- 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, CME activities 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

Introduce the Cross Promotional strategy (either with own Product or competitors Product)”

“Introduce the Subjective Positioning Strategy.””

Identify the Key Opinion Leader and served with more frequently with excellent customer service.

“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.”

“Determinin g Consumer Desires: Effective marketing strategy requires a knowledge of consumer desires; the benefits that consumers seek.”

Recommendations

Engagement of community members- Company should increase their engagement with community members through educational programs or advisory campaigns

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.

“Medical Representative s should be trained well by the organizations regarding the use of visual aids.”

Quick reminder tools for the doctors should provide to field force.

“There is need 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.



thank you