# GLAXO IPSOS US GLOBAL MARKET RESEARCH ON RECEPTOL

Markets : India, UK, USA.

Sample Size : 800 respondents including doctors from USA, UK & India

Product: RECEPTOL powder additive & Oral liquid spray using 2 Concepts (P & Q ).

## Concept P (50 % lesser infection)

Concept P – Clinically proven dependable immunity enhancer RECEPTOL reduces common infections like those of communicable disease, cold, stomach, nose and throat by up to 50%.

ITP index 100 and ITP score

- ITP index (Concept Performance vs Success Norm)
- ITP score (Maximum trial potential in % within target)

## Concept Q (108 Immunity superchargers)

Concept Q : RECEPTOL powder packed with 108 immunity superchargers.

Builds protection against all Pathogen types- All Viruses including Covid, bacteria and fungi.

ITP index 97 and ITP score 39%.

## Commercial Market Advantage

IPSOS studied Customer's perceptions towards two concepts of the RECEPTOL immune powder (as infection reducer & immunity super charger) and their willingness to RECEPTOL Standalone Oral Spray inside buccal mucosa.

**RESULTS:**

The ITP index was around 97-100%, while the ITP score was around 39-40 in both the above mentioned two concepts. **Results indicated USD 5.6 Billion Market Potential for USA & USD 13 Billion Globally Safe Natural Drug per USFDA.**

RECEPTOL met mandate from 800 consumer families who were willing to use the product as standalone / additive. Respondents agreed that both formulations of the product are much better than existing products in use**.** Science behind colostrum Nano-peptides to be most useful for health and prevention of common infections including pandemics.

**80% of the respondents surveyed were ready to pay a higher price for RECEPTOL® compared to all global immunity brands in India and abroad.**

# Institute of Rural Management Feasibility Study on Receptol

**By- Sabyasachi, MBA-IRMA, Deepti Gupta, MBA-IRMA**

IRMA extended that claim to be more specific to the nano informational peptides in worlds first globally patented nutritional supplement with safety and efficacy data conducted during studies in the United States, Africa, India including on 10,000 healthy population indicating that it works like a preventative vaccine if given orally in any health food form like Coffee, Tea, Ice cream, Milk Products, Infant Nutrition, Cereals, Soups, Sauces and Bottled Water.

## Project Objectives

- To study the market of Anti viral & immune-modulators.
- To study the Doctors & consumer perception & awareness of such products and their acceptance criterions.
- To explore, compare various Routes of Distribution of Receptol
  - **The Rx prescription**
  - **OTC**
- To prepare Marketing Plan for each of the Routes

## Methodology

- Visits to various Doctors and Pharmacists.
- 121 doctors visited
- 120 Consumer Survey in each city of Mumbai, Delhi, Ahmedabad,
- Discussion with doctors and consumer
- A Market Research was undertaken for the Concept Testing.
- Visit Chemists, Nutrition & Wellness outlets
- Secondary Data from various websites.

## Conclusion

Science behind Receptol's Colostrum Nano-peptides : Globally recognized Immunity Booster for all communicable infections via building body's own immune system naturally