

The Perfect Pill White Paper Competition

- Topic: Building Healthcare Brands in the post-COVID 19 Era.
- Product: Chyawanprash
- Product name: Prash Plus Shots
- Product dosage form: Beverage
- Product Class: Nutraceutical
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1. Introduction

During this unprecedented time when the entire world is in shambles our pharma industry is the one thing everyone is looking at. Unprecedented times require unprecedented solutions which are effective and efficient. When the pandemic broke the entire world, they were looking for the pharmaceutical industry to come up with a solution. Vaccine preparation takes around months to years therefore the first step was to provide with a medicine that could mitigate the disease or the immediate symptoms. However, it is not advisable for the entire pharmaceutical industry to move towards the research and development of COVID-19 vaccine and medicine. This is because, it will take our attention off other important ailments like cancer, heart diseases etc. This industry must be intelligent as to how to make a balance and without ignoring any aspect. We must work in concord as there will be an added burden due to the pandemic. The pharmaceutical industry at present is in the spotlight and the people are in silent demand of something sort of a great invention for making this disappear. This invention will give us an idea as to how to fight any future pandemic by giving a set plan of action in case of emergency like this.

COVID-19 is a kind of disease which has a set of generic symptoms but still shows diversity in its symptoms in different patients. For example, a person might experience severe dry cough and shortness in breath, but another might just experience breathing issues and another person would be completely asymptomatic. This anomaly in its symptoms makes it a complex disease to treat. Moreover, there are varying degrees of its severity due to the presence of comorbidities in some people. It is completely subjective to a person's already existing immune system and therefore it becomes a tedious task to understand its remedy. According to me here the employment of personalized medicine is of utmost importance in this current scenario. It is always a surprising problem seeing a drug work for some people and be less effective on others or causing side effects in another. Genetic make-up and other differential factors such as age, lifestyle etc could be reasons for these problems. Medicine should approach each patient's illness uniquely. Thus, tailoring medication to every person's history and biology. This approach to medical practice is known as personalized or precision medicine. There is however a drawback in this theory as it will require assistance of several doctors and due to the overload on the doctor's in the current situation, we cannot afford to burden them with extra work on top of the existing workload. Therefore, according to me the development of artificial intelligence is required so that the workload on man is reduced and a calculated determination of different aspects can be made. The pharma industry needs to start investing in this new idea as most probably the only way ahead if the virus stays for long and an effective vaccine is a long wait. There are number of algorithms from machine learning and artificial intelligence that are used in the medical field, and in specific personalized medicine. Therefore, I feel the pharma industry should develop something in these lines of an artificial intelligence model to facilitate in personalised medicine for treatment of COVID-19. [1]

Increasing number of COVID-19 cases in various countries, has boosted the demand for immunity boosting products. This gives our pharmaceutical industry another field to grow in and work on. This can be an area where this industry could tap into as people have now become extra attentive towards their health and take all necessary measures to safeguard their wellbeing. In this way we can curb their anxiety about their health and give them a kind of mental peace. This will also help them build their immunity which is difficult to do when a person is not much exposed to the natural environment. Post COVID-19 the drug market seems to be recovering for certain drugs while it remains low for others. It is also seen in recent times that immunity boosters for COVID-19 flood

the market. A recent analysis done by Pronto Consult for the month of July highlighted a steep rise in sales of immunity boosters, nutraceuticals, vitamin D as well as zinc containing products. The report was prepared based on surveys and information on brands, therapies extracted from the market itself that was collated and shared with the industry.

Major pharma companies have also started production of sanitation products or its raw materials. Further tapping into this zone is important not only from business point of view but also from the point of view that the burden on health care providers are increasing day by day and to keep them safe we need to provide them with more sanitary methods and equipment. To contain this virus, we need to provide people with proper sanitation materials and take precaution as much as possible. This is only way forward for us to completely eradicate this virus unless a vaccine is formed. Many small business ventures have started the sanitation business and their venture has taken off due to the current need. Thus, every calamity is a scope for future business and exploring new horizons of business, but these opportunities also present themselves with certain responsibilities on the companies. [2]

2. Chyawanprash

Chyawanprash (CP) (known also as chyavanaprash, chyavanaprasha, chyavanaprasam, and chyawanaprash), it comprised of two lexes, “Chyawan” and “Prasha”. Chyawan is named after a sage, that also symbolizes ‘degenerative change’. Prasha denotes a drug or foodstuff that is suitable for consumption. CP contains a variety of herbs and is used to promote health and prevent diseases and is also termed as a comprehensive ‘metabolic’ tonic. Chyawanprash was prepared in ancient India as a polyherbal jam formulation, according to a Ayurvedic recipe which is traditional in nature that are enriched with many herbs, extracts, and processed minerals. Regarded by many experts as an essential health supplement, CP has been around for centuries. Chyawanprash possesses multiple health benefits and has been widely used since ancient times as a health supplement and as a medicine for enhancing immunity and longevity. From the day it was introduced Chyawanprash has been a part of every Indian’s life, irrespective of sociocultural, political, and scientific factors. For its antiaging effects long before vitamins, minerals, and antioxidant supplements came into the picture Chyawanprash was one of the most appreciated foods. The contents of Chyawanprash are as a base Amla/Amalaka (*Phyllanthus emblica*/Indian gooseberry) pulp, as the most effective Rasayana for homeostasis sustenance [3]. Amla containing Chyawanprash has a mixed taste, with a combination of sweet, sour, bitter, pungent, and astringent qualities [4]. Physiological functions are maintained by regular intake and also the whole-body system is rejuvenated [5].

Health benefits of Chyawanprash are many like improvement of digestion and metabolism, protection and strengthening of the respiratory system, antioxidant properties, adaptogenic in nature, and immune-booster characteristics, nootropic potential, cardiogenic value, potent aphrodisiac and balances the endocrine system, radioprotective activity, cytoprotective activity, genoprotective activity, antimutagenic and anticarcinogenic effects, favourable effects on lipid profile and glycaemic levels. Thus, shows preventive, promotive, and curative health benefits. [2]

2.1 Composition

Chyawanprash is prepared into a potent antioxidant paste through the synergistic blending of around 50 herbs and spices. Chyawanprash falls under the category of Awaleha (electuaries/herbal jams) which is under a group of Ayurvedic formulations and by virtue of its consistency and form of dosage [6]. CP typically includes four classes of herbal drugs: The Dashmula class (ten roots); the Chaturjata class (four aromatic plants); Ashtavarga (threatened medicinal herbs from the Northwest Himalayas, which are not commercially available in the modern era); and a general class (materials not belonging to the former classes). The formula of Chyawanprash is described in the ancient Ayurvedic texts, namely, Ashtanga Hridayam, Charaka Samhita, Sangandhara Samhita, that are dedicated to clinical management. The ingredient dominant in CP is Amla which is a citrus fruit that is a renowned highly and also a potent botanical in Ayurveda. [7]

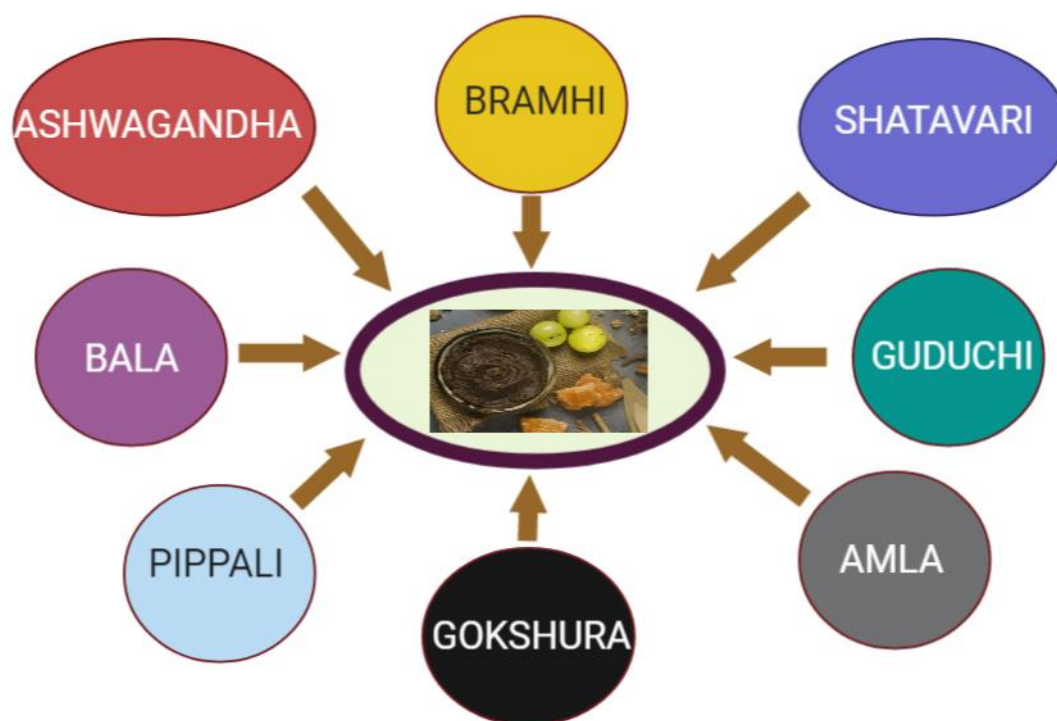


Fig 1. Key ingredients of CP

2.2 Phytochemical and Quality Specifications of Chyawanprash

Chyawanprash has semi-solid sticky paste consistency having a brownish black appearance and fundamentally has a sweet and spicy odour, with a sweet and astringent feel after taste with an aroma of Prakshepadravaya (powder of seven herbs) [9,10]. Taste is governed predominantly by the flavours of honey, cow ghee (clarified butter), and Triphala (a mixture of three myrobalans), and the aroma by cow ghee and certain spices viz. sandalwood, cinnamon, and cardamom. Availability is limited the on quality testing studies of CP. CP has phenolic compounds that possess antioxidant principles which are believed to contribute to rejuvenation and tonic attributes of CP. A high-performance liquid chromatography (HPLC) analysis has identified several biologically active phenolics in CP, i.e., gallic acid, protocatechuic acid, catechin, caffeic acid, vanillic acid, chlorogenic acid, syringic acid, rutin, ferulic acid, and quercitrin, and these may account for CP's activity [11]. The Ayurvedic Pharmacopoeia of India (API) has a monograph published on CP along with a brief method of preparation and various physicochemical and assay tests as official

quality standards. It includes description, identification (such as microscopy, thin layer chromatography (TLC), physicochemical parameters (loss drying, total ash, acid-insoluble ash, alcohol-soluble extractive, water-soluble extractive, pH)), assay, microbial limit, and test for aflatoxin. Ayurvedic Pharmacopoeia of India also mentions CP should contain no less than 0.5% of gallic acid when assayed, based on the officially stated method [10].

2.3 ‘Vitamin C’: The Controversy

Amla, is rich in vitamin C (445 mg/100 g) as per the contents. This constitutes the main ingredient that is about 35% [12,13]. As ayurvedic drugs have a lack of uniform quality control standards, so this becomes challenging and it in turn becomes difficult to ensure the uniformity of its composition and efficacy of final products [14]. The official quality testing methods for CP does not contain the test for vitamin C content. [15, 16, 17]. In the year 1997 a study found that in the tested CP samples vitamin C was missing, this might have resulted due to destroying of Amla pulp during cooking with cow ghee in the pharmaceutical process [18]. Also, there are reports that upon the exposure of during CP preparation, the vitamin C contents remain unaffected [19,20], with a study reporting 34 mg/100 g vitamin C in CP [21]. Another study found that the vitamin C percentage in the old samples of CP (0.0253 ± 0.0001 %) that was considerably lower than that of the new samples (0.0512 ± 0.0003 %). Thus, signifies that there are chances of degradation on storage [20].

2.4 Toxicity and Safety Concerns

Numerous works have been carried out on this formulation throughout decades but there is no evidence on toxicity has been obtained till date. CP taken in prescribed dosage, is considered safe. A report suggested that Amla should not be consumed at bedtime to avert ill effects on teeth. Chyawanprash being Amla rich and therefore, it is better that its consumption is avoided right before bedtime. This information is usually missing from the packaging of CP. [22]

3. Top ten traits of Prash Plus Shots

- i. The customers most desirable attribute from chyawanprash of any brand is the immunity obtained by a customer after consuming it. Prash Plus Shots ensures the delivery of the same immunity as expected from normal paste, but in a form that is deemed by a customer that excludes the problems faced by a customer.
- ii. The relevancy of the Prash Plus Shots can be contained by the fact of the intangible factors like the quality and the service, the user imagery that ensures the type of customer that uses the brand, the situation and usage pattern of the brand, the feeling of having an increased immunity in customer, and a committed relationship the brand is aiming to build with a customer.
- iii. The positioning of the brand ‘Prash Plus Shots’ will be in manner such that the customers will have a niche place for the brand by the points of parity that include a superiority in taste, usage, packaging, acceptance and quality of the brand in comparison to its competitors.
- iv. The consistency in brand ‘Prash Plus Shots’ will be achieved through a sense of commitment to bring a change in the future of consumption, which starts from the use of beverage of chyawanprash under the brand name ‘Prash Plus Shots’, enhancing the experience of consumption for a customer over the regular paste, with a future scope of launching new products in the basket of ‘Prash Plus’, probably in form of lozenges and tablets.

- v. The continuity of marketing efforts will enable achieve an equity in market share and will enable create a positioned effect in customers, creating a benefit and further scope for new products in basket. The marketing of 'Prash Plus Shots' will be based on the factors of desirability, feasibility and viability of creating it, combined with the efforts of multimedia targeted marketing campaigns including television advertisements, digital marketing through adwords, advertisement in newspapers and other printed journals, etc.
- vi. The direct competitors of 'Prash Plus Shots', already having a market space created and the demand enhanced due to the pandemic of COVID-19, will find the 'Prash Plus Shots' a suitable, desirable candidate for competition with other chyawanprash brands, and the competitiveness will enable the brand to gain market share.
- vii. A vision of brand basket for enhancing the consumption experience and exceling in product design can be brought about to market by the 'Prash Plus Shots'
- viii. 'Prash Plus Shots' thrives to present an amazing brand experience for its users, while not compromising with the quality.
- ix. The trait of adaptability can be shown by various growth factors, enhancing the user experience, increasing the product basket, complying with the costumer interests.
- x. 'Prash Plus Shots' thrives to build a great value by building a point of distinction, discrimination and discipline.

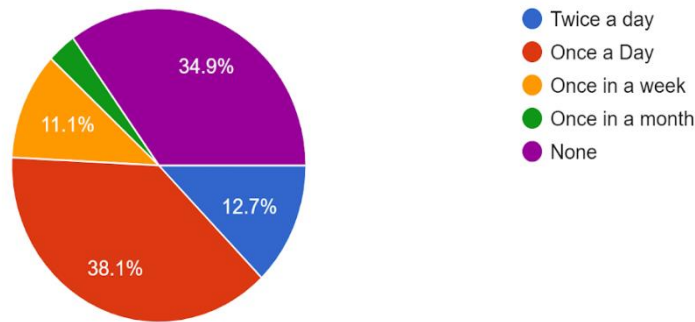
4. Customer understanding and insights

In order to get a better understanding of the customer requirement and choice, we did a survey to identify the choice and changes that customers wish to see in their chyawanprash brand. In the survey, we questioned them about the usage of chyawanprash before and after the COVID pandemic striked, the age group that consumes the product in their household, the brand that they use, the changes or issues they have with their current choice, and also if there could be a change in the type or form of chyawanprash what form would they like, etc.

So we created a series of questionnaire and asked as many people to fill and give their insights into the subject and we found that the use of chyawanprash as the immunity booster was increased after the COVID pandemic striked which was a clear indication to us that people are being careful and interested in immunity boosting products in order to stay safe and healthy. The statistics were based on the choices of people and a clear idea of what the consumer want but this was done on a very small scale population and not at-large, but we believe that if this similar survey is conducted at-large, the results would exceed the stat in the same direction.

Pre-COVID use of Chyawanprash

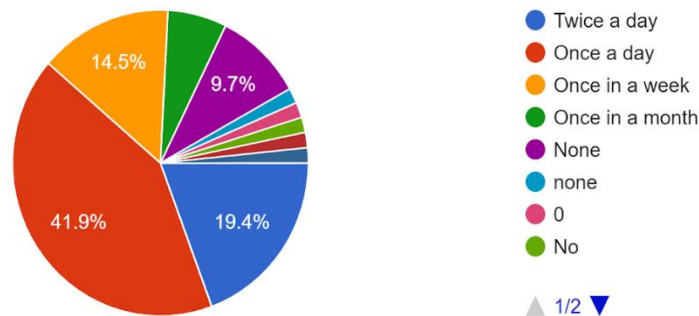
63 responses



The pre-COVID use of chyawanprash showed that the use of immunity booster was not that important for about 34-35% of households and also a very less use was also identified supposing the consumption of once in a week or even a month and determined that before the pandemic the consumers were not into the idea of enhancing their immunity with the use of products like chyawanprash. But the post-COVID situation suggested the increasing awareness of people towards immunity booster as the use of chyawanprash showed an increase to a 19-20% bracket for twice a day from 12.7% and once a day bracket showed a rise from 38.1% to 41.9% during the pandemic and the post-COVID situation, also the other brackets of use once in a week and month was also reduced. This statistic was a clear and evident sign at a small population survey that consumers are getting more aware of their immunity and want to enhance it in order to stay safe and healthy away from the stress.

During and Post COVID use of Chyawanprash

62 responses

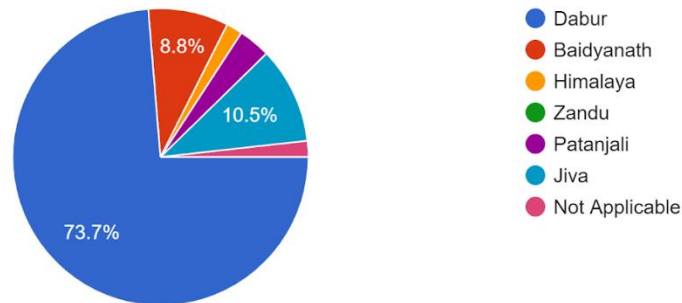


The other aspect of the survey included the brands that consumers prefer the most and we included the preference of the brand that they use which included the top 5 leading brands of chyawanprash and an additional space if any other is used. The stats showed that 73.7% percent people used Dabur chyawanprash in their households giving the maximum bracket of choice and making it the biggest competitor brand for our product. Other than Dabur, there was 8.8% use of Baidyanath

chyawanprash brand and rest all were very less and other than the given choices of top 5 brands people also mentioned the use of Jiva Ayurveda chyawanprash as well in the 10.5% bracket.

Which brand of Chyawanprash do you preferably use?

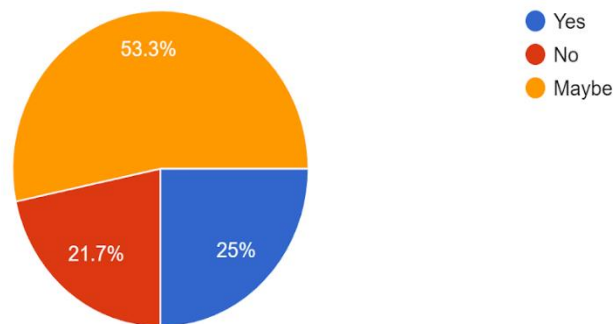
57 responses



We also wanted to understand the brand loyalty of the consumer and so we added into the questionnaire if they would want to change or explore any other brand and switch from their current one. The statistics showed that 53.3% were in the state where they may try or maybe not, so it suggested that the consumer may change to other brand if it is that influencing to them or else they may stick to the same brand as they do now. 21.7% clearly suggested that they do not need any change from the current brand and are happy with the one they use, and 25% suggested that they would like to explore another brand and try new brand products of chyawanprash.

Would you like to explore other brands?

60 responses

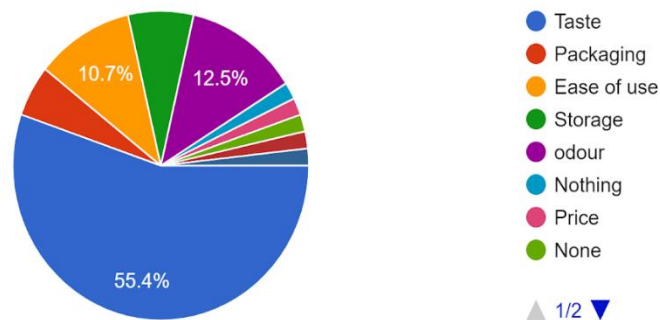


In the questionnaire we included the kind of change that consumer would want in their current chyawanprash brand product and included aspects like taste, odour, packaging, ease of use, etc. And the major population of about 55.4% wanted a change in the taste of the chyawanprash, 10.7% wanted a change in the ease of use of the product and 12.5% wanted change in the odour. This gave

use the idea of what issues can be changed in our product and improve our product want based on the costumer choice.

Which change would you prefer in your current brand of Chyawanprash?

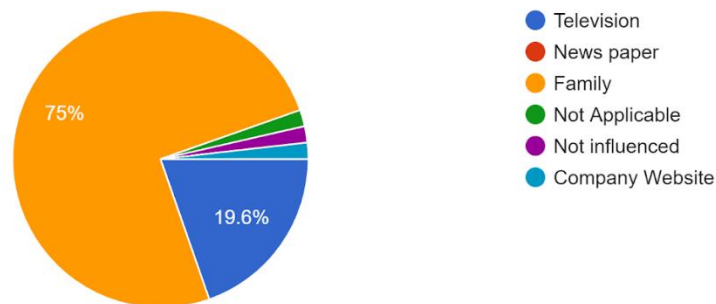
56 responses



Next we wanted to understand the communication channel to the consumers and which one is the most effective so we know where to advertise our product the most and so we asked them what influenced them to use the chyawanprash and included options like television, newspaper, family, etc. 75% population suggested that they were influenced by their family to use chyawanprash and has been using it since their childhood and also for the aged members of the family. Other than this 19.6% were influenced by television ads very less for the website, etc.

How did you get influenced to use Chyawanprash?

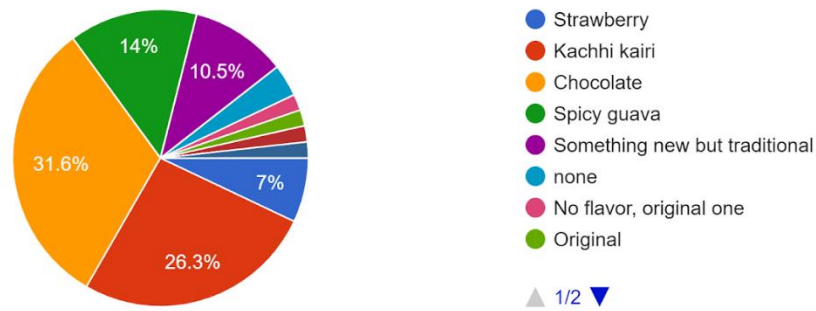
56 responses



Considering a change in the flavours of chyawanprash, we asked what new flavours would they prefer or would want to have and included flavours like strawberry, kachi kairi (raw mango), chocolate, spicy guava, etc in the options and found that 31.6% population would want chocolate flavour in chyawanprash and 26.3% would like kachi kairi and 14% would like spicy guava flavour in the new chyawanprash. Other small brackets included 10.5% for some new flavour but with a traditional touch and 7% wanted strawberry flavour, and original ones as well.

Which different flavour of Chyawanprash would you prefer?

57 responses

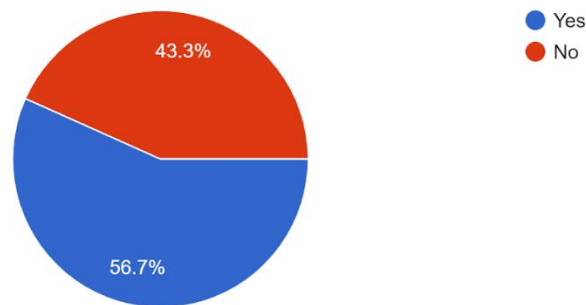


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idea of product was based on the acceptance of the population for the change, so we asked them if they would prefer any other form of chyawanprash and the responses suggested that 56.7% wanted a change in the form of chyawanprash, where the rest 43.3% population didn't want any change in their original form of chyawanprash.

Would you prefer Chyawanprash in any other form?

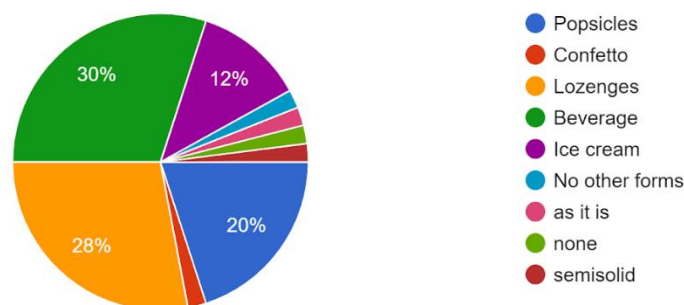
60 responses



So the next big question was in what form would they want the chyawanprash, so we suggested tiny popsicles, confetto (chewy dragees), lozenges, beverage, etc. 30% population wanted beverage as the new form of chyawanprash, 28% wanted lozenges, 20% preferred popsicles and 12% wanted ice-cream and rest were very less demanded. This was the major question we were looking answer for, as our product "Prash Plus Shots" were the beverage form of chyawanprash the most preferred as per the statistics of the survey.

Which other form of Chyawanprash would you prefer?

50 responses



The complete perspective of this survey was to primarily understand the idea of consumer for the product and to get more perspective on improving our product to the better needs of the customer. The survey also gave us an idea of how the pandemic impacted the use of immunity booster and how we can market our product and also in what segment we can place our product. The kind of changes people expect from their current brand and what changes we can instil in our product to make it more interesting to the population, also what different forms we can opt for. Our product “Prash Plus Shots” are the beverage form of a chyawanprash with better taste compared to the semisolid paste, and also easier to handle with no complications of additional equipment use but just sip-in and your good to go. The insights from the survey were very beneficial for building a better product and for branding purpose as well.

5. Defining and analyzing competition

A chyawanprash fits into the nutraceutical and functional food category and as per the regulations the sale is done considering the chyawanprash as an ayurvedic medicine as per the ayurvedic literature. The commercialization of this traditional ayurvedic semisolid paste is widely accepted and is used as a health supplement for all age groups. The market value of chyawanprash was over 4 billion (in 2010) making it the best-selling ayurvedic medicine. In the market several brands are available such as Dabur, Emami, Baidyanath, Patanjali, but Dabur has been the leading brand with a market share of 70% in the chyawanprash brands.

5.1 STP analysis of “Prash Plus Shots”

5.1.1 Segmentation: Under the category of health supplement (immunity booster), it considers growing kids, the youth, men and women both, and for old aged people. In the post-COVID era, immunity enhancement is a need for all, and so immunity booster is considered to be for all segments of people.

5.1.2 Targeting: The product is meant for all generation of people and targets all age groups as health supplement and immunity booster, in order to achieve proper attention, we can imply the use of television ads and digital marketing, ads on the internet, in newspapers, etc. We can also take famous healthy people on board for advertisement such as sportsmen, and some aged group of celebrities and kid’s favorite celebrities to bring out more interest in all generation of people.

5.1.3 Positioning: For positioning the brand we can use different taglines like “**Shots for immunity**”, “**Dur rahe corona aur laye sehat in every body ka kona**” and “**Sehat ki zaroorat**”, etc. And in order to bring interest of kids or parents, tag lines like “**Swaad aur sehat ka sath**”. Language like this connects easily to the consumer audience and achieves better positioning in the minds of a conscious consumer.

5.2 Marketing mix of “Prash Plus Shots”

5.2.1 Product

Prash Plus Shots is a liquid form of the semisolid paste chyawanprash, considering the ease of use compared to the traditional paste and also with an improved taste. The principle ingredient still remains the same with a little adjustment in the flavor by adding more flavoring substances to lighten the pungency of the original taste. The benefits remain the same as the chyawanprash helping the immune system, relieving stress, improved stamina, antioxidant, improves respiratory function, etc.

5.2.2 Price

Available in 4 different flavors; original, chocolate, spicy guava and raw mango. And the quantity of the pack is 10ml mini bottles in a size of 6 bottles in a pack, 12bottles in a pack, and 30 bottles in a pack. Each bottle costs 15 rupees.

5.2.3 Place

The distribution is for all over India, establishing as many as 50,000 retail outlets and 30 C&F agents all over India. All tier 1,2,3 and rural areas are included into the distribution channel.

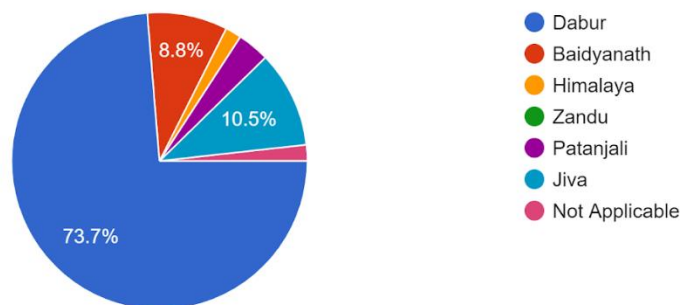
5.2.4 Promotion

The major promotional activities will include television advertisements and print media with various celebrities attracting consumers of all ages. Other than these, digital ads and social media influencing by positive image building with the help of influencers on social media like youtubers, etc.

5.3 Competitor Analysis

Which brand of Chyawanprash do you preferably use?

57 responses



The major competitor for the brand “PRASH PLUS SHOTS” will be DABUR CHYWANPRASH” as identified by the survey above, and also by the kind of market space that the company occupies. Considering that Dabur owns a 70% share of the market, the biggest competition to our product would be Dabur chyawanprash. Dabur India Limited (DIL) is the third largest FMCG company in India and has the turnover of more than 2234 crores. It is a renowned name for 120 years known for its quality and dependency of trustworthiness. The Dabur Chyawanprash (DCP) started in 1949 is a heritage brand covering 60-70% of the market in a total market of approx. 300 crores. In 2007, DCP did the repositioning of the brand focusing on adults and kids, using television commercials and print ads campaign.

5.4 SWOT analysis of Dabur chyawanprash

5.4.1 Strength

- Century old established brand
- Leadership in market share
- Good quality products
- Excellent branding and distribution

5.4.2 Weakness

- Uneven profitability
- Declining popularity in urban areas
- Low penetration

5.4.3 Opportunity

- Leverage of successful and trusted brand
- More advertising
- Buy out competition
- Untapped market

5.4.4 Threat

- Local herbal medicines in rural areas
- Preference towards international brands
- Increasing competition in FMCG
- Allopathy and homeopathy gaining popularity
- Seasonal demand

The strategy that we can implement in the marketing of Prash Plus Shots can be differentiation strategy, because however similar benefits our product offers, the product is different in the form of use and the ease that it provides to the customer. It is one of its kind, a unique product for immunity boosters or health supplement available in the market. Our product implements what the consumer wants into the product like the taste and ease of use also odor, these are some of the few things consumer wishes to see change in and our product provides that kind of changes also offers the kind of flavors the consumers might like and associate with.

6. Brand personality

Brand character alludes to human qualities related with a brand. They're communicated as modifiers that pass on how you need individuals to see you (for example sprightly, young, trustworthy, benevolent, dependable, modern thus on). It can likewise allude to segment attributes like sex, age, and social class. Prior to characterizing a brand, it is fundamental to recognize a brand from an item. An item is anything that can be offered to a business opportunity for consideration, use, or utilization that may fulfil a buyer need. A brand incorporates a guarantee of value and passes on various diverse substantial and impalpable credits, for example, plan, image, culture, character and client picture additionally contend, in contrast with an item, a brand consolidates extra credits for the client, which albeit impalpable, are genuine. 'Items, similar to individuals, have characters, and they can make them or break them in the commercial centre'. Much like individuals, numerous brands are expected to have characters, which are not exclusively controlled by the genuine physical attributes of the item however by a large group of different factors, for example, promoting, picture of the organization, clients picture, item birthplace, etc. A lot of past exploration has indicated that buyers see contrasts in characters among various. Notwithstanding, in spite of the fact that the idea of brand character is natural and acknowledged by both experts and scholastics, there is an absence of agreement among specialists with respect to what brand character is. In the writing, a few models have been proposed so as to characterize the idea of brand character. For example, accepts that brand character makes up one of the six aspects of the 'Brand personality crystal'. 'Brand procedures, generally, have zeroed in on the practical or utilitarian advantages of items or administrations gave. In ongoing decades, in any case, expanding rivalry inside ventures has caused more troubles in the separation of brands based on utilitarian ascribes alone. Items or administrations are getting simple to duplicate dependent on their qualities and have gotten practically more like one another. Thusly, brands that contend on item credits alone have confronted serious impediments. Consequently, advertisers and customers pay more what is more, more consideration regarding the emblematic part of brands instead of discerning or utilitarian ascribes. Consequently, specialists for the most part accept that it isn't adequate to comprehend buyers' conduct by utilizing discerning ascribes alone, accordingly it is fundamental to acquire access to data from representative perspectives too. As a principle part of representative ascribes of a brand, brand character has gotten a lot of consideration from scientists. Additionally, the significant utilization of brand character in purchaser conduct has been progressively perceived by numerous scientists. Therefore, the face legitimacy of brand character has been acknowledged by a more extensive network, counting specialists and scholastics. Supporters of brand character guarantee that the idea is one of the most generally referenced highlights of a brand, furthermore, in this manner it is accepted to build inclination, utilization, passionate ties, trust, unwaveringness and diminished weakness to serious advertising activities. Brand character is additionally viewed as a significant component of brand the executives, and thusly a incredible arrangement of examination has been directed so as to evaluate its effect on buyer conduct.

7. Media Strategy

The marketing strategy for 'Prash Plus Shots' would mainly revolve around multimedia marketing and social media marketing along with digital marketing. All these platforms of marketing offer a wide range of customer portfolios, including various range of age of customers, different genders, different demographics, different cultures and from different geographical areas. The main

objective of 'Prash Plus Shots' media strategy will be to make consumers aware of the new form of chyawanprash available with increased benefits of taste and packaging. This will ensure the consumer buying these benefits in the form of 'Prash Plus Shots'. This media strategy is focused on enhancing the consumers experience of consumption of chyawanprash. The primary research suggests that more than 50 percent of users are in favour of trying other forms, around 20 percent would get influenced by television. This would mean that 'Prash Plus Shots' would have a marketing over television, along with billboards so as to aware people about the brand and its benefits that are out of homes. This would target the relaxed, refreshed, and the tired and rushed audience would be influenced by the out of home billboards.

Audience with high rational and emotional involvement would be targeted to create an awareness about 'Prash Plus Shots'. The advertisement for television will be strategized to play on entertainment, news and sports channels during the time of pandemic, to target and influence the right category of audience. The media strategy for the brand will be focused on delivering a desirability factor for 'Prash Plus Shots' that was seen in primary research of consumer, where it was analysed the need for a taste improvement in chyawanprash. With the enhanced taste, it would be significantly important for the delivery of the message that the benefits of original chyawanprash in the paste form remain unchanged. This challenge will be efficiently overcome by assuring quality, justifying some medical tests that state the efficacy of 'Prash Plus Shots' in comparison to its paste form and its competitors. Also, a significant boost may be obtained by word of mouth, by people undergoing treatment for the disease, responsible for the pandemic and the frontline workers, that have an increased need to enhance their immunity.

With an eye-catching slogan of "SHOTS PIYO, MAST JIYO", the engaging message of enhanced taste and ease of use of chyawanprash would be conveyed to the consumers, calling them to try and engage with 'Prash Plus Shots'.

8. Summary

Covid-19 attacks those people who have a low immune system and those who are especially people of under and over ages. The immune system is built on live bacteria of beneficial nature who live in the gut that protects the human body from several diseases. When the response for immune system is low, weak, or damaged, it becomes an open invitation for infections such as coronavirus or other diseases like diabetes, heart disease, or cancer. Until a cure or novel coronavirus vaccine, all preventive should be taken and also measures that keep us healthy and safe is of utmost importance. Although drinking loads of water is not the guarantee that you wouldn't contract the novel coronavirus, it can be effective in danger reduction to a large extent and can also be effective in recovery from the illness. The immune function has been found to be altered by some preparations, but so far there is no real evidence that they actually bolster immunity to the point where you are better protected against infection and disease. So, we are focusing on immunity boosters and namely chyawanprash (CP). We have discussed exactly how our form of CP will be effectively marketed and perceived and how it's the need of the hour is also discussed. Also, the mechanism of CP action is explained in brief which is important for product placement and brand management. Chyawanprash possesses multiple health benefits and has been widely used since ancient times as a health supplement and as a medicine for enhancing immunity and longevity. From the day it was introduced Chyawanprash has been a part of every Indian's life, irrespective of sociocultural, political, and scientific factors. In order to get a better understanding of the customer requirement and choice, we did a survey to identify the choice and changes that customers

wish to see in their chyawanprash brand. In the survey, we questioned them about the usage of chyawanprash before and after the COVID pandemic struck, the age group that consumes the product in their household, the brand that they use, the changes or issues they have with their current choice, and also if there could be a change in the type or form of chyawanprash what form would they like, etc. building and properly managing brand equity has become a priority for companies of all sizes, in all types of industries, in all types of markets. After all, from strong brand equity flow customer loyalty and profits. The rewards of having a strong brand are clear. The problem is few managers are able to step back and assess their brand's particular strengths and weaknesses objectively. Most have a good sense of one or two areas in which their brand may excel or may need help. But if pressed, many would find it difficult even to identify all of the factors they should be considering. Identifying the weak spots for our brand does not necessarily mean identifying areas that need more attention but the decisions that might seem straightforward like "We haven't paid much attention to innovation: let's direct more resources toward R&D" can sometimes prove to be serious mistakes if they undermine another characteristic that customers value more. Maintaining a strong brand means striking the right balance between continuity and change. Boundaries are important. Overlapping two brands in the same portfolio can be dangerous. Also, the reason for a media strategy depends on what the company hopes to achieve with it. Improving public relations requires a different approach than increasing profits. However, both can be achieved using a thorough and specific media plan with distinct timelines and distinct forms of media—TV, radio, print, podcast, website, social, etc.—to reach certain business objectives. All media strategies take the same approach during creation. They must all have specific goals and a specific demographic in mind. However, a strategy implemented to raise awareness of a certain issue or condition is typically different than a strategy used to promote the upcoming release of a product or movie. While a public service advertisement for an issue might appear onscreen at a theatre during a new release, promotion of the movie requires a media strategy that will draw the audience to the show. Increasingly, some combination of media is needed to increase the frequency with which the message is received. This is sometimes called an integrated media plan. So, for our brand "Prash Plus Shots" a unique media strategy was required and which is explained in detail in the report. Natural health products with a medicinal value are gaining importance in clinical research as they offer alternatives which are better and also have a fewer side-effect and also are cost-effectiveness as compared to the conventional synthetic nutraceuticals. Among sea of such products, CP is immensely valuable for its therapeutics and global trade. The whole document underscores the plethora of ancient claims of CP that are therapeutic in nature, coupled with their validation by available scientific evidence. The evidence reported supports the multifaceted preventive, promotive, and curative health benefits of CP, proving it to be an elixir of ancient roots with a modern cure. However, the mechanistic studies and necessary clinical reports are still lacking. Despite the traditional implementation in ayurvedic medicine and the reported efficacy evidence, there is a requirement of controlled experiments on the effect of the main active compounds and their synergistic or antagonistic effect to clarify their mechanism of action. This could easily lead to improvement of the market brands of CP available which are not necessarily the optimal version. In fact, compliance of strict nature with the centuries-old recipe alone is necessarily a guarantee of success in absence of appropriate scientific evidence. To sum up, CP serves as an Ayurvedic superfood and healer par excellence that strengthens the immune system and revitalizes the psychosomatic system, a superior, nutritious, and safe health tonic that is beneficial for all age groups and genders alike.

Annexures

I. Pre-COVID use of Chyawanprash

Mark only one oval.

- Twice a day
- Once a Day
- Once in a week
- Once in a month
- None

2. During and Post COVID use of Chyawanprash

Mark only one oval.

- Twice a day
- Once a day
- Once in a week
- Once in a month
- Other: _____

3. In your family, which age group consumes more Chyawanprash?

Mark only one oval.

0-10

11-18

19-25

26-50

50 +

4. Which brand of Chyawanprash do you preferably use?

Mark only one oval.

Dabur

Baidyanath

Himalaya

Zandu

Patanjali

Other: _____

5. Would you like to explore other brands?

Mark only one oval.

Yes

No

Maybe

6. Which change would you prefer in your current brand of Chyawanprash?

Mark only one oval.

- Taste
- Packaging
- Ease of use
- Storage
- odour
- Other: _____

7. How did you get influenced to use Chyawanprash?

Mark only one oval.

- Television
- News paper
- Family
- Other: _____

8. Which different flavour of Chyawanprash would you prefer?

Mark only one oval.

- Strawberry
- Kachhi kairi
- Chocolate
- Spicy guava
- Other: _____

9. How many days does 500gm Chyawanprash last?

Mark only one oval.

- 1 week
- 2 weeks
- 3 weeks
- 4 weeks
- More than a month

10. Does any kind of advertising influence you to switch to another brand?

Mark only one oval.

- Yes
- No

11. Would you prefer Chyawanprash in any other form?

Mark only one oval.

- Yes
- No

12. Which other form of Chyawanprash would you prefer?

Mark only one oval.

- Popsicles
- Confetto
- Lozenges
- Beverage
- Other: _____

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