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M.B.A. (INTERNATIONAL AGRIBUSINESS)

2010

**FACTORS INFLUENCING DECISION TO USE AND
DECISION TO BUY A BRAND OF ORAL FEED
SUPPLEMENT OF MINERAL MIXTURES,
VITAMINS, CALCIUM TONICS AND PROBIOTICS**

**BY
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**INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE
ANAND AGRICULTURAL UNIVERSITY
ANAND 388 110
2010**

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DECISION TO BUY A BRAND OF ORAL FEED
SUPPLEMENT OF MINERAL MIXTURES,
VITAMINS, CALCIUM TONICS AND PROBIOTICS**

A PROJECT REPORT

Submitted by

Dr. SNEHALKUMAR H. PATEL

Reg. No. 04-0888-2008

in partial fulfillment for the award of the degree

of

**MASTER OF BUSINESS ADMINISTRATION
(INTERNATIONAL AGRIBUSINESS)**

**UNDER THE GUIDENCE
OF**

Mr. Y. A. LAD

Assistant Professor

**INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE
ANAND AGRICULTURAL UNIVERSITY**

ANAND - 388 110

JULY - 2010


**INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE
ANAND AGRICULTURAL UNIVERSITY
ANAND -388110**

CERTIFICATE

This is to certify that the project entitled "**Factors Influencing Decision to Use and Decision to Buy a Brand of Oral Feed Supplement of Mineral Mixtures, Vitamins, Calcium Tonics and Probiotics**" of M.B.A (International Agribusiness) embodies bonafide research work carried out by **Dr. Snehalkumar Hitendraprasad Patel** under my guidance and supervision and that no part of this project work has been submitted for any other degree. The assistance, guidance and help received during the course of investigation have been fully acknowledged.

Place: IABMI, Anand


Date: 21/07/2010



(Prof. Y. A. Lad)
Major Advisor


INTERNATIONAL AGRIBUSINESS MANAGEMENT INSTITUTE
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ANAND -388110

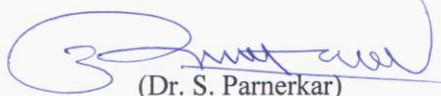
CERTIFICATE

This is to certify that the project entitled “**Factors Influencing Decision to Use and Decision to Buy a Brand of Oral Feed Supplement of Mineral Mixtures, Vitamins, Calcium Tonics and Probiotics**” submitted by **Dr. Snehalkumar Hitendraprasad Patel** to the Anand Agricultural University, Anand in partial fulfillment of the requirement for the degree of M.B.A. (International Agribusiness) after presentation and defended by the candidate before the following members of the Advisory Committee. The performance of the candidate in this project has been found satisfactory; we therefore, recommend that the project report may be approved.


(Dr. G. B. Valand)
Principal



(Prof. Y. A. Lad)
Major Advisor


(Dr. Chand Bahar)
SRM, Zydus
Committee Member


(Dr. S. Parnerkar)
Prof. & Head,
Dept. of Animal Nutrition, AAU
Committee Member

Place: IABMI, Anand

Date: 21/7/2010


(Prof. T. S. Shubin)
Assist. Prof.
IABMI, AAU
Committee Member



VETERINARY
DIVISION

Alembic/HR/ST/10-11/1

July 29, 2010

TO WHOM IT MAY CONCERN

This is to certify that **Dr Snehal Hitendraprashad Patel**, student of M.B.A. (International Agribusiness) in 4th semester in International Agri Business Management Institute, Anand Agricultural University, Anand has successfully completed 8 weeks' project work in our Veterinary Division commencing from 22nd February 2010.

We wish him all the success in his future endeavors.

T.C.Khot
Sr.Manager - HR

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DECLARATION

I hereby declare that the project entitled **“Factors Influencing Decision to Use and Decision to Buy a Brand of Oral Feed Supplement of Mineral Mixtures, Vitamins, Calcium Tonics and Probiotics”** Submitted for the M.B.A (International Agribusiness) degree is my original work and this has not formed the basis for the award of any degree, associate ship or other similar titles.

Place: IABMI, Anand

Name :  : Dr. Snehal H. Patel

Date: 21/07/2010

Reg. No. : 04 - 0888 - 2008

ACKNOWLEDGEMENT

I take this opportunity to express our deep and sincere gratitude to Mr. Gautam Chatterjee (Vice President, Alembic Limited, Vet Division) for his valuable guidance and encouragement in implementing the knowledge gained through discussions in the form of a project. Indeed the words at my command are not adequate, either in the form of spirit, to convey the depth of my feeling of gratitude to Mr. P. Karunanithi (DGM, Vet Division), Dr. Rabindranath Karmakar (Technical Manager, Vet Division) and Mr. Vijaykant Dwivedi (Product Manager, Vet Division) for their scholastic guidance, constructive criticism, constant encouragement and pertinent suggestions in planning and execution of this project.

I have an immense pleasure in expressing my deepest sense of gratitude and humble indebtedness towards my college guide Mr. Y. A. Lad for his steadfast inspiration, expert guidance, and pain taking effort and keen abiding interest during the entire research work. With profound respect, I extend my gratitude to Dr G. B. Valand, Principal of International Agri Business Management Institute, Anand Agricultural University, Anand for providing necessary facilities during the project work.

I am also grateful and express my sincere thanks to all field force of Alembic Ltd. for providing me the necessary information needed during the project work.

I feel imperative to express my sincere thanks for the generous help received from Associate Prof. Dr. R. S. Pundir, Asst. Prof. Dr. Sanjeevkumar and

Asst. Prof. T. S. Shibin for their kind co-operation and valuable help during the project work.

I am also thankful to my parents and my fiancée for giving me their moral support. I especially thankful to my friends Er. Badi Mohmadmunaf and Mr. Ramesh Patel for their cooperation directly or indirectly in completion of project work.

I also acknowledge all the respondents in Maharashtra, Bihar and Jharkhand for their kind support.

At the last but not the least, we think that the words are insufficient to express deep sense of feeling and respect towards our parents, without their encouragement, blessing and benediction it would not be possible to us to complete this course. Their patience and sacrifice always have been the vital source of inspiration for us.

Date: 21/07/ 2010

Place: Anand


Dr. SNEHAL H. PATEL

ABSTRACT

**FACTORS INFLUENCING DECISION TO USE AND DECISION TO
BUY A BRAND OF ORAL FEED SUPPLEMENT OF MINERAL
MIXTURES, VITAMINS, CALCIUM TONICS AND PROBIOTICS**

**Name of Student
Dr. Snehal H. Patel
(04-0888-2008)**

**Major Advisor
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ANAND-388110**

ABSTRACT

India stands number one in milk production and in animal population. Milk production is expected to grow 4% at annual basis. With the development of dairy industry traditional approach of farmers towards animal husbandry is changing towards commercial approach, so there is a huge potential for feed supplement industry in India.

The corporate world is now becoming more and more competitive. To exploit this potential it is very necessary for marketer to understand farmers' behavior. In view of this, the Alembic Ltd. assigned the project entitled "factors influencing decision to use and decision to buy a brand of oral feed supplement of mineral mixtures, vitamins, calcium tonics and probiotics". Area of Maharashtra, Bihar and Jharkhand states were selected for the purpose. Primary

survey was carried out of farmers having 8 or more than 8 lactating cow and/or buffalo and retailers engaged in the business of feed supplements.

This report provides the details of feed supplements preferred by farmers, their purpose of using feed supplements and factors those influence farmers' decision to use and to purchase feed supplements like price, quality, availability, packaging, influence of key person such as veterinarian, paravets, retailer and neighbor.

From the responses of the farmers and retailers it can be concluded that the farmers using feed supplements mainly for improving milk production and for good health. Single strength oral calcium is most preferred by farmers in all three states. Farmers of Maharashtra preferred plain mineral mixture while plain minerals with vitamins were preferred by farmers in Bihar and Jharkhand. Farmers who purchase feed supplement by their own choice mainly preferred quality and availability in all three states. Veterinarian and retailers are the main factors who recommend farmers to purchase feed supplements. The study also discusses preferred presentations of feed supplements by farmers.

This project will help company to understand such factors, farmers' and retailers' behavior, so it may helpful for the company to modify or to develop new strategy and new product to grab more market of feed supplements. This project also helps to identify the key players in feed supplement market.

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NOMENCLATURE

API	Active Pharmaceutical Ingredients
BPC	British Pharmaceutical Codex
CAGR	Compound Annual Growth Rate
CLFMA	Compound Livestock Feed Manufacturer Association
CMD	Chairman and Managing Director
Co.	Company
Dr.	Doctor
DSIR	Department of Science and Industrial Research
Er.	Engineer
FDF	Food and Drink Federation
FICCI	Federation of Indian Chambers of Commerce and Industry
GMP	Good Manufacturing Practices
GoI	Government of India
IAB	International Agri Business
IABMI	International Agri Business Management Institute
ISO	Indian Standard of Organization
Kg.	Kilogram
Lit.	Litre
Ltd.	Limited
M.B.A	Master of Business Administration
M.R	Marketing Representative
MD	Managing Director
R & D	Research and Development
UCB	Union Chimique Belge
US	United States
Vet	Veterinarian
vs.	Versus
WHO	World Health Organization
%	Percentage

I



INTRODUCTION

I. INTRODUCTION

1.1 Company Profile

ALEMBIC LIMITED

100 YEARS OF EXCELLENCE IN HEALTHCARE!

ISO-9002 and ISO-14001 certified company committed to health. Alembic was started in 1907 and now it is Asia's most respected integrated pharmaceutical company with manufacturing facilities in Baroda and Baddi, India with R&D facilities spearheading landmark research in the areas of Chemistry, Microbiology, Pharmaceutical Technology and Bio-Equivalence. Asia's most respected integrated pharmaceutical company with manufacturing practices and facilities that conform to WHO-GMP guidelines; its international business in API's, BPC's & FDF's is responsible for enhancing life in over 75 countries in 4 continents around the world. Its admin office is at Baroda and corporate marketing office is at Mumbai. Manufacturing facilities are available at Panvel, Vadodara, Halol, Karakhadi in Gujarat and at Baddi in Himachal Pradesh.

1.1.1 Financial Performance 2008-09

The year 2008-09 was a challenging year for the world including India. The Indian Economy which was growing over 9% since last three years, on account of slow down across all the sectors, could grow by 6.5% which in fact is the lowest since 2004-05. The financial storm that swept across one side of our world impacted businesses across the globe. The pharmaceutical sector, though a relative out-performer in comparison to the overall economy, saw buoyant forecasts of global Pharma sales being moderated. It was also a difficult year for Alembic. While some of the strategies adopted and paths charted in previous

years started yielding handsome results, others needed course correction. An impressive 44% growth in our International Business was dampened by a 7% de-growth in our domestic formulations business.

The Company's consolidated Sales were Rs. 1,134 Crores for the year ended 31st March, 2009 as compared to Rs. 1,027 Crores for the previous year, which shows a growth of 10.40% over previous year. The consolidated Profit before Interest, Depreciation, Foreign Exchange Gain & Losses, Non-recurring Income and Expenses and Taxes was Rs. 130 Crores for the year under review as compared to Rs. 156 Crores for the previous year. During the year, the interest and financing cost was Rs. 40 Crores as compared to Rs. 33 Crores in previous year due to higher working capital and increase in interest rates. The Company had to incur a loss of Rs. 35 Crores on account of foreign exchange fluctuations against a gain of Rs. 81 lacs in the previous year. This was due to extreme depreciation of rupee and volatile movement of US dollar vis-à-vis other currencies. The Company provided in full mark-to-market losses and we do not expect any further significant loss on this account in the coming year.

1.1.2 Board of Directors

<p>Mr. Chirayu R. Amin</p> <p><i>Chairman & Managing Director</i></p>	<p>Mr. Chirayu R. Amin is M.B.A. from U.S.A. He has been working with the company since 1983. Under the able leadership of CMD, the Company has achieved and has been able to maintain the growth in sales despite very keen competition in pharmaceutical industry. He is director on board of Elecon Engineering and United Phosphorus Limited, Mumbai .He was President of FICCI- New Delhi, International Chamber of Commerce (India Chapter) New</p>
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	<p>Delhi, All India Organization of Employers, New Delhi. Federation of Gujarat Industries, Vadodara, Gujarat Flying Club, Vadodara and The Indian Council of Arbitration, New Delhi. He is President of BCA Vadodara and Also Vice President of BCCI. He is a member of World Presidents' Organization, U.S.A. He is a Committee Member of Federation of Gujarat Industries, Vadodara, Federation of Indian Chambers of Commerce and Industry (FICCI), New Delhi.</p>
<p>Mrs. Malika C. Amin</p> <p><i>Whole - Time Director</i></p>	<p>Mrs Malika C.Amin is Master of Arts. She has been working with the company since 1988. Mrs Amin is having extensive experience in corporate management and administration. She has been shouldering the responsibilities of administration of the day-to-day affairs of the company</p>
<p>Dr. Babubhai R Patel</p>	<p>Dr. B.R. Patel is an eminent Physician & Cardiologist with experience of over 48 years. His qualifications are M. B., MRCP Edin (Cardiology). He has been a Director of the Company for the past 33 years and his presence on the Board has helped immensely because of his vast and varied experience in the field of medicine</p>
<p>Mr. Pranav N. Parikh</p>	<p>Mr. P.N. Parikh is a Commerce Graduate and has done Business Administration Program at Harvard University, USA. He has vast experience as an industrialist and has been an active participant in various industrial fora and organisations. He has been on the Board of the Company for the last eight years</p>

<p>Mr. K.G.Ramanathan</p>	<p>Mr. K.G. Ramanathan is a postgraduate in Physics from University of Madras and is a Retd. IAS Officer. He has worked in senior administrative positions in the State of Gujarat and also in Government of India. He has wide industrial experience particularly in the fields of fertilizers, chemicals and petrochemicals. Before his retirement from Government service, he was the Chairman and Managing Director of erstwhile Indian Petrochemicals Corporation Limited (IPCL), a prestigious petrochemical Company of India. Mr. Ramanathan is the Chairman of Chemical and Petrochemical Manufacturers Association of India since its inception. He is also the founder President of Indian Centre for Plastics in the Environment (ICPE). He is also associated with several trade and industry associations and social organisations.</p>
<p>Mr. Paresh Saraiya</p>	<p>Mr. Paresh Saraiya, a Graduate in Mechanical Engineering with Distinction from the M.S. University of Vadodara, He is the Managing Director of Transpek-Silox Industry Limited, a joint venture Company between Silox S.A., Belgium and the Excel/ Transpek Group. He has over the years held various key positions in the commercial as well as technical functions of the Company.</p>
<p>Mr. Rajkumar Baheti <i>Director , President – Finance &</i></p>	<p>Mr. R.K. Baheti is commerce graduate and a fellow member of Institute of Chartered Accountants of India. He is also a fellow member of Institute of Company Secretaries of India with experience in finance, accounts, taxation and management function He has been on the</p>

<i>Company Secretary</i>	Board of the Company and his presence on the Board has contributed to the growth of the Company
Mr. Pranav Amin <i>Director & Chief Business Development Officer</i>	Mr. Pranav Amin has done Bachelors of Science in Economics/Industrial Management from the Carnegie Mellon University in Pittsburgh, USA. He worked as a Jr. Financial Analyst at Dendrite Inc. in New Jersey, USA. Dendrite focuses on Customer Relationship Management software catering mainly to Pharmaceutical Companies. He pursued his M.B.A in International Management from Thunderbird, The American Graduate School of International Management. He is Director & Chief Business Development Officer - International Division

1.1.3 Mission

Alembic Ltd. always intended to give access to the best healthcare products at affordable price to everyone, anywhere in the world.

1.1.4 Goal

Goals are based on emerging opportunities; as a result its capabilities are in-sync with our overall belief of extending life.

Alembic has a turnover and growth rate that takes it into the top bracket of Indian pharmaceutical companies with a series of brands among the top five in their respective categories. Alembic is spreading its wings now to regulatory markets both in respect of API and Formulation. Alembic Ltd. s committed to make the world a better place to live in and we strive to achieve this goal through our educational, environmental and personal healthcare programs.

1.1.5 Environment

Alembic Ltd. considers the protection of the environment as its direct responsibility and all its processes and technologies incorporate this feature. A clean and a green environment is an absolute necessity and we ensure this by using state-of-the-art Effluent Treatment Plant for all the waste generated. Its sprawling green campus houses a large percentage of our employees. It actively support and fund various environmental organizations in their crusade to make this place a better world to live in.

1.1.6 Healthcare

Alembic Ltd. has promoted the Bhailal Amin Trust that manages one of the most successful hospitals in the state of Gujarat, India. The high level of services and procedures available here remain unparalleled anywhere in the state.

1.1.7 Education

Education is the cradle of a successful developing nation and Alembic Ltd. is committed to it by managing an educational trust.

1.1.8 Milestones

- ❖ Entered into licensing agreement for its Novel Drug Delivery Platform for Keppra® XR (Levetiracetam Extended Release Tablets) with UCB.
- ❖ Acquisition of Non-Oncology Business of M/s Dabur Parma Ltd.
- ❖ Acquisition of API Plant at Tal; Karakhadi, Dist Vadodara
- ❖ Launched BioArc Research Solutions
- ❖ Taken over the Bulk Drugs Unit of Darshak Limited.
- ❖ Started manufacturing facility at Village Bhimpore, Daman.

- ❖ Launched Generic Division.
- ❖ Inaugurated Cephalosporin – C manufacturing facility by Mr. Suresh Prabhu – Honorable Union Minister of Chemicals & Fertilizers, GoI.
- ❖ Achieved ISO 14001 Certificates
- ❖ Achieved ISO 9002 Certificate for its manufacturing facilities.
- ❖ Launched Clarithro – A brand of Clarithromycin.
- ❖ Launched Azithral Liquid
- ❖ Launched Roxid Liquid.
- ❖ Received Award for ‘Excellence in Environment Preservation and Pollution Control’ by FGI.
- ❖ Launched Azithral – A brand of Azithromycin.
- ❖ Received Second Chemexcil Award.
- ❖ Launched Roxid – A brand of Roxithromycin.
- ❖ Received First Chemexcil Award.
- ❖ Started manufacturing Ampicillin, Pharma Building was set up.
- ❖ R & D was approved by DSIR, GoI.
- ❖ Started Manufacturing Kanamycin by fermentation.
- ❖ Launched Althrocin – A brand of Erythromycin.
- ❖ Received Dr. P.C. Ray Award for Quality.
- ❖ Started Manufacturing Streptomycin.
- ❖ Bulk Manufacturing of Vitamins B12 by fermentation.
- ❖ Started manufacturing Cough Syrup, Vitamins, tonics and Sulphur Drugs.
- ❖ Started manufacturing Chemicals and Vegetable Ghee
- ❖ French Distillery Plant worth Rs. 1 Lac along with machinery for Pharmaceutical purposes was installed in Vadodara.
- ❖ A Joint Stock Company with a limited liability registered first in Bombay and then in Vadodara. The Company was named Alembic Chemical Works Co. Ltd.

1.1.9 Alembic Group of Companies

- ❖ Shreno Limited (Year Glass Division)
- ❖ Shreno Limited (Engineering Division)
- ❖ Paushak Limited

1.1.10 Formulations

Alembic's extensive range of finished dosage formulations covers every aspect of human life. Its basket of formulation products contain more than 150 products in several forms belonging to diverse therapeutic segments including anti-infective, cough & cold products to cardiovascular and oral anti-diabetics. The manufacturing expertise is available for almost all dosage forms including sterile as well as non sterile products. Formulation which account for 65% of the total business today is having its manufacturing facility at three different places namely Vadodara & Panelav at Gujarat in the west & Baddi at Himachal Pradesh in the north. The facility at Panelav enjoys certifications from international regulatory authorities like MHRA (UK), MCC (South Africa). The formulation business has crossed the boundaries of India and is well spread to many other countries in overseas. Thus there are three wings of formulation business

- ❖ International
- ❖ Domestic
- ❖ Veterinary

1.1.11 Veterinary Products

Antibiotics/ Anti- Microbial Injectable/ Oral liquids.

1. Azithral SP
2. Bacipen Injection

3. Bistrepen Injction
4. Enrox Injection
5. Enrox Oral
6. Fortified Procain Penicillin Injection
7. Gentamicin Injection
8. Moxel D Injection
9. M-Ceft Injection
10. Moxef injection
11. Oxytertycline Injection
12. Xceft Injection

Specialty Injectable

1. Bivinal Plus injection
2. Dicolvet- M Injection
3. Dicolvet- MP Injection
4. Vetcort Injection
5. Zeet Injection
6. Ketop Injection

Anthelmintics/Ectoparasiticides/Antiprotozoals:

1. Mectin Injection
2. Minthal Bolus
3. Tik- Out
4. Poron
5. (Flumethrin 1% Solution)
6. Surral Injections

Bolus:

1. Aspal Bolus
2. Rumen -Fs Bolus

Feed Supplements for Cattle:

1. Alvite –M
2. Alvite -M Chelated
3. Ascal -Fs
4. Ascal -Gold
5. Ascal-Pet
6. Khurak
7. Minal Forte
8. Sharkoferrol -Pet
9. Sharkoferrol-Vet

Feed Supplements for Poultry:

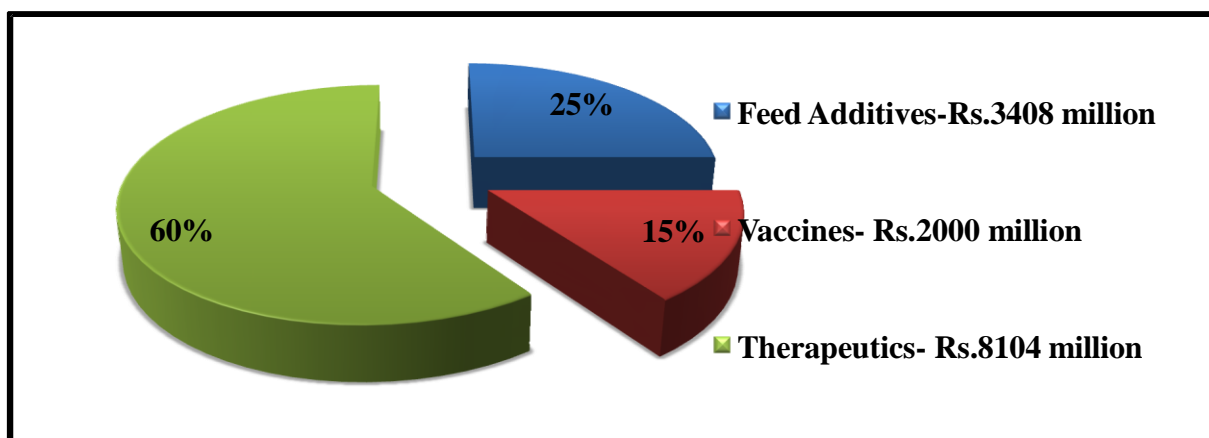
1. ALBMD
2. Althrocin -FS
3. Alvimix -Forte
4. Alvizyme -Plus
5. Altime -Zm -Plus
6. Albplex
7. Bivinal Liquid
8. Coxisal
9. Fleeban
10. Zuricox

1.2 Industry Profile

1.2.1 Animal Health Products Industry

India's flourishing animal husbandry has given rise to a dynamic Animal Health Product industry. With a market size of approximately Rs. 13,500 million in 2004, it is growing at an estimated 8-10% per annum. The dominant sectors served by the Animal Health Product industry are cattle, poultry, aquaculture and small ruminants. Pets, equine and others are comparatively insignificant contributors. The robust growth patterns displayed by the poultry segment and the sheer size of the cattle population have contributed largely to the growth of the AHP segment.

Today, over 250 companies market a wide range of feed additives, tonics, vitamin supplements, antibacterials, anthelmintics, biologicals, enzymes, herbals, antibiotics, probiotics and others. However, almost 70% of this market is controlled by 15 companies who have leveraged their marketing and distribution strengths to tap the market potential. They are bullish about the growth in consumption considering the growth trends in the poultry and dairy segments.

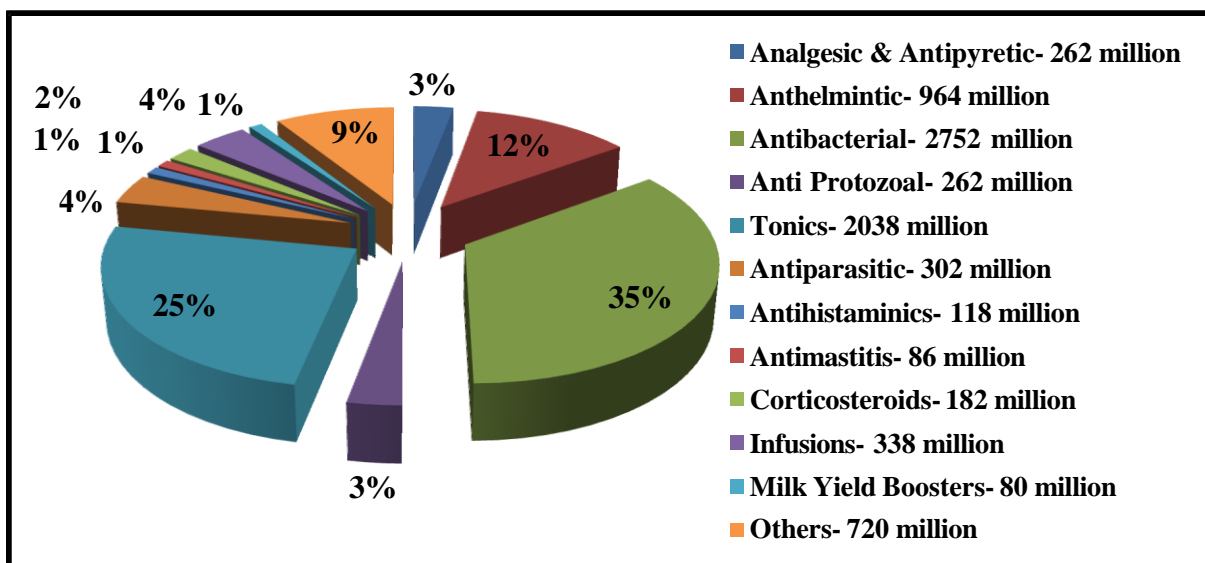


(Source: Livestock Industry Report by CLFMA of India, 2005)

Fig. 1.2.1.1: Animal Health Product Market Compositions

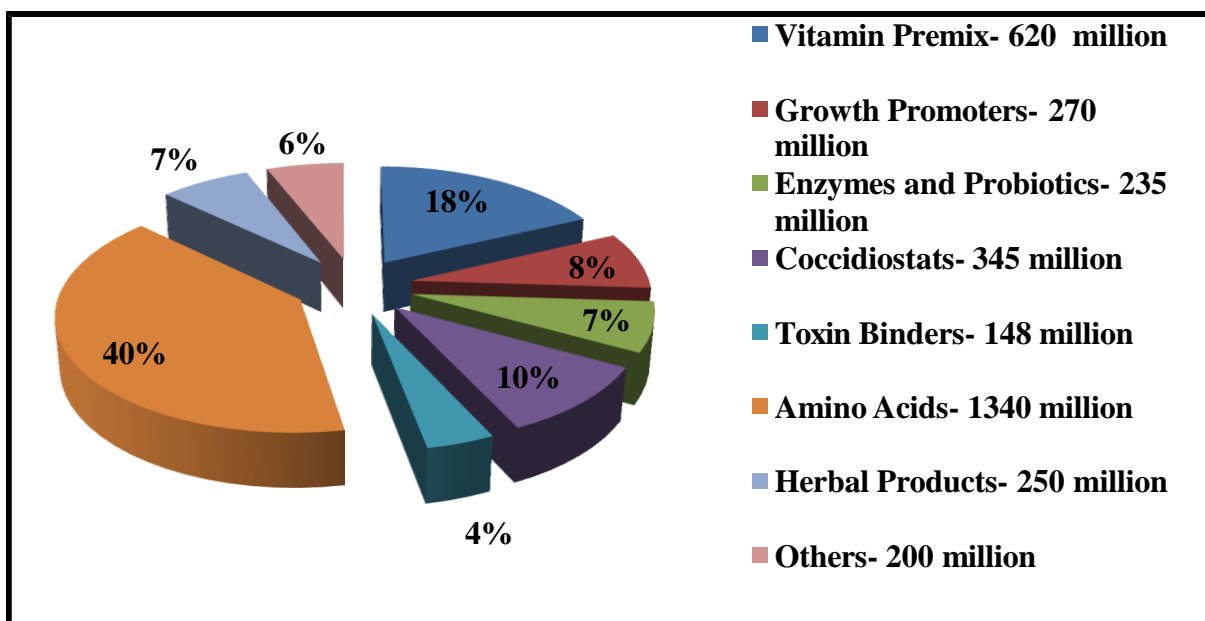
1.2.2 Market Scenario

The Animal Health Product market consists broadly of therapeutic products, feed additives and vaccines



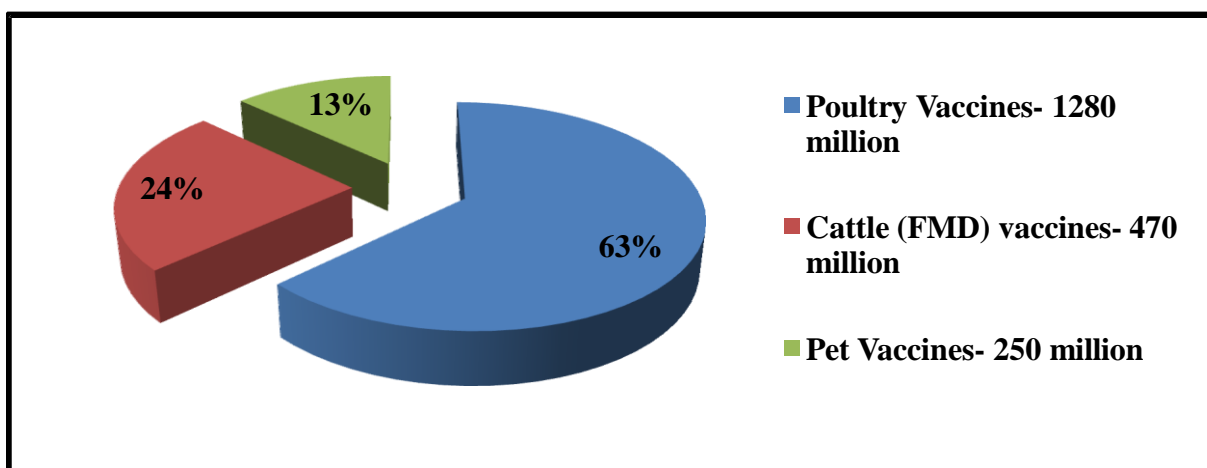
(Source: Livestock Industry Report by CLFMA of India, 2005)

Fig. 1.2.2.1: Therapeutic Product Market, 2004



(Source: Livestock Industry Report by CLFMA of India, 2005)

Fig. 1.2.2.2: Feed Additive Markets



(Source: Livestock Industry Report by CLFMA of India, 2005)

Fig. 1.2.2.3: Biological Products Market

World Animal Feed Additives Market to Reach US\$15.4 Billion by 2010
 Growth in the global market for animal feed additives will stem from increasing population, rising standards of living, growing consumption of meat and meat products in developing countries, and consistent demand from the developed world.

United States, Europe and Asia are the three largest animal feed additive markets, collectively accounting for about 75 percent of the worldwide share. The US market is estimated at US\$3.9 billion in 2007, while Asia is expected to grow at a CAGR of 4.6% through 2010. The animal feed antibiotics market is projected to reach US\$4.2 billion by 2010. Although antibiotics were impacted due to a ban on their use as growth promoters, growth in the segment will be derived from therapeutic use. The animal feed amino acids market is estimated at US\$3.4 billion in 2007, and is projected to record the fastest CAGR through 2010. In terms of production, the industry is dominated by the US followed by Japan, Mexico, Brazil and China.

The market is relatively concentrated with the top ten companies accounting for about 60 percent of total output. In the US, segments such as feed antibiotics,

vitamins, and enzymes are dominated by leading five players. The global landscape is characterized by a number of regional and international players including Adisseo, Ajinomoto, Alpharma, Alltech, Archer Daniels Midland, BASF, Cargill, Chr. Hansen A/S, CJ Corporation, Danisco A/S, Degussa Feed Additives, DSM Nutritional Products, Eli Lilly's Elanco Animal Health, Evialis, Kemin Industries, Kyowa Hakko Kogyo Co, Lallemand, Lesaffre Yeast, Novozymes, Novus, Nutreco, Phibro, Provimi Holding and Tessengerlo.

In India CLFMA formed in June 1967 as The Compound Feed Manufacturers Association, CLFMA now has around 200 members, including all sectors of the livestock industry. CLFMA OF INDIA is recognized not only by livestock farmers, Central and State Governments, Government Departments, Agricultural Universities, Veterinary Colleges and National Research Institutes in the country, but also by related sectors outside the country.

Few animal feed manufacturers' way back in 1964 initiated the dialogue to give organizational bent to this industry. As a result, CLFMA was formed and registered on 8th June 1967, which in 1969 was registered as a charitable public trust. The prime objective of CLFMA is helping the promotion of overall animal husbandry, by promoting the concept of balanced feeding of animals in accordance with their nutritional requirements for deriving the maximum output from them through productivity improvement.

CLFMA is fully committed to manufacturing and supplying high quality; safe and conversion-efficient animal feeds to livestock farmers at prices affordable to them.

1.2.3 Feed Supplements

Feed supplements are nutritive materials which are feedstuffs and which are added to a basic diet such as pasture to supplement its deficiencies such as mineral mixtures, Vitamins, Calcium tonics, Probiotics, trace elements and macro feeds. Major players in feed supplement market are Virbac, Vetcare, Pfizer, Vetnex, Alembic, Intas, Zydus, Cadila Healthcare, Novartis, Vetkind, and Natural Remedies. Capitalizing on the market created by pharmaceutical majors, local unorganized manufacturers entered this segment. There are still a large number of such unprincipled local players which makes marketing difficult for genuine manufacturers of quality products which necessarily come at a higher price.

Presently, the following feed supplements are used exclusively in the manufacture of animal feeds.

- (a) Feed grade amino acids / mixes
- (b) Antibiotic feed supplements
- (c) Pro-Biotics
- (d) Enzyme preparations specific to animal feeding
- (e) Anti-oxidants
- (f) Mould inhibitors
- (g) Taste enhancers
- (h) Feed Flavors
- (i) Coccidiostats
- (j) Feed preservatives

The combination of the above substances also can be classified under Feed Supplements. These Feed Supplements can be mixed in feed & can also be

offered through water. Their physical state could be in powder, pellet or liquid form.

1.3 Overview of the Animal Feed Supplement

The importance of dairying in a country like India hardly needs emphasizing. India has vast resources of livestock, which play an important role in the national economy and also in the socioeconomic development of millions of rural households. The Indian dairy sector contributes a large share of the agricultural gross domestic product (GDP). World milk production is 92.5 million tonnes and Indian dairy sector contributing 14.9% of world's milk production and production is expected to grow 4% at an annual basis (Basic Animal Husbandry Statistics, 2006). World cattle and buffaloes population is 15369 million stocks and India has 283.10 million cattle and buffaloes which is more than 50 percent of the world's buffaloes and 20 percent of its cattle (Basic Animal Husbandry Statistics, 2006). Even though India is first in animal population and milk production, productivity per animal is less as compare to developed countries. There are many reasons for less productivity of animals but main reasons are genetic potential of animal, nutritional status of animal and environment.

Feed supplements are nutritive materials which are feedstuffs and which are added to a basic diet such as pasture to supplement its deficiencies such as mineral mixtures, Vitamins, Calcium tonics, Probiotics, Trace elements and Macro feeds. Minerals are an important component of the diet of the animals. These minerals are necessary for the growth, reproduction, milk production, maintenance and functioning of the body tissues. With the introduction of high yielding and multi-cut crop varieties, the soil has become depleted in minerals. This deficiency of mineral in the soil is expressed in the fodder and the animal

due to a strong soil-plant-animal interrelationship. The deficiency of minerals is also region and zone specific.

Table 1.3.1: Regions and Minerals Deficiency in Feed

Regions	Minerals Deficient In Feeds
Northern	Ca , P , Mg, Zn ,Cu, Mn, I
Western	Ca, P, S, Cu, Zn
Southern	Ca, P, Mg, Cu, Zn
Eastern	Ca, P, Mg, Mn, Cu, Zn, Co

(Source: M. Tandon, NDRI, Karnal, Haryana, 2001)

Table 1.3.2: Minerals Required by the Dairy Animal

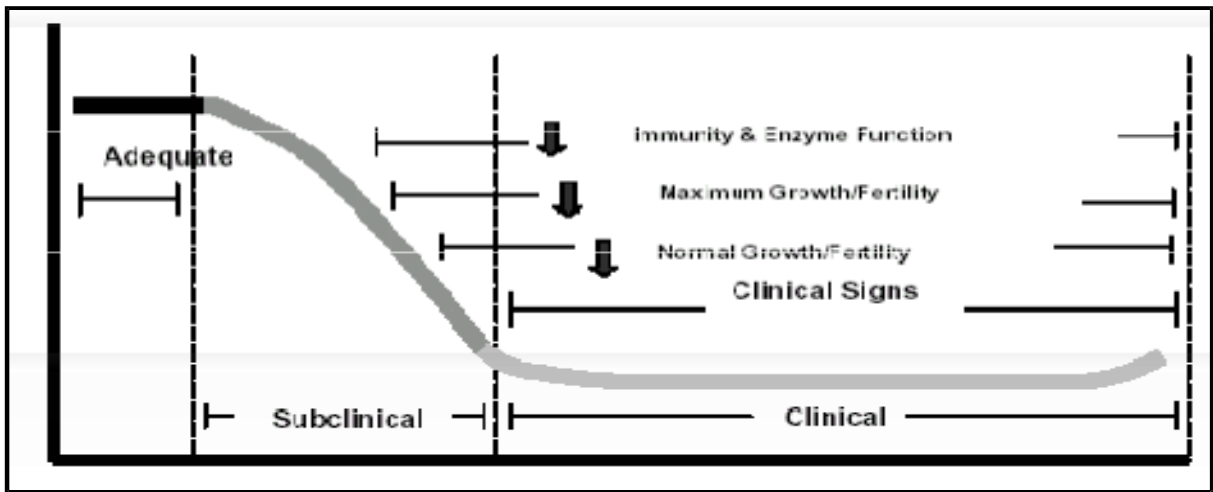
Macro Minerals	Micro Minerals
Calcium	Iron
Phosphorus	Zinc
Magnesium	Copper
Sodium	Cobalt
Potassium	Iodine
Chlorine	Manganese
Sulphur	Molybdenum
	Chromium
	Fluorine
	Selenium

(Source: Underwood, 1981)

Deficiencies of minerals responsible for poor performance, reduced production, poor health and higher susceptibility to infections due to lowered vitality or excess of minerals may interfere with the availability of other nutrients causing secondary deficiency. Some of minerals are toxic and excess may be fatal also.

Minerals in animal nutrition having too much importance for better growth and production.

Fat soluble vitamins such as Vitamin A, D, E and K are also found in milk associated with milk fat globule. These vitamins too need constant supply to ensure steady milk yield.



(Source: Reddy D.V., 2005)

Fig. 1.3.1: Effect of Declining Traces Mineral Status on Animal Performance

Minerals are required in adequate amount for better performance of the animal but when minerals level goes below normal or adequate level, animal shows subclinical signs and further decline in minerals level result in decrease in immunity and enzyme function, decrease growth and fertility and ultimately animal shows clinical signs of mineral deficiency.

In order to supplement these essential nutrients and to enhance production, dairy farmers in India supplement the cattle feed with different types of tonics and vitamin / mineral premixes. Exposure to international standards has brought about a heightened awareness of productivity and best farm practices around the globe. Indian farmers are now conscious of the need to increase profits by cutting costs and improving productivity levels. Animal health products

especially nutritional supplements have become important inputs to boost productivity.

There are some factors like Price, Quality, Availability, Product features, Advertisement, Packaging and farmers awareness, Influence of key person like Veterinarian, Paravets, Retailer and Neighbor those affect farmers' decision to use and purchase of feed supplements. Price is very important factor as it affects cost of milk production mainly and commercial farmers are giving more emphasis on it. Quality is also important factor as good quality feed supplement reduces feed consumption and protecting the animal against all sorts of harmful environmental influences. Availability of feed supplement also affect farmers' decision as if they don't find their choice of feed supplement they will not purchase it or purchase its substitute. Besides these factors, Veterinarian, Paravets also prescribe farmers to purchase and use particular feed supplements. Product features include taste, shelf life, texture, nutritional factors, color and flavor of feed supplement. Advertisement is one of the major tools of promotional activities and it determines significant difference between the brands.

Keeping in view of above facts an attempt had been made to understand the factors influencing decision to use & decision to buy a brand of oral feed supplement of mineral mixtures, vitamins, calcium tonics and probiotics with following objectives.

1.4 Objectives:

The study was conducted with the following objectives:

1. To study the process involved in establishing the need for feed supplements.

2. To study the factors influencing the decision to go for mineral mixture – plain or with vitamins OR oral calcium OR any other feed supplement.
3. To understand the influence of Retailers / Stockists or Vets / Paravets / Opinion leader.
4. To understand scheme, packaging, company name, price, promotional offer or promotional activity.
5. To access brand recall of Ascal FS, Ascal Gold, Sharkoferrol Vet, Alvite M, Khurak & Alvite M Chelated.
6. To identify the scope for introduction of new formulations in the feed supplement.

II



METHODOLOGY

II. METHODOLOGY

2.1 Nature of Data

- ❖ **Primary data:** Through personal interview of animal owners having 8 or more than 8 animals and retailers of Maharashtra, Bihar and Jharkhand.
- ❖ **Secondary data:** From published Govt. and Non Govt. reports and websites.

2.2 Research Instrument

Two different type of questionnaire was used for farmers and retailers (Annexure - 1 for farmers and Annexure - 2 for retailers).

2.3 Sampling techniques

As company has given the list of the area and from that area I have taken sample as per convenient sampling.

2.4 Sampling Unit

Maharashtra: Farmers having 10 or more than 10 animals (Cow and Buffalo) and Retailers.

Bihar and Jharkhand: Farmers having 8 or more than 8 animals (Cow and Buffalo) and Retailers as company was interested to have more sample size for better analysis.

2.5 Sample Size

Maharashtra: 107 Farmers and 73 Retailers.

Bihar: 52 Farmers and 21 Retailers.

Jharkhand: 64 Farmers and 9 Retailers.

2.6 Data analysis method

After compiling the data, data were analyzed by graphical and tabular method in this report.

2.7 Area of Survey

Table 2.7.1: Area covered in Maharashtra

Dhule	
1	Fagne, Mukti, Parola, Amalner, Navalnagar, Dhule.
2	Tarwade, Mehunbare, Chalisgaon, Patonda, Waghli, Dhule
3	Arvi, Zodga, Malegaon, Nimgaon, Dhule
4	Songir, shindkheda, Dondacha, Malpur, Dhule
Karad	
1	Narayanwadi, Malkapur, Atke, Wather, Rethre (Kurd), Rethre (Budruk), Karad
2	Jakinwadi, Kapil, Goleshwar, Oglewadi, Saidapur, Karad
3	Karve, Vadgaon, kodoli, Dushere, Gondi, Shenoli, Karad
4	Ishlampur, Sakrali, Walwa, Asta, Karanjwadi, Bawchi, Kamheri, Karad
5	Shenoli Station, Jakhinwadi, Shirgaon
6	Vijaynagar, Vasantgadh
7	Beldare, Khodshi
Akluj	
1	Akluj, sadashivnagar, Poundshirish, Mandave, Natepute, Dhaigaon, Pirale, Chanrupuri, Ausu, Faltan
2	Akluj, Malenagar, Sangam, Temburni, Pimpalner, Ujani, Kurdu, Kurduwadi, Akluj

3	Akluj, Tulsi, Warvad, Modlimb, Bhosa, karkamb, Shtpal, Mahole
4	Baramati, pandhare, Mohsobachiwadi, Nirgude, Bhigwan, Rajegaon, Maltan
Akola	
1	Akola, Nimkarda, Paras, Balapur, Khamgaon, Nandura, Malkapur
2	Akola, kanheri, Barshitakli, Pinjar, Mahan, selu bazaar, Karanja, Murtijapur
3	Akola, Chohtta Bazar, Akot, Adgaon, Hiwarkhed, Tailara, Akola
4	Amravati, Chandubazar, Shirusgaon, Karzgaon, Paratwada

Table 2.7.2: Area covered in Bihar

Patna	
1	Patna, Salimpur, Dakshinichauk, Achuara, Bakhtiarpur, Barh
2	Patna, Harnauth, Murahri, Dhamoli, Bihar sharif, Parwalpur
3	Patna, Bidupur, Rajapokar, Dewachak, Jadaaha
4	Patna, Naubatpur, Bikram
5	Patna, Maner, Bihta, Dativana, Aamhara,
Mujaffarpur	
1	Mujaffarpur, Mushari, Dholi, Pilky, Nanpur, Pusa
2	Mujaffarpur, Jhapha, Koahi, Muksudpur, Runi said pur
Darbhanga	
1	Darbhanga, Bahera, Baheri, Chandan patti, Shankar lohar, Ghogia
Samastipur	
1	Samastipur, Bhore, Shapur, Angarghat, Kapan, Narhan, Rosera
2	Biraul, Gangapur, Kothia, Dighuara, Gangapur
Begusarai	

1	Begusarai, Balia, Sahebpur kamal, Panchvir, Shdanandpur, Tatri
2	Begusarai, Teghra, Bachwara
3	Begusarai, Manzol, Khodawantpur, Rajoda
Bhagalpur	
1	Bhagalpur, Tarapur, Kharagpur
2	Bhagalpur, Kahalgaon, Pirpaiti

Table 2.7.3: Area covered in Jharkhand

Deoghar	
1	Deoghar, Jasidih
2	Deoghar, Madhupur
Bokaro	
1	Bokaro, Chas, Siwandih, Jaina more
2	Bokaro, Tupkadih, Pusro, Kargali
3	Kendua, Katras, Baghmara
Ranchi	
1	Ranchi, Bootimore, Vikash, Rukka, Ormanjhi
2	Ranchi, Patratu, Bhurkunda, Giddi, Siyal
3	Ramghadh, Barkakana, Chittarpur, Gola

2.8 Scope of the Study

ALEMBIC LTD. (Veterinary Division) would like to carry out this project as company produce wide range of feed supplements like Ascal FS, Ascal Gold, Sharkoferrol Vet, Alvite M, Khurak & Alvite M Chelated. There are some factors like price, quality, availability, product features, advertisement, packaging, influence of key person like veterinarian, paravets, retailers and neighbor those affect farmers' decision to use and purchase of feed supplements.

Price is very important factor as it affects cost of milk production mainly and commercial farmers are giving more emphasis on it. Quality is also important factor as good quality feed supplement reduces feed consumption and protecting the animal against all sorts of harmful environmental influences. Availability of feed supplement also affect farmers' decision as if they don't find their choice of feed supplement they will not purchase it or buy its substitute. Besides these, veterinarian, paravets also prescribe farmers to purchase and use particular feed supplements. Product features include taste, shelf life, texture, economy, nutritional factor, color and flavor of feed supplement. Advertisement is one of the major tools of promotional activities and it determines significant difference between the brands.

This project will help the company to understand such factors and farmers' and retailers' behavior so it may helpful to modify or develop new strategy or new product to grab more market. This project also help to identify the key players in feed supplement market and help to understand buying behavior in the area of feed supplement.

2.9 Limitations of the Study

- ❖ This project requires primary survey of the animal owner and chemist which is time consuming and project period is limited. So time constrain is the major limitation of this project.
- ❖ The data obtained through secondary research may be outdated.
- ❖ Sample taken from given area may not represent the whole population.
- ❖ Small sample size may not be true representative of the population.
- ❖ Convenience sampling method was used in this survey.
- ❖ Respondents may be biased.

III



RESULTS

RESULTS

AND

DISCUSSION

DISCUSSION

III. RESULTS AND DISCUSSION

3.1 Findings of Farmers

3.1.1 Feed Supplement Users and Non Users

All respondents are classified in four major categories i.e. only oral Calcium users, Only Mineral Mixture users, Farmers using Oral Calcium & Mineral Mixture both and Non Users who are not using any type of feed supplement.

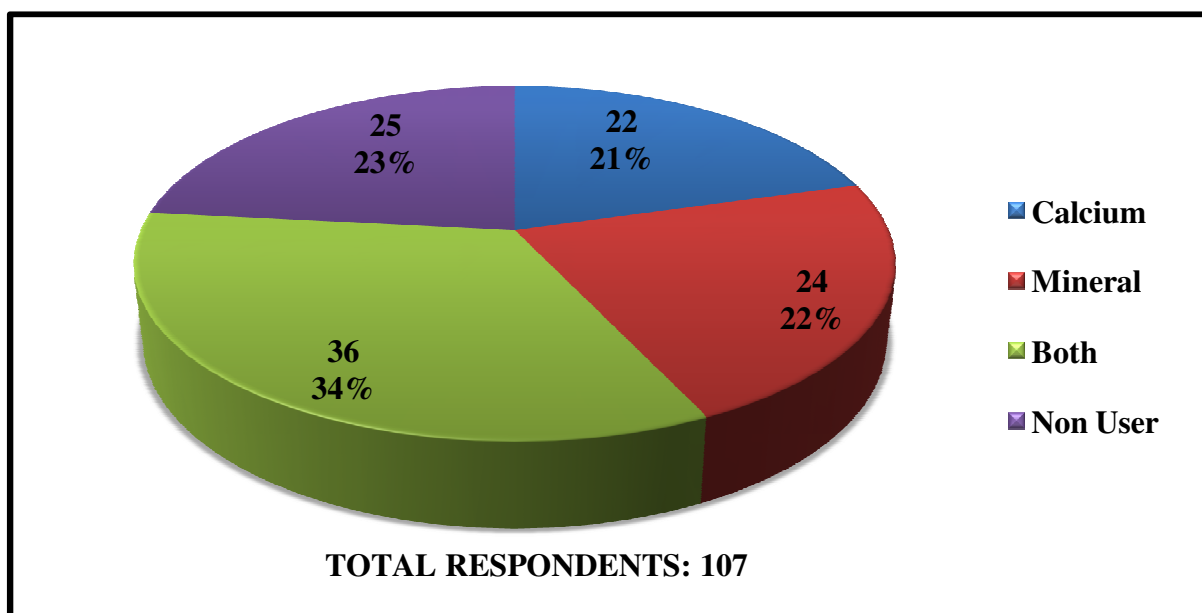


Fig. 3.1.1.1: Feed Supplement Users and Non Users in Maharashtra

In Maharashtra, out of total 107 respondents farmers using oral calcium only are 21%, farmers using 22%, farmers using oral calcium & mineral mixture both are 34% and farmers who are not using any feed supplement are 23%.

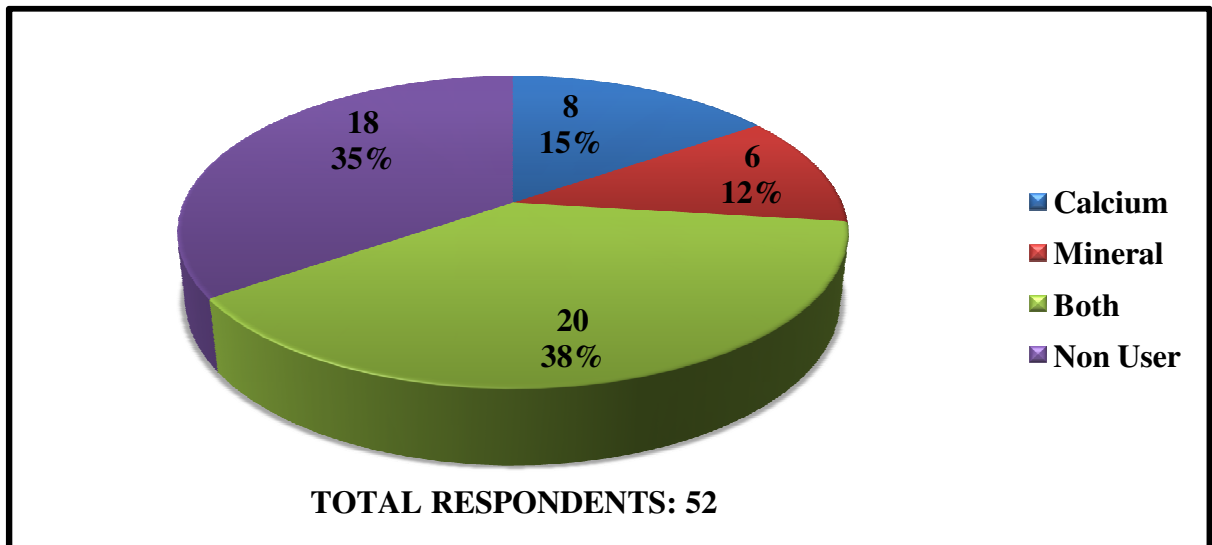


Fig. 3.1.1.2: Feed Supplement Users and Non Users in Bihar

In Bihar, out of total 52 respondents farmers using Oral calcium only are 30%, farmers using mineral mixture only are 28%, oral calcium & Mineral mixture both are 22% and farmers not using any feed supplement are 20%.

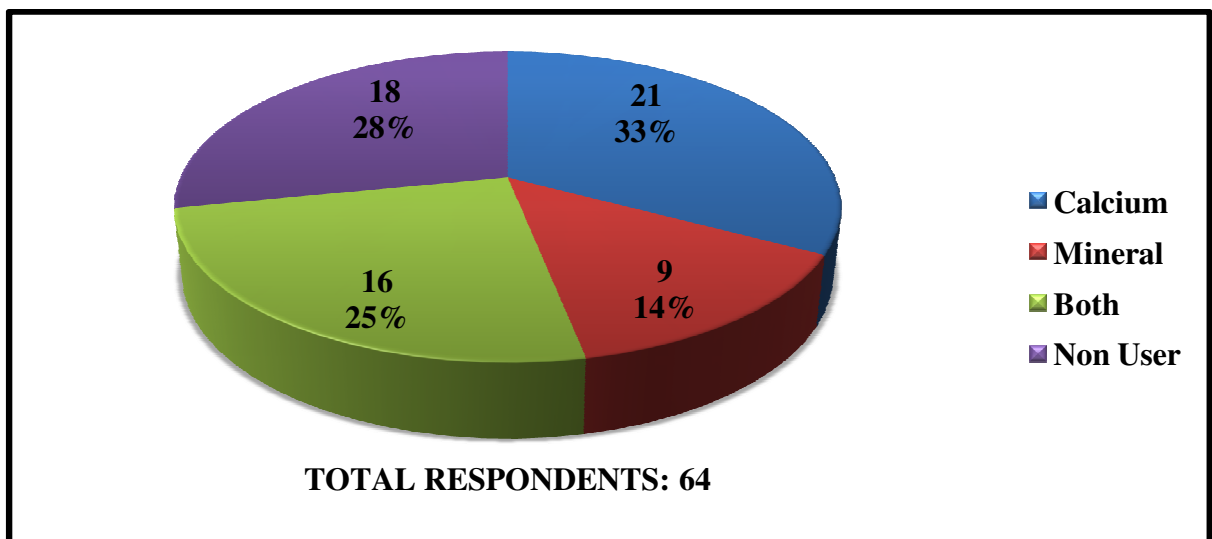


Fig. 3.1.1.3: Feed Supplement Users and Non Users in Jharkhand

In Jharkhand, out of total 64 respondents farmers using Oral calcium only are 33%, farmers using mineral mixture only are 14%, oral calcium & Mineral mixture both are 25% and farmers not using any feed supplement are 28%.

3.1.2 Use of Oral Calcium Category wise

All the farmers using oral calcium are classified in four categories i.e. Single Strength calcium users, Double Power calcium users, Chelated calcium users and Chelated calcium with Galactogogue users.

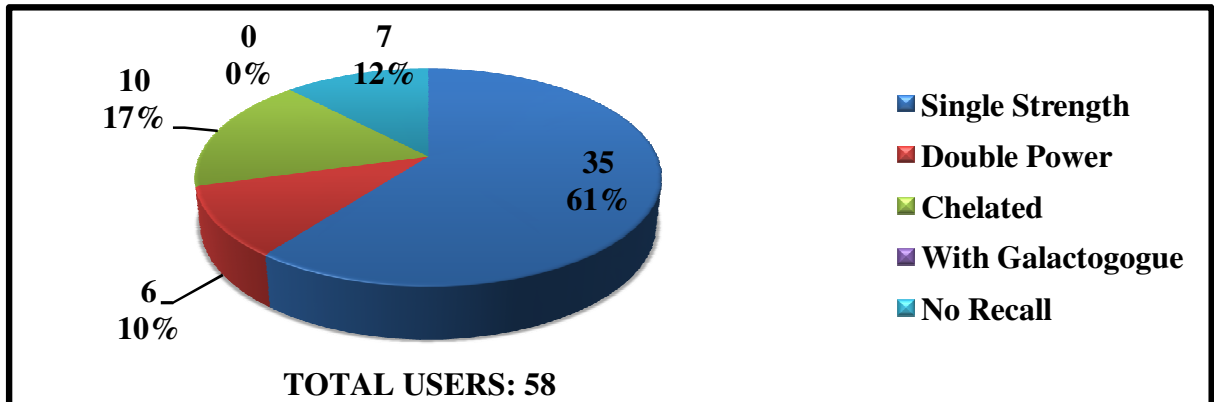


Fig. 3.1.2.1: Use of Oral Calcium Category Wise in Maharashtra

From above chart it can be concluded that in Maharashtra out of total 58 calcium users 61% farmers prefer to use single strength calcium so company should focus more on this category and farmers are not prefer Chelated calcium with galactogogue.

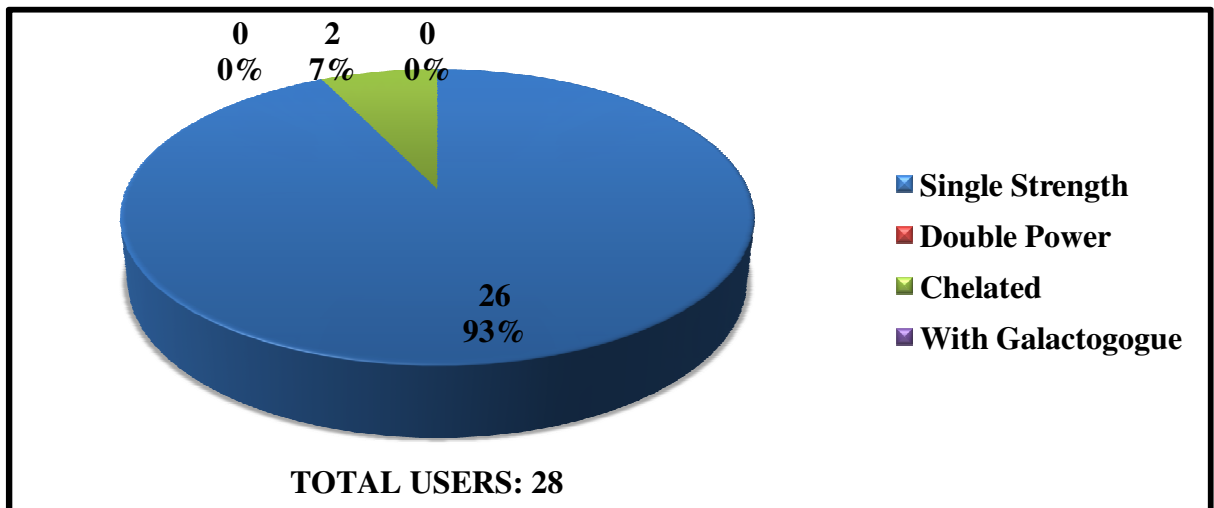


Fig. 3.1.2.2: Use of Oral Calcium Category Wise in Bihar

In Bihar, out of total 28 calcium users 93% farmers are prefer Single strength calcium so company should target this category with full strength where as Double power and Chelated calcium with galactogogue categories are not preferred by farmers.

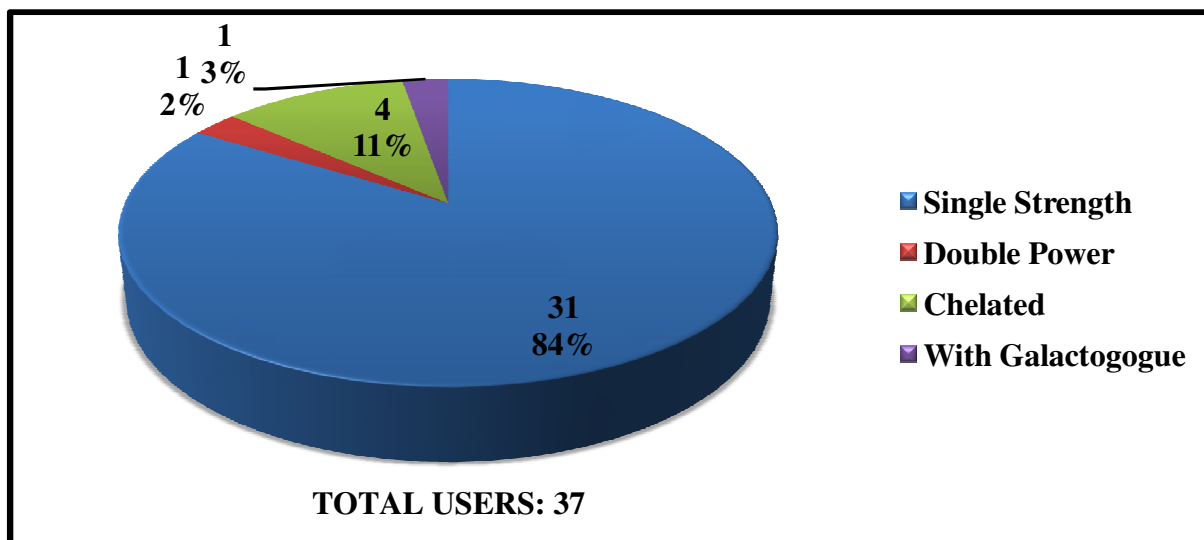


Fig. 3.1.2.3: Use of Oral Calcium Category Wise in Jharkhand

In Jharkhand, out of total 37 calcium users 84% farmers are prefer Single strength calcium so company should target this category with full strength where as Double power and Chelated calcium with galactogogue categories are less preferred by farmers.

Recommendations

- ❖ From the findings of Maharashtra, Bihar and Jharkhand I can say that, farmers prefer Single strength calcium and Chelated calcium so there must be more focus on promotion of Alembic's single strength calcium.
- ❖ The market of oral calcium with galactogogue is very less so if farmers' awareness to this category will increase the sale of this category.

3.1.3 Use of Mineral Mixture Category wise

All farmers using Mineral Mixture are classified in four categories i.e. Plain Mineral Mixture users, Chelated Mineral Mixture users, Mineral Mixture with Minerals and Vitamins users, and Mineral Mixture with By-Pass Fat and Probiotics users.

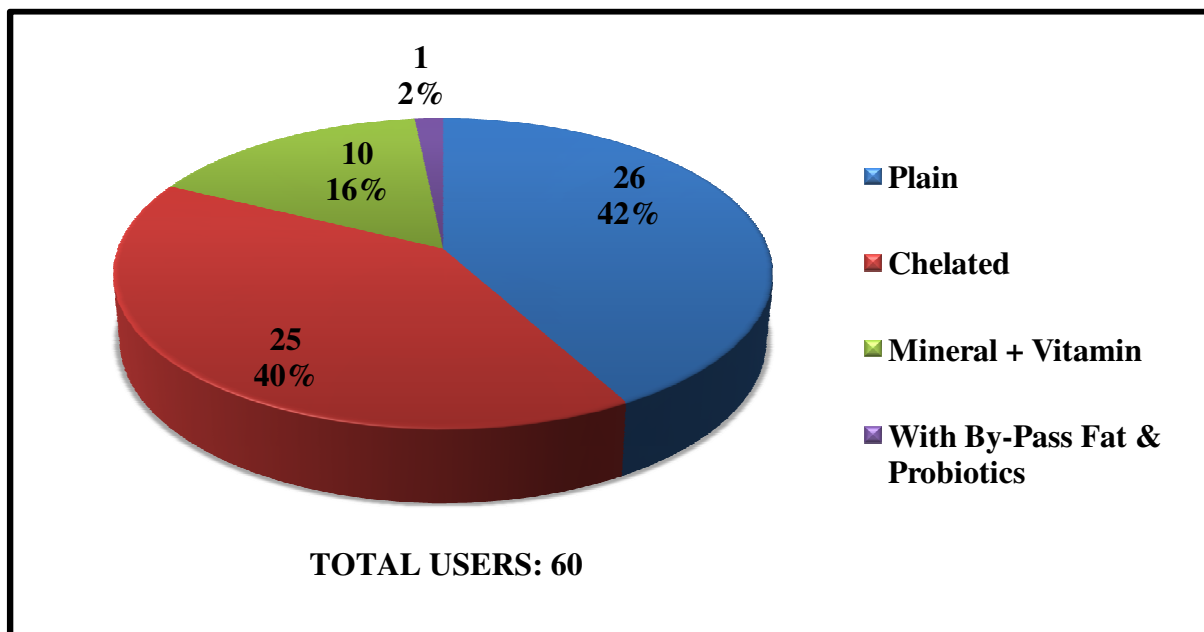


Fig. 3.1.3.1: Use of Mineral Mixture Category Wise in Maharashtra

From above chart it can be concluded that in Maharashtra out of total 60 Mineral Mixture users 42% farmers are using Plain Mineral Mixture and 40% farmers Chelated Mineral Mixture so company should concentrate on these two categories. Whereas only 2% farmers are using Mineral Mixture with By - Pass Fat and Probiotics.

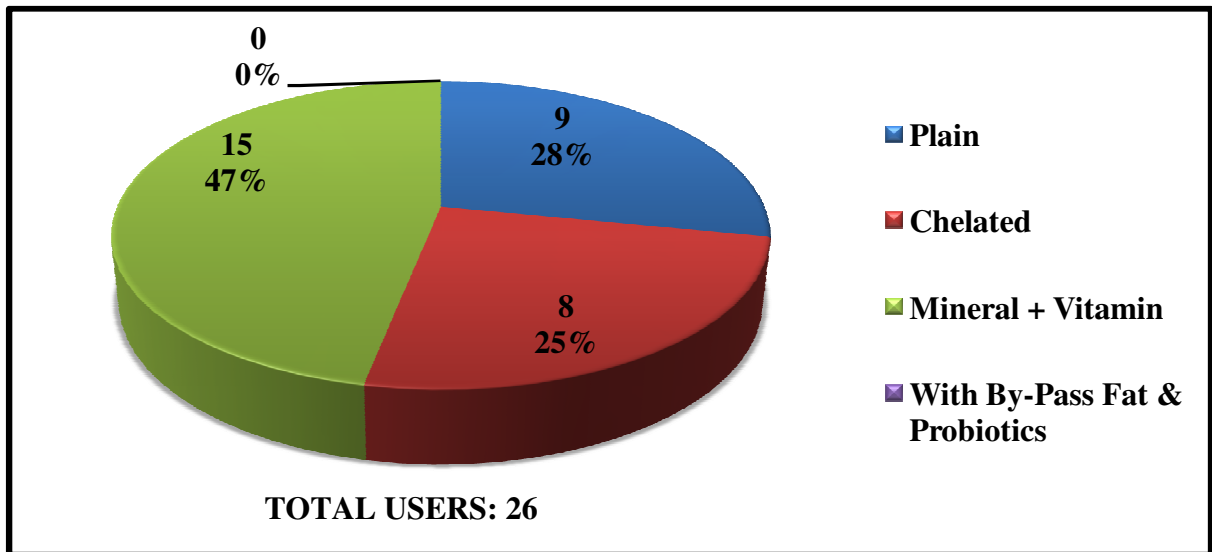


Fig. 3.1.3.2: Use of Mineral Mixture Category Wise in Bihar

In Bihar, out of total 26 Mineral Mixture 47% farmers using Mineral Mixture with Minerals and Vitamins so company has to give more focus on this category. Mineral Mixture with By- Pass Fat and Probiotics are not preferred by farmers.

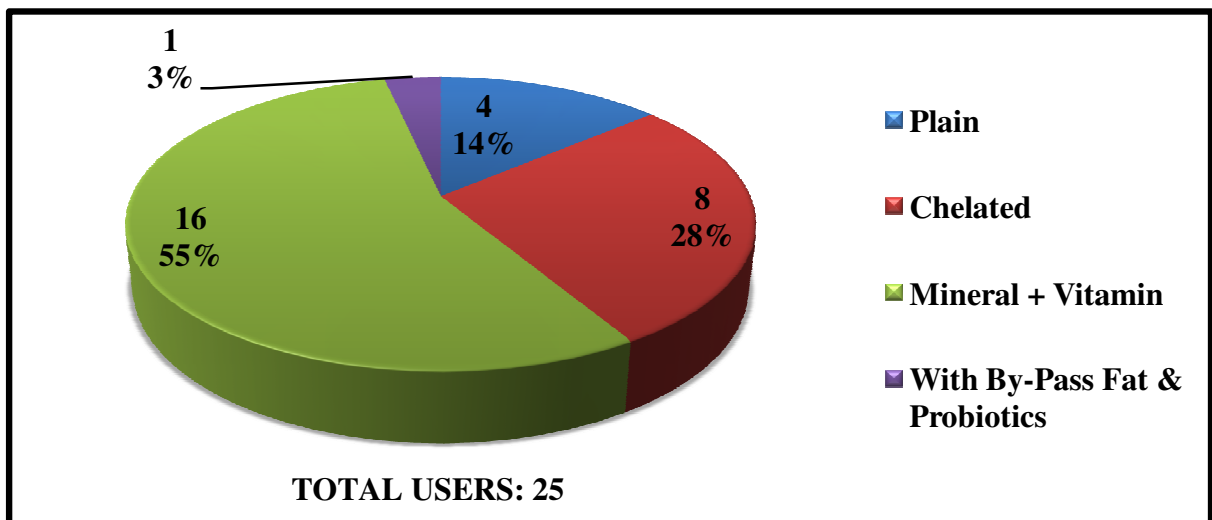


Fig. 3.1.3.3: Use of Mineral Mixture Category Wise in Jharkhand

In Jharkhand, out of total 25 Mineral Mixture 55% farmers using Mineral Mixture with Minerals and Vitamins so company has to give more focus on this category. Mineral Mixture with By- Pass Fat and Probiotics are very less preferred by farmers.

Recommendations

- ❖ In all above states out of four categories of Mineral Mixture farmers mostly prefer mineral mixture with vitamins, Chelated and plain mineral mixture, so there should be more focus on these categories.
- ❖ Very less farmers using mineral mixture with By-pass Fat and Protein so attempts should be made to increase awareness of this particular category that will help to increase the sale of Khurak.

3.1.4 Purpose of Using Feed Supplement

Purposes of using feed supplement are classified in five categories i.e. for increasing milk production, for growth and development, for improving fertility, for good health and other purpose.

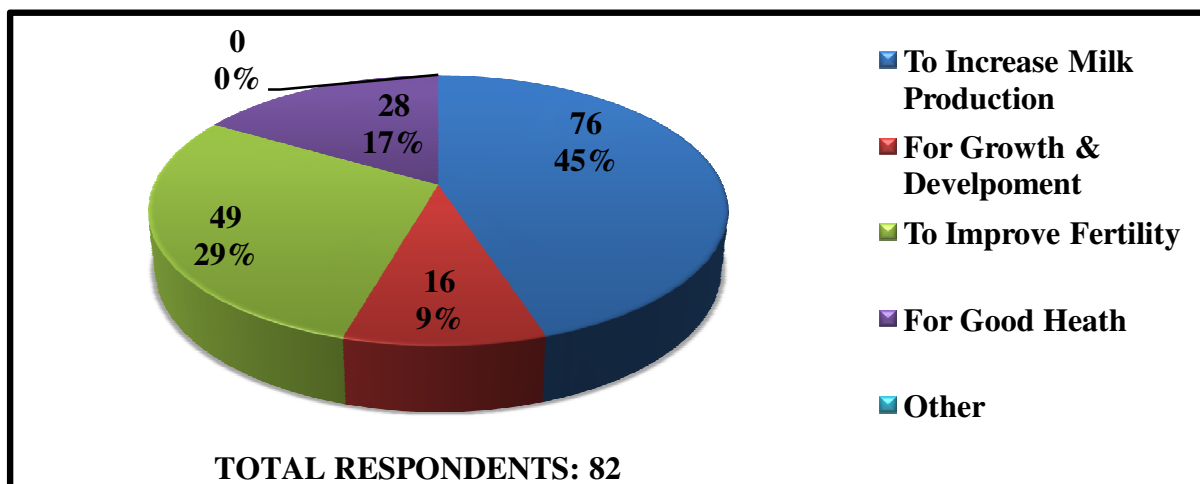


Fig. 3.1.4.1: Purpose of Using Feed Supplement in Maharashtra

In Maharashtra, out of 82 feed supplements users 45% farmers are using feed supplement for increasing milk production as they are having commercial approach and most of them are regular users. Only 16% farmers using feed supplement for growth and development purpose.

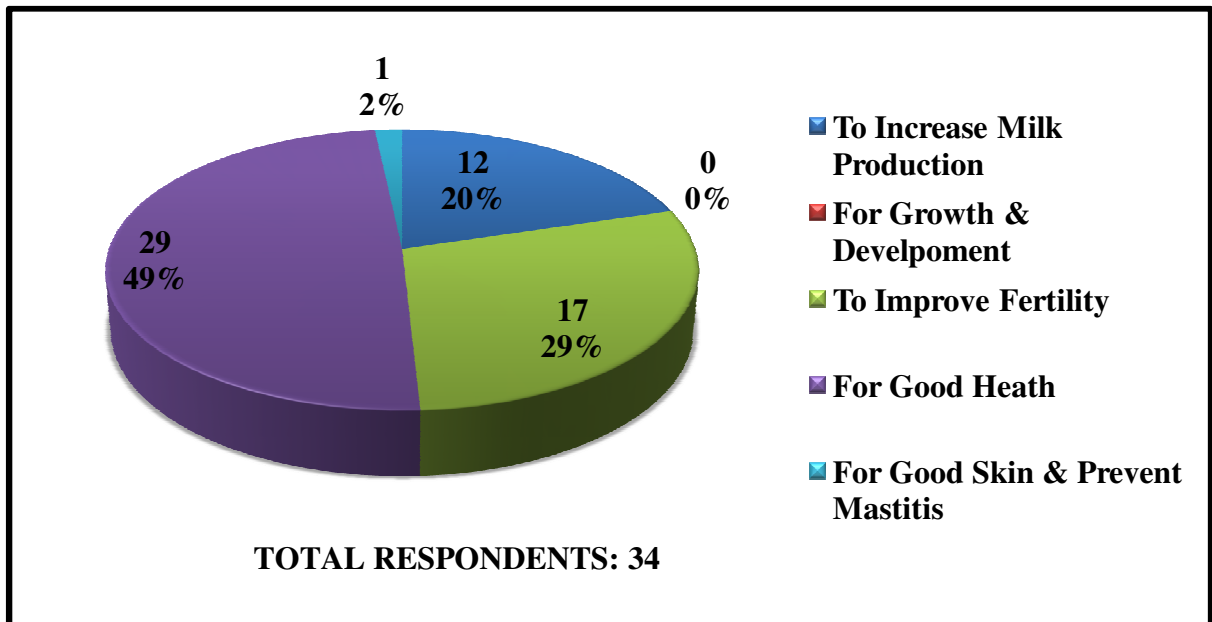


Fig. 3.1.4.2: Purpose of Using Feed Supplement in Bihar

In Bihar, out of total 34 feed supplement users 49% farmers using feed supplement for good health as they are having less commercial approach and most of them are not regular users of calcium. Generally they are using feed supplement nearby parturition and during summer when green fodder is less available or not available. Farmers are not interested to use feed supplement for growth and development purpose.

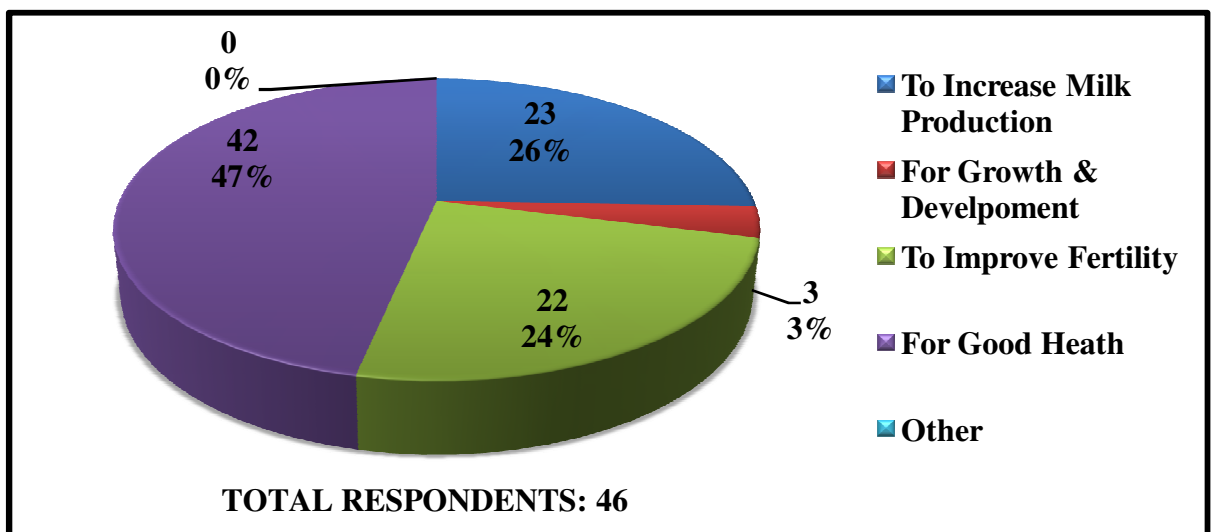


Fig. 3.1.4.3: Purpose of Using Feed Supplement in Jharkhand

In Jharkhand, out of total 46 feed supplement users 47% farmers for good health as they are having less commercial approach and most of them are not regular users of calcium. Generally they are using feed supplement nearby parturition and during summer when green fodder is less available or not available. Farmers are not interested to use feed supplement for growth and development purpose.

3.1.5 Preferred Brands of Feed Supplement by Farmers

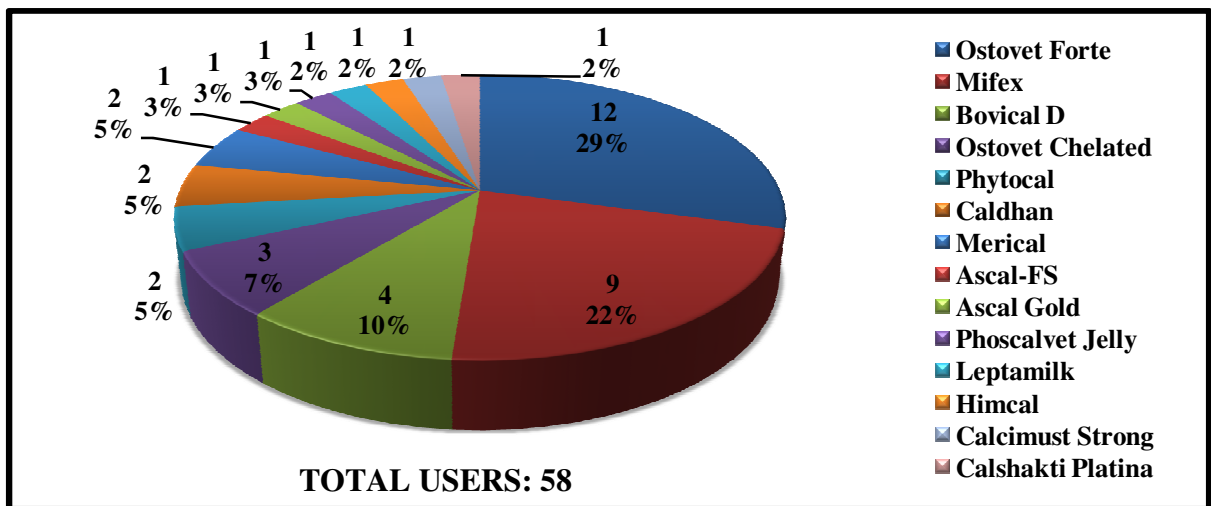


Fig. 3.1.5.1: Preferred Brands of Oral Calcium by Farmers in Maharashtra

In Maharashtra, out of total 58 Oral Calcium users 29% users prefer Ostovet forte as most of the farmers believe that this company is pioneer in feed supplement sector in their area so the brand image of this product is very high in farmers mind and they are satisfied with the result of the product also. I have observed availability of this product in most of the retailers counter even in remote area. As per farmers Vets/Paravets also prescribe this product more frequently. Ascal- FS is prefer by 3% users and Ascal Gold is also prefer by 3% farmers which is very less and as compare to Ostovet Forte which is top product prefer by users and brand image is quite low. Availability of the product is also less as compare to Ostovet Forte.

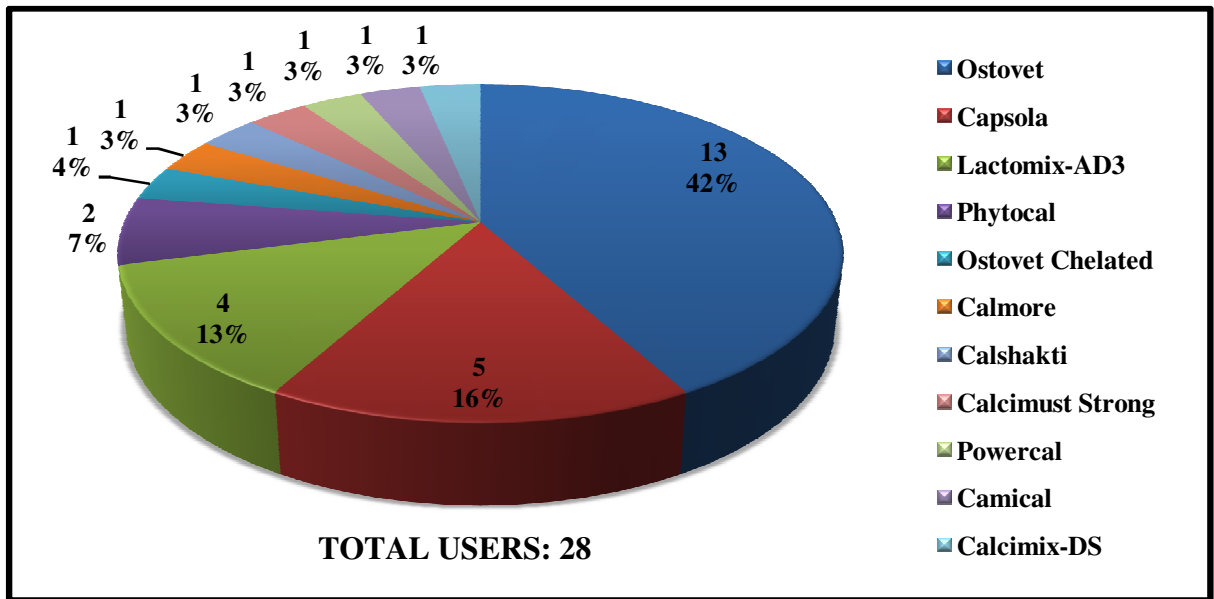


Fig. 3.1.5.2: Preferred Brands of Oral Calcium by Farmers in Bihar

In Bihar, out of total 28 oral Calcium users Ostovet is top most prefer product by users with 42%. Again in Bihar also brand image and availability of this product is very high as compare to other products. I had not found even a single user using Alembic's oral calcium in Bihar.

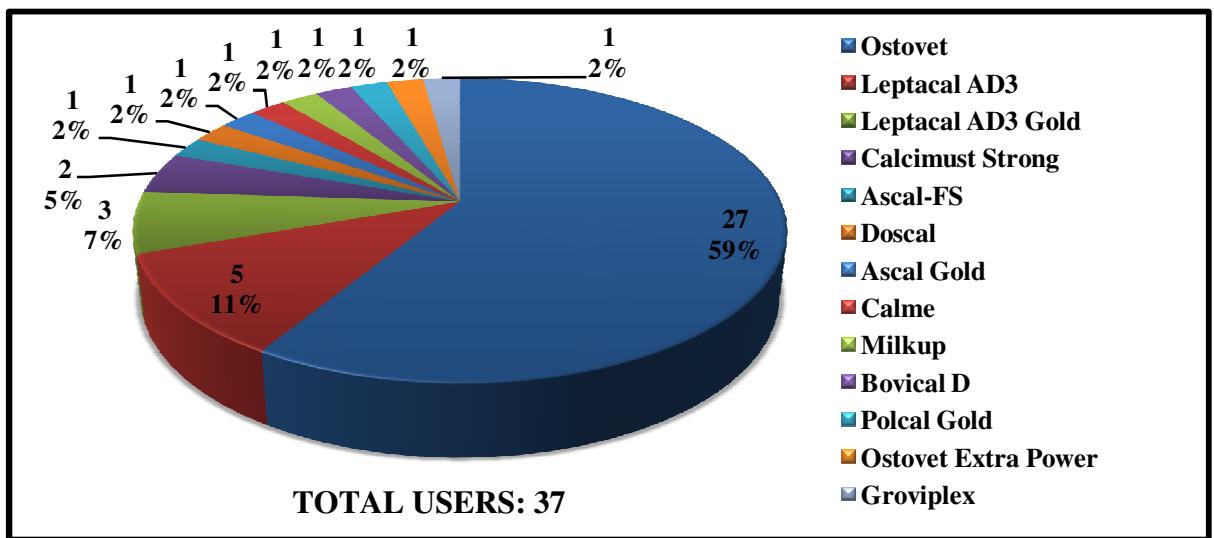


Fig. 3.1.5.3: Preferred Brands of Oral Calcium by Farmers in Jharkhand

In Jharkhand, out of total 37 users of Oral Calcium Ostovet is top most product prefer by farmers with 59% due to its high brand image and availability. Ascal FS and Ascal Gold are preferred by only 2% and 2% farmers respectively.

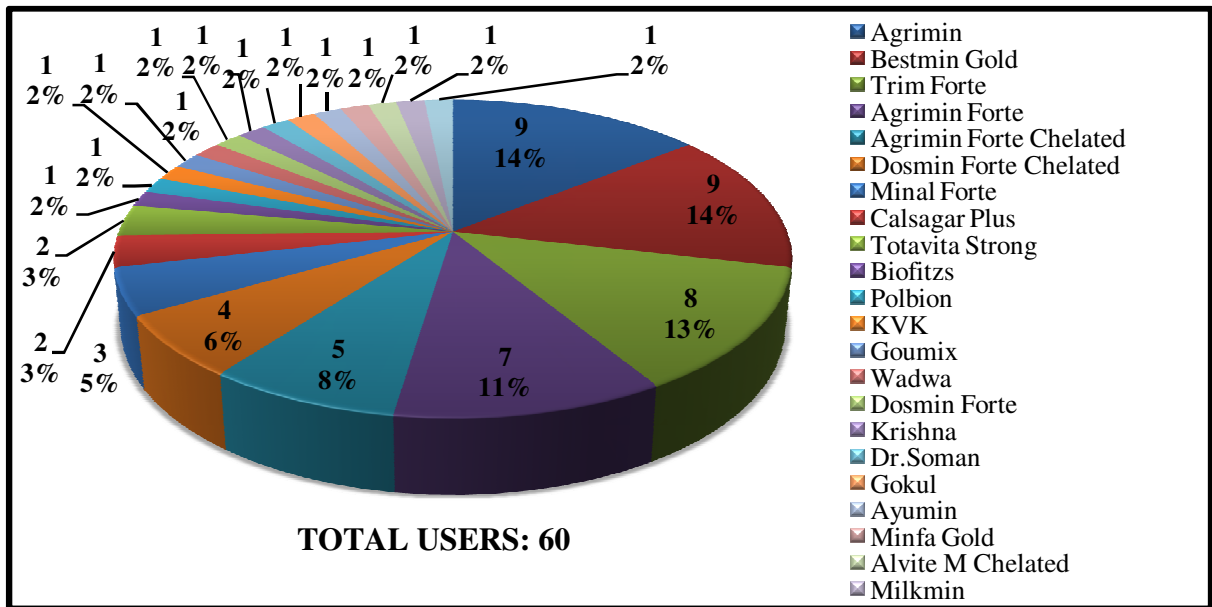


Fig. 3.1.5.4: Preferred Brands of Mineral Mixture by Farmers in Maharashtra

Mineral Mixture market of Maharashtra is very competitive. Out of total 60 Mineral Mixture users highest preference of farmers is on Agrimin and Bestmin Gold with 14% each. As brand image and availability of these products are high even in remote area. Minal Forte and Alvite M Chelated are preferred by only 5% and 2% respectively.

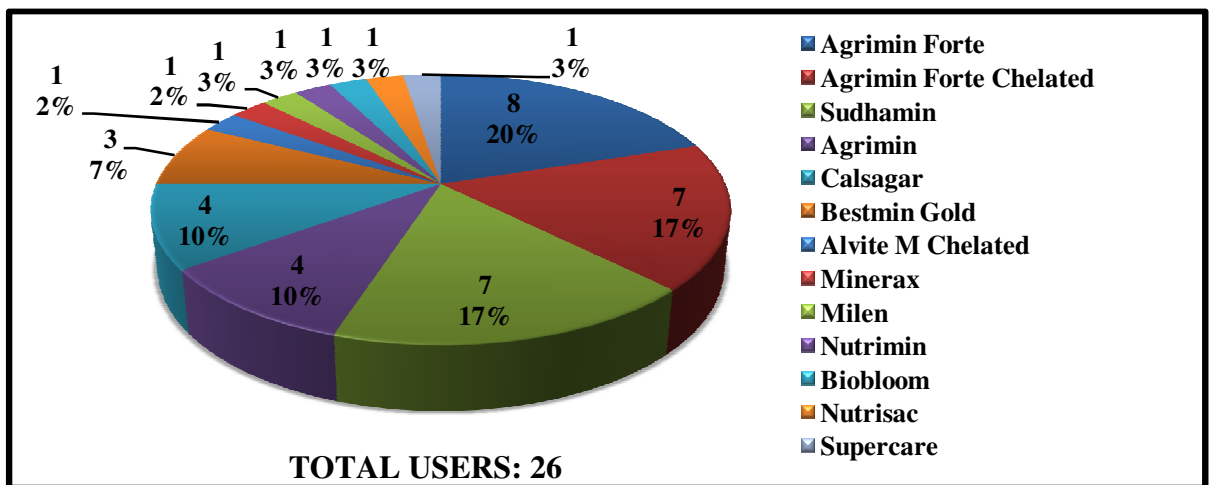


Fig. 3.1.5.5: Preferred Brands of Mineral Mixture by Farmers in Bihar

In Bihar, out of total 26 Mineral Mixture users 20% farmers prefer Agrimin Forte because of its brand image, satisfactory result and availability. Alvite M Chelated is preferred by only 2% of the total 26 users.

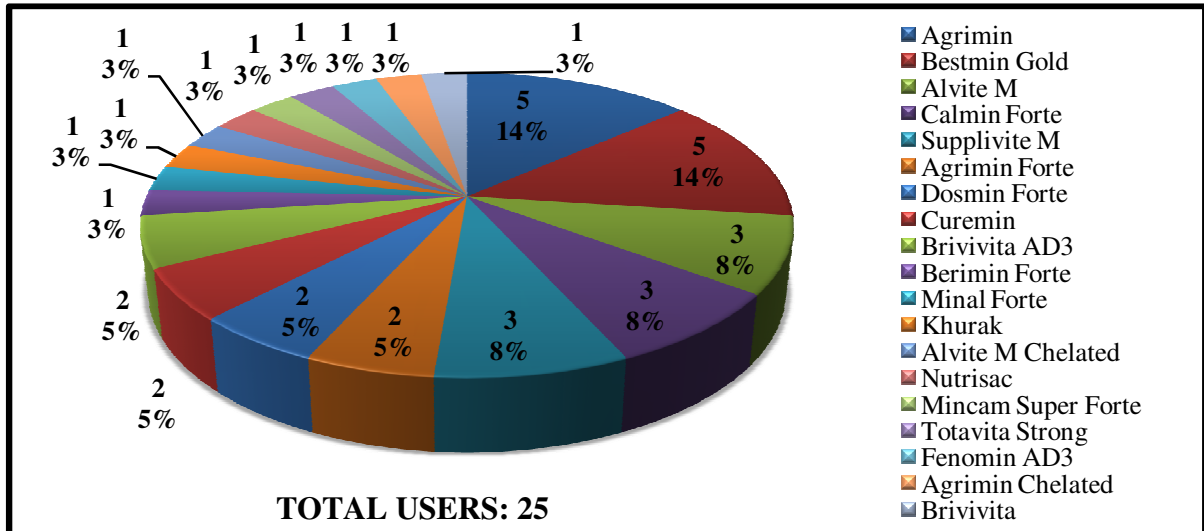


Fig. 3.1.5.6: Preferred Brands of Mineral Mixture by Farmers in Jharkhand

In Jharkhand, out of total 25 Mineral Mixture Agrimin and Bestmin Gold are preferred by 14% each. Minal Forte, Khurak and Alvite M Chelated are preferred by 3% each.

Recommendations

- ❖ From the finding of the Maharashtra, Bihar and Jharkhand we can say that farmers prefer those products having high brand image and recommended by Vets / Paravets/ Retailers.
- ❖ There should be more efforts to increase brand image and prescription of Alembic's feed supplement. There should be continuously promotional activities to farmers through village meetings, through dairy etc. that will not allow the farmers to forget the Alembic's feed supplements and at the same time it will increase the brand image of the products also.

3.1.6 Purchase Decision of Feed Supplement

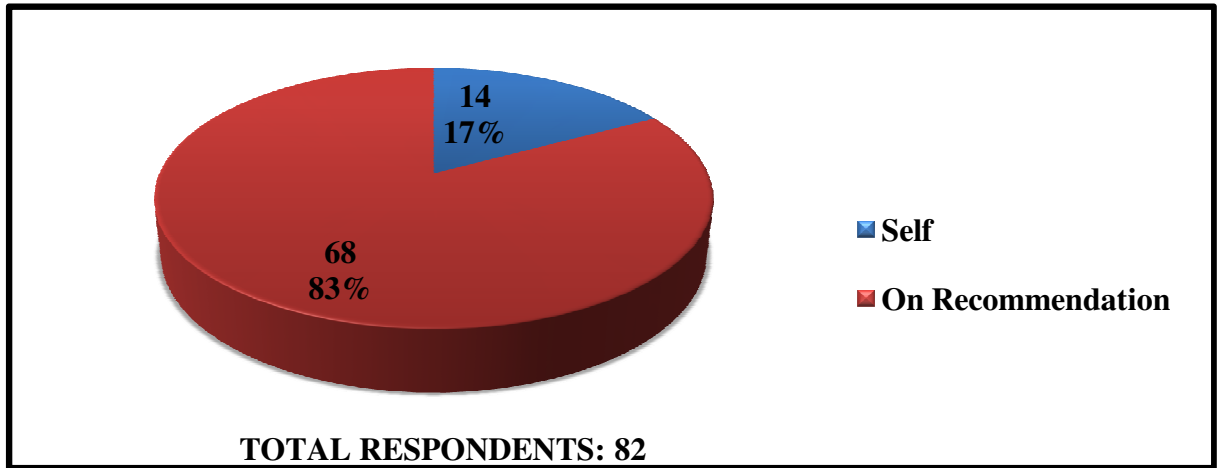


Fig. 3.1.6.1: Purchase Decision of Feed Supplement in Maharashtra

In Maharashtra, out of 82 users 83 % users purchase feed supplement on recommendation but it doesn't mean that they are every time go for recommendation. Generally farmers consult with Vets/Paravets/Retailer/ whenever they meet to farmers and purchase feed supplement as per recommendation. If farmers are satisfied with result of the product they continue to use that product.

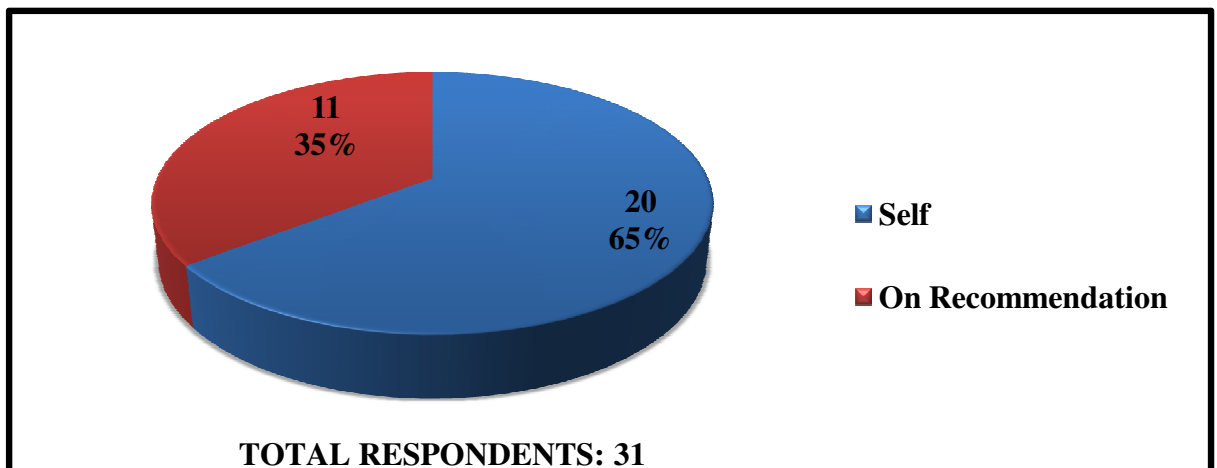


Fig. 3.1.6.2: Purchase Decision of Feed Supplement in Bihar

In Bihar, out of total 31 users 65% users take purchase decision their self and remaining 35% users take purchase decision on recommendation. Majority of

the farmers who purchase on recommendation are not regular users and they use feed supplement as a supportive therapy suggested by Vets/Paravets/Retailers and when milk production is decreased.

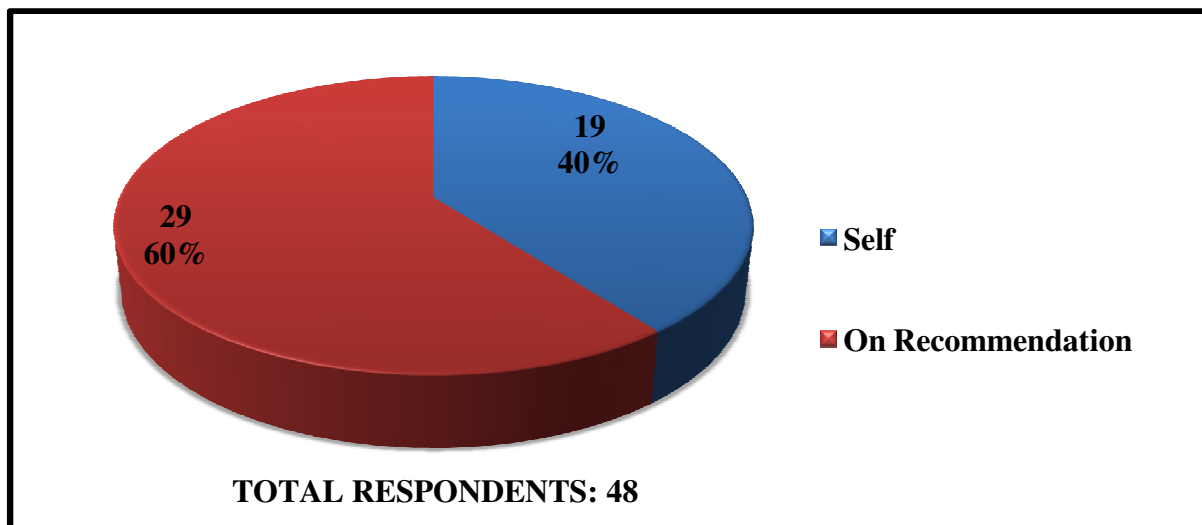


Fig. 3.1.6.3: Purchase Decision of Feed Supplement in Jharkhand

In Jharkhand, out of total 48 feed supplement users 40% farmers purchase by their own decision and remaining 60% farmers purchase feed supplement on recommendation of Vets/Paravets/Retailers or Neighbors.

Recommendations

- ❖ Farmers purchase on recommendation are more in Maharashtra as compare to Bihar and Jharkhand so there should be more focus on Vets/ Paravets and Retailers in Maharashtra.
- ❖ Farmers of Bihar and Jharkhand purchase feed supplements more on their own choice so there be more focus on commercial dairy farmers.

3.1.7 Factors for Own Choice

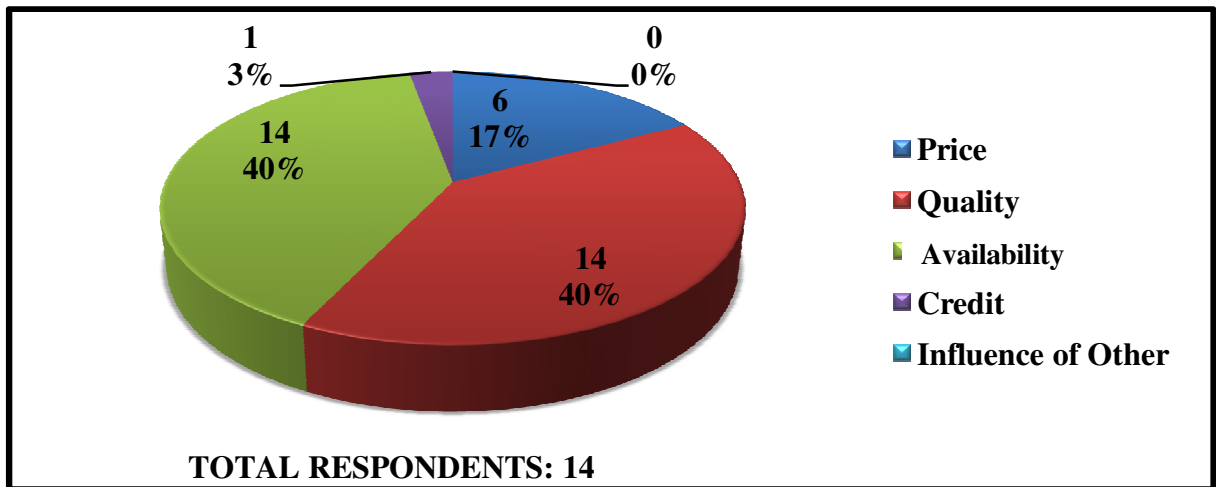


Fig. 3.1.7.1: Factors for Self Purchase in Maharashtra

In Maharashtra, out of total 82 feed supplement users 14 farmers purchase feed supplement every time by their own decision. During purchase they mainly prefer Quality and Availability with 40% each followed by price with 17% and least is Credit with 3% that affect their purchase decision. So from these we can say that farmers of Maharashtra are ready to pay high price for quality product which is available in nearby area.

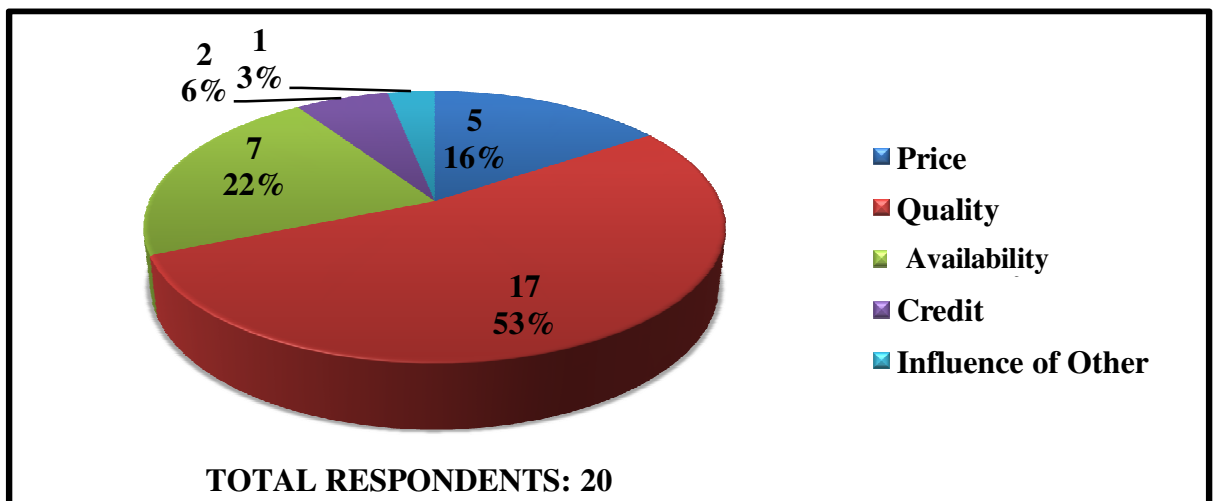


Fig. 3.1.7.2: Factors for Self Purchase in Bihar

In Bihar, out of total 31 farmers using feed supplement 20 farmers take purchase decision by their own choice. Out of these 20 farmers 53% prefer Quality, 22% prefer Availability of the product, 16% prefer Economic price, 6% prefer Credit and only 3% farmers purchase feed supplement as per suggested by neighbor. From these data, it can be concluded that more than half farmers prefer good quality products and they are ready to pay for quality.

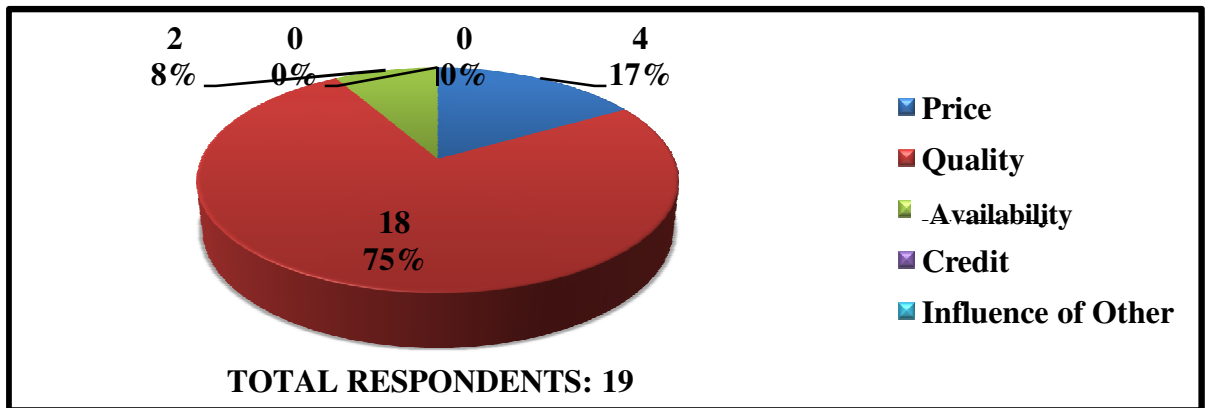


Fig. 3.1.7.3: Factors for Self Purchase in Jharkhand

In Jharkhand out of total 48 feed supplement users 19 farmers taking self purchase decision. 75% farmers prefer Quality followed by 17% preference on Price and 7% farmers prefer Availability.

3.1.8 Who Recommend to Purchase

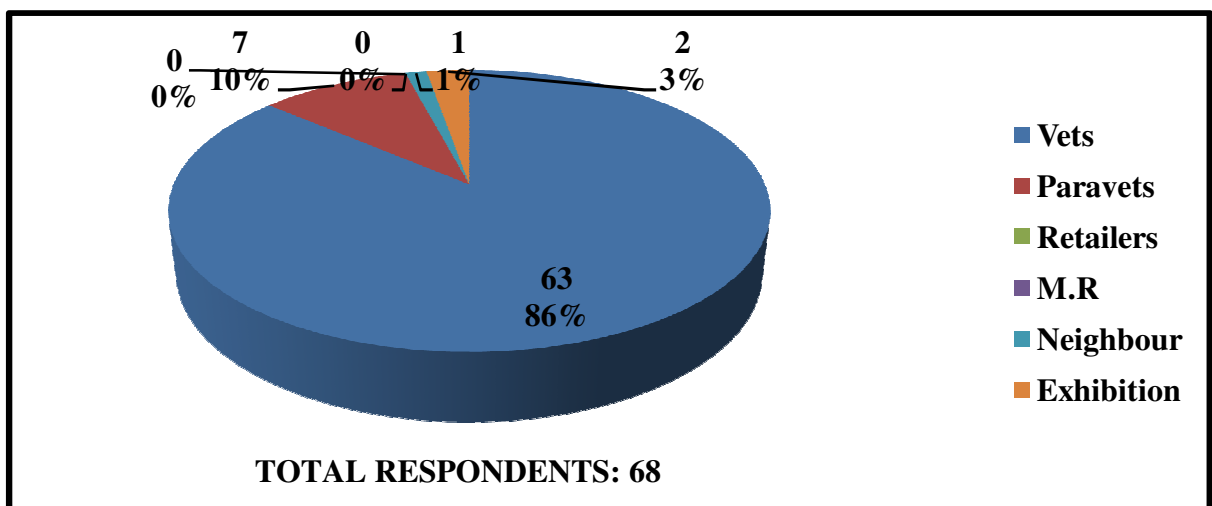


Fig. 3.1.8.1: Who Recommend to Purchase in Maharashtra

In Maharashtra, out of total 82 feed supplement users 68 farmers purchase on recommendation but it doesn't mean that every time they are going for recommendation. Whenever farmers came in contact with Vets/ Paravets/ Retailers/ M.R/ Exhibition/ Neighbor they discuss their experience and as per suggestion they purchase feed supplement and if farmers are satisfied with the result of the product then they stick to that particular product.

From above chart it can be concluded that Vets are the main factor with 86% followed by 10% of paravets who recommend farmers to purchase particular feed supplement brand so there should be more focus on Vets and Paravets in Maharashtra.

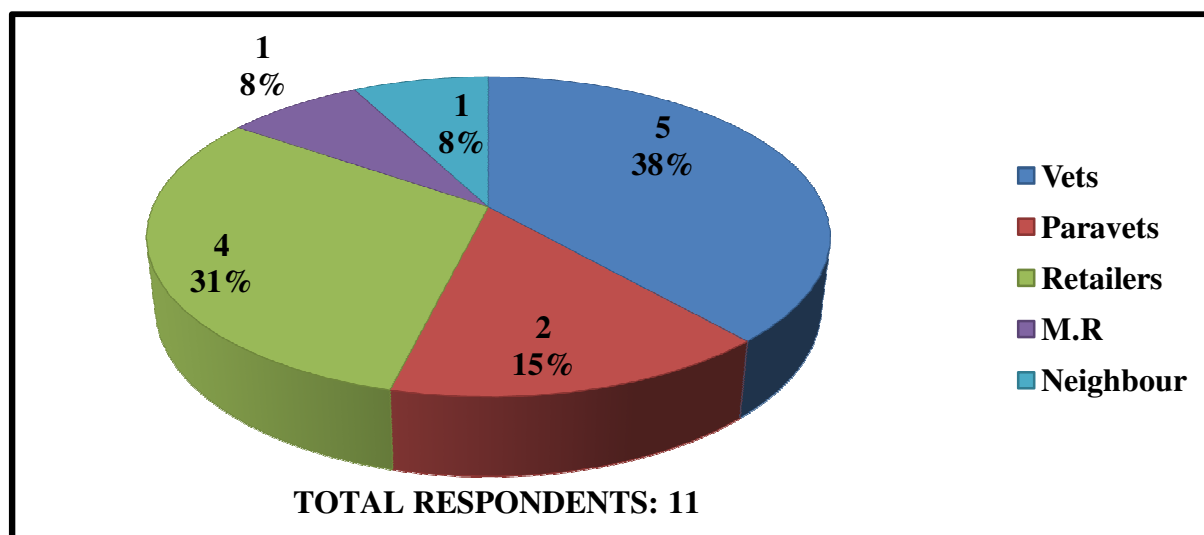


Fig. 3.1.8.2: Who Recommend to Purchase in Bihar

In Bihar, scenario of recommendation is very much different as compare to Maharashtra even Vets are the main factor with 38% followed by 31% of Retailer. So there should be equal focus on Vets and Retailers in Bihar.

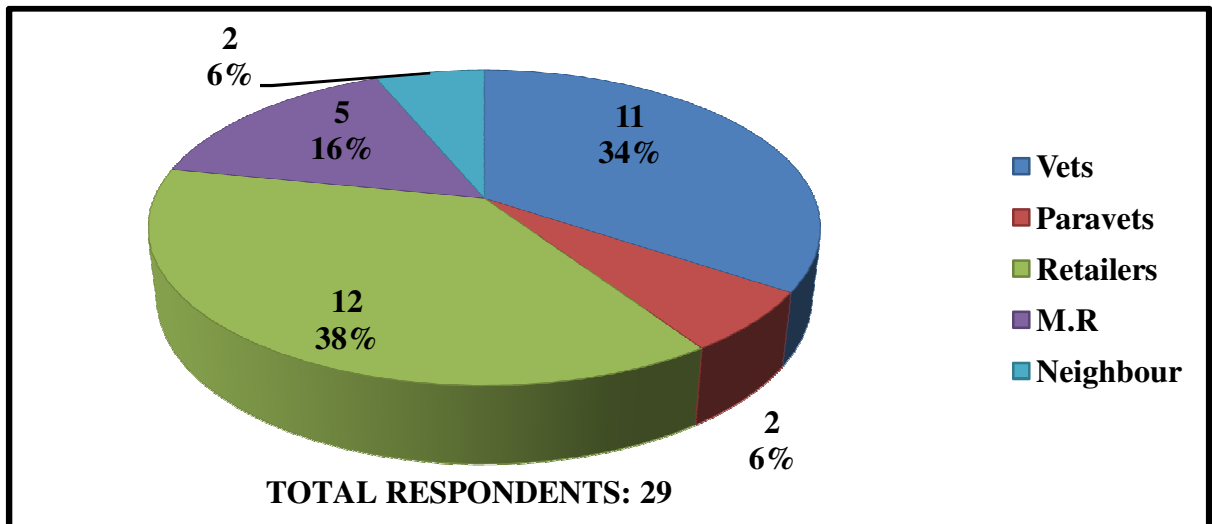


Fig. 3.1.8.3: Who Recommend to Purchase in Jharkhand

In Jharkhand, Retailers are the main factors with 38% followed by 34% of Vets so here there should be more focus given on Vets and Retailers in Jharkhand.

Recommendations

- ❖ In Maharashtra, Vets are the main factors who recommend using or purchasing feed supplement so more focus on Vets.
- ❖ In Bihar and Jharkhand, Vets and Retailers are the main factors who recommend using or purchasing feed supplement so more focus on Vets and Retailers.

3.1.9 Purchase Trend of Feed Supplement

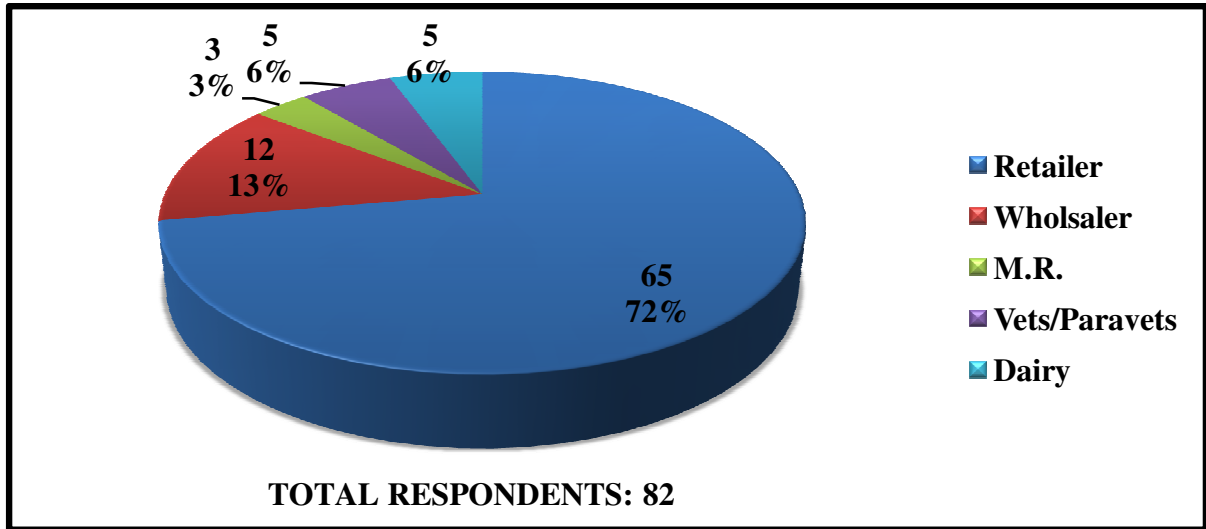


Fig. 3.1.9.1: Purchase Trend of Feed Supplement in Maharashtra

In Maharashtra, out of total 82 feed supplement users 72% farmers purchase from Retailers means they follow proper channel of Distribution while 13% farmers purchase from Wholesaler and only 3% farmers purchase feed supplement from Dairy. So there should be focus more focus on Retailers and Wholesaler.

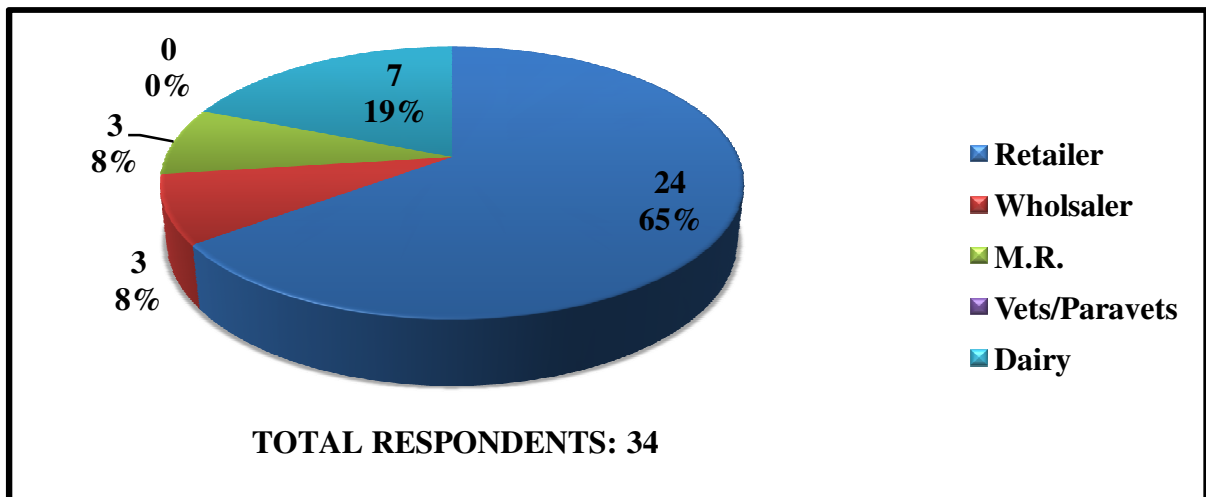


Fig. 3.1.9.2: Purchase Trend of Feed Supplement in Bihar

From above chart it can be concluded that out of total 34 feed supplement users 65% farmers purchase from Retailers followed by 19% farmers purchase from

Dairy so there should be more focus on product availability on Retailers and Dairy.

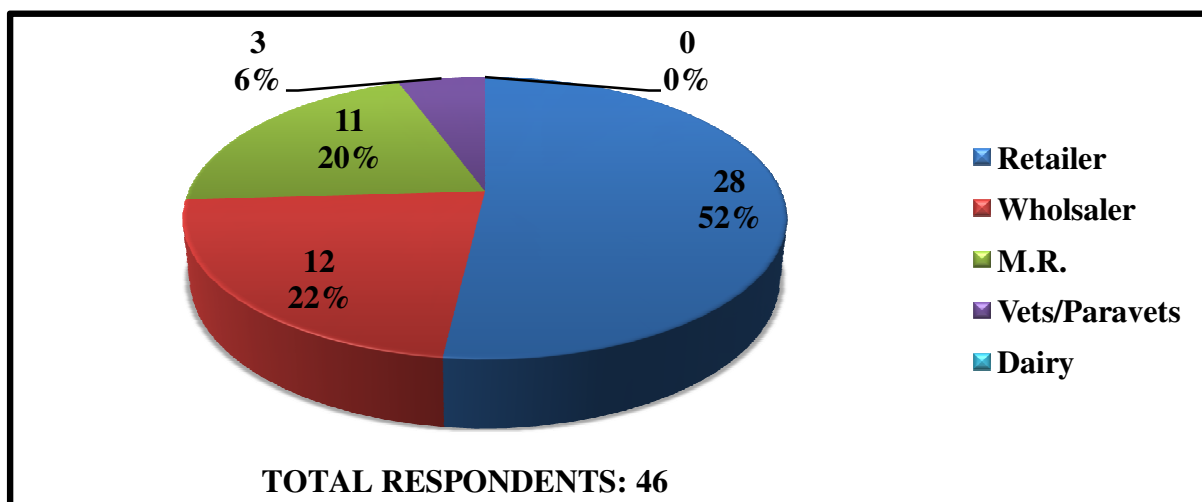


Fig. 3.1.9.3: Purchase Trend of Feed Supplement in Jharkhand

From above chart it can be concluded out of total 46 feed supplement users 52% and 22% farmers purchase feed supplement from Retailer and Wholesaler respectively in Jharkhand so there should be more focus on availability of product at Retailers and Wholesalers.

3.1.10 Preferred Presentation by Farmers

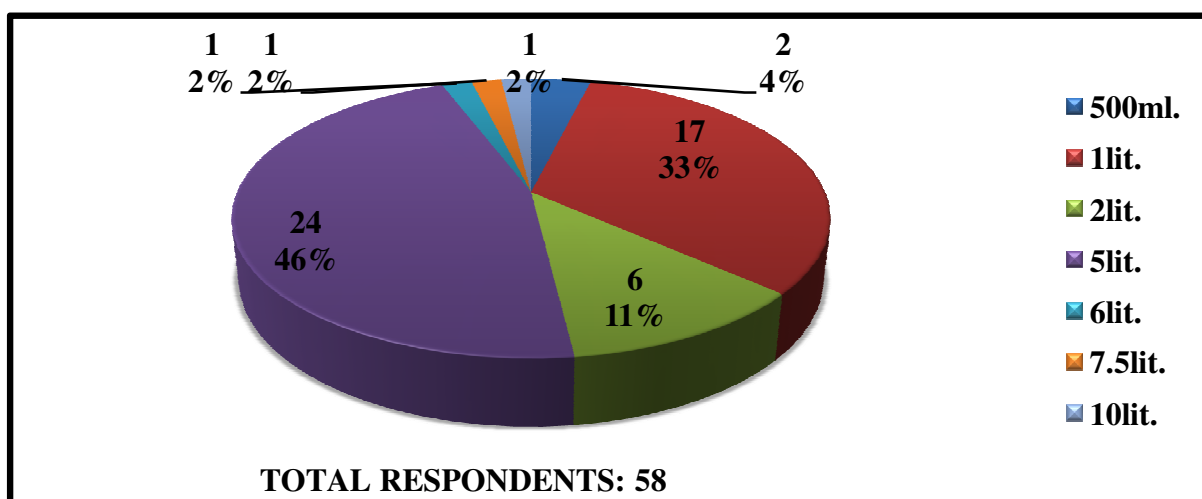


Fig. 3.1.10.1: Preferred Presentation of Oral Calcium by Farmers in Maharashtra

Out of total 58 users of Oral Calcium in Maharashtra 46% farmers are using or prefer 5 lit pack to purchase as they are keeping 8 or more than 8 animals and some of them are getting Discount/Net rate on 5 lit pack. Most of the farmers using 5 lit packs are regular users of oral calcium. 33% farmers are using 1 lit pack. While 4% farmers using 500ml pack and farmers using 6 lit, 7.5 lit and 10 lit. are 2% each.

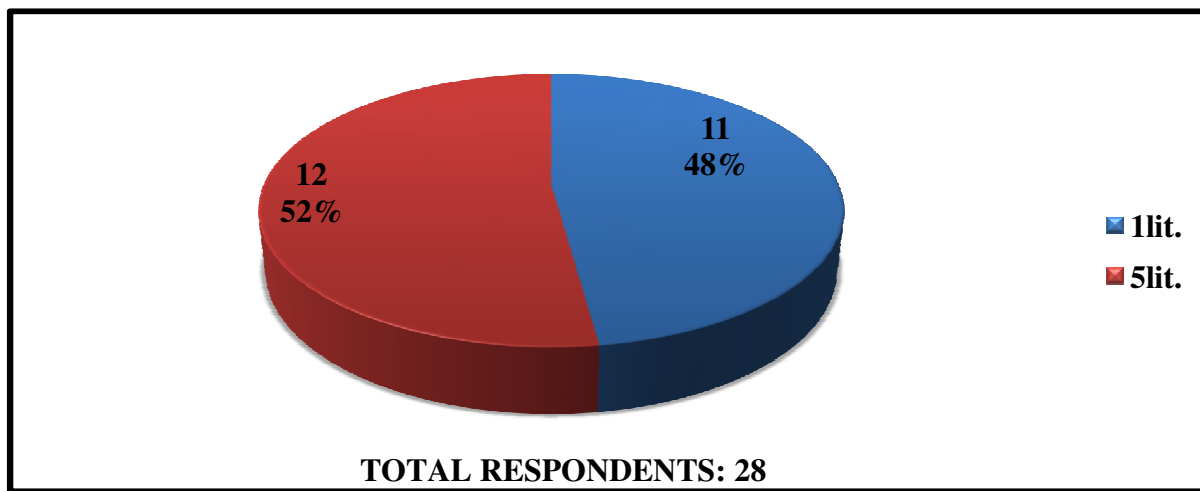


Fig. 3.1.10.2: Preferred Presentation of Oral Calcium by Farmers in Bihar

Out of total 28 Oral Calcium users 52% farmers prefer 5 lit pack and most of them are regular users of oral calcium while 48% farmers prefer 1lit pack they use oral calcium generally nearby parturition and when milk production of animal goes down.

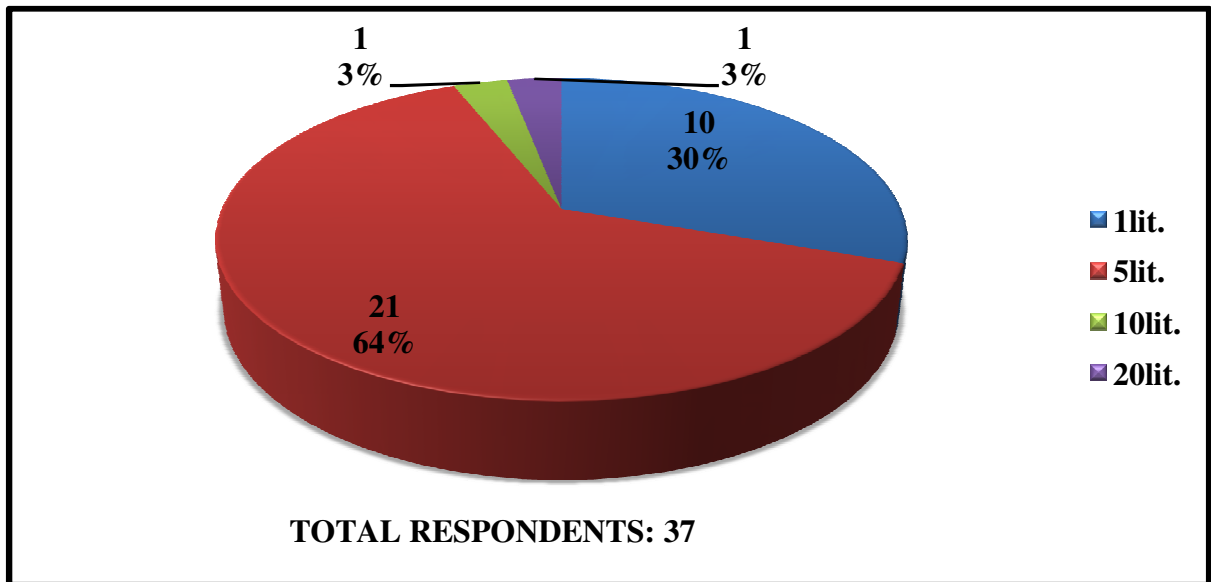


Fig. 3.1.10.3: Preferred Presentation of Oral Calcium by Farmers in Jharkhand

Out of total 37 oral Calcium users in Jharkhand 65% farmers prefer 5 lit. Pack as they are regular users of oral calcium and some of them are getting Discount/Net Rate on 5 lit. Pack and 30% farmers prefer 1 lit pack who use calcium nearby parturition and when milk production of animal goes down during summer due to non availability of green fodder.

Recommendations

- ❖ In all three states most preferred presentation of oral calcium are of 1 lit. and 5 lit. So there is no need to introduce another pack in this category.

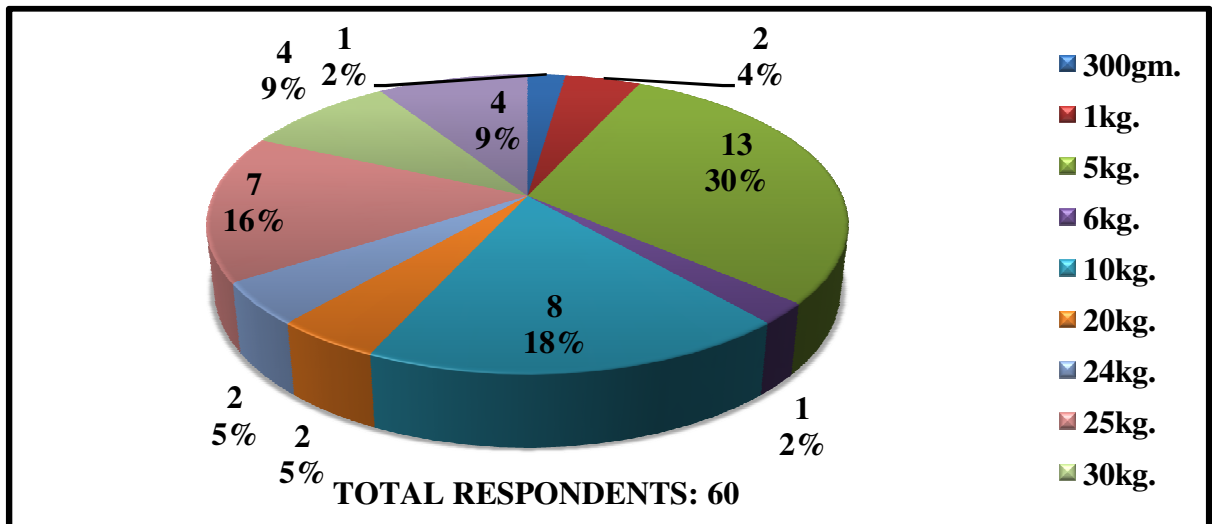


Fig. 3.1.10.4: Preferred Presentation of Mineral mixture in Maharashtra

Most preferred presentation by farmers is of 5 kg. with 30% followed by 10 kg. with 18% as they are keeping 8 or more than 8 animals and they are regular users of feed supplement and they are getting some Discount/Net Rate on big presentation. There are some farmers from remote area who purchase big presentation as they don't have to come in city to purchase feed supplement frequently.

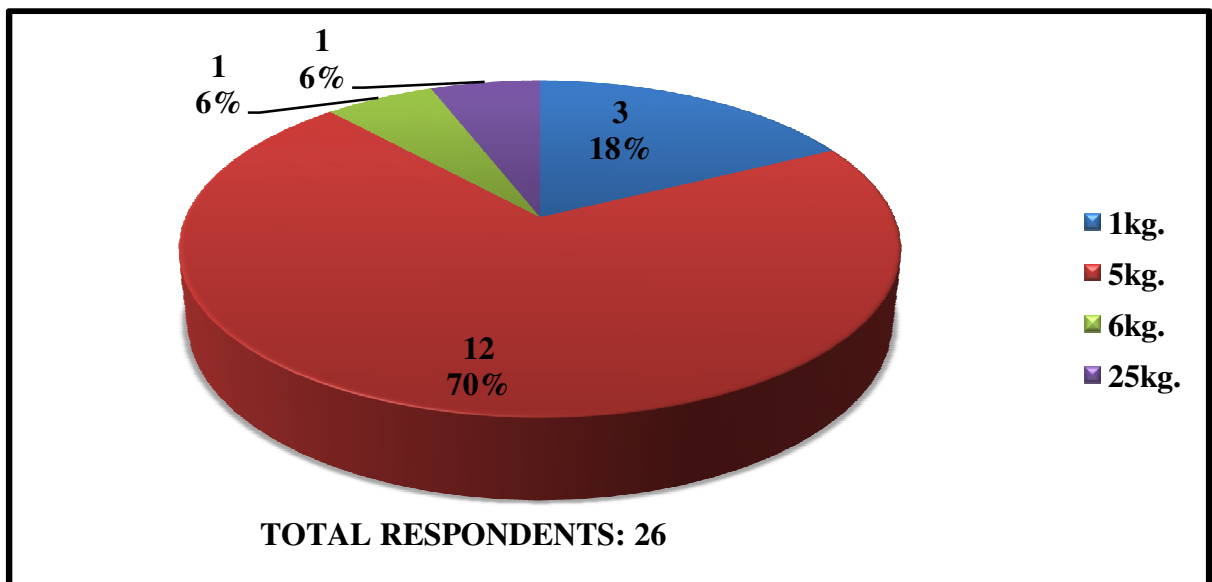


Fig. 3.1.10.5: Preferred Presentation of Mineral mixture in Bihar

Most preferred presentation of Mineral Mixture by farmers is of 5 kg. with 70% followed by 18% out of total 26 users as some of them are getting Discount/Net Rate on big presentation.

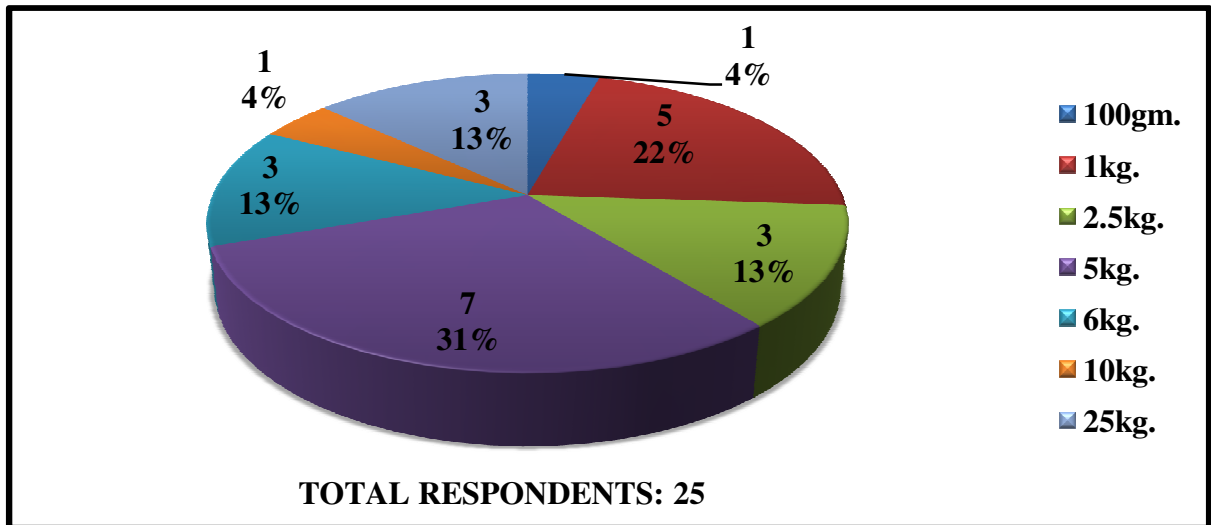


Fig. 3.1.10.6: Preferred Presentation of Mineral mixture in Jharkhand

Out of total 25 Mineral Mixture users 31% farmers prefer 5 kg. pack followed by 22% of 1 kg pack. Farmers who give mineral mixture regularly are purchasing generally 5k.g pack and farmers who give mineral mixture on recommendation occasionally are generally using 1k.g pack except farmers using AD3 as the dose of this product is very less so farmers purchase 100 gm. or 1 kg pack of this product.

Recommendations

- ❖ In all three states most preferred presentation of Mineral Mixture are of 5 kg. followed by 1 kg. So there is no need to introduce new pack.

3.1.11 Benefit to the Farmers at the Time of Purchase

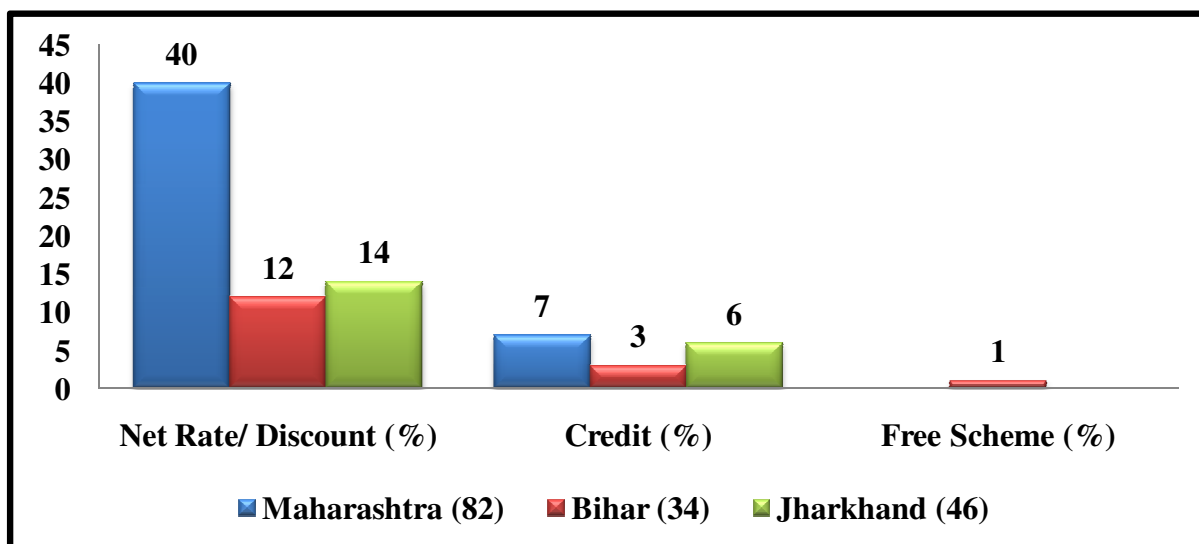


Fig. 3.1.11.1: Benefit to the Farmers at the Time of Purchase

From above chart it can be concluded that out of total 82 feed supplement users from Maharashtra, 34 feed supplement users from Bihar and 46 feed supplement users from Jharkhand farmers getting Net Rate/Discount are 40%, 12% and 14% respectively. While only 7% farmers from Maharashtra, 3% farmers from Bihar and 6% farmers from Jharkhand are getting benefit of credit at the time of purchase. Out of 34 feed supplement users only 1% farmer from Bihar getting benefit of free scheme as 5 litre free on purchase of 5 litre Oral Calcium of Calcimix DS.

3.1.12 Brand Recognition of Alembic's Feed Supplements

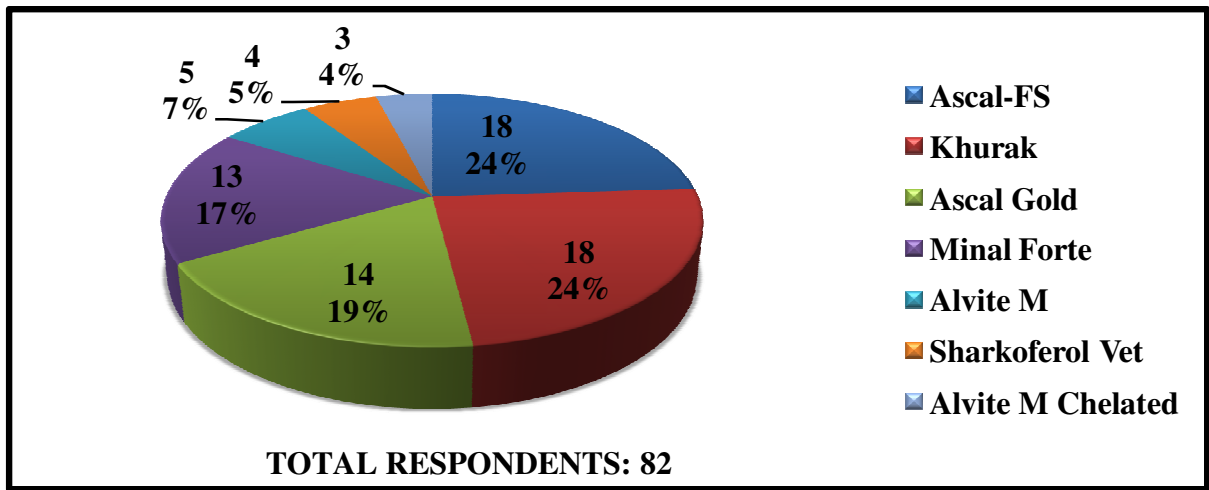


Fig. 3.1.12.1: Brand Recognition of Alembic's Feed Supplement in Maharashtra

From above chart it can be concluded that out of seven feed supplement products Khurak and Ascal FS having highest brand recognition with 24% followed by Ascal Gold with 19% and Alvite M Chelated having least brand recall with 4% in Maharashtra.

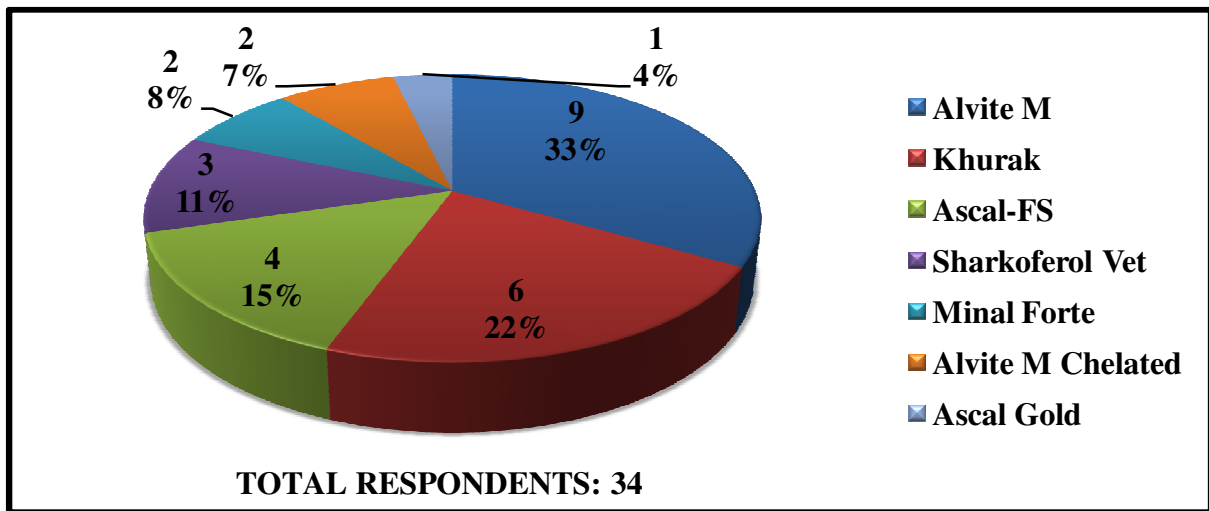


Fig. 3.1.12.2: Brand Recognition of Alembic's Feed Supplement in Bihar

From above chart it can be concluded that in Bihar Alvite M has highest brand recognition with 33% followed by Khurak with 22% and with 4% Ascals Gold having least brand recall.

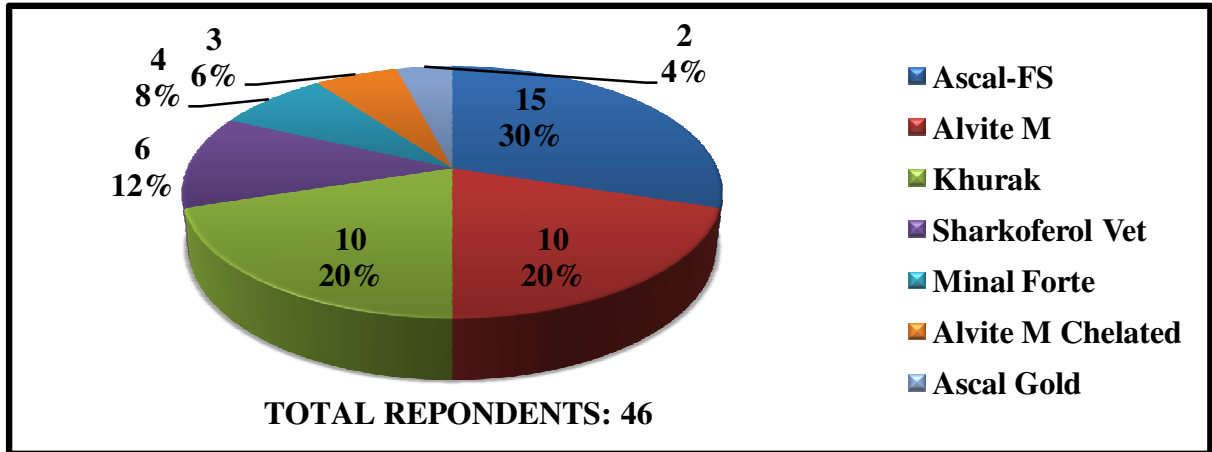


Fig. 3.1.12.3: Brand Recognition of Alembic's Feed Supplement in Jharkhand

Out of total 46 feed supplement users of Jharkhand brand recall of Ascal Fs is highest with 30% followed by 20% of Alvite M and with 4% Ascal Gold having least brand Recognition.

3.1.13 Motivating Factors for Purchasing Particular Products

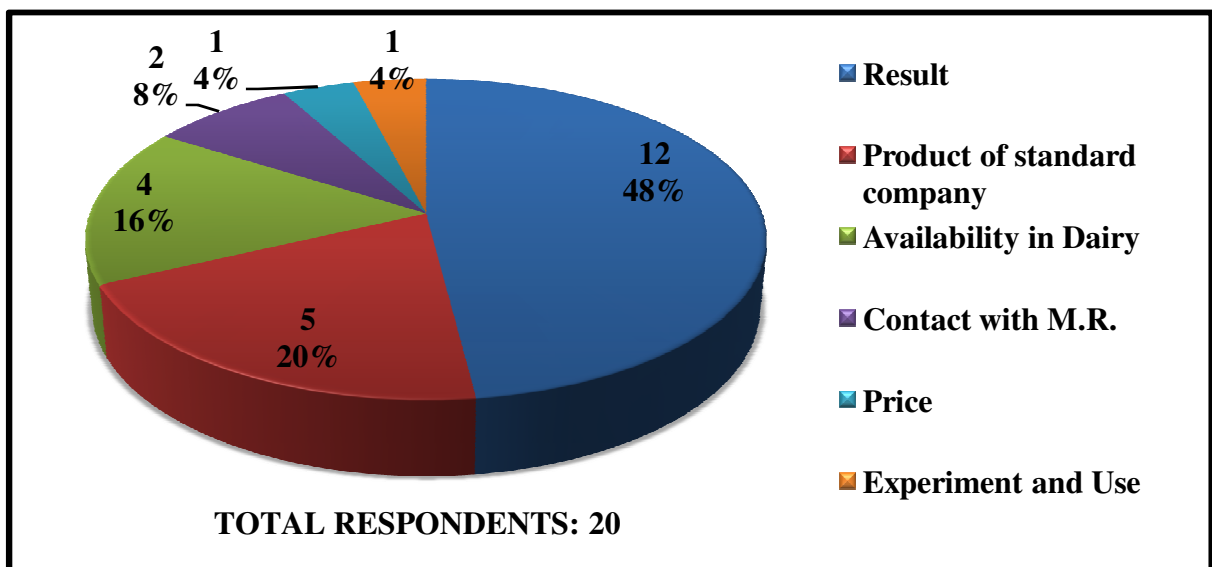


Fig. 3.1.13.1: Motivating Factors for Purchasing Particular Products in Bihar

From above chart it can be concluded that 48% farmers use particular product as they are satisfied with the result of the product while 20% farmers using particular product as they believe particular product is of standard company so brand image of the particular product is very high in farmers mind. Availability in Dairy is also one of the motivational factors for farmers as they don't have to go to retailers. Some farmers believe that there is no risk of duplicate product when it is available in Dairy and even dairy people also motivate farmers to use some of the feed supplement. 8% farmers are motivated to purchase particular product as they have contact with M.R and 4% farmers prefer economic price. 4% farmers are not using same product for longer period as they are changing products frequently.

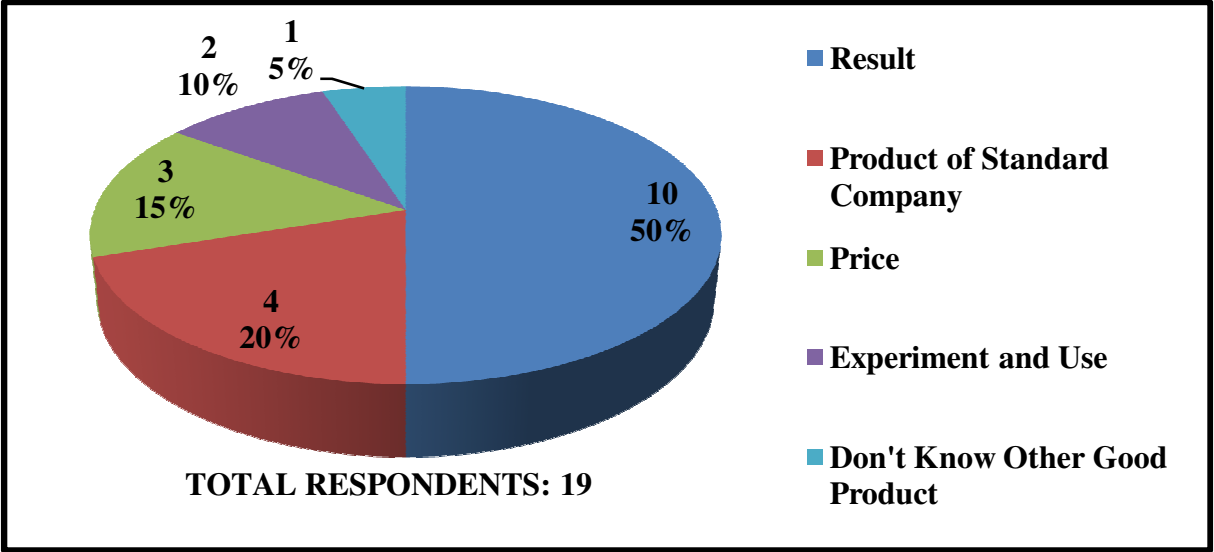


Fig. 3.1.13.2: Motivating Factors for Purchasing Particular Products in Jharkhand

From above chart it can be concluded that 50% of the farmers motivated to purchase particular product as they are satisfied with the result of the product. 20% farmers motivated to purchase product as it is of standard company so brand image of the product is high in their mind.15% farmers prefer economic

product and 10% farmers are changing products frequently. 5% farmers use particular products as they do not know other good quality products.

Recommendations

- ❖ From the findings of Bihar and Jharkhand, I can say that Result and Product of the standard company i.e. Brand Image are the main motivating factors for the farmers so there must be more focus to create brand image of the products.

3.2 Findings of Retailers

3.2.1 Brands of Oral Calcium asked by Farmers as Per Retailer

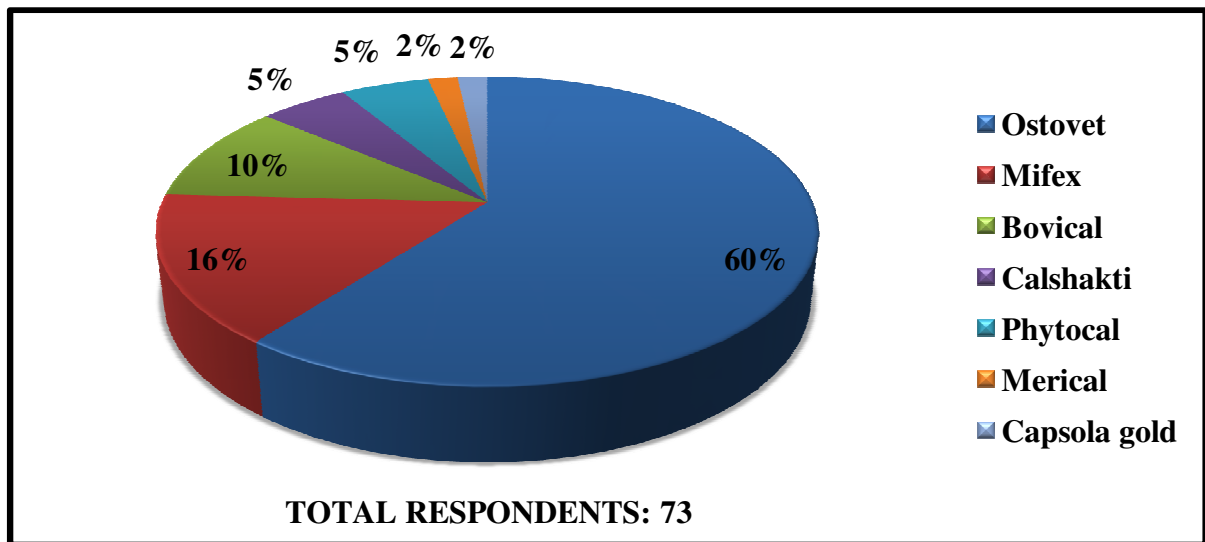


Fig. 3.2.1.1: Brands of Oral Calcium asked by Farmers in Maharashtra

From above chart, it can be concluded that as per total 73 chemists of Maharashtra, 60% farmers ask Ostovet followed by Mifex with 16% and Bovical with 10%.

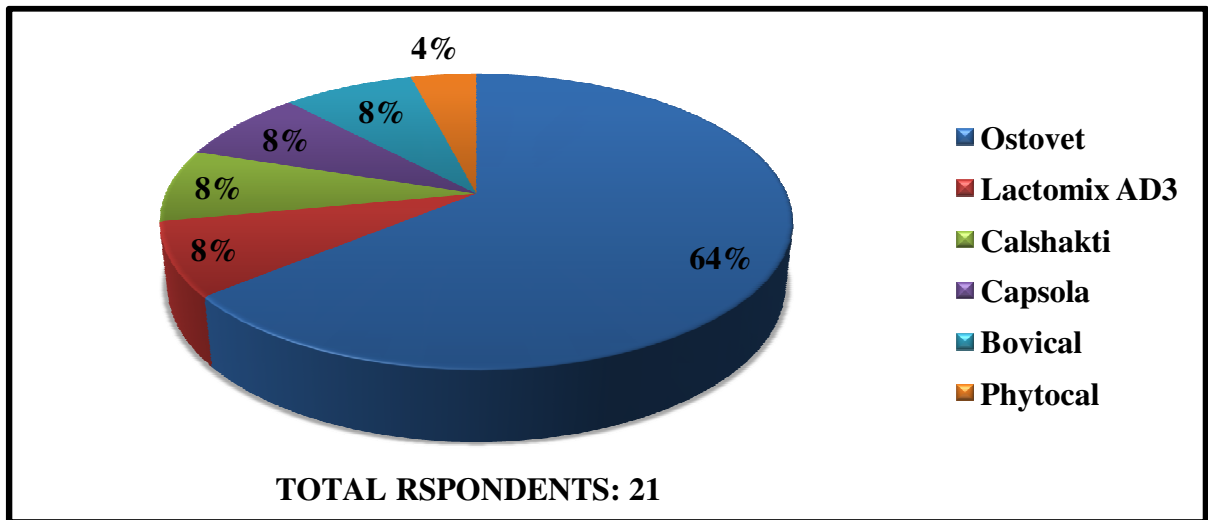


Fig. 3.2.1.2: Brands of Oral Calcium asked by Farmers in Bihar

From above chart, it can be concluded that Ostovet is no. 1 brand capturing 64% followed by Lactomix AD3, Calshakti, Capsola and Bovical with 8% each in brands of oral calcium asked by farmers as per 21retailers in Bihar.

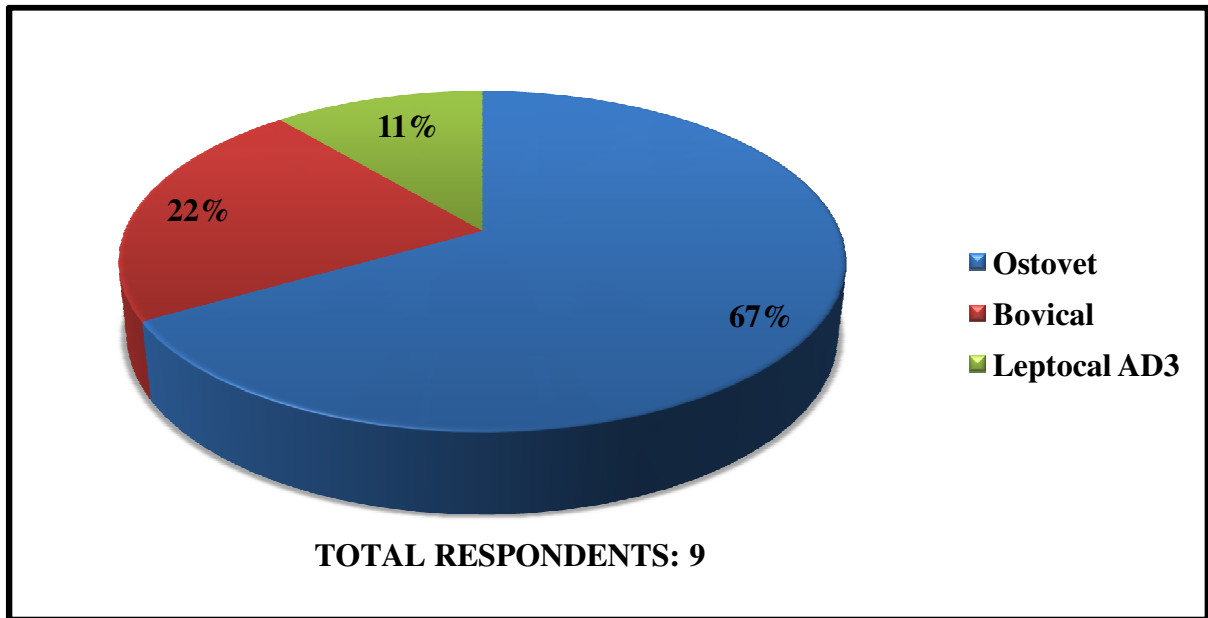


Fig. 3.2.1.3: Brands of Oral Calcium asked by Farmers in Jharkhand

From above chart, it can be concluded that Ostovet is no. 1 brand capturing 67% and Bovical is no. 2 brand capturing 22% followed by Leptocal AD3 with 11% asked by farmers as per retailer in Jharkhand.

Recommendations

- ❖ Generally, farmers ask those brands having good brand image or products prescribe by vets/paravets. So there should be efforts to increase brand image and to increase prescription of Alembic's feed supplements. Such efforts will also increase brand recall of the Alembic's feed supplements.

3.2.2 Brands of Oral Calcium which Retailers wish to Sell

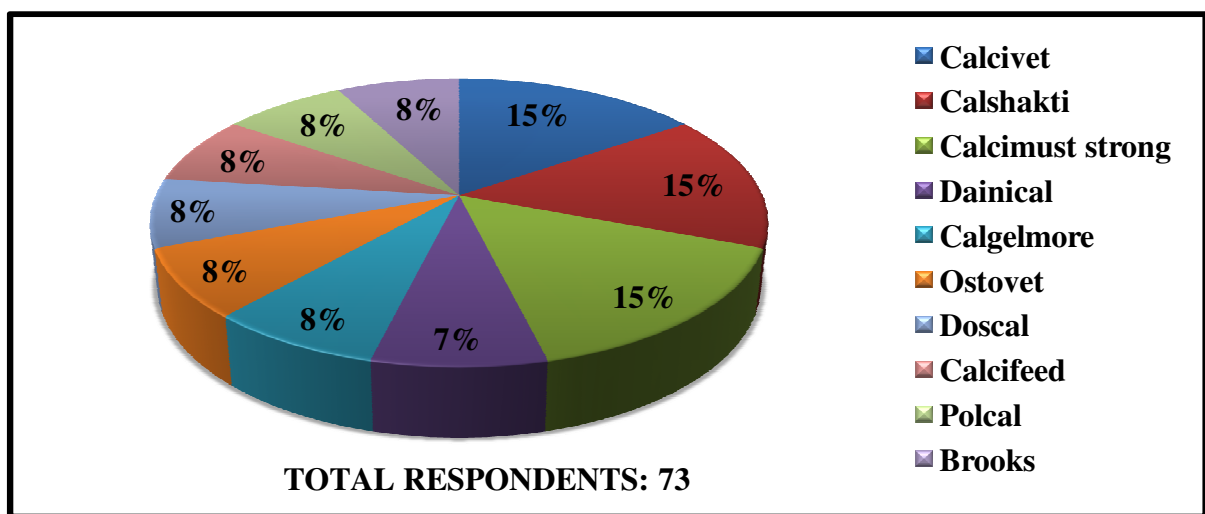


Fig. 3.2.2.1: Brands of Oral Calcium Which Retailers wish to Sell in Maharashtra

From above chart, it can be concluded that Calcivet, Calshakti and Calcimust Strong are the most preferred brands with 15% share of each in brands of oral calcium which retailers wish to sell in Maharashtra. So there should be more focus on retailers as they are less interested to sell Alembic's feed supplements.

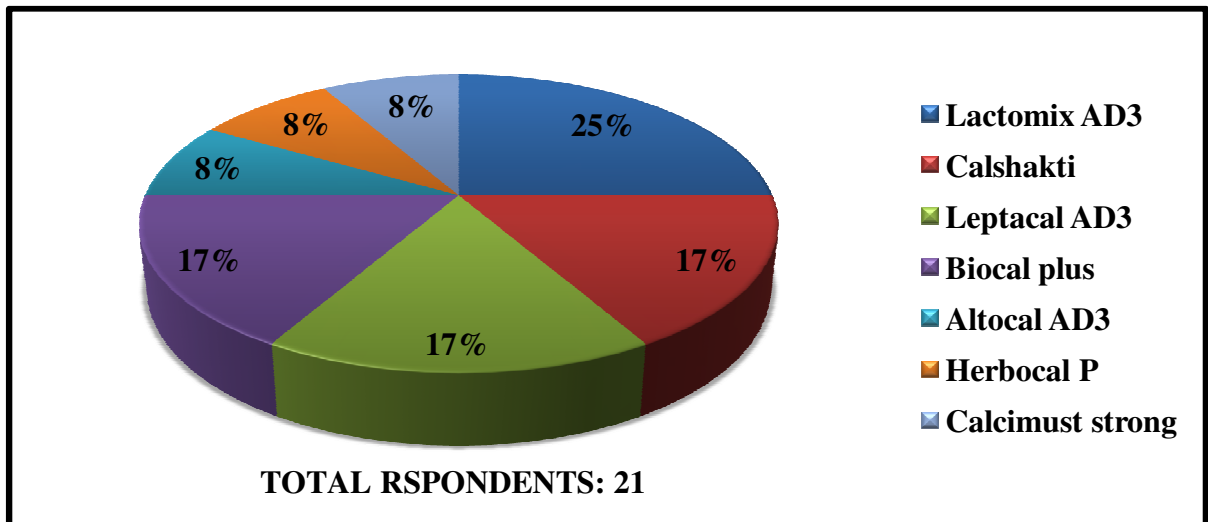


Fig. 3.2.2.2: Brands of Oral Calcium Which Retailers wish to Sell in Bihar

From above chart, it can be concluded that Lactomix AD3 is the most preferred brand with 25% in brands of oral calcium which retailers wish to sell in Bihar. Again in Bihar also retailers are not interested to sell Alembic's feed supplement so there should be more focus given on retailers as far as feed supplement is concern.

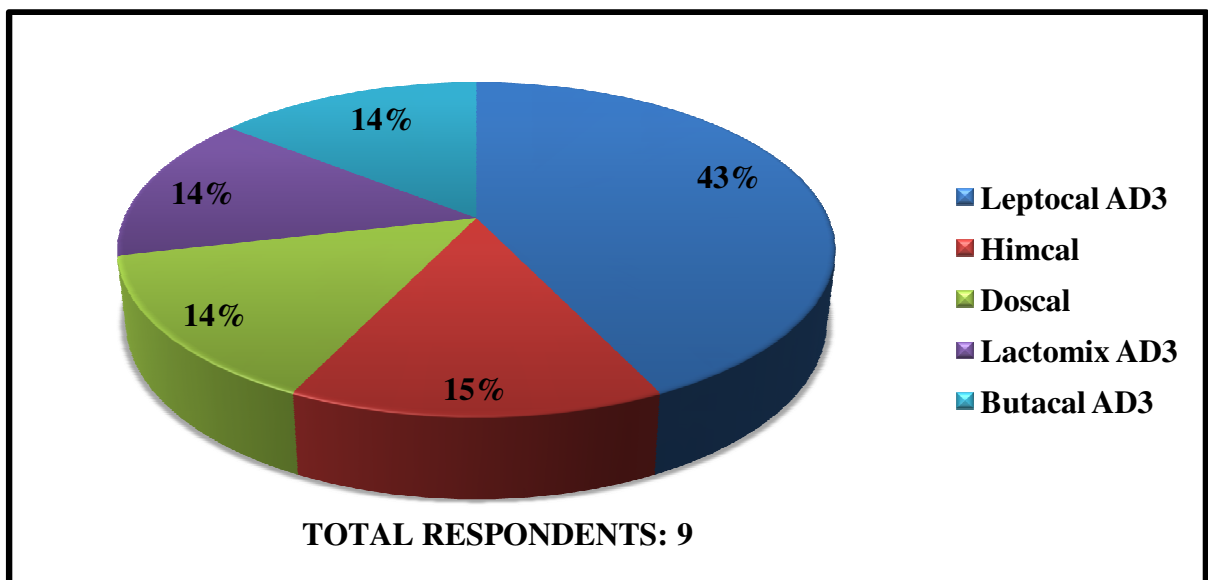


Fig. 3.2.2.3: Brands of Oral Calcium Which Retailers wish to Sell in Jharkhand

From above chart, it can be concluded that Leptocal AD3 is no.1 brand with 43% and Himcal is no. 2 brand with 15% in brands of oral calcium which retailers wish to sell in Jharkhand. Again in Jharkhand also retailers are not interested to sell Alembic's feed supplement so there should be more focus given on retailers as far as feed supplement is concern.

Recommendations

- ❖ From the findings of Maharashtra, Bihar and Jharkhand it is very clear that retailers are very less interested to sell Alembic's feed supplements as compare to some other products, so if possible there should be more flexible strategy for the retailers so they can show willingness to sell Alembic's feed supplements.

3.2.3 Brands of Oral Calcium Prescribed by Vets/Paravets

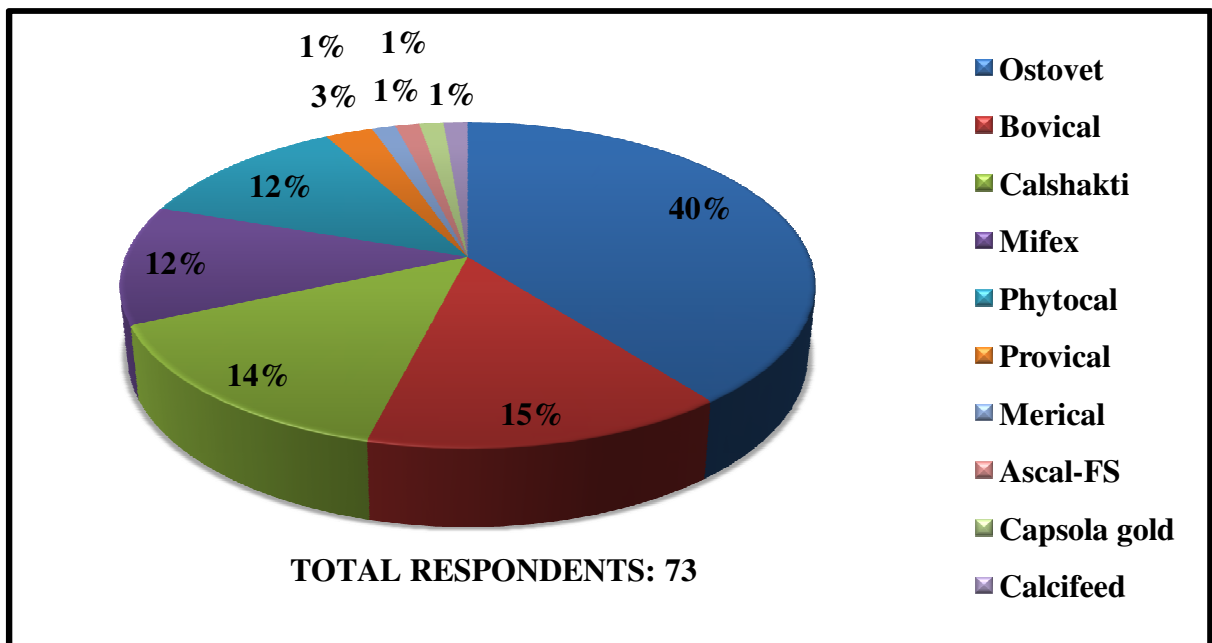


Fig. 3.2.3.1: Brands of Oral Calcium Prescribed by Vets/Paravets in Maharashtra

From above chart, it can be concluded that Ostovet is the most preferred brand with 40% followed by Bovical with 15% in brands of oral calcium prescribed by

Vets/ Paravets in Maharashtra. The share of Ascal FS is only 1%, so there must be some strong strategy for Vets especially in Maharashtra as they are the main factor for recommendation also.

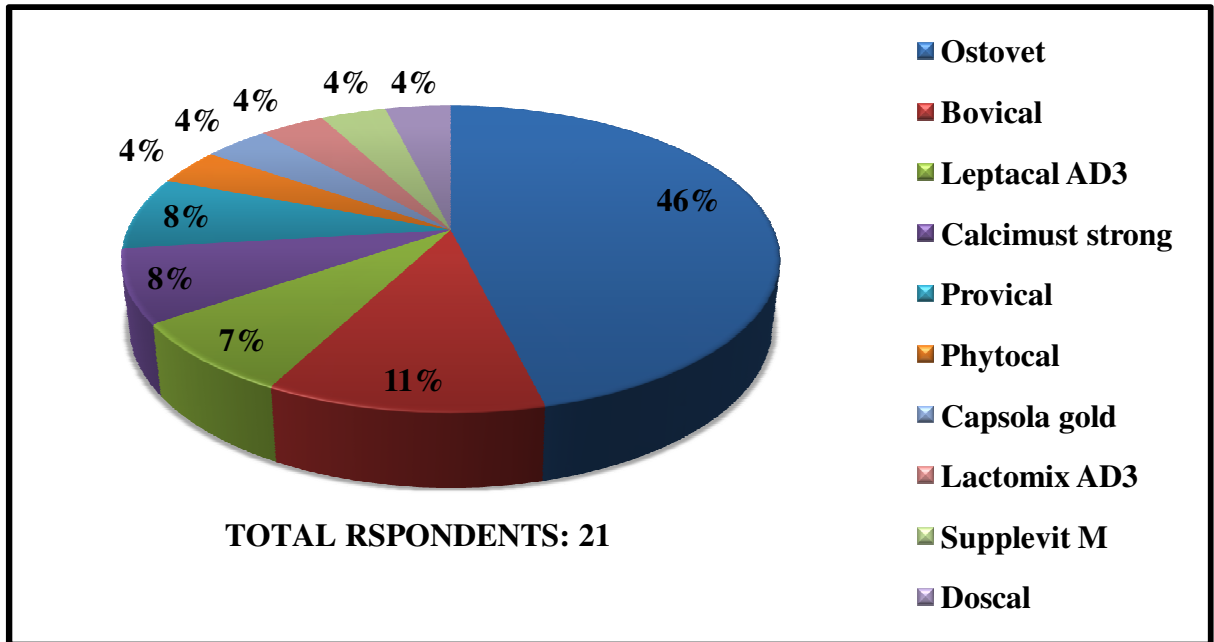


Fig. 3.2.3.2: Brands of Oral Calcium Prescribed by Vets/Paravets in Bihar

From above chart, it can be concluded that Ostovet is the most preferred brand with 46% followed by Bovical with 11% in brands of oral calcium prescribed by Vets/Paravets in Bihar.

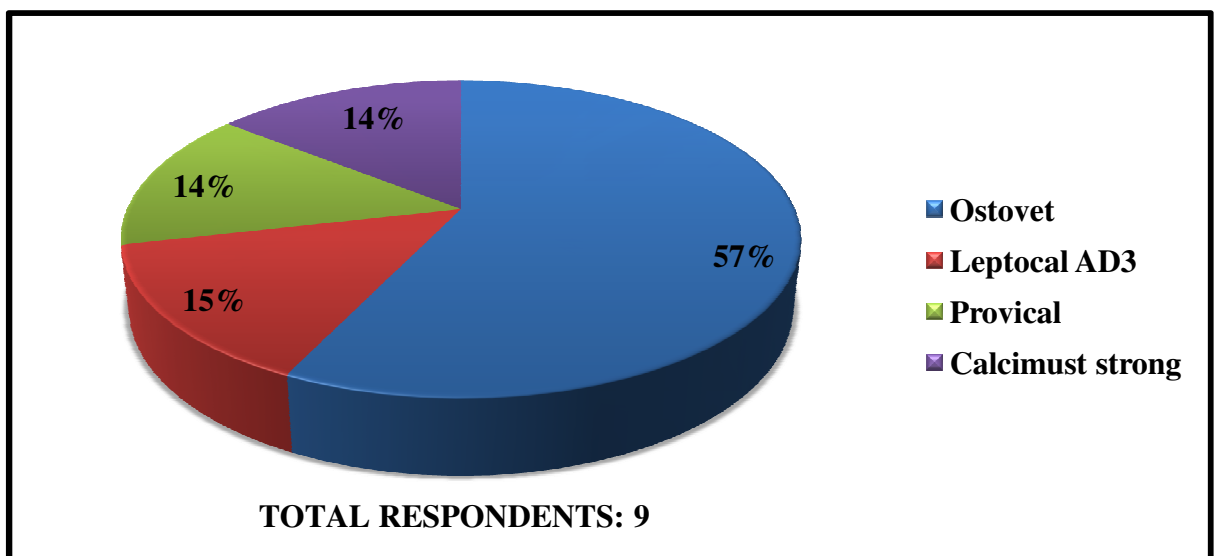


Fig. 3.2.3.3: Brands of Oral Calcium Prescribed by Vets/Paravets in Jharkhand

From above chart, it can be concluded that Ostovet is the most preferred brand with 57% followed by Leptocal AD3 with 15% in brands of oral calcium prescribed by Vets/Paravets in Jharkhand.

Recommendations

- ❖ From the finding of Maharashtra, Bihar and Jharkhand it is very clear that Vets/Paravets prescribe very less feed supplement of Alembic Ltd., so there should be more focus on this aspect especially in Maharashtra as their coverage is good as compare to Bihar and Jharkhand and Vets and paravets are the main factors for the farmers who purchase on recommendations.

3.2.4 Brands of Mineral Mixture asked by Farmers

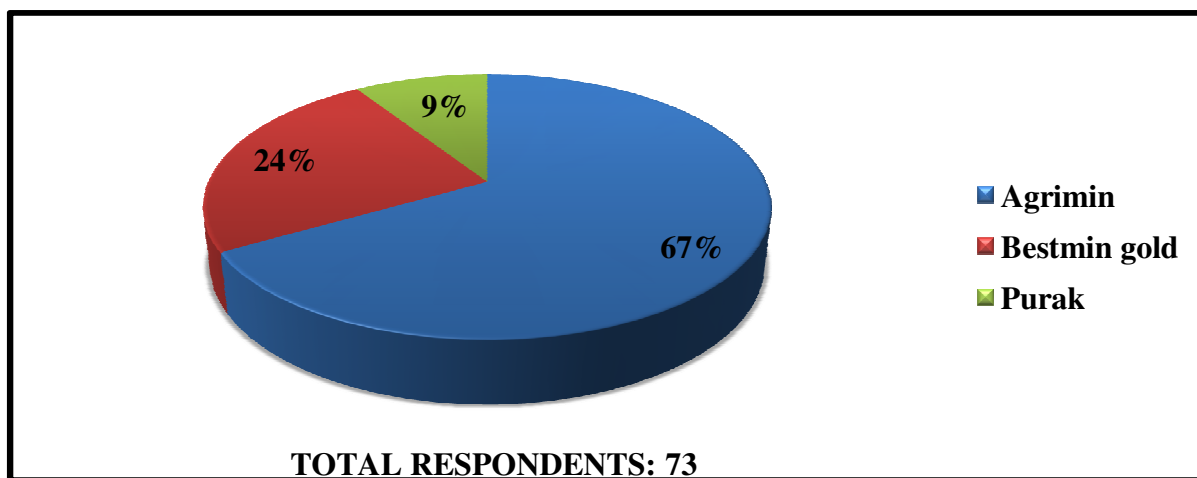


Fig. 3.2.4.1: Brands of Mineral Mixture asked by Farmers in Maharashtra

From above chart, it can be concluded that Agrimin is no. 1 brand with 67% and Bestmin gold is no. 2 brand with 24% of total brands of mineral mixture asked by farmers as per retailer in Maharashtra. As the brand image of these products are very high as compare to others products and farmers are satisfied with the result also.

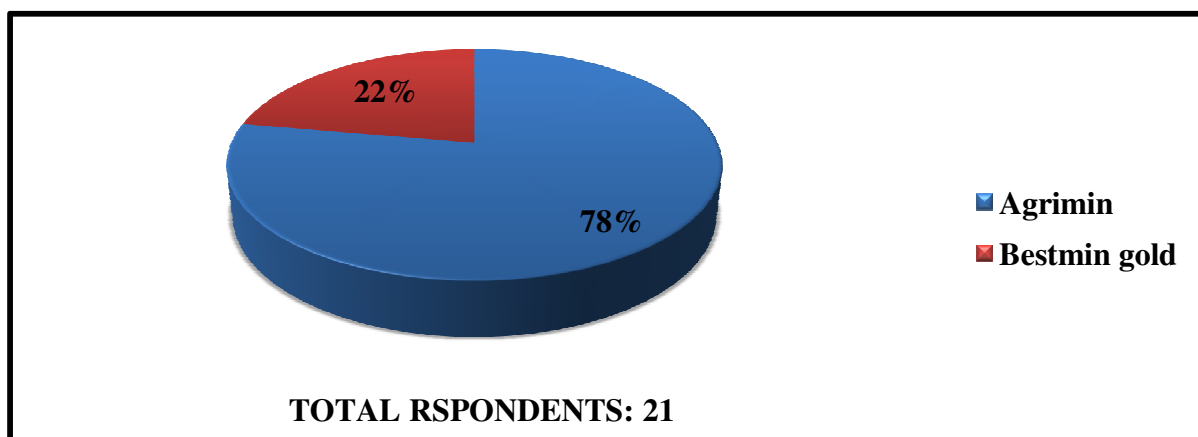


Fig. 3.2.4.2: Brands of Mineral Mixture asked by Farmers in Bihar

From above chart, it can be concluded that Agrimin is no. 1 brand with 78% and Bestmin gold is no. 2 brand with 22% of total brands of mineral mixture asked by farmers as per retailer in Bihar. As the brand image of these products are very high and as per retailers company has spend hefty amount in promotion of the products. Vets and paravets are also prescribing mostly these minerals.

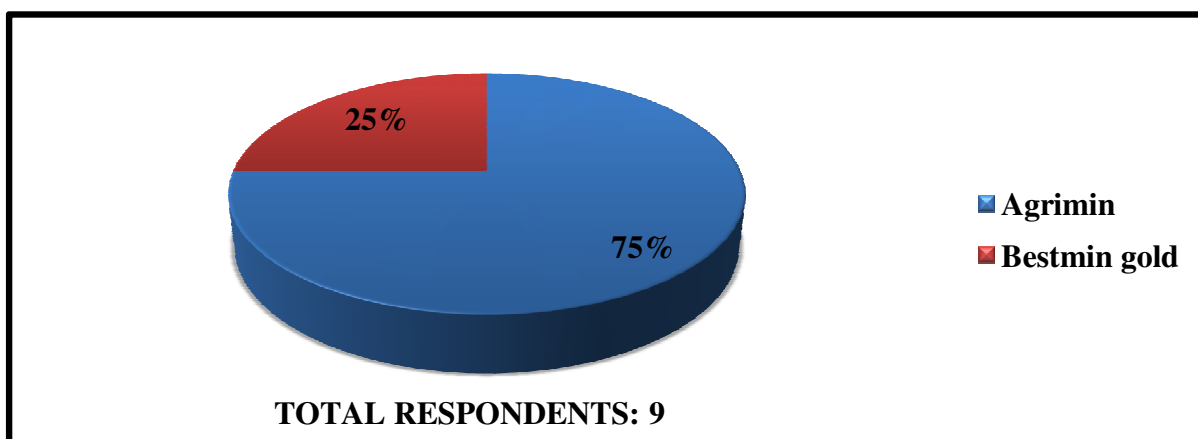


Fig. 3.2.4.3: Brands of Mineral Mixture asked by Farmers in Jharkhand

From above chart, it can be concluded that Agrimin is no. 1 brand with 75% and Bestmin gold is no. 2 brand with 25% of total brands of mineral mixture asked by farmers as per retailer in Jharkhand. As the brand image of these products are very high and as per retailers company has spend hefty amount in promotion of the products. Vets and paravets are also prescribing mostly these minerals.

Recommendations

- ❖ Generally, farmers ask those brands having good brand image or products prescribe by vets/paravets. So there should be efforts to increase brand image and to increase prescription of Alembic's feed supplements.

3.2.5 Brands of Mineral Mixture which Retailers wish to Sell

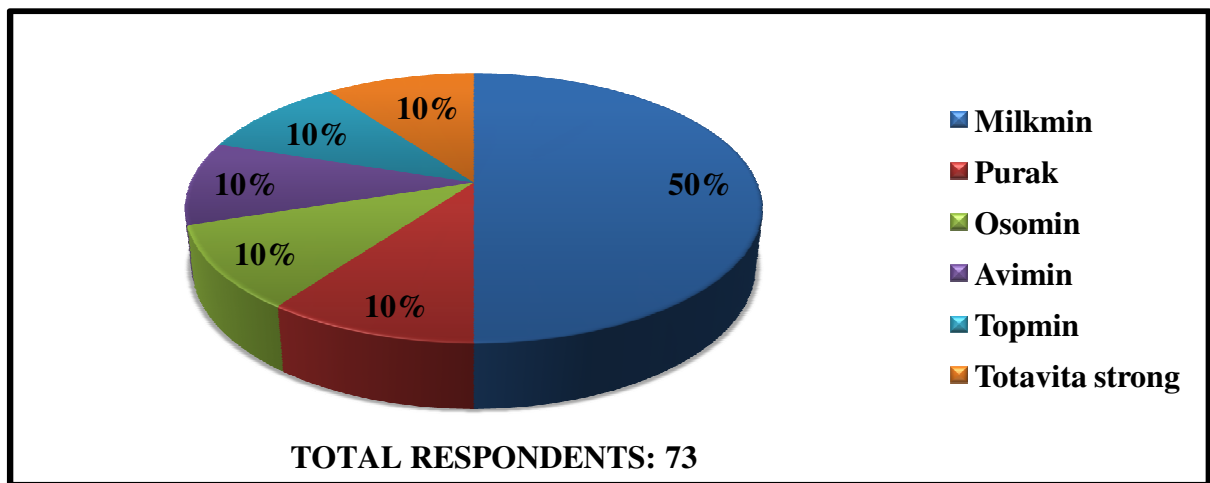


Fig. 3.2.5.1: Brands of Mineral Mixture which Retailers wish to Sell in Maharashtra

From above chart, I can say that Milkmin is the most preferred brand of mineral mixture which retailers wish to sell in Maharashtra.

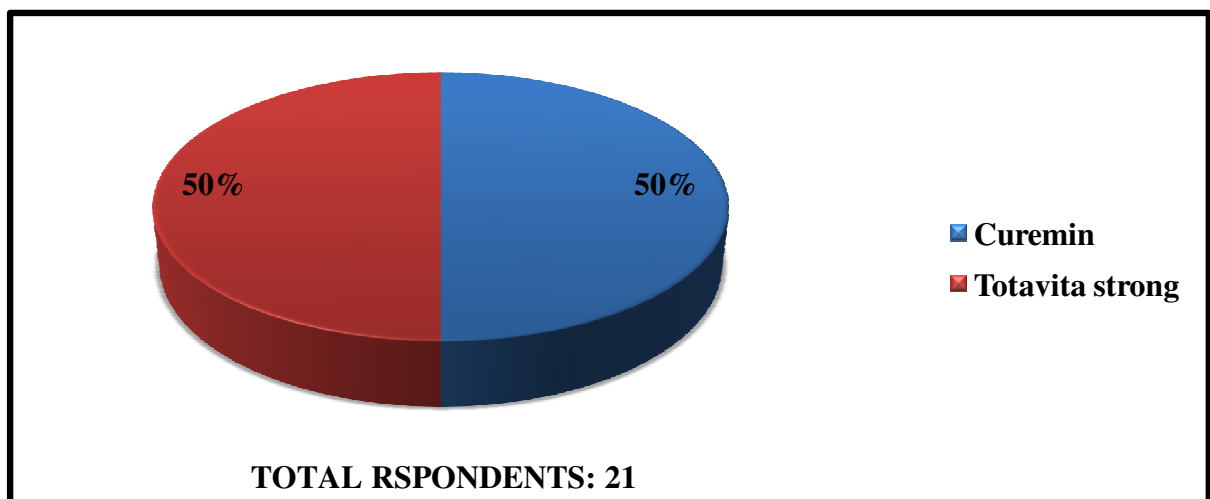


Fig. 3.2.5.2: Brands of Mineral Mixture which Retailers wish to Sell in Bihar

From above chart, I can say that Curemin and Totavita strong are the most preferred brands of mineral mixture which retailers wish to sell in Bihar.

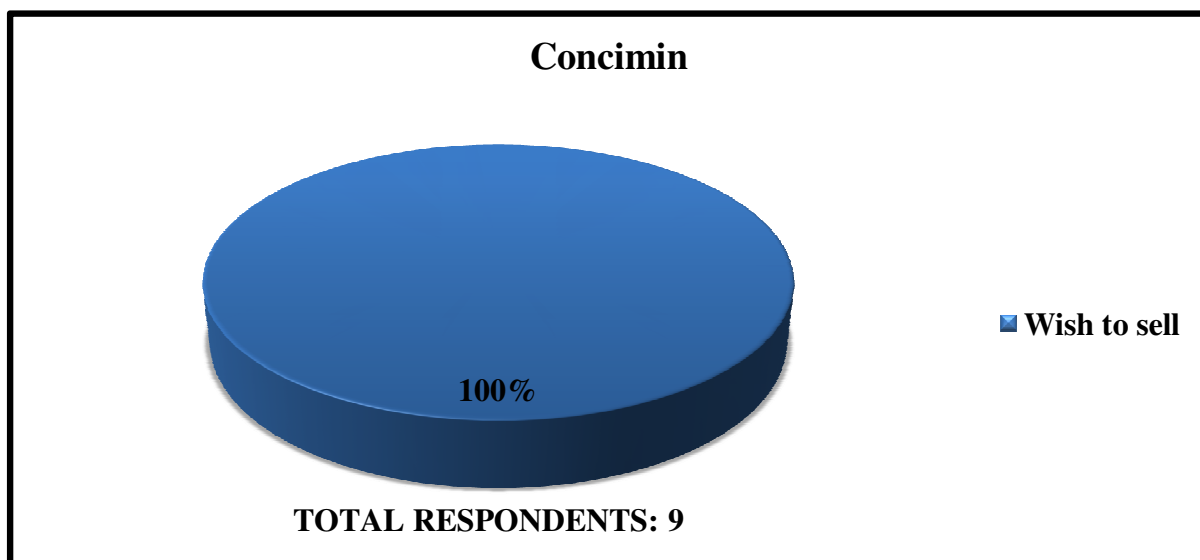


Fig. 3.2.5.3: Brands of Mineral Mixture which Retailers wish to Sell in Jharkhand

From above chart, I can say that the Concimin is the most preferred brand of mineral mixture which retailers wish to sell in Jharkhand.

Recommendations

- ❖ From the findings of Maharashtra, Bihar and Jharkhand it is very clear that retailers are very less interested to sell Alembic's feed supplements as compare to some other products, so if possible there should be more flexible strategy for the retailers so they can show willingness to sell Alembic's feed supplements.

3.2.6 Brands of Mineral Mixture Prescribed by Vets/Paravets

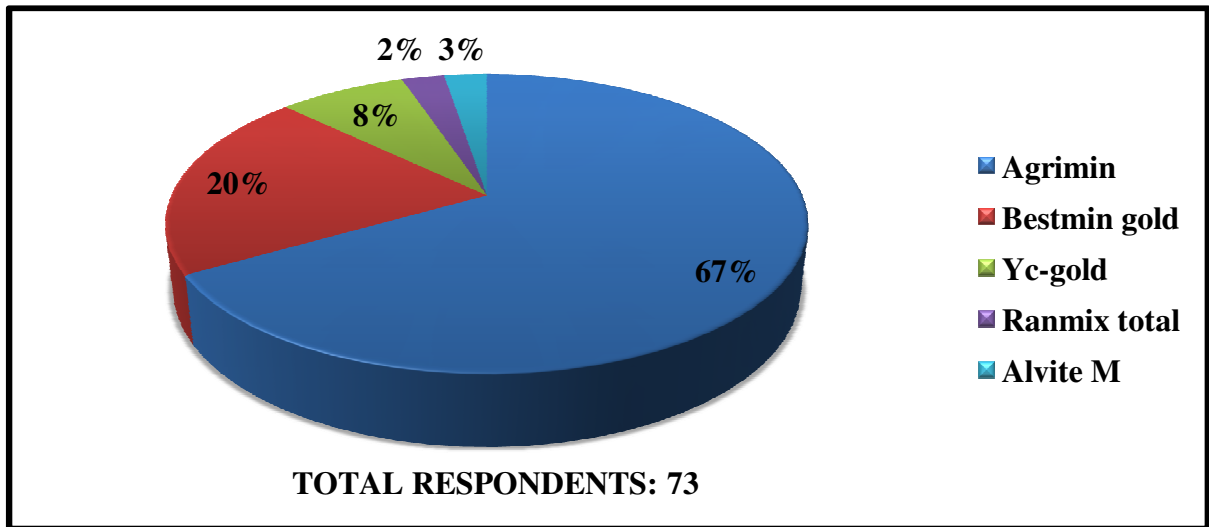


Fig. 3.2.6.1: Brands of Mineral Mixture Prescribed by Vets/Paravets in Maharashtra

From above chart, it can be concluded that Agrimin is no. 1 brand with 67% and Bestmin gold is no. 2 brand with 20% of mineral mixture prescribe by Vets/Paravets in Maharashtra. The share of Alvite M is only 3% so there should be more focus on Vets/paravets as far as mineral mixture is concern.

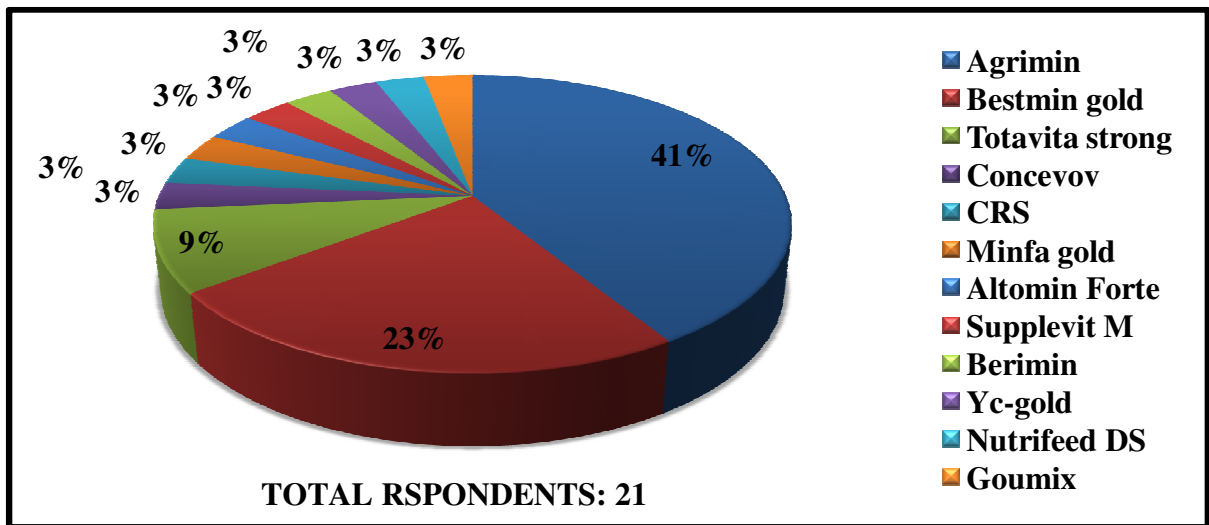


Fig. 3.2.6.2: Brands of Mineral Mixture Prescribed by Vets/Paravets in Bihar

From Above chart, it can be concluded that Agrimin is no. 1 brand with 41% and Bestmin gold is no. 2 brand with 23% of mineral mixture prescribe by Vets/Paravets in Bihar.

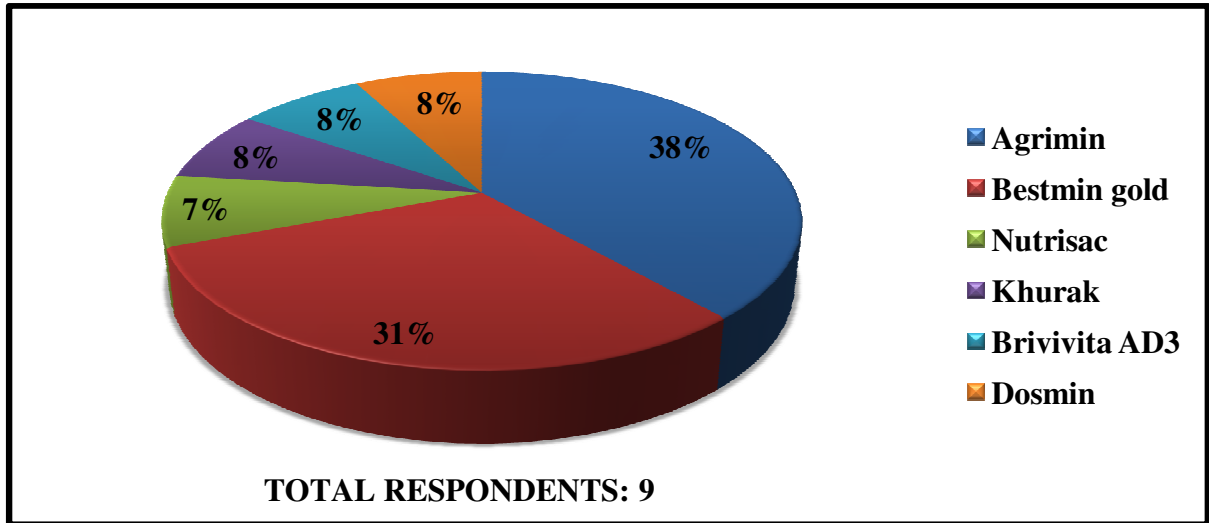


Fig. 3.2.6.3: Brands of Mineral Mixture Prescribed by Vets/Paravets in Jharkhand

From Above chart, it can be concluded that Agrimin is no. 1 brand with 38% and Bestmin gold is no. 2 brand with 31% of mineral mixture prescribe by Vets/Paravets in Jharkhand.

Recommendations

- ❖ From the finding of Maharashtra, Bihar and Jharkhand it is very clear that it is very clear that Vets/Paravets prescribe very less feed supplement of Alembic Ltd., so there should be more focus on this aspect especially in Maharashtra as their coverage is good as compare to Bihar and Jharkhand and Vets and paravets are the main factors for the farmers who purchase on recommendations.

3.2.7 Commonly Sold Brands of Oral Calcium by Retailers

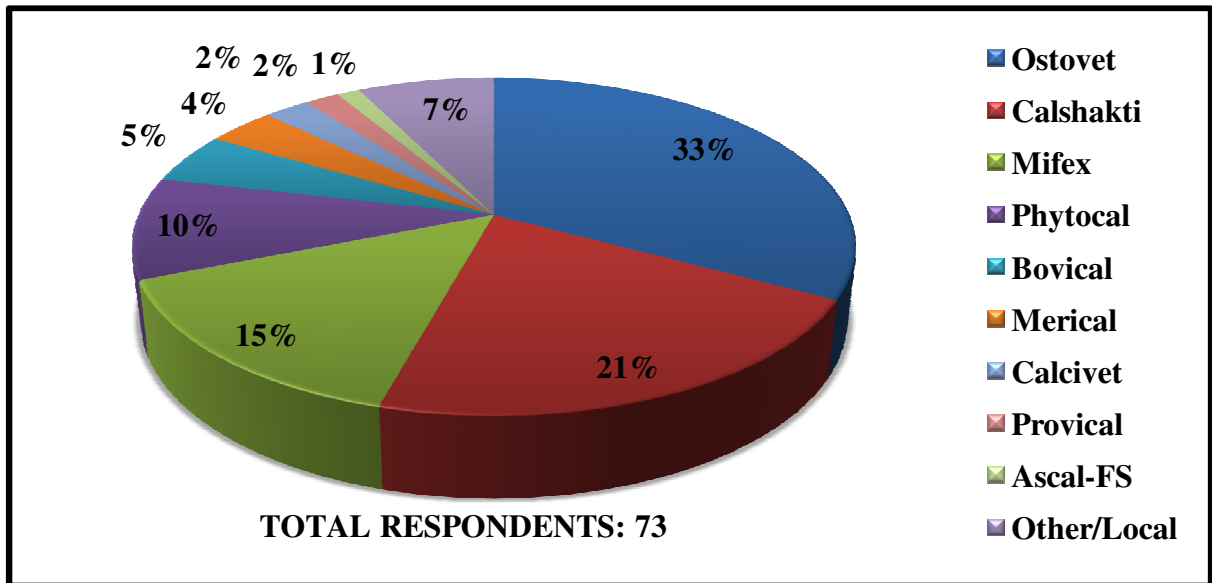


Fig. 3.2.7.1: Commonly Sold Brands of Oral Calcium in Maharashtra

In Maharashtra from responses of total 73 retailers we can say that Ostovet is most commonly sold brand with 33% followed by Calshakti with 21%. The share of Ascal FS is only 1%.

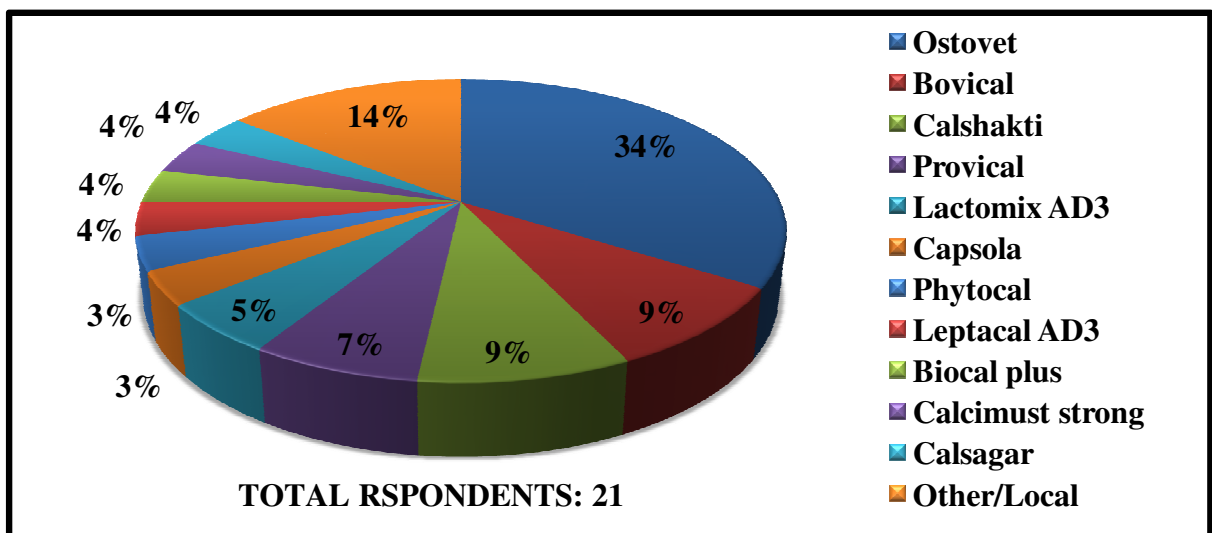


Fig. 3.2.7.2: Commonly Sold Brands of Oral Calcium in Bihar

From above chart, it can be concluded that Ostovet is the most commonly sold brand of oral calcium with 34% followed by Bovical with 9% and Calshakti with 9%.

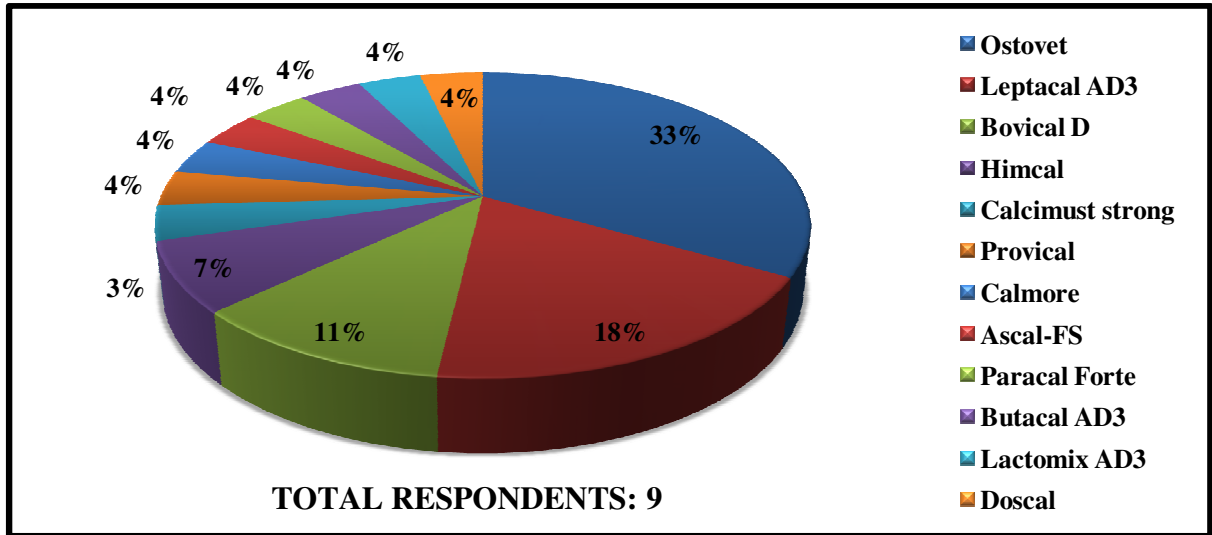


Fig. 3.2.7.3: Commonly Sold Brands of Oral Calcium in Jharkhand

From above chart, it can be concluded that Ostovet is the most commonly sold brand of oral calcium with 33% followed by Leptacal AD3 with 18%. The share of Ascal Fs is only 4% in Jharkhand.

Recommendations

- ❖ From the finding of Maharashtra, Bihar and Jharkhand it is very clear that the share of Alembic's feed supplement is very less as compare to other brands. As Vets and Paravets are prescribe very less and retailers are also less willing to sell Alembic's feed supplements, there must be more smart marketing strategy as compare to competitors to bring Alembic's feed supplements in commonly sold brands.

3.2.8 Commonly Sold Brands of Mineral Mixture by Retailer

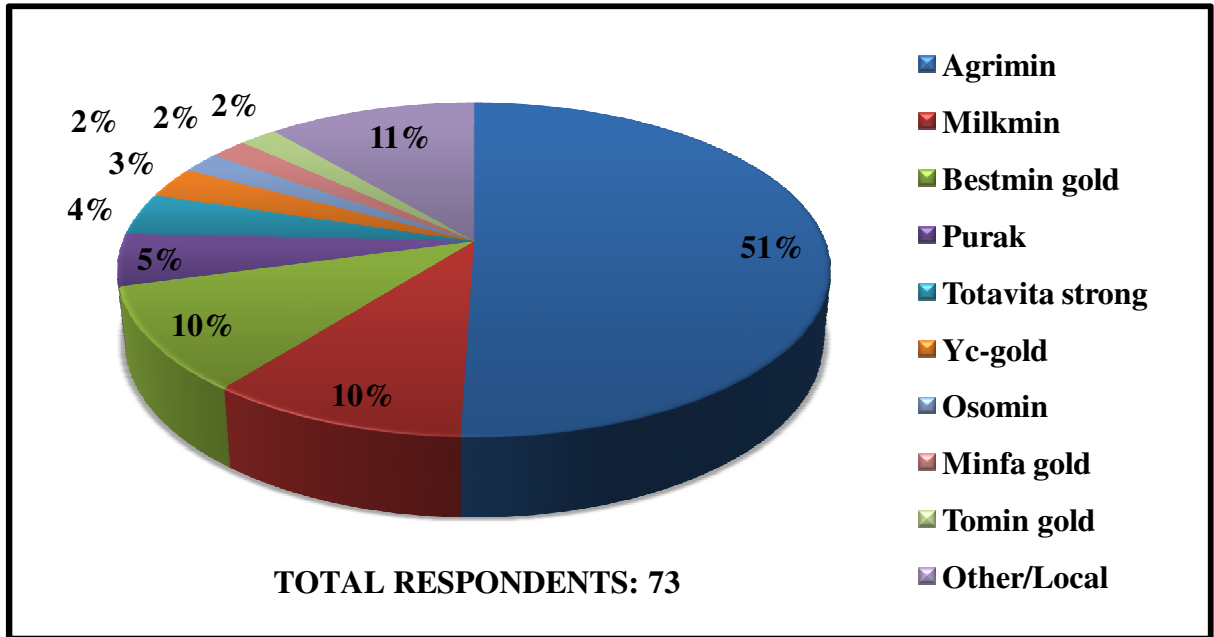


Fig. 3.2.8.1: Commonly Sold Brands of Mineral Mixture in Maharashtra

In Maharashtra from responses of total 73 retailers it can be concluded that Agrimin is the most commonly sold mineral mixture with 51% share followed by Milkmin and Bestmin Gold with 10% each.

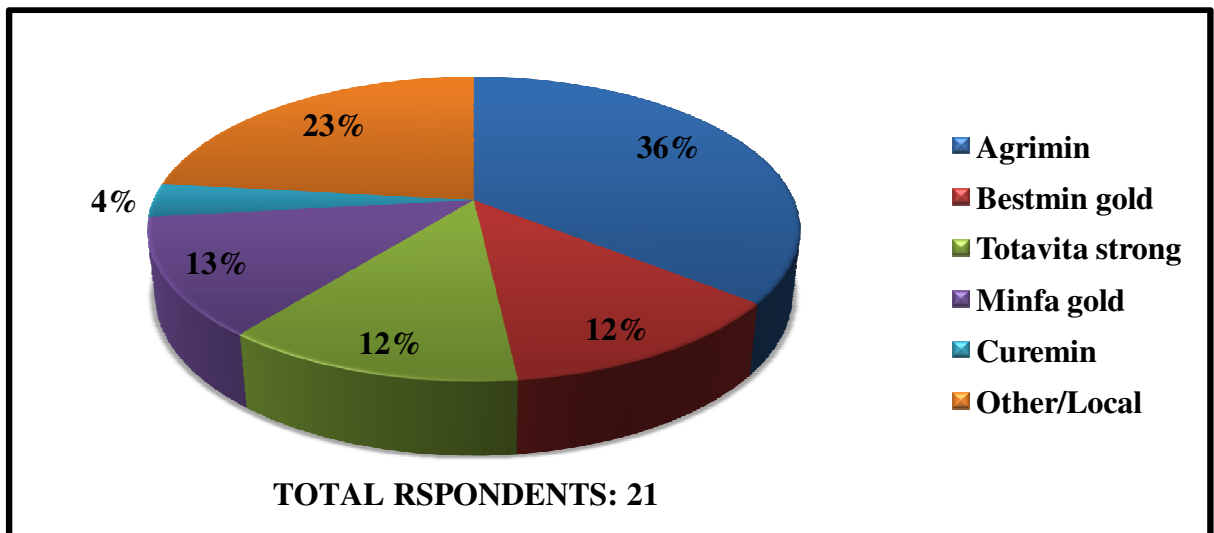


Fig. 3.2.8.2: Commonly Sold Brands of Mineral Mixture in Bihar

In Bihar from responses of total 21 retailers it can be concluded that Agrimin is the most commonly sold mineral mixture with 36% share followed by Bestmin Gold and Totavita Strong with 10% each.

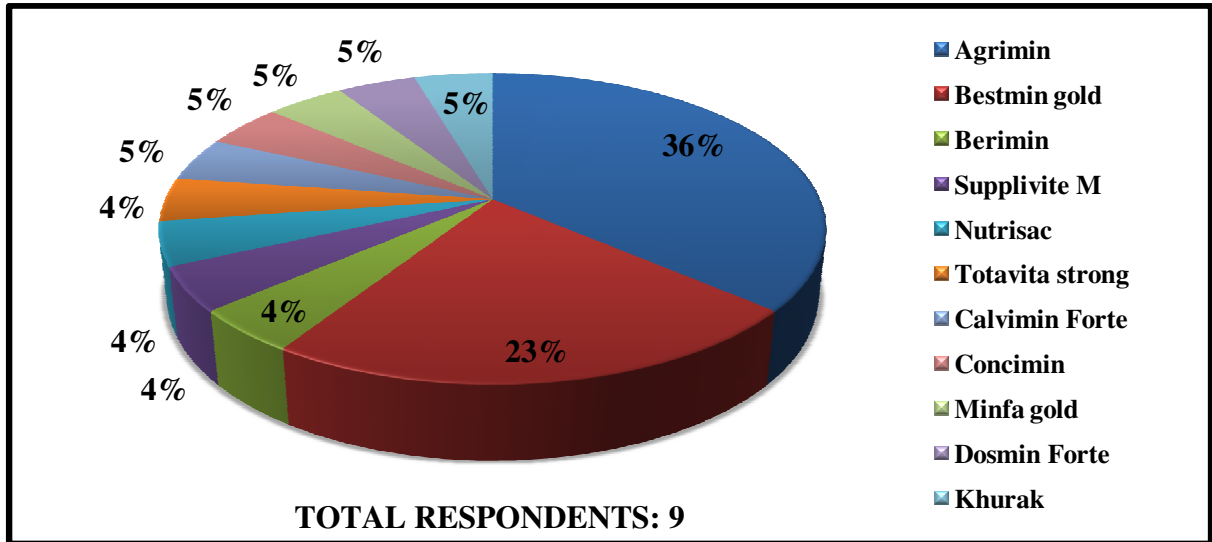


Fig. 3.2.8.3: Commonly Sold Brands of Mineral Mixture in Jharkhand

In Jharkhand from responses of total 9 retailers it can be concluded that Agrimin is the most commonly sold mineral mixture with 36% share followed by Bestmin Gold with 23% share. The share of Khurak is only 5% in Jharkhand.

Recommendations

- ❖ From the finding of Maharashtra, Bihar and Jharkhand it is very clear that the share of Alembic's feed supplement is very less as compare to other brands. As Vets and Paravets are prescribe very less and retailers are also less willing to sell Alembic's feed supplements, there must be more smart marketing strategy as compare to competitors to bring Alembic's feed supplements in commonly sold brands.

3.2.9 Factors Limiting Sale of Alembic's Feed Supplement Brands

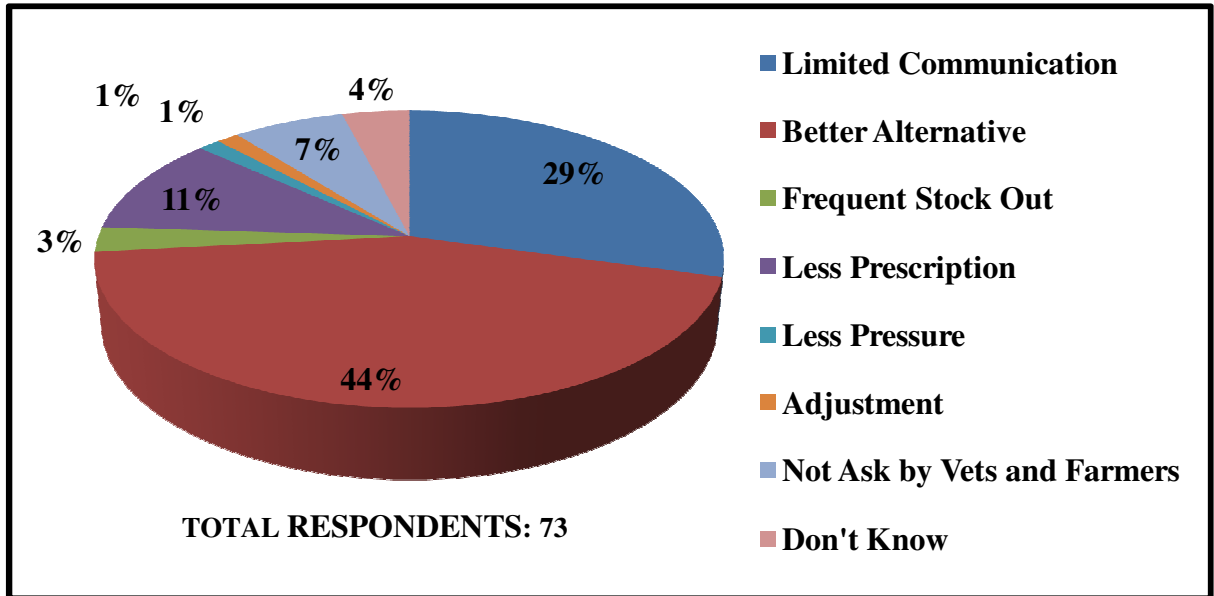


Fig. 3.2.9.1: Factors Limiting Sale of Alembic's Feed Supplement Brands in Maharashtra

From the responses of total 73 retailers it can be concluded that Better alternative and limited communication are the main limiting factors with 44% and 29% respectively that limiting sale of Alembic's feed supplement brands in Maharashtra.

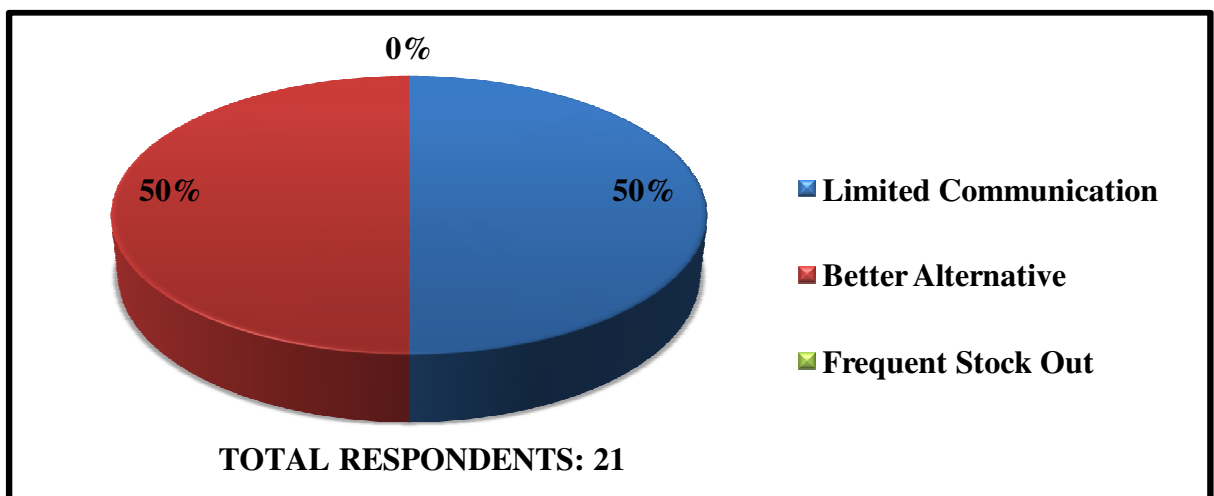


Fig. 3.2.9.2: Factors Limiting Sale of Alembic's Feed Supplement Brands in Bihar

From above chart it can be concluded that Better alternative and limited communication are the main limiting factors with 50% and 50% respectively that limiting sale of Alembic's feed supplement brands in Bihar.

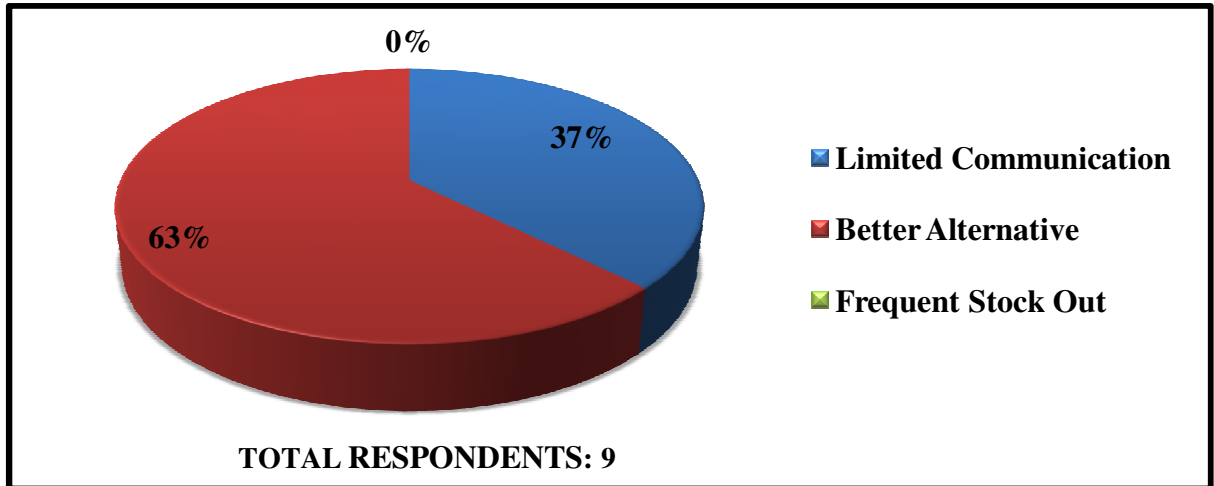


Fig. 3.2.9.3: Factors Limiting Sale of Alembic's Feed Supplement Brands in Jharkhand

From above chart it can be concluded that Better alternative and limited communication are the main limiting factors with 63% and 37% respectively that limiting sale of Alembic's feed supplement brands in Jharkhand.

Recommendations

- ❖ From the finding of Maharashtra, Bihar and Jharkhand it is clear that as per retailers Limited Communication and Better Alternative are the main factors those limiting sale of Alembic's feed supplement, so there be increase communication to retailers with better marketing strategy as compare to competitors.

3.3 Comparative Findings of all Three States

3.3.1 Sample Classification Category Wise

Below chart shows all the sample collected from Maharashtra, Bihar and Jharkhand into four categories i.e. Farmers using oral calcium only, farmers using mineral mixture only, farmers using oral calcium and mineral mixture both and farmers not using feed supplement.

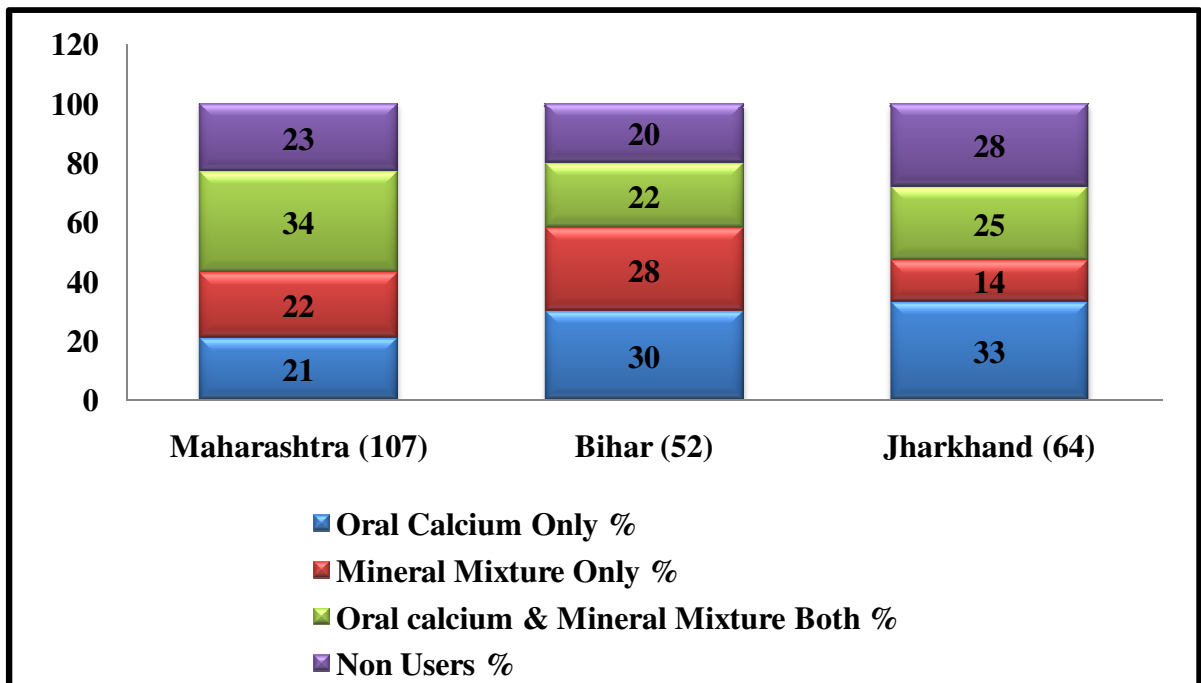


Fig. 3.3.1.1: Sample Classification Category Wise

Highest farmers using Oral Calcium only are in Jharkhand with 33% as availability of green fodder is very less in Jharkhand so they are using Oral Calcium as a substitute of green fodder. Highest farmers using Mineral Mixture only are in Bihar. Farmers using Oral Calcium and Mineral Mixture Both are highest in Maharashtra.

3.3.2 Purpose of Using Feed Supplement

Below figure shows different purposes of using feed supplement by farmers of Maharashtra, Bihar and Jharkhand. i.e for increasing milk production, for growth & development, for better fertility, for good health and for other purposes.

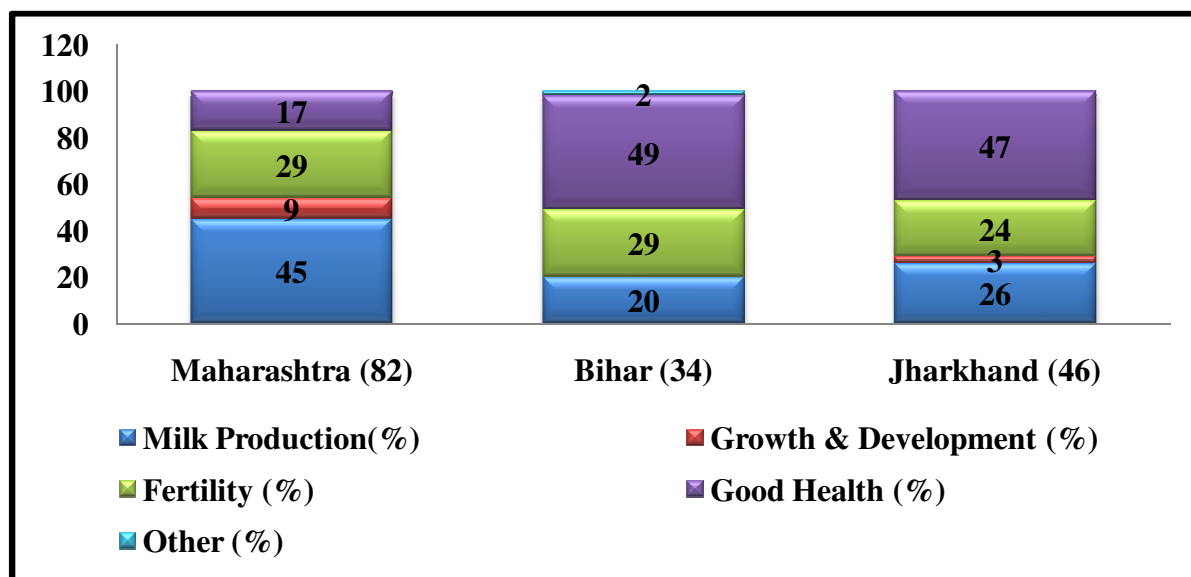


Fig. 3.3.2.1: Purpose of Using Feed Supplement

In Maharashtra farmers using feed supplement mainly for Increasing milk production with 45% but in Bihar and Jharkhand farmers mainly using for Good health with 49% and 47% respectively.

Recommendations

- ❖ Farmers of Maharashtra are more commercial and more aware regarding the use and benefit of the feed supplement so they are using feed supplement mainly for increasing milk production, so there should be more focus on milk production during the promotional activities.
- ❖ Farmers of Bihar and Jharkhand are less commercial as compare to Maharashtra and most of them are using feed supplement nearby partirition

and when green fodder is not available so we can say that awareness of regular use of feed supplement is less so more promotional activity is require in Bihar and Jharkhand.

3.3.3 Oral Calcium Users Category Wise

Below chart shows oral calcium users in five different categories i.e single strength calcium, double strength calcium, chelated calcium, oral calcium with galactogogue and farmers having no recall of what they have used previously.

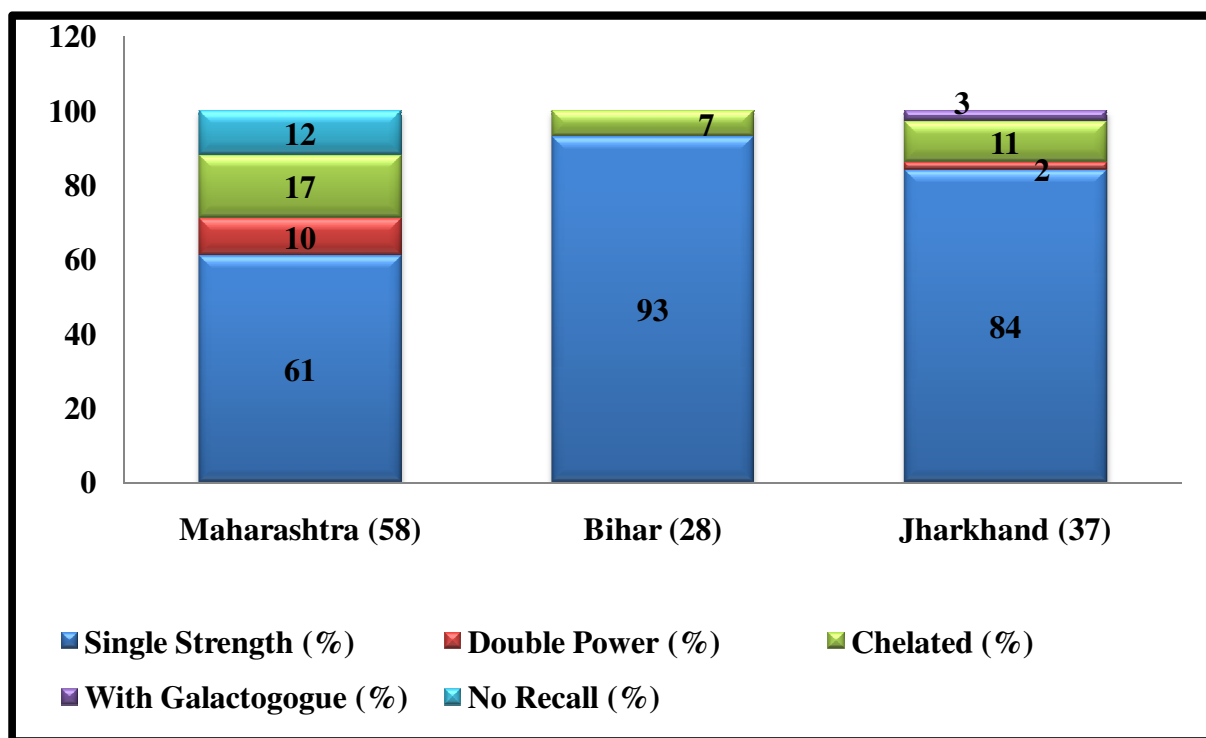


Fig. 3.3.3.1: Oral Calcium Users Category Wise

Farmers mainly using Single Strength Oral Calcium and highest is in Bihar with 93%. Chelated Calcium is more preferred with 17% and Double Power Calcium with 10% in Maharashtra.

Recommendations

- ❖ Oral Calcium market of Maharashtra, Bihar and Jharkhand is mainly of Single Strength Calcium so there should be more focus on this category.
- ❖ There is scope for Double Power Calcium and Calcium with Galactogogue in the market of Bihar and Jharkhand so there should be more promotion of these categories.

3.3.4 Mineral Mixture Users Category Wise

Below chart shows mineral mixture users in four different categories i.e plain mineral mixture, chelated mineral mixture, plain mineral mixture with vitamins and mineral mixture with by- pass fat and probiotics.

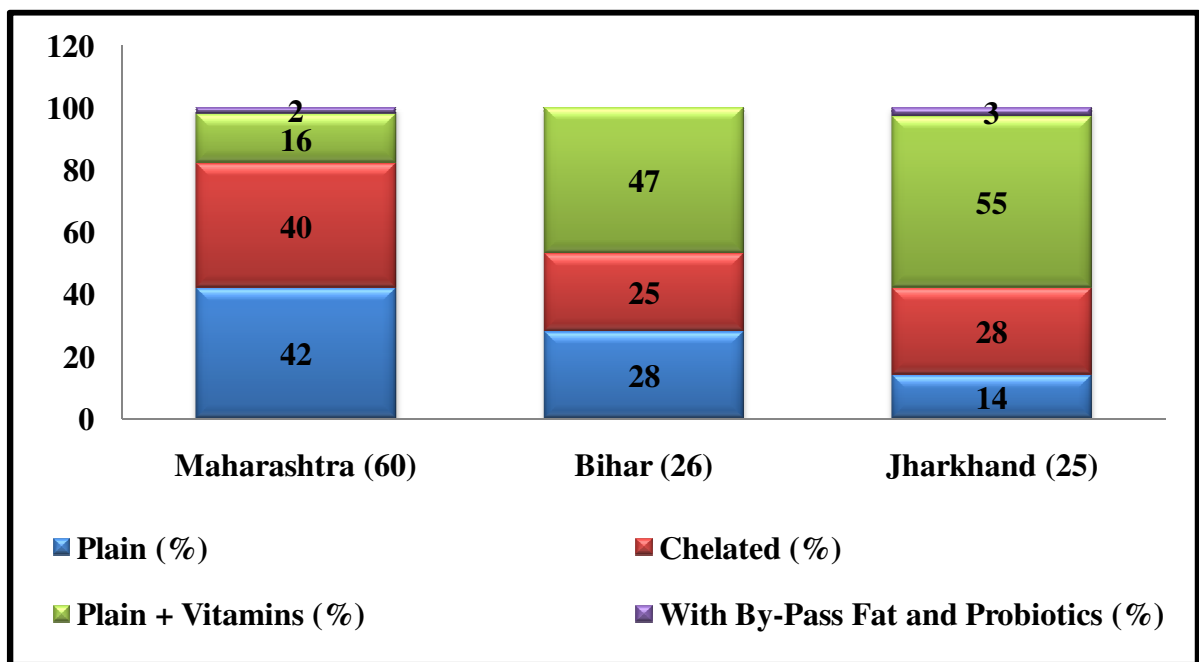


Fig. 3.3.4.1: Mineral Mixture Users Category Wise

Plain and Chelated Mineral Mixture is more preferred with 42% and 40% respectively in Maharashtra whereas farmers of Bihar and Jharkhand are preferre Plain Mineral Mixture with Vitamins with 47% and 55% respectively.

Recommendations

- ❖ In all three states out of four categories of Mineral Mixture farmers mostly prefer Mineral Mixture with Vitamins, Chelated and Plain Mineral Mixture, so there should be more focus on these categories.
- ❖ Very less farmers using mineral mixture with By-pass Fat and Protein so attempts should be made to increase awareness of this particular category that will help to increase the sale of Khurak.

3.3.5 Purchase Decision Self Vs On Recommendation

Below chart shows purchase decision of farmers into two categories i.e. purchase by self and purchase on recommendation of someone.

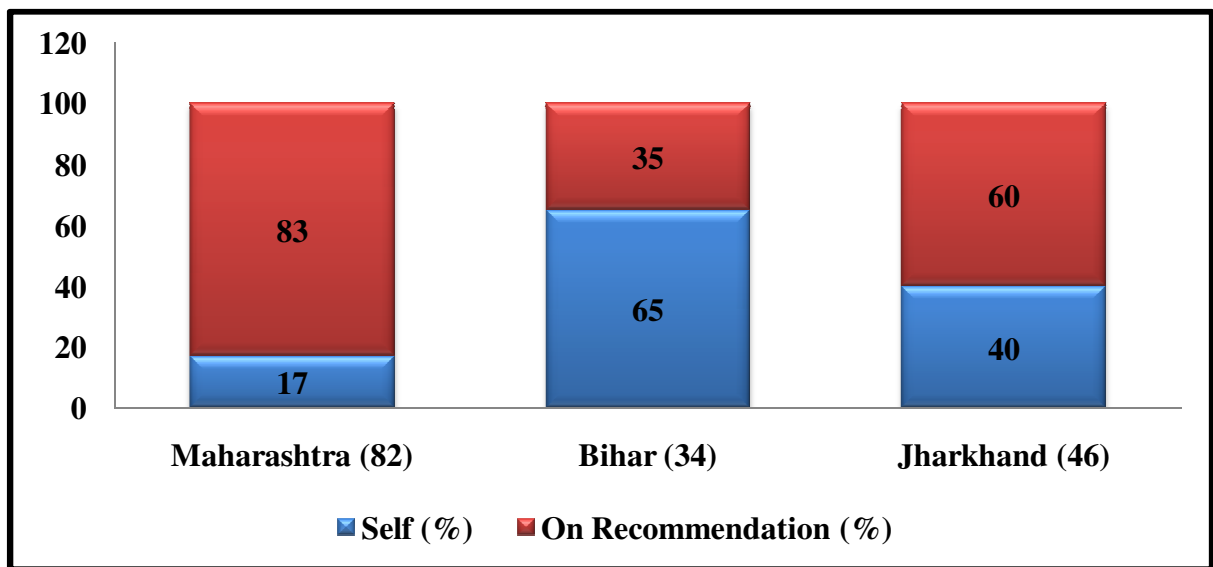


Fig. 3.3.5.1: Purchase Decision Self Vs On Recommendation

Farmers purchasing feed supplement on their own choice are highest in Bihar with 65% and least in Maharashtra with 17%. Farmers purchasing feed supplement on recommendation are highest in Maharashtra with 83% and least in Bihar with 35%. But it doesn't mean that farmers of Maharashtra go for recommendation every time. Generally farmers consult with Vets/ Paravets/

Retailer/ whenever they meet to farmers and purchase feed supplement as per recommendation. If farmers are satisfied with result of the product they continue to use that product.

Recommendations

- ❖ Farmers purchase on recommendation are more in Maharashtra as compare to Bihar and Jharkhand so there should be more focus on Vets/ Paravets and Retailers in Maharashtra.
- ❖ Farmers of Bihar and Jharkhand purchase feed supplements more on their own choice so there be more focus on commercial dairy farmers.

3.3.6 Factors affect Self Purchase

Below chart shows factors like price, quality, availability and credit those affect self purchase decision of farmers.

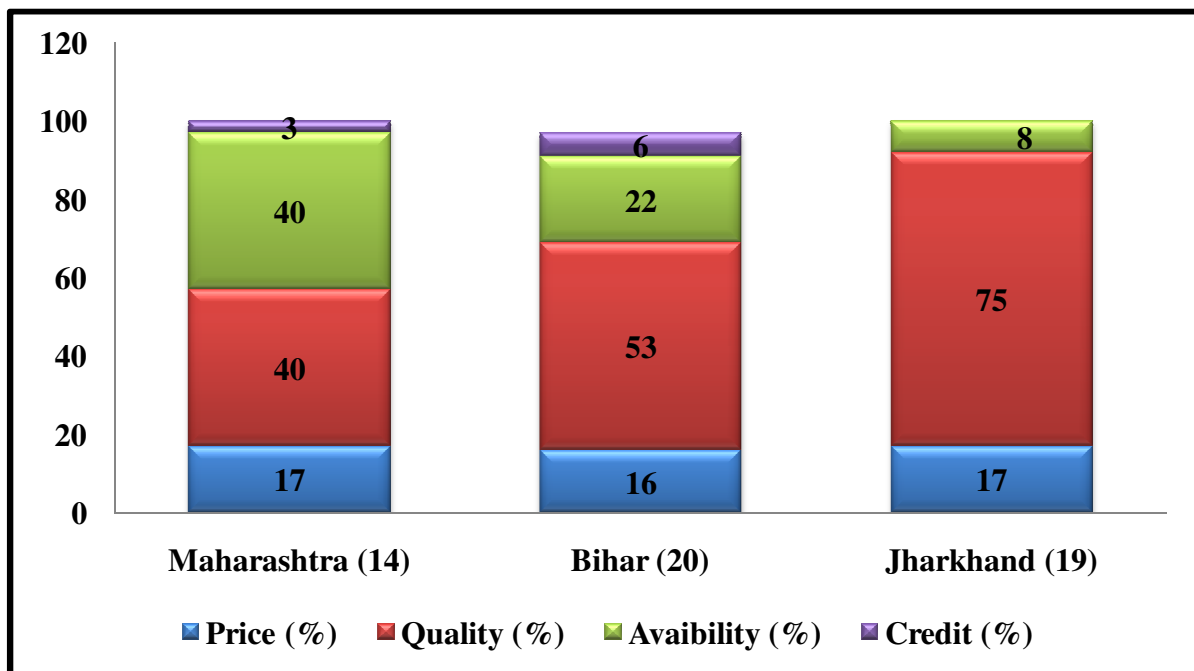


Fig. 3.3.6.1: Factors affect Self Purchase

Quality is the main factor that affect self purchase dication with 40%, 53% and 75% in Maharashtra, Bihar and Jharkhand respectively. Avaibility is second important factor with 40% and 22% for the farmers of Maharashtra and Bihar. Below chart shows factors like veterinarians, paravets, retailers, marketing representatives, neighbours and exhibition those recommend to purchase feed supplement.

3.3.7 Who Recommend to Purchase

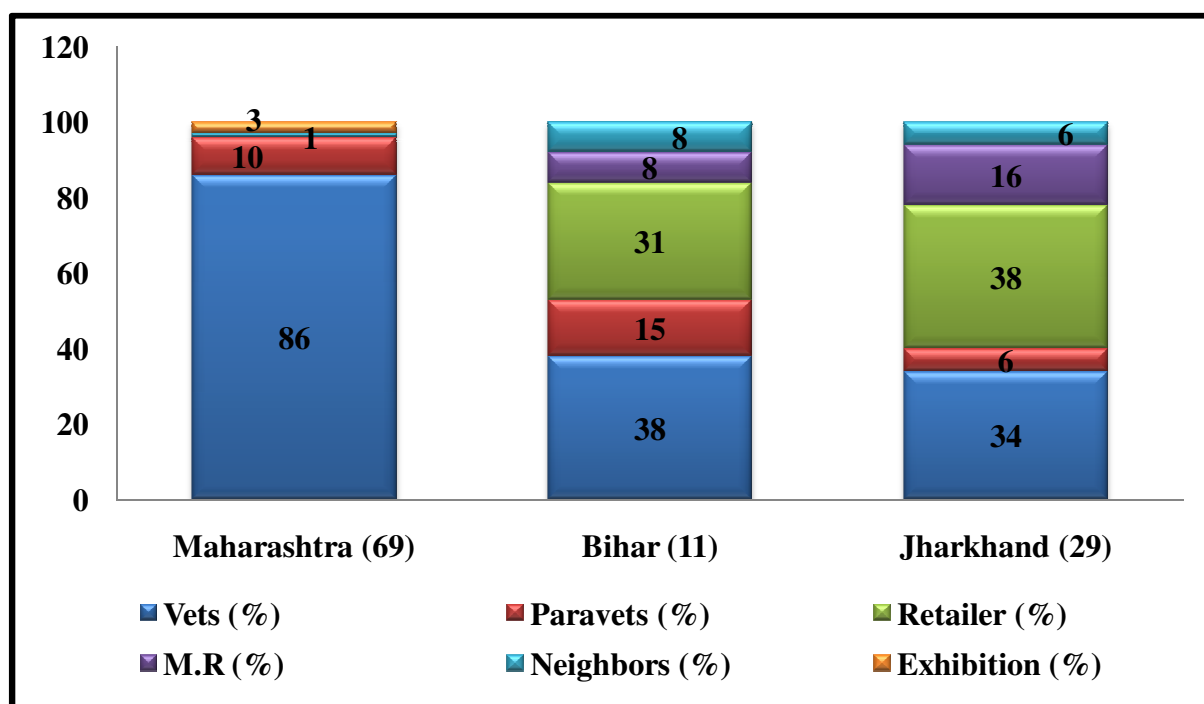


Fig. 3.3.7.1: Who Recommend to Purchase

Veterinarians are the most important factor in Maharashtra and Bihar for recommendation with 86% and 38% respectively but in Jharkhand Retailer is most important factor with 38%.

Recommendations

- ❖ In Maharashtra Vets are the main factors who recommend using or purchasing feed supplement so more focus on Vets.

- ❖ In Bihar and Jharkhand Vets and Retailers are the main factors who recommend using or purchasing feed supplement so more focus on Vets and Retailers.

3.3.8 Preferred Brands of Feed Supplement by farmers

Table 3.3.8.1: Preferred Brands of Oral Calcium by farmers

Brands	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)
Maharashtra (58)	Ostovet Forte (29%)	Mifex (22%)	Bovical D (10%)	Ostovet Chelated (7%)	Phytocal (5%)
Bihar (28)	Ostovet (42%)	Capsola (16%)	Lactomix AD3 (13%)	Phytocal (7%)	Ostovet Chelated (4%)
Jharkhand (37)	Ostovet (59%)	Leptacal AD3 (11%)	Leptacal AD3 Gold (7%)	Calcimust Strong (5%)	Ascal-FS (2%)

From findings of the Maharashtra, Bihar and Jharkhand we can say that Ostovet is the most preferred brand of Oral Calcium by farmers.

Table 3.3.8.2: Preferred Brands of Mineral Mixture by Farmers

Brands	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)
Maharashtra (60)	Agrimin (14%)	Bestmin Gold (14%)	Trim Forte (13%)	Agrimin Forte (11%)	Agrimin Chelated (8%)
Bihar (26)	Agrimin Forte (20%)	Agrimin Chelated (17%)	Sudhamin (17%)	Agrimin (10%)	Calsagar (10%)
Jharkhand (25)	Agrimin (14%)	Bestmin Gold (14%)	Alvite M (8%)	Calmin Forte (8%)	Supplivite M (8%)

From findings of the Maharashtra, Bihar and Jharkhand we can say that Agrimin is the most preferred brand of Mineral Mixture by farmers.

Recommendations

- ❖ From the finding of the Maharashtra, Bihar and Jharkhand we can say that farmers prefer those products having high brand image and recommended by Vets / Paravets/ Retailers.
- ❖ There should be more efforts to increase brand image and prescription of Alembic's feed supplement. There should be continuously promotional activities to farmers through village meetings, through dairy etc. that will not allow the farmers to forget the Alembic's feed supplements and at the same time it will increase the brand image of the products also.

3.3.9 Brands of Feed Supplement asked by Farmers as Per Retailers

Table 3.3.9.1: Brands of Oral Calcium asked by Farmers as Per Retailer

	1 (%)	2 (%)	3 (%)	4 (%)	5 (%)
Maharashtra (73)	Ostovet (60%)	Mifex (16%)	Bovical (10%)	Calshakti (5%)	Merical (2%)
				Phytocal (5%)	Capsola Gold (2%)
Bihar (21)	Ostovet (64%)	Lactomix AD3 (8%)	Phytocal (4%)		
		Calshakti (8%)			
		Capsola (8%)			
		Bovical (8%)			
Jharkhand (9)	Ostovet (67%)	Bovical (22%)	Leptacal AD3 (11%)		

From findings of the Maharashtra, Bihar and Jharkhand we can say that more than 60% farmers ask Ostovet as per Retailers.

Table 3.3.9.2: Brands of Mineral Mixture asked By Farmers as Per Retailers

	1	2	3	4	5
Maharashtra (73)	Agrimin (67%)	Bestmin Golf (24%)	Purak (9%)		
Bihar (21)	Agrimin (78%)	Bestmin Golf (22%)			
Jharkhand (9)	Agrimin (75%)	Bestmin Golf (25%)			

From above table we can say that in all three states Agrimin and Bestmin Gold are the highly asked brands of Mineral Mixture by farmers.

3.3.10 Brands of Feed Supplement which Retailer Wish to Sell

Table 3.3.10.1: Brands of Oral Calcium which Retailer Wish to Sell

	1 (%)	2 (%)	3 (%)
Maharashtra (73)	Calcivet (15%)	Calgelmor (8%)	Dainical (7%)
	Calshakti (15%)	Ostovet (8%)	
	Calcimust Strong (15%)	Doscal (8%)	
		Calcifeed (8%)	
		Polcal (8%)	
		Books (8%)	
Bihar (21)	Lactomix AD3 (25%)	Calshakti (17%)	Altocal AD3 (8%)
		Leptocal AD3 (17%)	Herbocal P (8%)

			Calcimust Strong (8%)
Jharkhand (9)	Leptacal AD3 (43%)	Himcal (15%)	Doscal (14%)
			Lactomix AD3 (14%)
			Butacal AD3 (14%)

From above table we can say that in Maharashtra, Calcivet, Calshakti and Calcimust Strong are the most preferred brands by Retailers to sell whereas Lactomix AD3 is most preferred brand by Retailers to sell. Leptacal AD3 is the most preferred brand of Oral Calcium by Retailers to sell.

Table 3.3.10.2: Brands of Mineral Mixture which Retailers Wish to Sell

	1	2	3	4	5
Maharashtra (73)	Milkmin (50%)	Purak (10%)			
		Osomin (10%)			
		Avimin (10%)			
		Topmin (10%)			
		Totavita Strong (10%)			
Bihar (21)	Curemin (50%)				
	Totavita Strong (50%)				
Jharkhand (9%)	Concimin (100%)				

Retailers of Maharashtra are mainly interested to sell Milmin with 50% followed by Purak, Osomin, Avimin, Topmin and Totavita Strong with 10% each. Retailers of Bihar are interested to sell Curemin and Totavita Strong with 50% each while Retailers of Jharkhand are interested to sell Concimin.

3.3.11 Brands of Feed Supplement Prescribe By Vets/ Paravets

Table 3.3.11.1: Brands of Oral Calcium Prescribe By Vets/ Paravets

	1	2	3	4	5
Maharashtra (73)	Ostovet (40%)	Bovical (15%)	Calshakti (14%)	Mifex (12%)	Provical (3%)
				Phytocal (12%)	
Bihar (21)	Ostovet (46%)	Bovical (11%)	Leptacal AD3 (7%)	Calcimust Strong (8%)	Phytocal (4%)
				Provical (8%)	Capsola Gold (4%)
					Lactomix AD3 (4%)
					Supplivite M (4%)
					Doscal (4%)
Jharkhand (9)	Ostovet (57%)	Leptacal Ad3 (15%)	Provical (14%)		

From above table we can say that Ostovet and Bovical are mostly prescribing by Vets/ paravets of Maharashtra and Bihar. In Jharkhand Vets/ Paravets mostly prescribing Ostovet and Leptacal AD3.

Table 3.3.11.2: Brands of Mineral Mixture Prescribe By Vets/Paravets

	1	2	3	4	5
Maharashtra (73)	Agrimin (67%)	Bestmin Gold (20%)	YC-Gold (8%)	Ranmix Total (2%)	Alvite M (3%)

Bihar (21)	Agrimin (41%)	Bestmin Gold (23%)	Totavita Strong (9%)	Concevoov (3%)	
			YC-Gold (9%)	CRS (3%)	
			Nutrifeed (9%)	Minfa Gold (3%)	
			Goumix (9%)	Altomin Forte (3%)	
				Supplivite M (3%)	
				Berimin (3%)	
Jharkhand (9)	Agrimin (38%)	Bestmin Gold (31%)	Nutrisac (7%)	Khurak (8%)	
				Brivivita AD3 (8%)	
				Dosmin (8%)	

In all three states Vets/ Paravets are mostly prescribing Agrimin and Bestmin Gold.

3.3.12 Commonly Sold Brands of Feed Supplement by Retailers

Table 3.3.12.1: Commonly Sold Brands of Oral Calcium by Retailers

	1	2	3	4	5
Maharashtra (73)	Ostovet (33%)	Calshakti (21%)	Mifex (15%)	Phytocal (10%)	Bovical (5%)
Bihar (21)	Ostovet (34%)	Bovical (9%)	Provical (7%)	Lactomix AD3 (5%)	Capsola (3%)
		Calshakti (9)			Phytocal (3)
Jharkhand (9)	Ostovet (33%)	Leptacal AD3 (18%)	Bovical (11%)	Himcal (7%)	Calcimust Strong (3%)

In all three states Ostovet is the highest selling brand of oral Calcium as per retailer

Table 3.3.12.2: Commonly Sold Brands of Mineral Mixture by Retailers

	1	2	3	4	5
Maharashtra (73)	Agrimin (51%)	Milkmin (10%)	Purak (5%)	Totavita Strong (4%)	YC-Gold (3%)
		Bestmin Gold (10%)			
Bihar (21)	Agrimin (36%)	Minfa Gold (13%)	Bestmin Gold (12%)	Curemin (4%)	
			Totavita Strong (12%)		
Jharkhand (9)	Agrimin (36%)	Bestmin Gold (23%)	Calvimin Forte (5%)	Berimin (4%)	
			Concimin (5%)	Supplivite M (4%)	
			Minfa Gold (5%)	Nutrisac (4%)	
			Dosmin Forte (5%)	Totavita Strong (4%)	
			Khurak (5%)		

In all three states Agrimin is the most commonly sold brand of Mineral Mixture as per Retailers.

3.3.13 Preferred Presentation of Feed Supplement by Farmers

Below chart shows presentation/ packing of oral calcium preferred by farmers of Maharashtra, Bihar and Jharkhand.

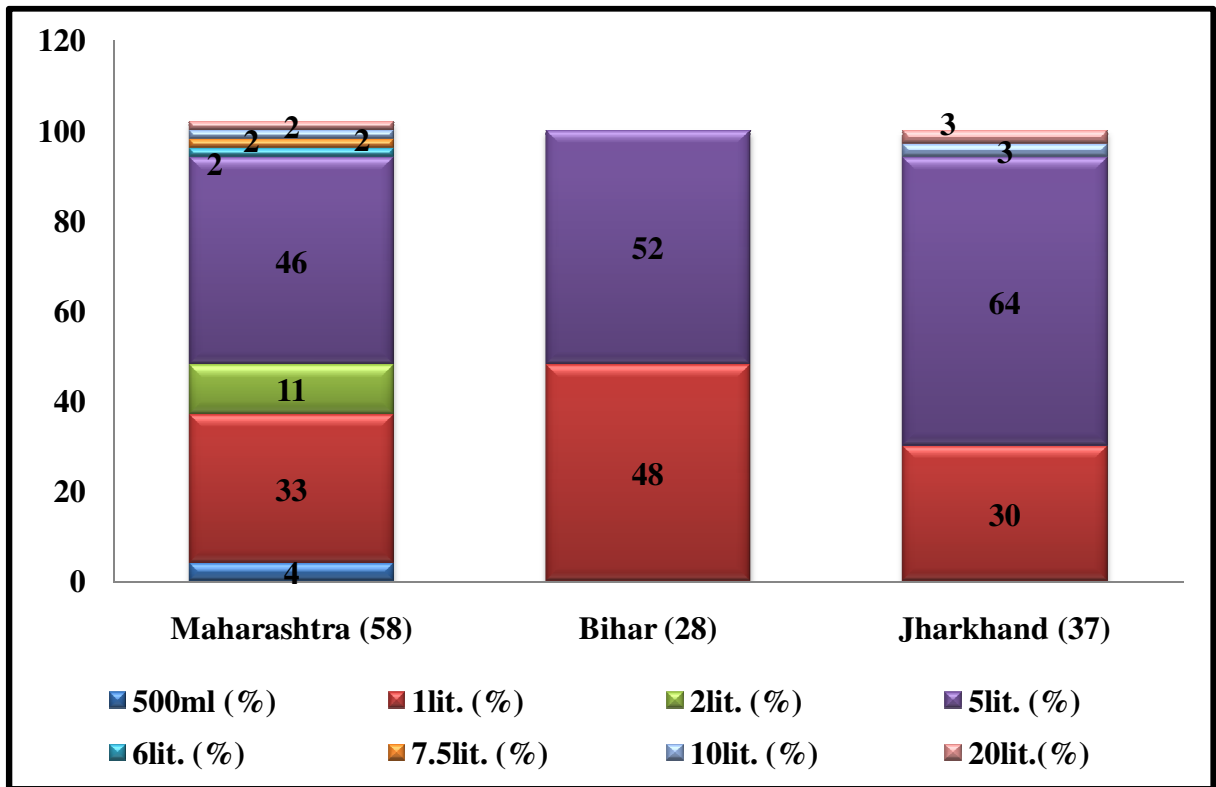


Fig. 3.3.13.1: Preferred Presentation of Oral Calcium by Farmers

Most preferred presentation of Oral Calcium is of 5 litre with 46%, 52% and 64% for Maharashtra, Bihar and Jharkhand respectively. Most of the farmers which using 5litre pack are regular users and some of them are getting Discount/ Net Rate at the purchase time, while most of the farmers which using 1 litre pack are occasional users who use oral calcium nearby parturition and when milk production goes down due to non availability of green fodder

Recommendations

- ❖ In all three states most preferred presentation of oral calcium are of 1 lit. and 5 lit. So there is no need to introduce another pack in this category.

Below chart shows presentation/ packing of mineral mixture preferred by farmers of Maharashtra, Bihar and Jharkhand.

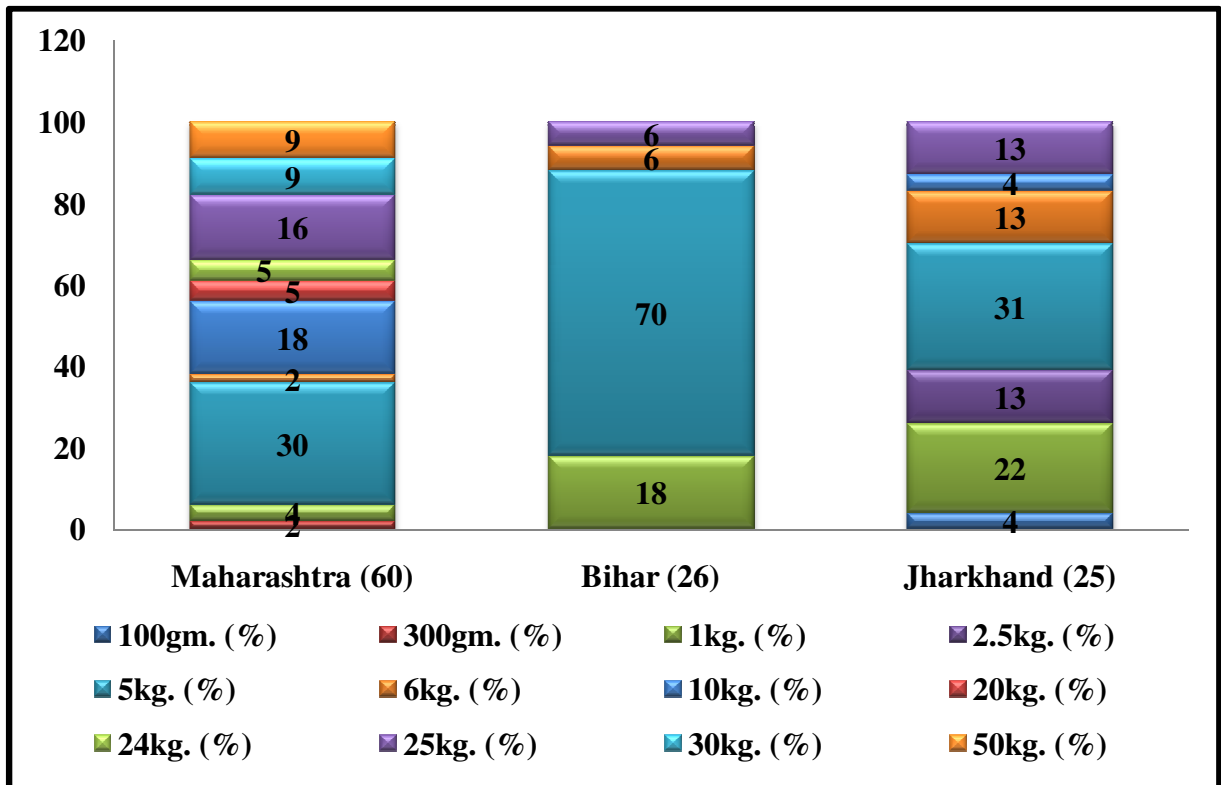


Fig. 3.3.13.2: Preferred Presentation of Mineral Mixture by Farmers

Most preferred presentation of Mineral Mixture is of 5kg. with 30%, 70% and 31% in Maharashtra, Bihar and Jharkhand respectively. Most of the farmers using 5 kg. pack is regular users of feed supplement and they are getting some Discount/Net Rate on big presentation. There are some farmers from remote area who purchase big presentation as they don't have to come in city to purchase feed supplement frequently.

Recommendations

In all three states most preferred presentation of Mineral Mixture are of 5 kg. followed by 1 kg. So there is no need to introduce new pack.

3.3.14 Benefit at the Time of Purchase

Below chart shows benefit in the form of net rate/ discount, credit and free scheme to the farmers at the time of purchase of feed supplement.

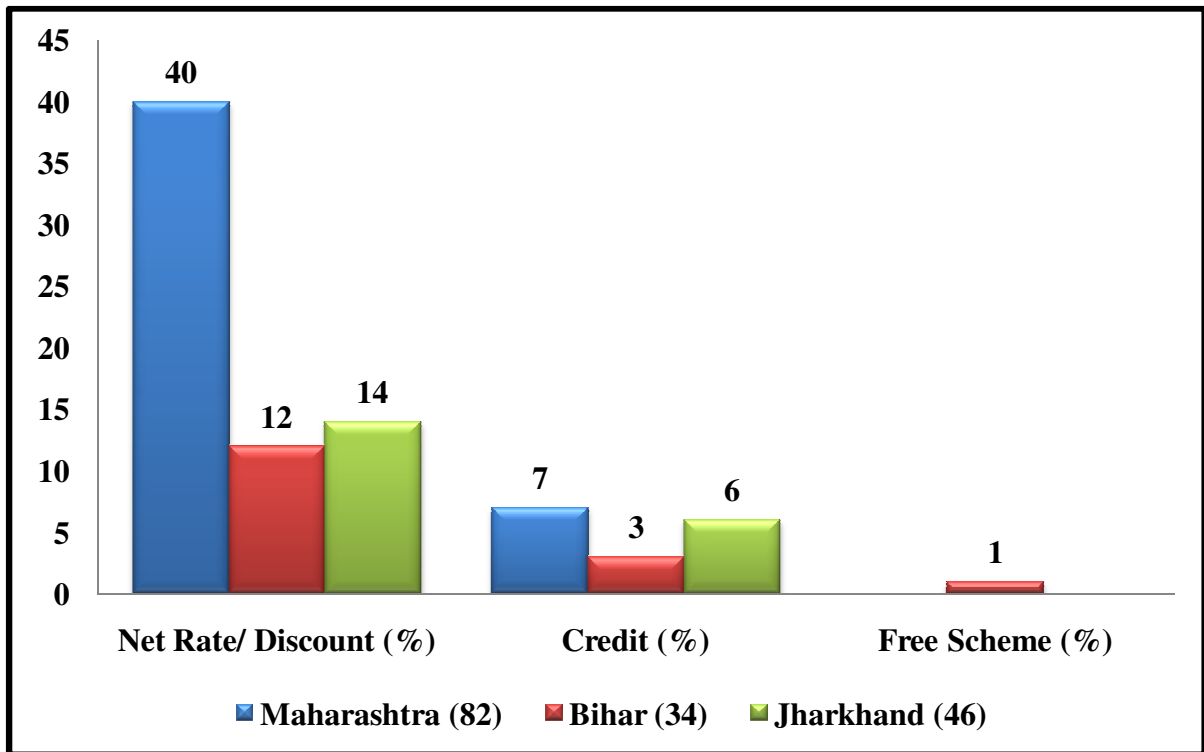


Fig. 3.3.14.1: Benefit at the Time of Purchase

From above chart we can say that out of total 82 feed supplement users from Maharashtra, 34 feed supplement users from Bihar and 46 feed supplement users from Jharkhand farmers getting Net Rate/Discount are 40%, 12% and 14% respectively. While only 7% farmers from Maharashtra, 3% farmers from Bihar and 6% farmers from Jharkhand are getting benefit of credit at the time of purchase. Out of 34 feed supplement users only 1% farmer from Bihar getting benefit of free scheme as 5 litre free on purchase of 5 litre Oral Calcium of Calcimix DS.

3.3.15 Motivating Factors for Purchasing particular Product

Below chart shows factors like result of the mineral mixture, price, availability in dairy, contact with M.R, product of the standard company, experiments & use And not knowing other good products those motivating farmers to purchase particular brand of mineral mixture.

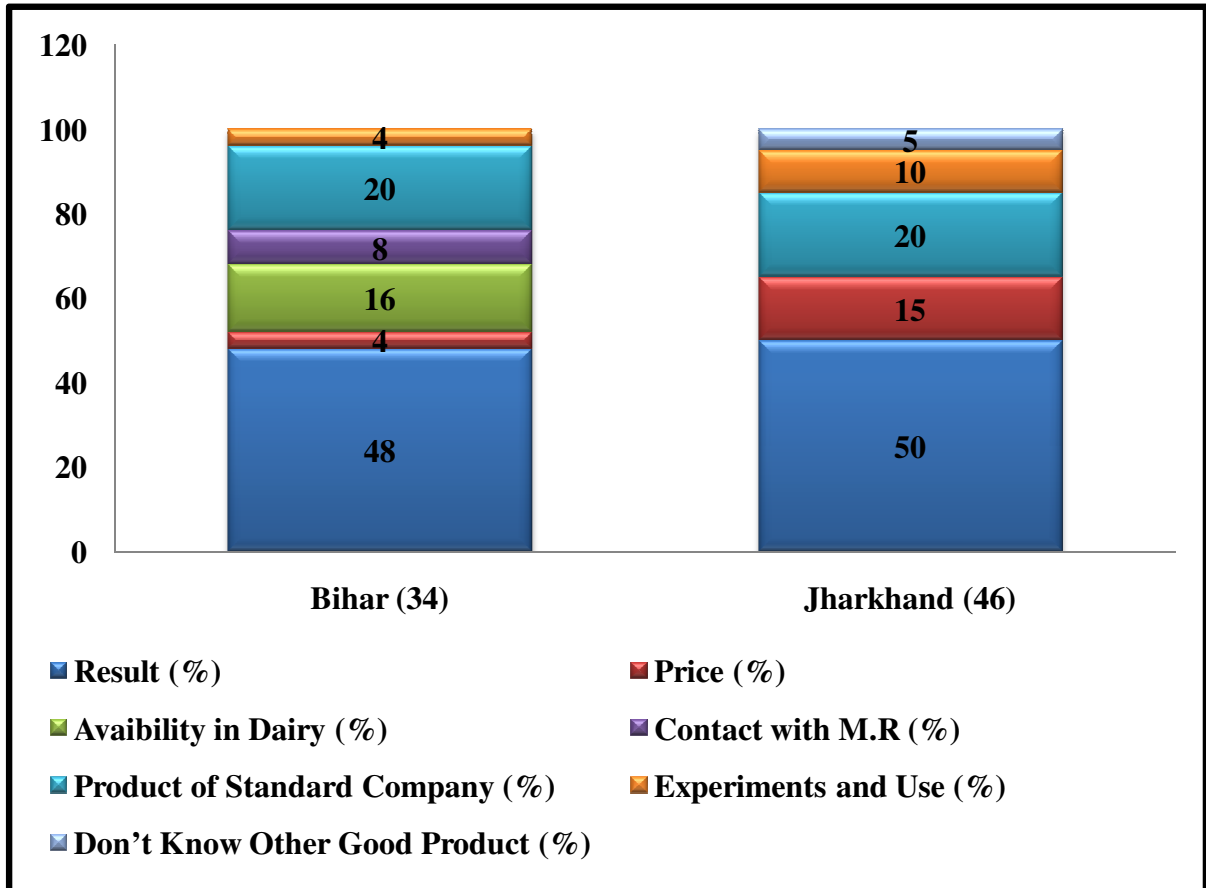


Fig. 3.3.15.1: Motivating Factors for Purchasing particular Product

48% farmers of Bihar and 50% of farmers of Jharkhand are motivated to purchase product as they are satisfied with the result of the product. 20% farmers from Bihar and 20% farmers from Jharkhand are motivated to use or purchase particular product as they believe particular product is of standard company so brand image of the particular product is very high in farmers mind. 16% farmers say that availability in Dairy is also one of the motivational factors

for farmers as they don't have to go to retailers. Some farmers believe that there is no risk of duplicate product when it is available in Dairy and even dairy people also motivate farmers to use some of the feed supplement.\

3.3.16 Brand Recognition of Alembic's Feed Supplement

Below chart shows brand recognition of Alembic's feed supplement in Maharashtra, Bihar and Jharkhand.

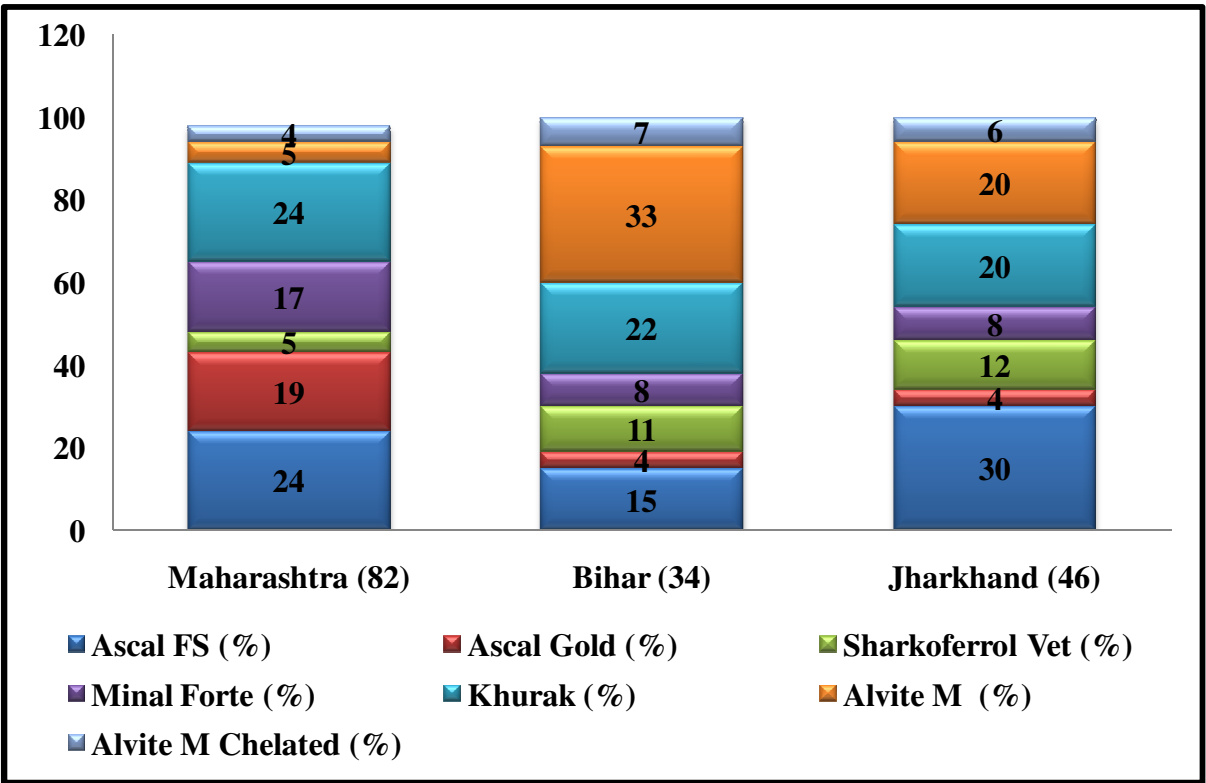


Fig. 3.3.16.1: Brand Recognition of Alembic's Feed Supplement

Khurak and Ascal-FS having highest brand recognition with 24% each in Maharashtra. Alvite M having highest brand recognition with 33% in Bihar and Ascal-FS having highest brand recognition with 30% in Jharkhand.

3.3.17 Factors Limiting Sale of Alembic's sale

Below chart shows factors like limited communication, better alternative, frequent stock-out, less prescription, less pressure of management, adjustment between company & retailers, products are not demanded by vets & farmers and retailers don't know the factors limiting sale of Alembic's feed supplement.

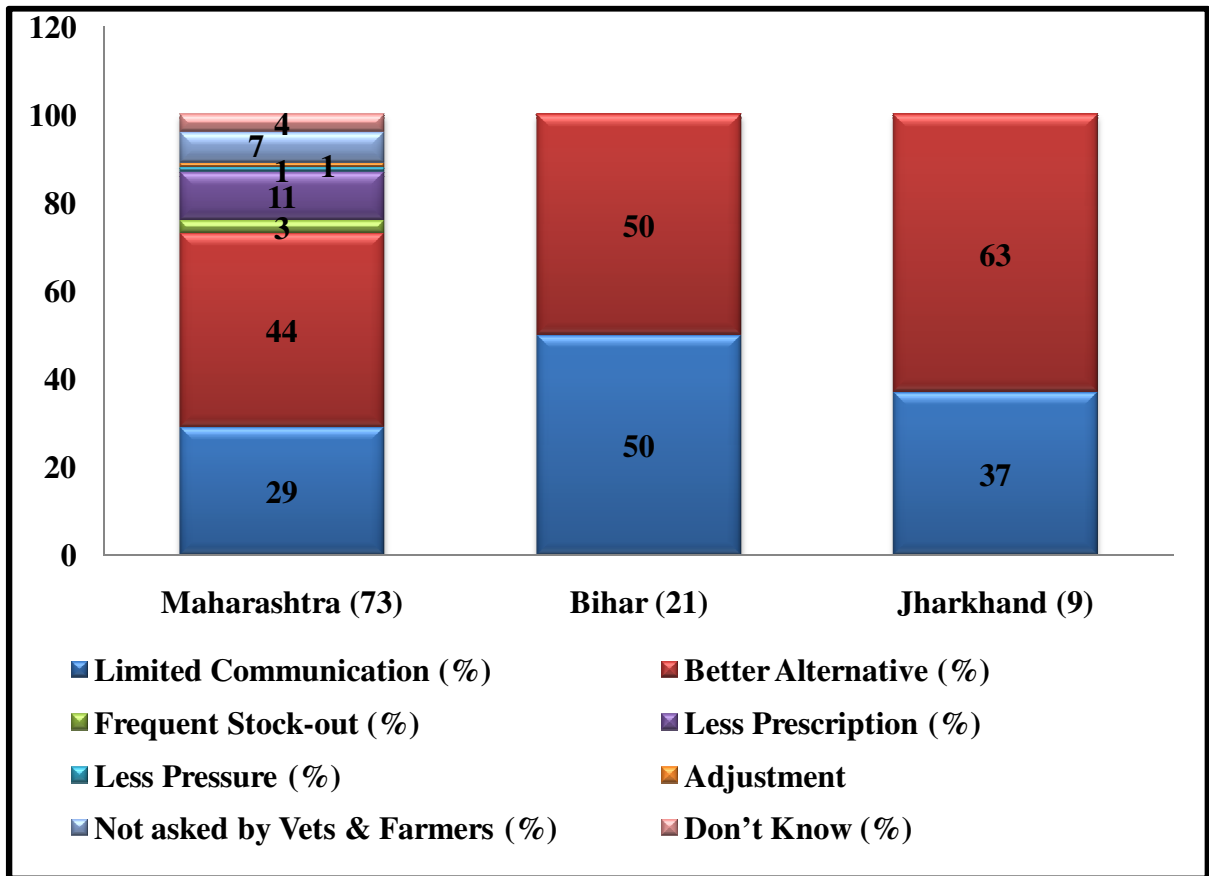


Fig. 3.3.17.1: Factors Limiting Sale of Alembic's sale

According to Retailers Better Alternative is the main factor with 44% contribution in Maharashtra. In Bihar Better Alternative and Limited communication has equal contribution of 50% and in Jharkhand again Better Alternative is main factor with 63% that limiting sale of Alembic's feed supplements.

IV



SUMMARY

SUMMARY

AND

CONCLUSION

CONCLUSION

IV. SUMMARY AND CONCLUSION

Feed supplements are necessary for better production, dairy farmers in India supplement the cattle feed with different types of tonics and vitamin / mineral premixes. Exposure to international standards has brought about a level of awareness of productivity and best farm practices around the globe. Indian farmers are now conscious of the need to increase profits by cutting costs and improving productivity levels. Animal health products especially nutritional supplements have become important inputs to boost productivity.

There are some factors like price, quality, availability, product features, advertisement, packaging and farmers' awareness, influence of key person like Veterinarian, Paravets, Retailer and Neighbor that affect farmers' decision to use and purchase of feed supplements. To analyze such kind of the behavior of farmers and retailers, primary survey was conducted in Maharashtra, Bihar and Jharkhand with the help of structured questionnaire. This apart, secondary data was collected from published reports, company literature and websites.

4.1 Maharashtra

From the responses of 82 feed supplement users, out of total 107 farmers, it can be concluded that most of the farmers are having commercial approach towards the animal husbandry and they are aware of regular use and benefits of the feed supplements. Cooperative network is strong in Maharashtra so farmers have proper market to sell their milk. Some 45% of the farmers were observed using feed supplement for increasing milk production. Highest percentage of the farmers preferred using single strength oral calcium (61%) followed by plain mineral mixture (42%) and chelated mineral mixture (40%). In the state, vets and paravets network is good as compared to Bihar and Jharkhand. 83% of the

farmers were observed using feed supplement under the recommendations in which vets contribute 86% and paravets contribute 10% but it doesn't mean that farmers are going for recommendation every time. Generally farmers discuss with vets and paravets and as per their recommendation they purchase feed supplement and if they are satisfied with the result they will continue to use that product.

Some 17% of the farmers who use or purchase feed supplement on their own choice found quality and easy availability as the main factors affecting their choice. These both factors contribute 40% each in taking the decision to purchase feed supplement.

From the responses of 58 oral calcium users and 60 mineral mixture users it was found that the most preferred brand of oral calcium is Ostovet Forte with 29% farmers' choice and most preferred brand of mineral mixture are Agrimin and Bestmin Gold with 14% each of the farmers. Most preferred presentation of oral calcium is 5 litre pack with 46% choice of the farmers and in mineral mixture 5 kg with 30% choice of the farmers. From the responses of total 73 retailers it can be concluded that 60% farmers ask Ostovet brand of oral calcium and 67% farmers ask Agrimin brand of mineral mixture. Retailers are interested to sell Calcivet, Calshakti and Calcimust brands of oral calcium with 15% choice of each and Milkmin brand of mineral mixture with choice of 50%. According to retailers, Ostovet is the highly prescribed brand of oral calcium (40%) and Agrimin brand of mineral mixture (67%). As per retailers' analysis, Ostovet is the most commonly sold brand of oral calcium (33%) and Agrimin is the most commonly sold brand of mineral mixture (52%). Out of 82 feed supplement users 40% get discount and 7% get credit at the time of purchase.

As far as Alembic's feed supplement is concerned, Ascal FS and Khurak were observed having highest brand recognition with 24% each. According to

retailers better alternative is the main factor (44%) that limiting the sale of Alembic's feed supplement.

4.2 Bihar

From the responses of 34 feed supplement users, out of total 52 farmers, it can be concluded that the farmers are having less commercial approach towards the animal husbandry as compared to Maharashtra. They are aware of regular use and benefits of the feed supplements but not using feed supplements regularly. Generally farmers giving feed supplement nearby parturition and when milk production goes down. Some 49% of the farmers were observed using feed supplement for good health. Highest percentage of the farmers preferred using single strength oral calcium (93%) followed by plain mineral mixture with vitamins (47%). 35% of the farmers were observed using feed supplement under the recommendations in which vets contribute 38% and retailers contribute 31%. Some 65% of the farmers who use or purchase feed supplement on their own choice found quality (53%) and easy availability (22%) as the main factors affecting their choice.

From the responses of 28 oral calcium users and 26 mineral mixture users it was found that the most preferred brand of oral calcium is Ostovet with 42% farmers' choice and most preferred brand of mineral mixture are Agrimin Forte with 20% of the farmers' choice. According to farmers, result of the product (48%) is the main factor that motivates them to purchase and use the particular product. Most preferred presentation of oral calcium is 5 litre pack with 52% choice of the farmers and in mineral mixture 5 kg with 70% choice of the farmers. From the responses of total 21 retailers it can be concluded that 64% farmers ask Ostovet brand of oral calcium and 78% farmers ask Agrimin brand of mineral mixture. 25% of the retailers are interested to sell Lactomix AD3

brand of oral calcium while Curemin and Totavita strong brands of mineral mixture with choice of 50% each. According to retailers, Ostovet is the highly prescribed brand of oral calcium (46%) and Agrimin brand of mineral mixture (41%). As per retailers' analysis, Ostovet is the most commonly sold brand of oral calcium (34%) and Agrimin is the most commonly sold brand of mineral mixture (36%). Out of 34 feed supplement users 12% get discount and 3% get credit at the time of purchase.

As far as Alembic's feed supplement is concerned, Alvite M was observed having highest brand recognition (24%). According to retailers, better alternative and limited communication was the main factors with 44% each that limiting the sale of Alembic's feed supplement.

4.3 Jharkhand

From the responses of 46 feed supplement users, out of total 64 farmers, it can be concluded that the farmers are having less commercial approach towards the animal husbandry as compared to Maharashtra. They are aware of regular use and benefits of the feed supplements but not using feed supplements regularly. Generally farmers giving feed supplement nearby parturition, when milk production goes down and in summer due to non availability of green fodder. Some 47% of the farmers were observed using feed supplement for good health. Highest percentage of the farmers preferred using single strength oral calcium (84%) followed by plain mineral mixture with vitamins (55%). 60% of the farmers were observed using feed supplement under the recommendations in which vets contribute 34% and retailers contribute 38%. Some 40% of the farmers who use or purchase feed supplement on their own choice found quality (75%) and price (17%) as the main factors affecting their choice.

From the responses of 37 oral calcium users and 25 mineral mixture users it was found that the most preferred brand of oral calcium is Ostovet with 42% farmers' choice and most preferred brand of mineral mixture are Agrimin and Bestmin Gold with 14% each of the farmers' choice. According to farmers, result of the product (50%) is the main factor that motivates them to purchase and use the particular product. Most preferred presentation of oral calcium is 5 litre pack with 64% choice of the farmers and in mineral mixture 5 kg with 31% choice of the farmers. From the responses of total 9 retailers it can be concluded that 67% farmers ask Ostovet brand of oral calcium and 75% farmers ask Agrimin brand of mineral mixture. 43% of the retailers are interested to sell Leptacal AD3 brand of oral calcium while Concimin brand of mineral mixture with choice of 100%. According to retailers, Ostovet is the highly prescribed brand of oral calcium (57%) and Agrimin brand of mineral mixture (38%). As per retailers' analysis, Ostovet is the most commonly sold brand of oral calcium (33%) and Agrimin is the most commonly sold brand of mineral mixture (36%). Out of 46 feed supplement users 14% get discount and 6% get credit at the time of purchase.

As far as Alembic's feed supplement is concerned, Ascal Fs was observed having highest brand recognition (30%). According to retailers, better alternative (63%) and limited communication (37%) were the main factor that limiting the sale of Alembic's feed supplement.



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ANNEXTURE

ANNEXTURE: 1

Questionnaire for Farmers

1. Farm profile:

Farm name:

Owner name:

Address:

.....

Contact number:

E-mail ID:

When started:

Qualification:

2. Number of animals:

	<u>Cow</u>	<u>Buffalo</u>
Lactating/ Milking
Pregnant
Dry
Calf (0-2 years)
Heifer (2-3 years)
Total

3. Milk production/day:

	<u>Cow</u>	<u>Buffalo</u>
.....
Total milk production

4. Dairy management: Self/Labor

5. Proportion or quantity of feed/fodder given to animal:

Green fodder:

Dry fodder:

Concentrate:

6. Apart from feed / fodder, do you also feed your dairy cattle:

Oral Calcium	Y/N
Mineral mixture	Y/N
Probiotics	Y/N
Enzymes	Y/N

7. Which type of Oral Calcium/ Mineral Mixture you prefer to administer?

Oral Liquid Calcium:

⇒ Single strength Calcium	Y/N
⇒ Double power Calcium	Y/N
⇒ Chelated Calcium	Y/N
⇒ Double Power Chelated Calcium with Galactogogue	Y/N

Mineral Mixture Powder:

⇒ Plain mineral mixture	Y/N
⇒ Mineral mixture with chelated minerals and vitamins	Y/N
⇒ Plain minerals with vitamins	Y/N
⇒ Plain minerals, vitamins, proteins, by-pass fat & probiotics	Y/N

8. Reasons for using such form of products (powder, liquid, bolus):

.....

9. For which purpose you administer liquid Calcium/ mineral mixtures?

- For increasing milk production (Calcium/Mineral mixture)
- For growth and development (Calcium/Mineral mixture)
- For improving fertility (Calcium/Mineral mixture)
- For good health (Calcium/Mineral mixture)
- For any other reason..... (Calcium/Mineral mixture)

15. From where you purchase the products?

Retailer:

Wholesaler:

Sales personnel:

Other:

16. Mention price of pack, and if any extra benefit you got at the time of purchase like:

Pack.....

Price.....

Free scheme:

Gift article:

Net rate/discount:

Credit:

Other:

17. Are you satisfied with product result? Y/N

18. If no then please give the reasons:

19. Do you know any Livestock feed supplement brand / brands from Alembic Ltd.?

- a)
- b)
- c)
- d)
- e)

20. If you need any specific Livestock nutritional feed supplement, please provide details.

ANNEXTURE – 2

Questionnaire for Chemist

Medical Store: M/S.....

Prop. Name.....

Address:

Contact number:

1) How many dairy farmers are there in your clientele?

.....

2) Do you get regular demand for Oral Calcium?	Yes	No

3) Sales per month (litre)?

4) Oral Calcium or mineral mixtures you sell to the farmers	Brand which farmer asks	Brand what you wish to sell	Brand as recommended by vets

5) Which is the most commonly sold oral calcium from your counter	Brand1	Brand2	Brand3	Brand 4	Brand5
	Qty.	Qty...	Qty...	Qty...	Qty...

6) What is the demand for Ascal FS (lit per month)?

7) What is the demand for Ascal Gold (5lit pack) per month?

8) What is the demand for Sharkoferrol Vet (units per month)?

9) Do you get regular demand	Yes	No
-------------------------------------	-----	----

for Mineral Mixture?		
-----------------------------	--	--

10) Which is the most commonly sold Mineral mixture from your counter	Brand-1	Brand 2	Brand 3	Brand4	Brand 5
	Qty...	Qty....	Qty...	Qty....	Qty...

11) What is the demand for Minal Forte (Kg. per month)?

12) What is the demand for Khurak (300g pack) per month?

13) What is the demand for Alvite M Chelated (kg. per month)?

14) Are all Dairy Farmers in your clientele covered by Alembic sales force?	Yes	No

15) According to you which are the main factors limiting sales of Alembic's Feed Supplement brands?	Limited communication by company	Better alternatives available	Frequent stock-outs

16) Do you think any communication from Alembic to these dairy farmers will increase the sales of Alembic's Feed Supplement brands?	Yes	No

17) Your suggestions for any type of communication tool to be used?	
--	--

18) How should these tools reach them?

ANNEXTURE – 3

List of Farmers of Bihar

SR. NO.	FORM NO.	FARM NAME	FARMERS NAME	VILLAGE	CONTACT NO.	QUALIFI-CATION	NO. OF ANIMALS		MILK PRODUCTION	
							COW	BUFFALO	COW	BUFFALO
1	B-1		RAMNANDAN SINGH	BIDIPUR		8	8		80-90	
2	B-2		ASHOK YADAV	DAKSHINI CHAUK	9852814875	10	8		50-55	
3	B-3		DEVENDAR SINGH	ACHUARA		10	8		70	
4	B-4		SHRIKANT SINGH	ACHUARA			8	2	30-40	
5	B-5		VALMIKI SINGH	ACHUARA	9801600564	B.A	9		40	
6	B-6		SANJIT SINGH	ACHUARA		4	11		40-45	
7	B-7		RAMASHRE SINGH	ACHUARA		2	12	1	20-22	5
8	B-8		VIJAYKUMAR SINGH	BADH			9	1		
9	B-9	NALANDA	RAJKUMAR	DHAMOLI	9798938007	5	12		48	

10	B-10		MUNNA SINGH	BIHARE SHARIF			11		30	
11	B-11		BISHWASJI ARVINDJI SAHEJI	BIHARE SHARIF		10	11		50	
12	B-12	KUSHWAHA DAIRY	RAMESH PRASAD	BIHARE SHARIF	9835601387	B.A	36		200	
13	B-13		SOMNATH SHARMA	NAUBATPUR	9430955367	DAIRY SACHIV	10		45	
14	B-14		UPENDRA SINGH	NAUBATPUR	9572273791	12	8	2	40-45	
15	B-15		ARJUNRAI LAKHANIA	MANER	971096958		0			
16	B-16	DEV DAIRY	DIGVIJAY SINGH	MANER	9308247381	B.SC	20		150	
					9934785686					
17	B-17		LALSHAHEB RAI	BIHTA		7	15	1	70	
18	B-18		RAMNAREHS RAI	BIHTA		LESS	11	2	30	5
19	B-19		ANJAYKUMAR SINGH	AAMHARA	9934426846	GRADUATE	12		100	
20	B-20		AJIT SINGH	AAMHARA	9931225713	LESS	8		40-45	
					9955224770					
21	B-21		RAMAN MAHATO	MUKSUDPUR	9631718512	10	9	2	30	4LIT
22	B-22		RAMSHAKAL SINGH	RUNI SAID PUR			8	4	20-22	12LIT

23	B-23		SHAMBHU ZHA	BEHRI	9576428949	12	9		65-70	
24	B-24		VINAYKUMAR SINGH	VIBHUTIPUR, NARHAN	9801073866	12	11		60	
25	B-25		LAKSHMAN MAHOTO	KHADIYAH, NARAHAN		LESS	15		80-85	
26	B-26		DINESHKUMAR DIVAKAR	KHADIYAH,		(B.A)	10		70	
27	B-27		MANINDAR SHARMA	DIGHARA	9934484483	10	9		30-32	
28	B-28		BAIDHNATH SINGH	KOTHIA	9631744515	12	26	3	90 BOTH	
29	B-29		VISHWANATH SINGH	KOTHIA	9934603058	10	10	1	80	6
30	B-30		RAMCHANDRA SINGH	KOTHIA	9955409529	12	13	2	60 BOTH	
31	B-31		SHATISHKUMAR RAI	NAREPUR, DHARAMPUR	9570857557	12	12		20	
32	B-32		MADHUSHANKAR ZHA	PIDHAULI	9939657577	CHAIRMAN	13		70-75	

33	B-33		RAJESHWAR ZHA	PIDHAULI	9199849091	12	14		40	
34	B-34		KANAIYA KUMAR	PIDHAULI	9934217488	10	6	2	50-60 BOTH	
35	B-35		PRAMOD YADAV	SHAHEBPUR KAMAL		4	0	11		4LIT
36	B-36		LAKSHMI YADAV	SHAHEBPUR KAMAL	9504967956		3	11	8	6
37	B-37		SHANTOSH PATHAK	PANCHVIR	9534441715	B.A	11		25-30	
38	B-38		SURESHPRASAD SINGH	SAMASTIPUR	953432819	9	8		85-90	
				PANCHVIR	9709955995					
39	B-39		LALABABU	SHADANANDPUR			17	3	90	3LIT
40	B-40		ABHAYKUMAR	SHADANANDPUR	9939474704	B.SC	17		55-60	
41	B-41		AJAYKUMAR SINGH	SHADANANDPUR	9934262775	12	9		50	
42	B-42		DR. AVDHESHKUMAR SINGH	MEGHAUL	99316679998	PH.D	12		30-33	
				KHUDAWANTPUR						
43	B-43		UPENDRAPRASAD SINGH	MALPUR	9006148675					

				KHUDAWANTPUR	9430479765	GRADUATE	8		60-65	
44	B-44		BABUPRASAD MAHOTO	KHUDAWANTPUR	9430015146	MATRIC	9		9	
45	B-45		DIRAJKUMAR SINGH	RAJODA	9955724565	5	9	6	20-22	10
46	B-46		MAHENDRARAI	SIKANDARPUR, JUNAIDPUR		6	9	2	25	
47	B-47		GANESHPRASAD SINGH	CHOTI SATHO	9546554596	MATRIC	6	7	28-30	7LIT
48	B-48		RAJESHKUMAR PANDEY	PIRPAITI	9934818303	GRADUATE	16		75-80	
49	B-49		BIKHADI PANDEY	PIRPAITI			8		40-42	
50	B-50		A.K.DUBEY	KAHALGAON	9934781743	B.TEC, MBA	11		50-60	
51	B-51		PRADIP YADAV	DHOBAI TARAPUR		5	10		65-70	
52	B-52		SHIVPRASAD NANDAR	BADIYARPUR			10		30-32	

ANNEXTURE – 4

List of Farmers of Maharashtra

SR. NO.	FORM NO.	FARMERS NAME	VILLAGE	CONTACT NO.	QUALIFI CATION	NO. OF ANIMALS		MILK PRODUCTION	
						COW	BUFFALO	COW	BUFFALO
1	M-1	VIJU LADE	NIMKARADA		5		10		40-50
2	M-2	GAJANAND GANDHI	NIMKARADA	9765244249	8	3	8	6	50
3	M-3	SUDHAKAR KHEDKAR	NIMKARADA	9823240953	B.SC AGRI		15		140
4	M-4	GAJANAND KHEDKAR	NIMKARADA		8		17		50
5	M-5	UTTAM BHAGAT	PARAS	9096534450	10	5	8	20-22	40-44
6	M-6	GIRE GOSAVI	KANHERI			20		18-20	
7	M-7	SHARAD NAGORAO	KANHERI	9766005098	M.A	1	10		12
8	M-8	PRHALAD TRAMBAK AAKRE	KANHERI	9975585066	10	20	22	20	50
9	M-9	CHANDU SUTANI	KARAZGAON		12	13		30-35	

10	M-10	NARAYANRAO BAKRE	KARAZGAON			25		30-40	
11	M-11	PRADIP SONAR	KARAZGAON		12	11	4	30-35	8
12	M-12	LAKSHMAN PATIL	FAGNE	9049590544		1	10	5	40-50
13	M-13	HIRAL RAMJI PATIL	FAGNE	9923741728			35		60
14	M-14	GOVIND BHAGVAN PATIL	NAVALNAGAR	9403433742	12	1	15	4	40-42
15	M-15	VIJAY NAVAL PATIL	NAVALNAGAR		EX MLA	10	5	10-12LIT	14-15
16	M-16	DHANRAJ BHIMRAO MAHAJAN	PAROLA	9764759350	10	2	30	20	180-200
17	M-17	ARJUN PATIL	MUKTI		4		11		70
18	M-18	PANDURANG ZULAL	MUKTI		7		17		35-40
19	M-19	BHATU PITAMBAR SHIMPY	FAGNE		4	14	10	20	40
20	M-20	NYANESHWAR MORE	PATONDA				12		40-45

21	M-21	TUKARAM MORE	PATONDA	9226623015	4		15		30-35
22	M-22	VISHNU CHAUDHRI	PATONDA		BUSINESS	19	18		
23	M-23	SHANTOSH MAHJAN	MOHAN BARE		9		10		50-60
24	M-24	VINAYAK NILKANTH PATIL	WAGHLI	9403386319	M.A	22		70	
25	M-25	RAVINDRA RAMSINGH PATIL	WAGHLI	9403386319	B.A	10		40	
26	M-26	SUNIL NAMDEV DHANGAR	CHALISGAON	9579493088	7	1	26	4LIT	70
27	M-27	VISHWASRAO GULABRAO DESHMUKH	PATONDA	52410	GRADUATE	3	14	10-15LIT	60-65
28	M-28	JIBHAU KASHIRAM AGONE	CHALISGAON	9423937462	12	1	18	5LIT	100-120
29	M-29	GOTU BHAVSAR	MALEGAON	9822283631	12	2	68	20	300
30	M-30	MANIK RATAN PATIL	ARVI		6	3	21	0	60
31	M-31	BAPU DHANA CHAUDHRI	ARVI	9766185797	12		21		70-80

32	M-32	BHUSAN DHANA CHAUDHRI	ARVI	9158916093	12	3	12		80
33	M-33	KHUSHAL PATIL	DHULE	9960209907	4		20		60
34	M-34	SHAKOR PINJARI	ARVI		4		15		65-70
35	M-35	SACHIN PANDERINATH DESLEKAR	ZODGA	9860678445	12		13		60-65
36	M-36	DIGAMBAR RATAN DESLE	ZODGA	9579091145	10		24		120-125
37	M-37	VIPUL JAIN	SONGIR	9011440811	12		33		160
38	M-38	ASHOK BHAGWAN PAWAR	SINDKHEDA		5		21		60-70
39	M-39	DHARAMRAJ BAPU PATIL	SINDKHEDA	92703869612	12	1	10	2	33
40	M-40	RAMESH PANDERINATH PATIL	SINDKHEDA	9422708470	10	8	33	22	95-100
41	M-41	MOTIRAM DEVARAM SAWANT	SINDKHEDA	9923462641	DIPLOMA	1	11	0	35
42	M-42	BHAGWAN	DONDICHA		3	11	17	50	63

43	M-43	DEVMAN BAPUJI AHIRE	MALPUR	9881652405	AGRI CENTRE	17		55	
			SHINDKHEDA						
44	M-44	SAHEBRAO BABURAO CHAUDHRI	MALPUR		3	17		80	
45	M-45	MANIK PATIL	SADASHIVNAGAR	9891398390		30	1	200	1
46	M-46	SANJAY PATIL	LANDGIR MAD	9860512438	12	36	1	300	6
			SADASHIVNAGAR						
47	M-47	DR.NITIN DHOPE	PONDSIRISH	9763560809	B.V.SC	19		110	
48	M-48	GORAK NIRUT SADANKHE	MANDVI PATIYA	9921225005	10	17	5	160	21
49	M-49		DAHIGAON		5	10	5	27	23
50	M-50	SHATISH DADA VAGH	CHANDRUPURI	9850751399	12	15		100	
51	M-51	ANNA VADU SHINDE	FALTAN			23		100-125	
52	M-52	ASHOK TATE	SANGAM	989136836	ADVOCATE	12	6	6	20
53	M-53	ANANTA BABURAO KUTE	TEMBURNI	9423336296	BUSINESS		23		100-110
54	M-54	SHANTOSH SHINDE	KURDAWADI	9423329290	12	34		140	

55	M-55	RAM LINGADE	KURDU	9850408153	`	16	3	145	8
56	M-56	SHAHJI DHANE	KURDU	9767472975	5	26	6	135	9
57	M-57	BASHIR FAKRUDDIN SHEKH	BHOSE	9922162586	T.Y. B.A	13	18	50	28
58	M-58	YUSUF MOHIDDIN SHEKH	BHOSE	9766382405	10		31		45
59	M-59	MANOHAR DANGRE	SHETPAL	9881209273	POLITITIAN	150	33	2300- 2400	100-120
60	M-60	AMIT KOKRE	PANDERI	9960276767	12	37		220-230	
61	M-61	RAJABHAU JAGTAP	PANDARE	9960393839	12	70		600	
62	M-62	BADASAHEB NIMBADKAR	TAKRARWADI	9822024700	8		109		480
63	M-63	BALKRISHNA RAMA JADAV	AATKE	9923117552	F.Y	4	6	27	32
64	M-64	GAJENDRA PATIL	AATKE	9762275660	SCHOOL OWNER	26		170-180	
65	M-65	SHATISH RAJARAM KARALE	MALKAPUR	9763713747	GRADUATE	7	4	90	10

66	M-66	GUNVANT YASHWANT PATIL	ATKE	280110	10		12		57
67	M-67	BHASKAR PATIL	RATHRE-KURD				16		30
68	M-68	ANIL GUJJAR	RATHRE-BUDRUK		BUSINESSMAN		15		40
69	M-69	SARAJRAO GHODKE	RATHRE-BUDRUK	9860795166	12	5	6	30	20
70	M-70	VILASRAO VATHARKAR	WATHAR						
71	M-71	ASHOK YASHWANT JADAV	RATHRE- BUDRUK	9822672772	10	4	6	70BOTH	
72	M-72	OMESH JADAV	GOLESHWAR	9623530355	GRADUATE	2	22	16	145
73	M-73	ARUN DUBAL	OGLIWADI	9960429154	GRADUATE		11		40
74	M-74	PRATAP UTTAM PAWAR	GODESHWAR	9421360000	10	4	7	24	25
75	M-75	JAYWANT DESHMUKH	KAPIL	9823204082	12	2	23	22	50
76	M-76	SACHIN PATIL	JAKINWADI	9673873240	B.A	9	8	110	70
77	M-77	DINKAR GNANU PATIL	JAKINWADI	9822602831	10	8	25	50	65
78	M-78	AADIKRAO	JAKINWADI	9822869778	GRADUATE		20		60

79	M-79	VASANT PAWAR	GOLESHWAR			3	24		67
80	M-80	JAGTAP DATTATREY	KODOLI	9623278270	12	14	9	65	25
81	M-81	DHANAJI MANE	GONDI	9922202258	12	18	4	80	22
82	M-82	JAGDISH JAGTAP	VADGAON	9970088773	AGRI & ANIMAL	15	15	100	30
83	M-83	BABBAN BABURAO THORAT	KARVE		10	10	7	70-80	
84	M-84	SHANKAR DESAI	KARVE	9623281384	10		11		25
85	M-85	SARJIRAO KISHANRAO JADAV	DUSHERI		8	5	5	15	20
86	M-86	NAYKU BHOSLE	BAWCHI	9975461940	GRADUATE	13	1	90	9
87	M-87	SINUL BHIMRAO PATIL	KAMHERI	9422406093	ER.	70		600	
88	M-88	SHABJI PATIL	KAMHERI	9975108277		25	9	300	40
89	M-89	VINAYAK PATIL	KAMHERI	9922671126		5	18	23	40
90	M-90	AMARSHINH SURYAVANSINH	ASTA	9545928663	LLB		80		225
91	M-91	SANJAY PATIL	BAWCHI	9975752824	GRADUATE	14	1	100	
92	M-92	ISHAK CHAUS	BALWA	9975313977	12	90		110	

93	M-93	DR. PRAKASH PATIL	SAKRALI	9890354626	L.S.S	100		450-500	
94	M-94	RAJENDRA KACHRE	SAKRALI	9422619202	B.A	6	12	30	55
95	M-95	CHANDRAKANT PATIL	KALE BHAIKAVNATH NAGAR	9923434724		14	1	150	10
96	M-96	SUNIL KODI	KALE BHAIKAVNATH NAGAR	9423049096	12	19		230	
97	M-97	NIVAS YADAV	KALE BHAIKAVNATH	9822408113		29	2	290	10
98	M-98	SANDIP TANDOLWADKAR	SHENOLI STATION	9923810924		27	10	230	50
99	M-99	ANIL KARANDE	SHENOLI STATION	9823697027	10	1	11	10	25
100	M-100	NARENDRA PATIL	JAKINWADI	9850040201	ER	14	14	150	50
101	M-101	DINU AMBANI	SHIRGAON	9225720009		16	18	80	450
102	M-102	KISHOR MALIK	VIJAYNAGAR			18		120	
103	M-103	MAHESH CHAUHAN	VIJAYNAGAR	9850594578		8	6	8	20

104	M-104	VIVEK CHAUHAN	VASANTGHADH	9850839573	12	18	2	225	
105	M-105	NANDKUMAR KATKAR	BELDARE	9372055456		60	40	350BOTH	
106	M-106	SHRIKANT PATIL	KHUDSHI	9423010341	B.COM	18	4	55	6
107	M-107	SAMBHAJI SHINDE	MALKAPUR	9923780732	10	15		130	

ANNEXTURE – 5

List of Farmers of Jharkhand

SR. NO.	FORM NO.	FARM NAME	FARMERS NAME	VILLAGE	CONTACT NO.	QUALIFICATION	NO. OF ANIMALS		MILK PRODUCTION	
							COW	BUFFALO	COW	BUFFALO
1	B-53	RAM KRISHNA MISHAN	AASHISH MUKHARJI	DEOGHAR	9204508386	GRADUATE	135		512	
2	B-54		DIPU SINGH	DEOGHAR	9709150283	10	30		150	
3	B-55		NILIMA ZHA	DEOGHAR	9835562944	GRADUATE	10		70-80	
4	B-56		BIPIN BIHARI KUMAR	DEOGHAR	9204002834	RETIRED TEACHER	9		35-40	
5	B-57		MUKESHKUMAR RAI	MADHUPUR		10	34	24	240	160
6	B-58		AMAR YADAV	MADHUPUR		11	22	15	80-90	70
7	B-59		UPENDRA YADAV	MADHUPUR	9386006916	12	14	10	150BOTH	
8	B-60		RAMCHANDRA YADAV	MADHUPUR		12	10	10	70-80	35
9	B-61		NUNLAL YADAV	MADHUPUR			8	4	80-90	35-40
10	B-62		SUNDAR YADAV	MADHUPUR		7	6	6	40	15-16

11	B-63		BHOLA YADAV	MADHUPUR	9304083371		7	13	45-50	25-30
12	B-64		BADAL YADAV	MADHUPUR	9304083371	3		12		20-25
13	B-65		SUNDAR YADAV	MADHUPUR	9304083371	4	21	9	60-70BOTH	
14	B-66		BACCHAN RAI	SARASANI	9204235285	B.A	31	3	210	14
				JASIDIH						
15	B-67	MODI DAIRY	UMESH MODI	JASIDIH	9204283929	GRADUATE	124	8	1100BOTH	
16	B-68	AVANTIKA DAIRY	VIKAS RANA	ROHINI	9304138349	B.SC				
17	B-69		LALAN ZHA	ROHINI	9430105223	B.A	14		42-45	
18	B-70		DILIP YADAV	SANTHALI	9162032558	12	2	53	1500BOTH	
19	B-71		MANOJ SINGH	SANTHALI		MATRIC	3	12	22-23	70-75
20	B-72		SHYAMNARAYAN YADAV	DEOGHAR	9534231217	B.A	12	1	110BOTH	
21	B-73		CHANDRAMA YADAV	DEOGHAR		3	16	8	80	25
22	B-74	NARAYAN DAIRY	BIRANCHI NARAYAN	JAINA MORE	9534183568	LESS	50	17	250	40
23	B-75		BHARAT YADAV	JAINA MORE	9525743121	B.A	16	3	100	5
24	B-76		BUTALI SINGH	JAINA MORE		5	12	10	45-50	55-60
25	B-77		SADHU YADAV	JAINA MORE	9955448506		10	2	100	10
26	B-78	LAKSHMAN	LAKSHMAN	BALADI	94301328349	GRADUATE	19	2	>100	

27	B-79	KASHI KHATAL	KASHINATH YADAV	BALIDI	9939324972		24	19	100BOTH	
28	B-80		ASLAM MALIK	SIVANDI	9905528603		8	6		
29	B-81		KAMLESH KUMAR	CHAS	9835583170	12	15	13	100	80
30	B-82		CHANDRAMA RAI	CHAS	9308087449	5	7	13	60BOTH	
31	B-83		SURENDAR YADAV	KARGALI	9308004217	GRADUATE	8	10	50- 60BOTH	
32	B-84		HARERAM YADAV	BERMO		3	2	8	8	18
33	B-85		BINDESHWAR YADAV	BERMO		2	5	7	20	30-35
34	B-86		H.N.PANDEY	PUSRO		BUSINESS	52		350	
35	B-87		RAJENDRA SINGH	CHAS	9431510027	RETIRED SUBINSPECTOR	8		70-75	
					8092464963					
36	B-88		HARI SINGH	CHAS		5	9		70-75	
37	B-89		MOHAN YADAV	KENDUA		3	6	8	30	30
38	B-90		SUDAMA YADAV	KENDUA			15		100	
39	B-91		KRISHNA YADAV	KENDUA	9279524241	8	8	7	45-50	20-25
40	B-92		LAKSHMAN YADAV	KENDUA	9534051925		8	22	200BOTH	

41	B-93		NAGESHWAR YADAV	KESHALPURA		3	6	8	19-20	30-32
42	B-94		SHANTI YADAV	KATRAS	9771849037		5	15	35	55
43	B-95		SHUSHIL YADAV	KATRAS			8	14	50	60
44	B-96		ZALAK YADAV	KATRAS			8	12	60	40
45	B-97		SATENDAR YADAV	BOKARO		5	10	10	20 BOTH	
46	B-98		RAMANAND YADAV	BOKARO	9204933749	2	10		16	
47	B-99		RAMESH YADAV	BOKARO		4	14	12	100	45
48	B-100		MUNNAKUMAR SINGH	BOKARO		B.SC	8	5	14-15	12
49	B-101		TURA BANGALI	VIKAS			25	20	200BOTH	
50	B-102		PANJAB SINGH	VIKAS		12	20		120-125	
51	B-103	KISAN DAIRY	SHIVNARAYAN SAHU	GANGUOLI		BUSINESSMAN	360	150	2000	
				ORMANJI						
52	B-104		RAJMANI SAHU	ANANDI			30	2	>170BOTH	
				ORMANJI						
53	B-105	SINGH DAIRY	RAKESHKUMAR	RANCHI	9939183002	GRADUATE	55BOTH		250BOTH	
54	B-106		MANJITKUMAR YADAV	BURKAKUNDA	9709252455	B.SC	11	23	40-45	60-62

55	B-107		KULDIP RAI	BURKAKUNDA		GRADUATE	10	13	60-62	40
56	B-108		SHRIPRASAD YADAV	SIYAL	9955260959		4	11	10KG	
57	B-109		NARESH YADAV	PATRATU		4	5	11	20	40
58	B-110		SANJAY YADAV	SIYAL	9955260959		3	9	25- 30BOTH	
59	B-111		SANJAY KUMAR SINGH	BARKAKANA		12	6	6	35- 40BOTH	
60	B-112		NARESHKUMAR SINGH	BARKAKANA			6	8	30	35-40
61	B-113	SINHA DAIRY	ANILKUMAR SINHA	POCHRA	9334182574	RETIRED GOVT.	11	3	50	4
62	B-114		AMAR GHOSE	CHITARPUR		GRADUATE	22		80	
63	B-115		VIJAY SAHU	CHITARPUR		GRADUATE	11		55-60	
64	B-116		SANJIV BERALIYA	RAMGADH	9431146183	HOTEL BUSINESS	32	5	250BOTH	

ANNEXTURE – 6

List of Retailers of Bihar

SR.NO	FORM NO.	MEDICAL STORE	PROP. NAME	ADDRESS	CONTACT NO.
1	R-1	LAL MEDICAL	MR.KUNDAN	BAKHTIARPUR	9934266432
2	R-2	M.P.VETERINAY	VIRU SINGH	BIDUPUR	9234346810
3	R-3	LALAN MEDICAL HALL	LALANJI	NAUBATPUR	9230001721
4	R-4	NARAYAN MIDICAL	JYOTI NARAYAN SHARMA	BIKRAM	9631190556
5	R-5	SHUMITRA MEDICAL	ABHISHEKKUMAR YADAV	MANER	9097484070
6	R-6	INDIAN MEDICAL	MR.ARUN	BIHARE SHARIF	REFUSE
7	R-7	SNEHI MEDICAL	MR.SNEHI	RUNI SAID PUR	9835278424
8	R-8	SHANTI MEDICAL	MANISH KUMAR	DHOLI	9507080063
9	R-9	FAMOUS MEDICAL	MANOJ CHAUDHRI	PUSA	9006168690
10	R-10	MINTU MEDICAL	SANJIV KUMAR	DARBHANGA	9234309820
11	R-11	PAPPU MEDICAL	MR.ANUP	BEHDI	9931042276
12	R-12	YADAV MEDICAL	CHANDRABHUSAN YADAV	SHANKAR LOHAR	9471497909
13	R-13	RANI MEDICAL	DINESHCHANDRA DAS	BEHRA	06242-222116
14	R-14	ARUN MEDICAL	ARUN KUMAR	NARHAN	9934819645
15	R-15	RISHU MEDICAL	KUNDANKUMAR	KOTHIA	9430867980

16	R-16	GREEN MEDICAL	NIYAMMUDIN HUSSAIN	BACHWARA	06279-236303
17	R-17	AMAR MEDICAL	AMARKUMAR AGRWAL	PANCHVIR	9430980821
18	R-18	RAJ MEDICAL	RAJNITIKUMAR	KHUDAVANTPUR	9931995607
19	R-19	KAMDHENU AUSHDHALAY	SANJITKUMAR	RAJODA	9934220605
20	R-20	PANDEY MEDICAL	RAJESH PANDEY	PIRPAITI	9934818303
21	R-21	JAIWAL MEDICAL	JAMUNAPRASAD CHAUDHRI	TARAPUR BLOCK	9934740502

ANNEXTURE – 7

List of Retailers of Maharashtra

SR.NO	FORM NO.	MEDICAL STORE	PROP. NAME	ADDRESS	CONTACT NO.
1	C-1	PAYAL	NARESH TIWARI	NIMKARDA	9764937517
2	C-2	SAI	VIJAY PATNAKAR	JUNI CHAVDI, BALAPUR	9922668181
3	C-3	BHARAT	VASIM ANSARI	BALAPUR	9423431043
4	C-4	MAHARASHTRA	MOHAMMAD KAFIL	BALAPUR	9766005447
5	C-5	SUNERA MARKETING CHEMIST & DRUGIST		KHAMGAON	07263-254330
6	C-6	KISAN	GAJANAND DHANUKAR	NANDURA	9422184226
7	C-7	CHIRAG	RAJESH CHANDAK	NANDURA	
8	C-8	VINAYAK	RAJESH BHARAMBE	MALKAPUR	07267-223046
9	C-9	GOMTESHWAR	SUNIL BALNERKAR	MURTIJAPUR	244694
10	C-10	JAY	JAY SHANKAR DAJUKA	MURTIJAPUR	244731
11	C-11	ROYAL	SALIM MIRZA	KARANZA	24584
12	C-12	MAHAVIR	SUNIL KANTILAL CHAALANE	KARANZA	223960
13	C-13	RATHI	SURESH RATHI	SHELU BAZAR	9922623471

14	C-14	GANESH	DIPAK SAVDE	SHELU BAZAR	34675
15	C-15	THAKNE	PRABHAKAR THAKNE	SHELU BAZAR	9527049488
16	C-16	KISHOR	KISHOR RAVLANI	MURTIZAPUR	9225200192
17	C-17	SAPNA	PRADIP AGRAWAL	KANHERI	9822604842
18	C-18	SHRI RAM	R.S.SHINDE	BARSHI TAKLI	9011779711
19	C-19	GULHAME	VAIBHAV GULHAME	PINJAR	9421751313
20	C-20	CHAUDHRI	MOHAMMAD AZIM	MAHAN	07255-243653
21	C-21	FRIENDS	MANOJ JAIN	MAHAN	9021793928
23	C-23	RATHI	RAJKUMAR RATHI	CHOHTA BAZAR	07258-245311
24	C-24	SURESH	PARASHRAM CHUNNILAL AGRAWAL	CHOHTA BAZAR	
25	C-25	TAVARI	BIPIN GOPALDAS TAVARI	AKOT	9822232280
26	C-26	KASTURI	NILESH RATHI	AKOT	20820
27	C-27	BHAGVANJI SHYAMJI	CHANDRESH SHEJPAL	AKOT	222675
28	C-28	SHAKAMBRI	PRAVIN KHODKE	AKOT	9850317472
29	C-29	RADGE VALLABH	RADHE SHYAM CHANDAK	ADGAON	9370774700
30	C-30	GAJANAND	GAJANAND NIMADE	ADGAON	9595415075
31	C-31	KISAN	SANTOSH AGRAWAL	HAIWARKHED	22856
32	C-32	SADGURU	CLOSED		
33	C-33	TRIMURTI	O.B.ISHWARKAR	HAIWARKHED	9960386321
34	C-34	PRATI KSHA	DR R.W.PUNDKAR	TAILARA	9960132156
35	C-35	NARMADA	RAVINDRA BIHARI	TAILARA	231393

36	C-36	SATI	SANDIP BHAD	TAILARA	9372529675
37	C-37	PASU-PAKSHI	FARHAT AHMED	AKOLA	9850229820
38	C-38	PATEL CHEMIST & DRUGIST	YOGESH PATEL	AKOLA	9823073006
39	C-39	AMIT	UMESH KALE	AMRAVTI	9822707057
40	C-40	SAMARTH	RAHUL IDADE	CHAND;UR BAZAR	9860333558
41	C-41	DIPESH	SUNIL JAIN	PARATWADA	222023
42	C-42	SHIVAJI	B.B.SURYAVANSHI	MUKTI	9689354856
43	C-43	SONVANE	NOT PRESENT	PAROLA	REFUSE
44	C-44	CHAJED	SUNIL CHAJED	AMALNER	REFUSE
45	C-45	DHANSHRI	SACHIN JAIN	AMALNER	9422734321
46	C-46	OM	JAYENDRA PATIL	NAVALNAGAR	9403426771
47	C-47	ANIL	ANIL JAIN	FAGNE	02562-289092
48	C-48	PRANAV	MANGESH PATIL	TARWADE	9823400259
49	C-49	SAI	NISHANT PATIL	CHALISGAON	9960592849
			SHATYAJIT PATIL		
50	C-50	ANAND	NARENDRA JAIN	ARVI	9823813027
51	C-51	ANNPURNA	M.K.DHAMNE	ZODGA BAZAR	9822737675
52	C-52	SHRI KRUSHNA	SHEVARD BALKRINSHNA	NIMGAON	9665128485
53	C-53	MAHAVIR	MAHAVIR JAIN	SONGIR	9421529058
54	C-54	KIRTI	SUBHASH JAIN	DONDAICHA	
55	C-55	DOSHI	JAIKUMAR DOSHI	NATEPUTE	
56	C-56	AJIT	NILESHBHAI	FALTAN	9890508318

57	C-57	SHAH	SANTOSH SHAH	TEMBURNI	9422609160
58	C-58	SHIVRAJ	UMESH PATIL	KURDU	9823529511
59	C-59	SHAKTI	YJAYDIP BHARSHETH	KURDUWADI	9665180151
60	C-60	SHAH	PRITAM SHAH	MODLIMB	9422761267
61	C-61	SHRI KRISHNA	SHITAL MORE	MODLIMB	9881843691
62	C-62	SAI DESTRIIBUTORS	DILIP BHALGAT	BARAMATI	9822514631
63	C-63	CHAITANYA	VAIBHAV PATIL	AATKE	9922185969
64	C-64	ANUJA	BABAN GHODKE	RATHRE	
65	C-65	VIJAY	VIJAY KUMBHAR	WATHAR	9975660369
66	C-66	DIPAK	REFUSE	OGLEWADI	
67	C-67	SHRI RAM	LOTAN PANDERINATH SONAR	SINDKHEDA	9823522756
68	C-68	SAI VETERINARY	SACHIN SHINDE	KARAD	9960022029
69	C-69	SHRIJI	SACHIN CHAUHAN	VADGAON	9850082416
70	C-70	RADHA DISTRIBUTORS	SACHIN SHETE	ISHLAMPUR	9822188330
71	C-71	JANTA	ADAM MEVEKARI	BALWA	67947
72	C-72	CHINGLE DESTRIIBUTORS	ABHIJIT CHINGLE	KARAD	9422592333
73	C-73	NEW UNIQUE DRUG HOUSE	PANKAJ THAKKAR	KARAD	02164-223462

ANNEXTURE – 8

List of Retailers of Jharkhand

SR.NO	FORM NO.	MEDICAL STORE	PROP. NAME	ADDRESS	CONTACT NO.
1	R-22	VAJPAI MEDICAL	SANJAI BAJPAI	DEOGHAR	9234765609
2	R-23	MADHUPUR MEDICAL	SURESHKUMAR	MADHUPUR	
3	R-24	TABASSUM MEDICAL	DR.ADIL LASID	MADHUPUR	
4	R-25	BARANWAL MEDICAL	SANJIV BARANWAL	JAINA MORE	
5	R-26	YADAV PHARMA	ABHAY SINGH	CHAS	9304821116
6	R-27	PANKAJ MEDICAL	DR.JOGENDRA PRASAD	CHAS	
7	R-28	MISHRA MEDICAL	SATENDRA MISHRA	CHITARPUR	9835791551
8	R-29	MA DURGA	PRADIP GUPTA	KENDUA	9334078107
9	R-30	PRASAD MEDICAL	DR.B.C.PRASAD	PATRATU	9204348871