**GLAXO IPSOS US GLOBAL MARKET RESEARCH ON RECEPTOL**

Markets : India, UK, USA.

Sample Size : 800 respondents.

Target population: Households of SEC A in society consuming HFDs and FMCG products.

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

**Concept P (50 % lesser infection)**

Concept P – Clinically proven dependable immune power of RECEPTOL reduces common infections like those of stomach, nose and throat by up to 50%.

ITP index 100 and ITP score

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

**Concept Q (108 Immunity superchargers)**

Concept Q : RECEPTOL powder packed with 108 immunity superchargers.

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

ITP index 97 and ITP score 39%.

**Commercial Market Advantage**

IPSOS studied Customer’s perceptions towards two concepts of the RECEPTOL immune powder (as infection reducer & immunity super charger) and their willingness to buy HFDs (Health Food Drinks), and FMCG products with RECEPTOL as an additive or Standalone Oral Spray inside buccal mucosa.

**RESULTS:**

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

RECEPTOL met mandate from 800 consumer families who were willing to use the product as standalone / additive to various immunity building foods including HFDs, Ice cream & Milk Products, Cereals, Soups, Juices, Sauces, Condiments, Jams, Ready Meals, Coffee & Tea . It can also be used in beauty & personal care category. Respondents agreed that both formulations of the product are much better than existing products in use**.**

**80% of the respondents surveyed were ready to pay a higher price if RECEPTOL® were added to the products categories as compared to all current brands.**

**Study conducted by** - Glaxo consumer health USA, UK & INDIA by Shubhajit Sen, MBA: Indian Institute of Management, Ahmedabad, Former Global President -HFD category, GSK