

Repositioning of Pharmaceutical Product: Upcount

By

Harishankar Sahu

*Dissertation submitted for the partial fulfillment of the
MBA Pharmaceutical Management*

Academic year, 2015-2017



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TO WHOM SOEVER MAY CONCERN

This is to certify that **Harishankar Sahu**, student of **MBA Pharmaceutical Management** from The IIHMR University, Jaipur has undergone internship training at **DelCure LifeSciences Ltd**, Mumbai from **February 6, 2017 to May 5, 2017**.

The Candidate has successfully carried out the study designated to him during internship training and his approach to the study has been sincere, scientific and analytical.

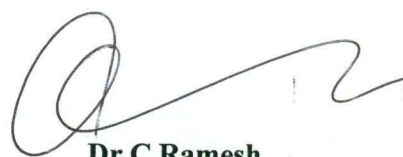
The Internship is in fulfillment of the course requirements.

I wish him all success in all his future endeavors.



Dr. Ashok Kaushik

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To Whom So Ever It May Concern

The certificate is awarded to **Mr Harishankar Sahu** Student of The IIMR University, Jaipur. In recognition of having successfully completed his dissertation project in the department of **Marketing** from month of Feb 17 to May 2017 under the guidance of **Mr Vineet Razdan-** Sr. GM Sales & Marketing, DelCure LifeScience ltd, Mumbai.

He comes across as a committed, sincere & diligent person who has a strong drive and zeal for learning.

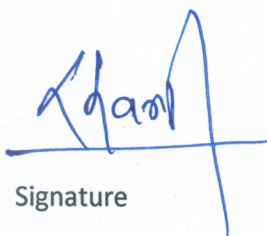
We wish him/her all the best for future endeavors.

DelCure LifeSciences Limited

Shirish Vankudre
General Manager -HR

CERTIFICATE BY SCHOLAR

This is to certify that the dissertation titled **"Repositioning of Pharmaceutical Product: Upcount"** submitted by **Harishankar Sahu** Enrollment No. **IIHMR-U/01/2015-17/ 0036** under the supervision of **Dr. C Ramesh** for award of MBA Pharmaceutical Management of the University carried out during the period from 6th February 2017 to 13th May 2017 embodies my original work and has not formed the basis for the award of any degree, diploma associate ship, fellowship, titles in this or any other institute or other similar institution of higher learning.



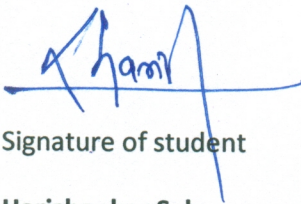
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Ethical Declaration

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This is to certify that all ethical issues have been considered while collecting data for my dissertation titled **Repositioning of Pharmaceutical product: Upcount**



Signature of student

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I would like to express my sincere gratitude towards **DelCure LifeSciences Ltd** for selecting me as a summer trainee and giving me an opportunity to work on this project and also for providing a good working ambience for successful completion of this project.

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Harishankar Sahu

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Repositioning of pharmaceutical product: Upcount

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Abstract:

Background:

This project is over the repositioning of Pharmaceutical Product i.e. Upcount from Delcure Lifescience Ltd consist of carica papaya indicated for treatment of thrombocytopenia.

The Project consist of marketing plan and tools for repositioning of Upcount, Marketing plan consist of both in terms of traditional marketing as well as modern marketing also. This project will give in-depth knowledge about thrombocytopenia and tactics of product repositioning in pharma market by using differentiated marketing tools.

Problem statement:

The major problem related with the sales of Upcount, Upcount was selling only in month of June to October because of its specified positioning during launch of product.

Objectives:

The objective behind this project is to understand the concept of Upcount and design the marketing plan and tools for repositioning of Upcount.

Methodology:

For preparation of marketing tools, data has collected from secondary source completely and after preparation the tools it has pretested and sent to field for execution.

Conclusion:

Marketing plan and tools has been prepared and executing in field. Marketing success ratio will get in couple of month once after sales data collection, but yes the way of repositioning is going right as field force getting positive response.

Keywords:

Upcount, Thrombocytopenia, Dengue, repositioning, marketing plan, marketing tools.

1. Introduction:

This whole project will talk around the pharmaceutical product repositioning and designing of marketing plan and material strategy to execute into market so that the product could be enable to fit suitable position into the market. This project will explain the repositioning of Upcount which is used in treatment of thrombocytopenia.

1.1 Repositioning:

The Repositioning may be defined as a source of competitive advantage which gives value to customers mind in different phases of marketing and at different contact ideas.

According to Keller (2008), the repositioning usually done because of changing the image and value of the company or product so that it resides in an innovative place and value in the mind of the consumers.^[5]

Aaker (1991) said that when you have small base of loyal customer. It could make a positive substantial change in your product equity. Product or Brand equity is a power which lies in what consumers have understood, learned, perceived and sensed so far by your particular brand which they have evaluated through experience.

Whatever the characteristics which gives positive or negative image or value to the brand or product is a group of various variables that can be brand awareness, brand perception, brand loyalty.^[6]

1.1.1 Necessary of brand repositioning:

The requirement of brand repositioning is necessary when one or more of these conditions exist:

- Brand has confusing, or nonexistent image.
- Your brand lacks vitality. It is perceived as old.
- Organization is considerably altering its planned direction.
- When organization entering into new businesses and the current positioning is no longer suitable.

- A new entrant with a superior value proposition is entering into business.
- Competition has deliberately repositioned your brand in a negative way.
- Knowledge has disrupted your industry and your product.
- A brand addition has repositioned the parent brand in an undesirable area.
- Research indicates that your brand is no longer unique or compelling.
- Research indicates your brand is not building an emotional connection to your target customer.
- When organization is acquiring a very influential proprietary advantage that must be driven into the brand positioning.
- When you do revision of the brand personality.
- When you are expansion your brand to appeal to add consumers.

1.2 About the Product

1.2.1 Upcount Capsule

(10 capsules in strip)

Rs 630

Launched date: 2015

1.2.2 Product Details

Upcount capsule is an Ayurvedic formulation. Upcount contains Carica papaya extract, Tinospora cordifolia extract, Goat milk powder and Vitamin E.

1.2.3 Role of key ingredients:

- Carica papaya extract contains the enzyme papain. Papaya leaf is used to increase low blood platelet count in Dengue fever and Chikungunya.
- Tinospora cordifolia plant is used as a drug to recover the immune system and body's resistance against infections.
- Vitamin E confers occlusive and emollient effects to keep the skin moisturized. Its anti-oxidizing properties help in healing sun burns and irritation of the skin.
- Goat milk powder having reach source of selenium which suppress the viral replication.

1.2.4 Usage:

In case of Thrombocytopenia cause by Dengue, Malaria, Cancer chemotherapy patients, Post-viral infections in immuno-compromised patients.

1.2.5 Dosages:

For Platelet count for Above 50,000 - 2 Caps once daily

For Less than 50,000- 2 Caps twice daily.

Therapy duration: 5-10 days in Dengue/Malaria/Viral Infection 15-30 days in Immune Thrombocytopenia.

1.2.6 Side Effects:

- Drying of mouth,
- Loss of appetite,
- Weakness,
- Metallic taste,
- Fatigue,
- Sleepiness,
- Headache,
- Nausea and vomiting.

1.3 An insight into thrombocytopenia:

1.3.1 Thrombocytopenia:

Thrombocytopenia is the most commonly encountered hematologic disorders, epitomized by an abnormally low count of platelets. The usual count of thrombocytes (platelets) is between 150,000 and 450,000/microliter. ^[7] ^[8] though in patients with thrombocytopenia, the number of platelet are usually less than 150,000/microliter, it is usually not usually detected clinically till it has dropped to levels below 100,000/micro Lit. ^[9]

It has been reported that patients with platelet counts greater than 50,000/microliter do not usually manifest with symptoms and can be discovered incidentally during routine investigations. A platelet count from 30 to 50,000/microliter sometimes can presents as purpura and a count from 10 to 30,000/microliter may cause bleeding with minimal trauma. On

the other hand, a platelet count less than 5,000/microliter may cause spontaneous bleeding and poses a hematologic emergency. [8] Investigators have suggested thrombocytopenia to be a predictor of hematologic malignancies, infectious diseases, thrombotic micro antipathies', and autoimmune disorders. In addition, it is also recognized as most common adverse effect of many pharmacological therapies such as the use of non-steroidal anti-inflammatory drugs (NSAIDs), peculiarly aspirin which acts as an inhibitor of platelet function. Aspirin also impedes platelet cyclooxygenase and platelet aggregation by inhibiting thromboxane A2 release.

Other pharmacological agents contributing to platelet dysfunction includes beta-lactam antibiotics, nitrates, beta blockers, tricyclic antidepressants, selective serotonin reuptake inhibitors. [7] Evidences also suggest that various manifestations of severe thrombocytopenia, such as intra-cerebral and intra-abdominal bleeding can pose fatal complications. It has a varied etiology but the three chief reasons of thrombocytopenia are namely; reduction in platelet production, acceleration in platelet destruction and alteration in the distribution of platelets. [9]

1.3.2 Classification of thrombocytopenia:

Thrombocytes or platelets are small (1-3 μm) enucleate cells formed in bone marrow in conjugation with red and white blood cells. These cells usually adhere to damaged blood vessels and affect primary hemostasis. Physiologically, circulating thrombocytes are two thirds of all thrombocytes produced by the bone marrow, and one third is stored (sequestered) in the spleen. The pathophysiological classification of thrombocytopenia includes ineffective production of platelets by bone marrow, rapid demolishing and splenic sequestration. Among which, the predominant cause is rapid demolishing of platelets. It has been documented that this condition is often ascribed as the rate of production of platelets lesser than the rate of destruction of platelets. Destruction of platelet is dependent on intra corpuscular or extra corpuscular reasons.

TABLE 1: CLASSIFICATION OF THROMBOCYTOPENIA**1. Decreased platelet production**

Megakaryocyte hypoplasia or suppression

Ineffective thrombopoiesis

Defect in mechanism which are controlling thrombopoiesis

Hereditary thrombocytopenia

2. Increased platelet destruction**Immunologic**

Autoimmune destruction

Primary (Immune
thrombocytopenia)Secondary (Infections,
pregnancy, collagen tissue
diseases, lymphoproliferative
diseases, drugs)

Alloimmune destruction

Neonatal thrombocytopenia

Post-transfusion purpura

Non-immunologic

Thrombotic microangiopathies

Disseminated intravascular coagulation

Thrombotic thrombocytopenic purpura

Hemolytic-uremic syndrome

Abnormal vascular relevant to the surface of
thrombocytopenia

Others (infection, massive blood transfusion)

3. Artificial thrombocytopenia

Anticoagulant immunoglobulin (pseudothrombocytopenia)

Platelet satellitism

Giant platelets

4. Abnormal platelet distribution

Spleen diseases (neoplasia, congestive, infiltration)

Hypothermia

Adapted from: Erkurta MA, Kayaa E, Berbera I, Koroglua M, Kuku I. Thrombocytopenia in Adults: Review Article. *J Hematol.* 2012;1(2-3):44-53.

Table 1.1: Classification of thrombocytopenia.

Various hereditary diseases such as syndrome of Wiskott Aldrich have thrombocytopenia mediated by intracorporeal defects. Moreover, thrombocytopenia arising due to deficiency of producing myelosuppressive drugs, radiation and as aplastic anemia has the underlying cause of suppression of megakaryocyte in bone marrow. On the other hand, platelet sequestration such as in congestive splenomegaly is typified by redistribution of platelets from those circulating to the splenic pool.

Due to accumulation and enlargement of platelets in spleen leads to secondary thrombocytopenia, abnormal platelet as the characteristic feature. Classification of thrombocytopenia is comprehensively depicted in table 3.1 Furthermore; various studies have shown thrombocytopenia as the characteristic feature in patients with dengue fever. ^[10]

1.3.3 Dengue: A significant manifestation of Thrombocytopenia:

Dengue, the most common arthropod-borne infection affects at least 50 million people every year and is endemic in more than 100 countries. The World Health Organization (WHO) recognizes dengue as a major disease that poses public health concern globally.

The dengue virus is a single-stranded RNA virus which belongs to the Flaviviridae family. The virus has four serotypes categorized according to their immunological properties – DEN-1, DEN-2, DEN-3 and DEN-4. Clinically, dengue infection has varied spectrum of illnesses including undifferentiated fever, dengue fever, dengue hemorrhagic fever and dengue shock syndrome. Among these, dengue hemorrhagic fever is identified by high fever, hemorrhagic manifestations, thrombocytopenia and evidence of plasma leakage.

Though thrombocytopenia is a one of the prime diagnostic criteria for dengue hemorrhagic fever, it is also associated with dengue fever. ^{[11] [12]} Evidences suggest that in the critical phase of dengue, a remarkable fall in the level of platelets (below 1,00,000 per mm³ from the baseline) and an increase of hematocrit by 20% or more is observed. Moreover, a study was conducted by Ahmed et al⁸ who examined patients with dengue fever and dengue hemorrhagic fever. The results of the study demonstrated that among all patients thrombocytopenia was observed in 84% patients (figure 3.1). ^[13] Similar findings were corroborated by another study

which evaluated patients with dengue illness. The results demonstrated that the most common hematological abnormality was thrombocytopenia (60% patients).^[14]

Thrombocytopenia in dengue fever has a multifactorial etiology which includes depression of bone marrow, amplified destruction of platelets due to infection by virus and presence of antibodies directed against platelets.^[10]

Percentage of dengue patients with thrombocytopenia:

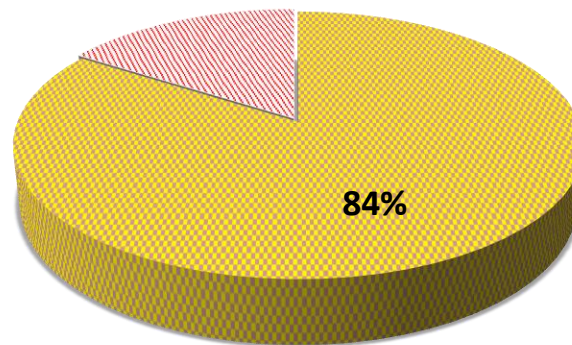


Figure 1.1: Thrombocytopenia in patients with dengue illness

Adapted from: Ahmed S, Ali N, Ashraf S, Ilyas M, Tariq WU, Chotani RA. Dengue fever outbreak: a clinical management experience. J Coll Physicians Surg Pak. 2008 Jan;18(1):8-12.

Impaired thrombopoiesis and peripheral platelet destruction are the two mechanism propounded for the induction of thrombocytopenia in dengue. Both mechanisms are exhaustively illustrated in figure 3.2 Moreover, a study was performed to analyze the alterations in platelet count mediated by dengue virus-platelet interaction and the participation of anti-DV antibody to such alterations. The finding demonstrated that the interaction between dengue virus antigen and human platelets is independent of immune reaction. Moreover, reduction of platelets was significantly more by the binding of antidengue virus antibody on the dengue virus antigen associated with platelets in comparison to the binding of the antigen-antibody complex on platelets.^[17] Dengue virus attaches to all receptors and mounts a rapid protective immune response in human monocytic cells and plasmacytoid dendritic cells. Although, the host immune response activated in response to virus infection causes protection against disease, it also contributes to disease severity.

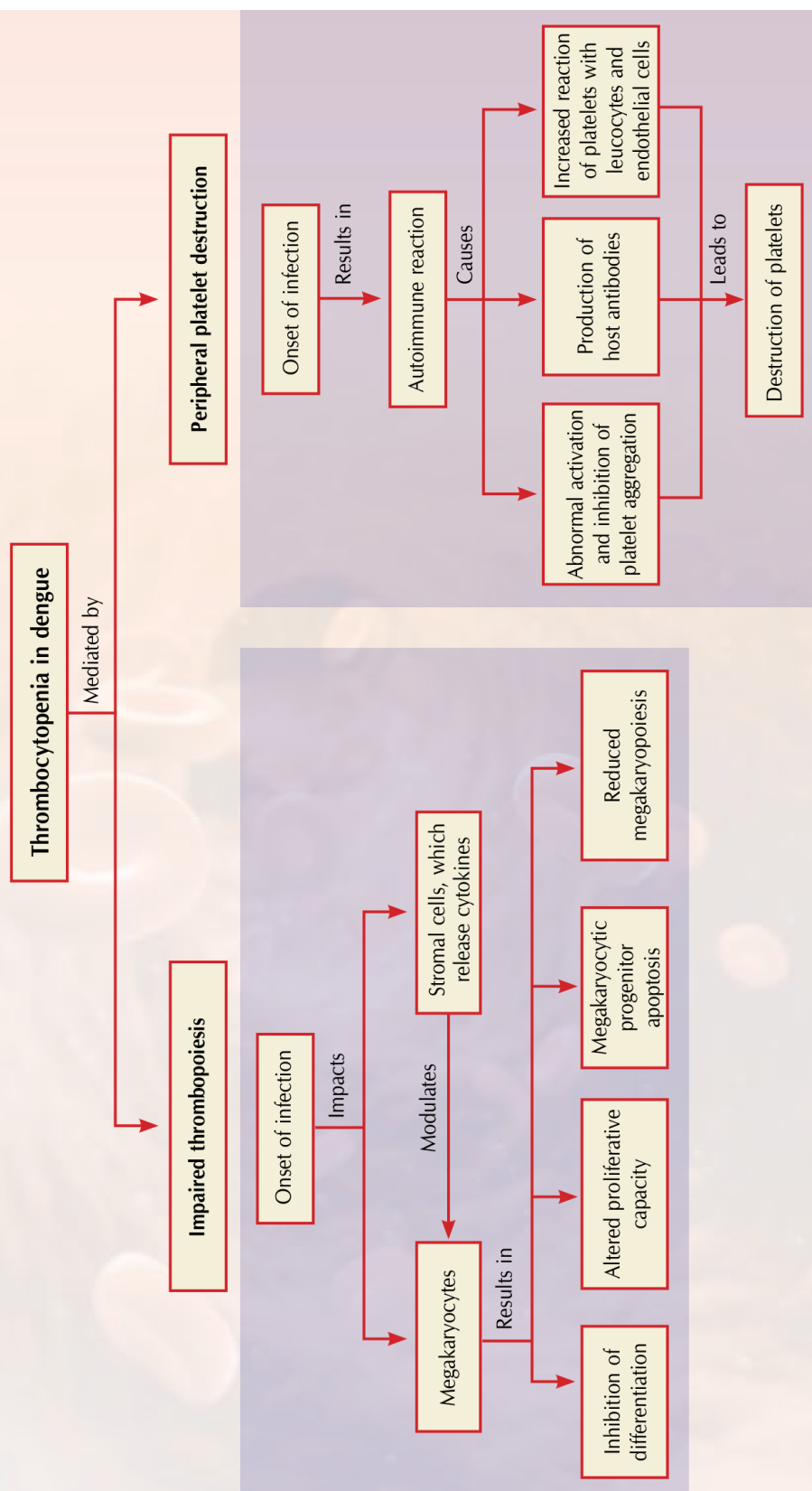
There are undisputed evidences those high levels of circulating pro-inflammatory cytokines such as interleukin-1 β or tumor necrosis factor- α are found in patients infected with dengue. The activation of the antiviral and inflammatory signaling pathways in turn, has been associated with the production of reactive oxygen species (ROS).

This increase in ROS and altered redox homeostasis consequently leads to the alterations of biological structures and the massive induction of cell death. Moreover, dengue virus has been shown to instigate oxidative stress in hepatocytes. This subsequently leads to increased NADPH-oxidase (NOX) dependent intracellular accumulation of ROS resulting in dengue severity.^[18] Additionally, it has been revealed that a modulation of endothelial cell, as a result of increased oxidative stress, by dengue virus infection can also be a cause of thrombocytopenia.^[17] Therefore, to abate the oxidative stress related diseases, administration of substances with antioxidant and immune-modulatory properties has been considered as the potential therapeutic and preventive strategies.

1.3.4 Management of thrombocytopenia in view with dengue fever:

Oxidative stress-induced damage and alterations in redox status are related with increased disease severity in patients with dengue, thereby suggesting a possible role for antioxidants in the management of diseases like dengue.^[18] In addition, approaches targeting thrombocytopenia by increasing platelet count are also warranted.^[16] Owing to their antioxidant, anti-inflammatory potential and the ability to increase platelet count, Carica papaya leaf extract, Tinospora cordifolia, goat milk powder and vitamin E can be used beneficially in the treatment of thrombocytopenia.

FIGURE 2: MECHANISMS UNDERLYING THROMBOCYTOPENIA IN PATIENTS WITH DENGUE



Adapted from: Sarala N, Paknikar SS. Papaya Extract to Treat Dengue: A Novel Therapeutic Option? *Ann Med Health Sci Res.* 2014 May-Jun;4(3):320-324.

Figure 2.2: Mechanism underlying thrombocytopenia patients with dengue

1.3.5 Propitious role of *Carica papaya* leaf extract in managing thrombocytopenia:

Carica papaya is a dicotyledonous and polygamous plant of Caricaceae family.^[11] The papaya plant is lactiferous in nature as it contains lactifers in most of the tissues, which are specialized cells that secrete latex. The papaya-latex is considered a rich source of four cysteine endopeptidases namely papain, chymopapain, glycy endopeptidase and caricain. *Carica papaya* leaves are also well known for containing alkaloid and glucoside namely carpaine and carposide, respectively.^[20] Besides, presence of flavonoids and other phenolic compounds in the papaya leaves also contributes to its propitious role. Its leaves are also recognized as a rich source of minerals and thus can help in enhancing immune system.^[16] Various parts of this plant such as fruit, dried fruit, leaves, dried leaves, stems, seeds and roots have been used traditionally for medicinal purposes.^[19] Of these, the fruit juice and leaves possess anticancer, antioxidative, anti-inflammatory, anti-bacterial, nephroprotective, hepatoprotective, hypoglycemic and hypolipidemic and anti-sickling effects. Various studies have supported the use of *Carica papaya* leaf extracts in raising the platelet counts in individuals infected with dengue virus.

This property to increase platelet count can be attributed to the membrane stabilizing impact of the leaf extracts. The leaves are also reported to prevent the stress-induced destruction of blood cells by inhibiting heat- and hypo tonicity-induced hemolysis of blood cells. In addition, in patients infected with dengue virus leaf extracts can ameliorate platelet lysis and thus can treat thrombocytopenia associated with the condition. The investigators also propounded that the presence of flavonoids and other phenolic compounds in the papaya leaves as a beneficial contributing factor.^[16]

Besides platelet increasing potential, *Carica papaya* extract is rich in antioxidant nutrients like carotene, vitamin C and vitamin B. It thus, can increase immune functions (immunoglobulin (Ig G and Ig M) and ameliorates oxidative stress by lowering lipid peroxidation, enhancing glutathione levels and improving activity of catalase and superoxide dismutase.^[25]

1.3.6 *Tinospora cordifolia*: A medicinal plant for preventing thrombocytopenia

Tinospora cordifolia, a climbing shrub, often referred to as 'Giloya' belongs to a family of Menispermaceae.^[26] The plant extract, especially from the leaves, barks and roots, are of high pharmacological significance. The active component of *tinospora cardifolia* are diterpene, as well as cordifolisides A to E, tinosporone, tinosporic acid, syringen, the yellow alkaloid, berberine, crude Giloininand, Giloin, and a glucosidal bitter principle, as well as polysaccharides, including arabinogalactan polysaccharide (TSP).

Among these, bergenin and picrotene exhibit antioxidant properties.^{[27] [28]} Various studies have bestowed on free radical scavenging property against ROS and nitrogen species along with hematological alternations abilities of *Tinospora cordifolia*.^{[27] [28]} In addition, evidences suggest that it can also raise reduced glutathione, catalase and superoxide dismutase, suggestive of its antioxidant property.^[29] Moreover, *Tinospora cordifolia* is widely known to possess immunomodulatory or immunostimulatory activities and can cause increase in IgG antibodies by boosting the phagocytic activity by macrophage activation. In addition, *Tinospora* extracts has been observed to impact the cytokine production by upregulating the function of interleukin-6, and stimulation of immune effector cells. Other medicinal effects of *Tinospora cordifolia* include antitumor, cognition, anti-inflammatory, anti-neoplastic, antihyperglycemic, antihyperlipidemic, antituberculosis, gastrointestinal and hepatoprotective, anti-osteoporotic, anti-angiogenic, anti-malarial, antiallergic and prevention of adverse reactions associated with the cancer chemotherapy.^{[27] [28] [30]}

Furthermore, investigators have examined and supported its potential in increasing platelet counts, thereby can be used in conditions manifesting with thrombocytopenia.^[31] One of such condition, dengue can be successfully treated with this agent. This has been validated by a study²⁶ which was conducted on 3 patients with an objective to evaluate the effects of *Tinospora cordifolia* on dengue. The baseline platelet count was approximately 50,000-60,000/microliter (average 55,000/microliter). The subjects were administered medicinal

product including extract of *Tinospora cordifolia*. It was observed that the platelets crossed a count of 85,000/microliter when examined after 24 hours. Within the next 24 hours, the patients achieved normal platelet counts without any symptom of dengue. Thus, the study concluded that *Tinospora cordifolia* as one of the components of medicinal product has the ability to decrease the risk of mortality due to dengue by increasing the platelet counts. [32]

1.3.7 Beneficial role of goat milk powder in patients with thrombocytopenia

Goat milk has been shown to be beneficial for human immune system. It has been well documented that it has the potential to trigger innate and adaptive immune response. It also stalls the endotoxin- induced activation of monocytes.²⁷ Goat milk also helps in the digestive and metabolic utilization of many types of minerals namely iron, calcium, phosphorous and magnesium.

One of the most important constituents of goat milk is selenium, the deficiency of which is associated with dengue fever. Selenium is present in goat milk in surplus amount as much as 27% as when compared to cow's milk. [34] [35]

Role of Selenium in dengue fever Selenium also known as selenoprotein has been shown to affect the thromboxane/prostacyclin ratio and thereby helps in the regulation of clotting time along with an intrinsic effect on the complement system.

Selenium has an anti-clotting or proclotting effect. [36] In dengue fever selenium has been shown to prevent the replication of virus. Moreover, it also acts by modulating the production of interleukins and increases the T cell proliferation. Selenium deficiency has also been associated with oxidative stress and host immune response. Efforts should be made to incorporate selenium rich food diets and animal products to counteract selenium deficiency. [37] [38]

According to Ramanathan et al [36] there are two possible mechanisms for viral induced selenium depletion. The first one involves the nonspecific seleno protein formation allied with random translational slippage into UGA-rich overlying reading edges, whereas the second is the

possibility of specific virally encoded seleno proteins biosynthesized in the direction of RNA stem-loop structures.^[36]

1.3.8 Significance of vitamin E in the management of thrombocytopenia:

Vitamin E has been found to affect the functioning of immune system considerably; even a trivial deficiency of vitamin E has been shown to affect the appropriate response to infection. The supplementation of vitamin E may be helpful in increasing the platelet count and result in an early recovery in dengue fever.

In a certain study by Chandra et al the beneficial role of vitamin E and C has been studied on thrombocytopenia in dengue patients. The study involved 48 suspected cases of dengue whose blood samples were collected. The blood samples were investigated for the serum antibodies (IgG and IgM). A hemogram and complete blood count was obtained.

1.3.9 Rational of combining Carica papaya leaf extract, Tinospora cordifolia, goat milk powder and vitamin E for management of thrombocytopenia:

Mounting evidences suggest that Carica papaya leaf extract impede dengue virus replication along with platelet activation and production and exhibits antioxidant property. Tinospora cordifolia shares the similar abilities of increasing platelet counts and along with antioxidant properties. Besides these, goat milk also enhances immunity and prevents selenium deficiency associated with dengue fever. In conjugation with the platelet increasing properties of these above mentioned agents, vitamin E supplementation also has a favorable role in platelet augmentation.^{33,34} Various studies have validated their advantageous use as mono-therapies in the management of thrombocytopenia in various clinical conditions like dengue. Therefore, owing to their potential of immunomodulation and reducing oxidative stress, these therapies can also be used as combination therapy for treating thrombocytopenia.

1.3.10 Competitor Analysis:

Ingredients	UPCOUNT	CARIPILL	UPLAT	PLATBOOST	Advantages
Carica papaya extract	350mg	1100mg	350mg	1100mg	–
Tinospora cordifolia extract	150mg	×	150mg	×	–
Goat Milk Powder	100mg	×	×	×	Halts viral replication/Modulates immune system
Vitamin E	40mg	×	×	×	Faster increase in platelet count.
MRP	630	375	1260	349	More Economical

Table 1.2: Competitor Analysis of Upcount.

2. Problem statement:

Upcount Capsule is very effective drug having very good prescription trend over the period of time. Marketing of Upcount was very effective during the launch of the drug; In Indian market the thrombocytopenia is very serious condition especially that patient whose hemodynamic nature is very poor. If we put light on prescription and sales trend over Upcount it seems the very excellent performer in market as a new launch as compare to another competitive products, but only for few month.

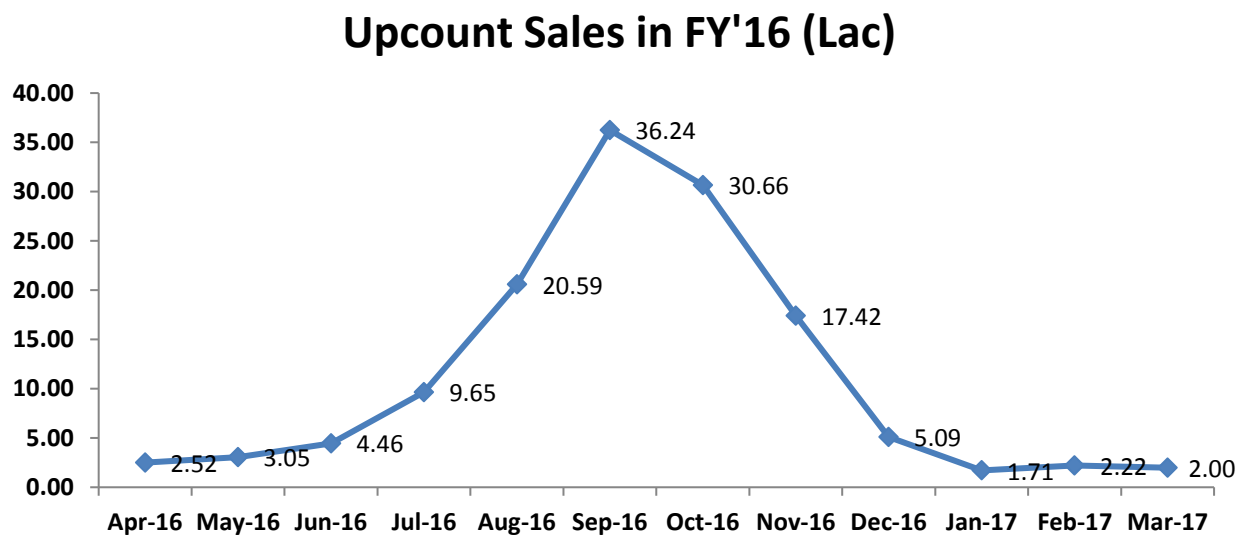


Figure 2.1: Upcount Sales in FY'16 (Lac)

Upcount sales happen in between month of Jun to December only instead of every month that was the major problem. After the market research company got to know that the major reason behind the sales of Upcount in this month only (Jun – December) is because of its positioning in the market.

Upcount positioned itself in market as the drug of choice in Dengue as platelets booster and the prevalence rate of dengue in India increase in period of May to December mostly hence the sales of Upcount increase in this period only.

3. Corporate Goal:

The corporate goal is to repositioning of the Upcount as choice of drug in Dengue, Malaria, Viral, post viral infection and cancer chemotherapy patients instead of platelets booster in dengue, to get benefit as increase the sale in other indications also.

4. Objectives:

1. Understand the concept and Mechanism of action of Upcount.
2. Understand conception of marketing & marketing tools of Pharmaceutical products.
3. Design the marketing plan and tools for repositioning of Upcount.

5. Significance of the study:

The project scope includes the study of the Thrombocytopenia drugs. Comprehend the Platelets booster class drugs, their mechanism of action and scientific use of these drugs & their place of therapy. The project scope also includes the finding the different way of marketing of pharmaceutical product and get the idea about the product repositioning at initial phase and widening the scope of product by increasing the indications of product.

6. Managerial Usefulness of the Study

This study helps to understand the marketing insight, marketing tools & different strategies for repositioning of pharmaceutical product in different market situation.

7. Methodology

Descriptive research design was considered best for it is a scientific method, which involves observation, analysis and reporting conditions that exists without alterations. The project involved data collection from complete secondary sources, In-depth knowledge about the product got from various articles, books, online pages.

In respective of market data, organization has out-sourced from third party i.e. AWACS and SMSRC. Data consist of monthly sales, monthly prescriptions of individual API or individual product, competitor's analysis and their product portfolio etc.

Apart from above for marketing tools data has collected from different offline and online pharmaceutical organizations literatures, different visual aids, posters, videos, manuals etc. After the understanding the pharmaceutical marketing plan and collection of data the marketing plan and material designed with the help of marketing team.

After the designing and preparation of marketing materials, the materials were pretested by few of selected general physicians and the prepared material sent to field force to execute the plan after confirmation from GP's. The time period of this project was of three months right from February 2017 to May 2017.

8. Gantt chart:

GANTT CHART														
SN	Activity	Duration	Time framework (Week)											
			1	2	3	4	5	6	7	8	9	10	11	12
1	Study about company		■											
2	Understanding the organization		■											
3	Study product portfolio			■										
4	Topic selection and discussion				■									
6	Study about brand launch and repositioning					■								
7	Market study and competitor analysis					■								
8	Product sale and prescription trend study					■								
9	Design Study to be conducted						■							
10	data collection							■	■	■				
11	data validation with mentor									■				
12	Data analysis and interpretation									■	■			
13	Planning marketing strategy										■			
14	preparing tools for marketing										■	■	■	
15	validation of marketing tools												■	
16	Execution												■	■
17	segregation of marketing response data													■
18	Report preparation													■
19	prepare presentation													■

Table 8.1: Gantt chart.

9. Data Analysis and discussion:

This chapter presents the report of data analysis, interpretation and summary of findings. The whole market data is out-sourced by company from AWACS and SMSRC, this company provides the kinds of data which helps understand the market and market trend as well as the performance of our product into market and competitor analysis also.

The whole data which will talk around the data analysis part has been collected from secondary sources only.

9.1 Sales and prescription trend:

The product Upcount was launched in Jul 2015, below data is from FY year 2016.

Data has been taken right from month of April in year 2016 to month of March in year 2017.

Product	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17
Drs Class 1	1.17	1.18	1.89	4.90	10.18	18.67	16.18	8.48	2.69	0.99	1.06	1.22
Drs Class 2	0.14	0.08	0.17	0.74	1.71	1.26	1.33	1.06	0.08	0.04	0.01	0.03
Drs Class 3	0.05	0.13	0.39	0.42	1.57	2.66	2.44	0.89	0.30	0.08	0.02	0.05
Others	1.16	1.66	2.02	3.59	7.13	13.66	10.72	6.99	2.02	0.60	1.14	0.69
Grand Total	2.52	3.05	4.46	9.65	20.59	36.24	30.66	17.42	5.09	1.71	2.22	2.00

Table 9.1: Gantt Chart
Source: AWACS Jan 2017

The pharmaceutical industry is an extremely competitive business and its success is dependent on the sales of each drug. Sales of any product tell about its current position into market among all competitors.

9.1.1 Sales trend:

Upcount Sales in FY'16 (Lac)

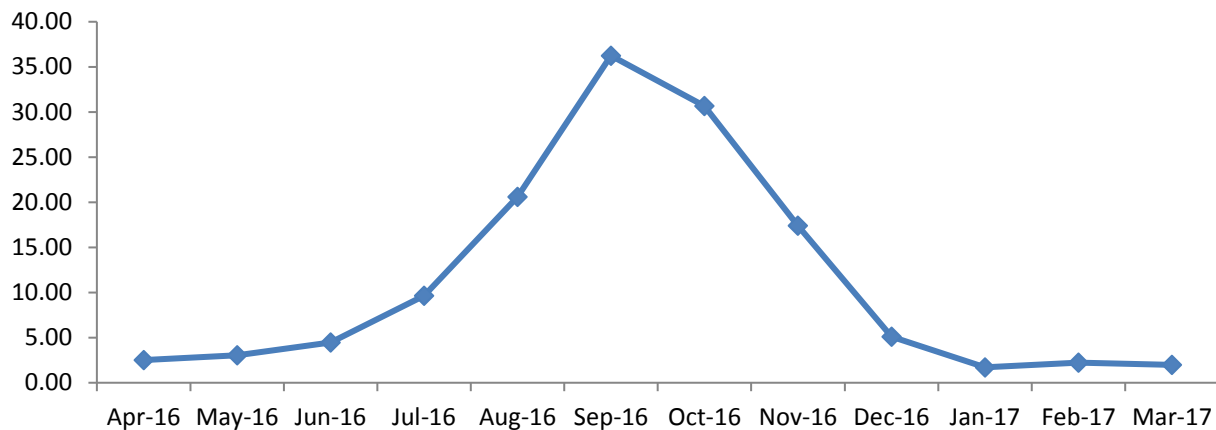


Figure 9.1: Upcount Sales in FY'16 (Lac).

The trend itself depicts the Sales of Upcount which make a curve shape. In FY 2016, initially sales of Upcount were nearly later on increase after month to month progress and reach in peak sales in month of Sep 2016. After then the sales were decreasing till end of the year.

9.1.2 Prescription trend:

Upcount Rx in FY'16

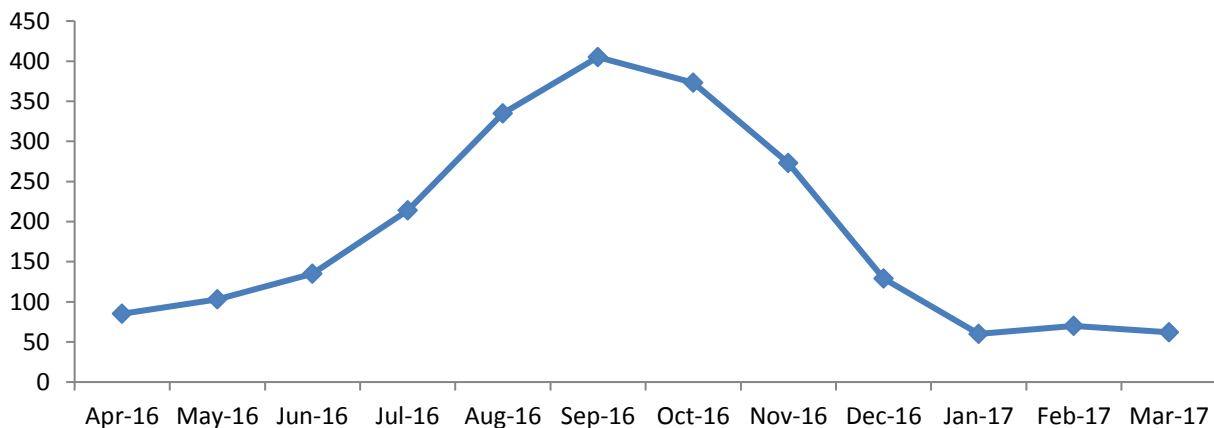


Figure 9.2: Upcount prescription in FY'16.

The prescription trend itself is more or same as sales trend because of both is directly proportional from each other. In FY 2016, initially prescription of Upcount were nearly later on increase after month to month progress and reach in peak prescription in month of Sep 2016. After then the number of prescription were decreasing till end of the year.

10. Marketing Plan and Tools:

Pharmaceutical marketing is a well-ordered information system. It helps the doctors to update about accessibility safety, efficiency and techniques of consuming the medicine. Marketing is the most accountable for driven the sales of any product into marketplace.

Marketing is essential part of any product launce, positioning or repositioning but it is very challenging task especially when you dealing with marketing of pharmaceutical products.

Delcure LifeScience Its is small scale startup organization which has used various differentiated marketing tools and tactics for repositioning of Upcount.

10.1 Traditional marketing tools:

10.1.1 Vidual aid:

Visual aid is a most preferably material use use in marketing purpose, acts as the first impression of any company, so it is necessary that it has to be the best and have to be on best quality. The visual aids are the furthestmost significant marketing tools, consisting several things which grab the attention of doctors such as-

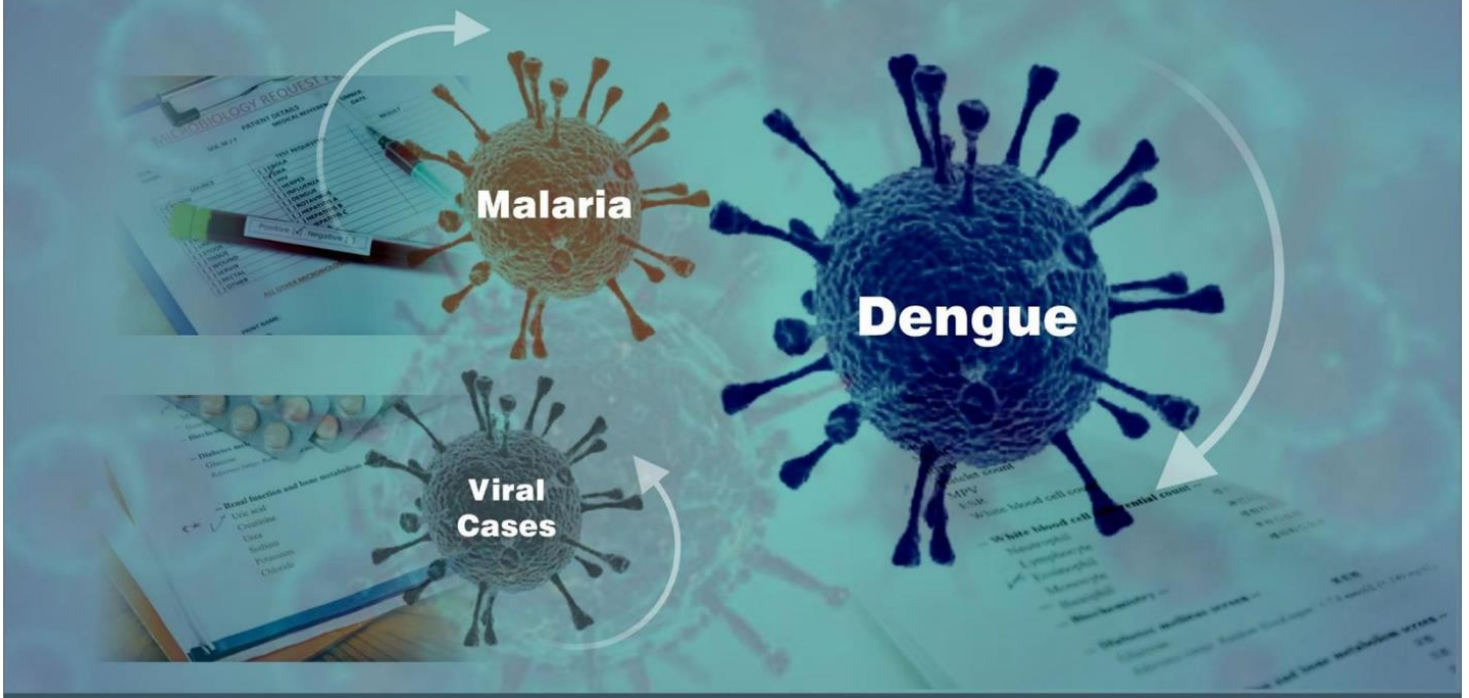
- Appearance
- Brand name
- Tag line
- Scientific contents, etc

In visual aid of upcount we worked upon the appearance tag line and scientific contents.

1. Earlier the tag line was “every count matter” now with objective of repositioning the tag line has been changed as “saving precious life”.
2. Scentific content is the thing which grabs the attention of doctors mostly, earlier in the visual aid of Upcount, mentioned as “platelets booster in dengue” but now it has been changed as “treatment of thrombocytopenia in case of Dengue, Malaria, Viral, post viral infections and cancer chemotherapy patients”.

VA Part 01:

Thrombocytopenia



In case of Dengue, Malaria, Viral, post viral infections and cancer chemotherapy treatment

Figure 10.1: Upcount Visual aid part 01.

VA Part 02:

Restores Vital COUNT

In Dengue/ Malaria/ Viral infections



Immunomodulator

Tinospora Cordifolia (Guduchi):

Natural herb with powerful medicinal properties

- Builds immunity²
- Stimulates increase in WBC count & bone marrow cells³



R_x **UpcountTM**
Carica papaya extract 350 mg + Tinospora cordifolia extract 150 mg +

Carica papaya extract 350 mg + Tinospora cordifolia extract 150 mg + Goat milk powder 100 mg + Vitamin E 40 mg Capsules

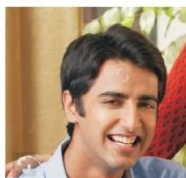
Saving Precious Lives

PlateletBooster

Carica Papaya Extract:

Rich Source of flavonoids, glycosides & alkaloids

- Boost the number of platelets¹
- Prevents platelet destruction & increases platelet life¹



Antioxidant

Goat Milk Powder:

Rich source of Selenium

- Halts viral replication⁵
- Regulates blood clotting⁵

Vitamin E:

Powerful anti oxidant

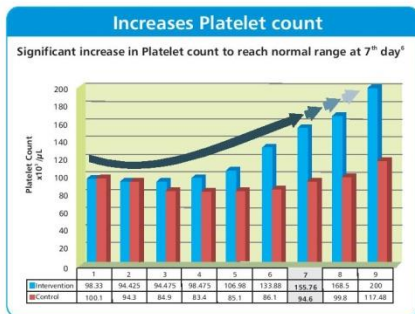
- Accelerate replenishment of platelets⁴
- Prevents free radical damage⁴



Figure 10.2: Upcount Vidual aid part 02.

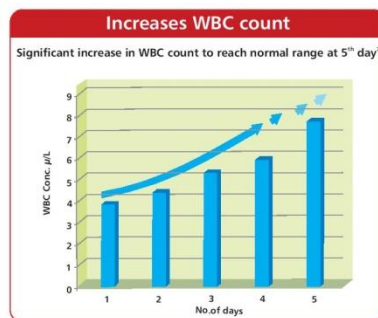
VA Part 03:

Restores Vital COUNT



Therapy duration:

- 5-10 days in Dengue/ Malaria/Viral Infection
- 15-30 days Immune Thrombocytopenia



^{Rx}
Upcount™

Carica papaya extract 350 mg + Tinospora cordifolia extract 150 mg +
Goat milk powder 100 mg + Vitamin E 40 mg Capsules

Saving Precious Lives

- In Dengue & Malaria
- In Post- Viral infections & for Immuno-compromised patients
- In Cancer Chemotherapy patients



6 Int J Med Arom. Plants ISSN 2249-4340 Vol 2 No 4 pp 373-378 Dec 2012 7 Asian Pac J Trop Biomed 2011; 1 (4):370-373

Figure 10.3: Upcount Vidual aid part 03.

10.1.2 Posters:

Posters is also a kind of visual aid which mostly used for creating awareness and as reminders we have designed posters for Upcount to hang up on wall of doctors clinic to make public awareness and as reminder for physicians which will recall the brand continuously to doctors mind whenever he/she will see the poster.

Poster part 01:

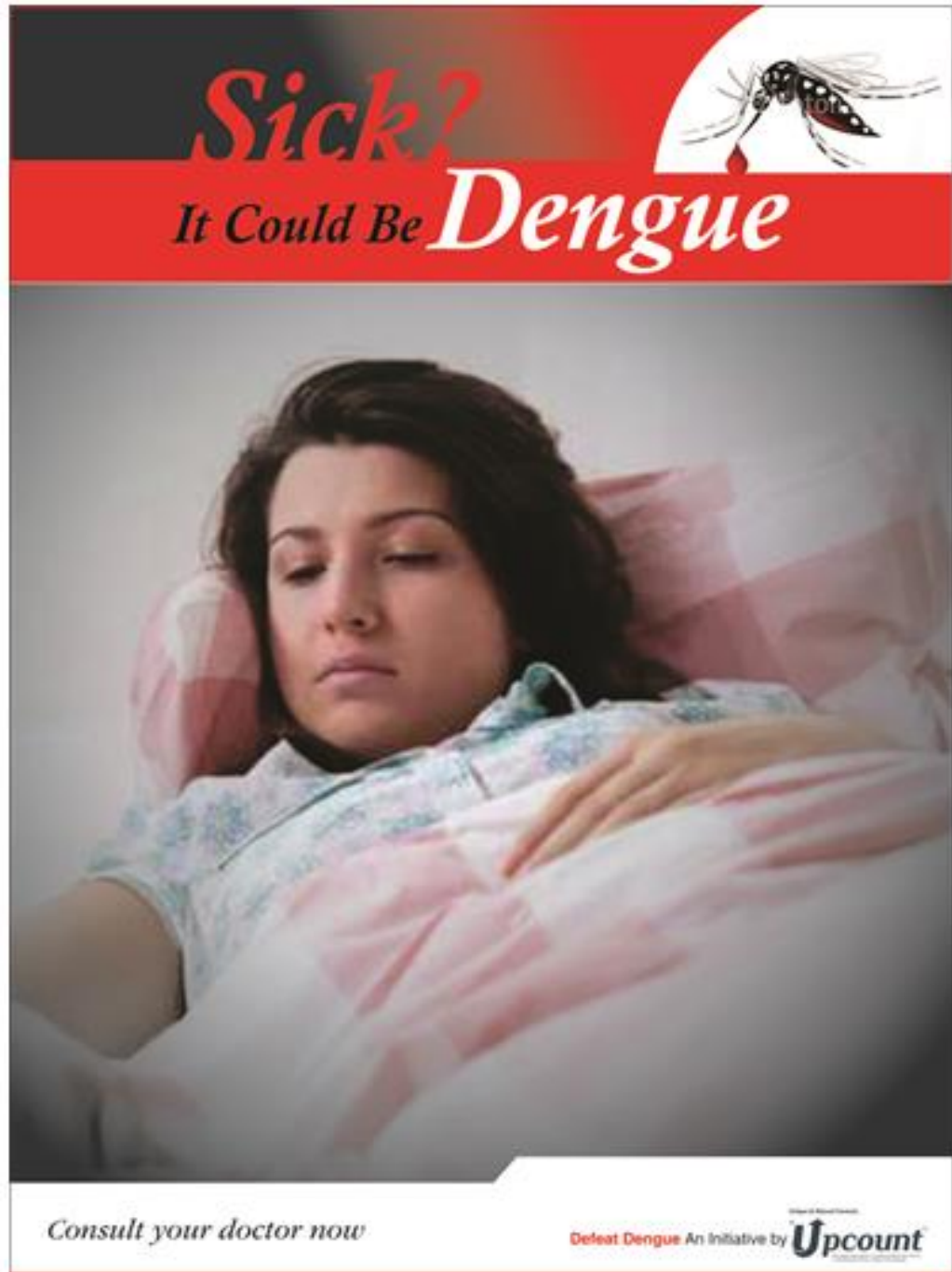


Figure 10.4: Upcount poster part 01.

Poster part 02:



**LOW PLATELETS
COUNT**

Due to dengue, malaria or
viral infection

???

**Treatment
available
here**

Dr. _____

Unique & Natural Formula
An Initiative by **Upcount**
Upcount is a registered trademark of Upcount International Inc.

The poster features a red header with white and yellow text. A circular inset shows red blood cells. The main image is a photograph of a doctor, a nurse, and a patient in a hospital bed. The doctor is in the foreground, looking at the camera. The nurse is standing by the bed, holding the patient's hand. The patient is lying in bed, looking up at the nurse. The background is a soft-focus hospital room.

Figure 10.5: Upcount poster part 02.

10.2 Modern marketing tools:

10.2.1 Digital and Social media marketing:

The Social media marketing is the usage of social media platforms to endorse a product or service. These social media podia have their own built-in data analytics tools, which enable companies to track the improvement, achievement, and engagement of ad drives. Organizations address a range of stakeholders through social media marketing involves current and prospective customers, potential employees, journalists, bloggers, and the general public.

In repositioning of Upcount we have floated a video on Facebook and Youtube as awareness video by targeting healthcare profession people and doctors to garb their attention so that the product must reach to maximum customers as much as possible.

In this Video we have applied Google analytics to analyses the video and its performance and getting the idea to know about how much post has engaged in Upcount video.

Facebook part 01:



Figure 10.6: Facebook Campaign part 01.

Facebook part 02:

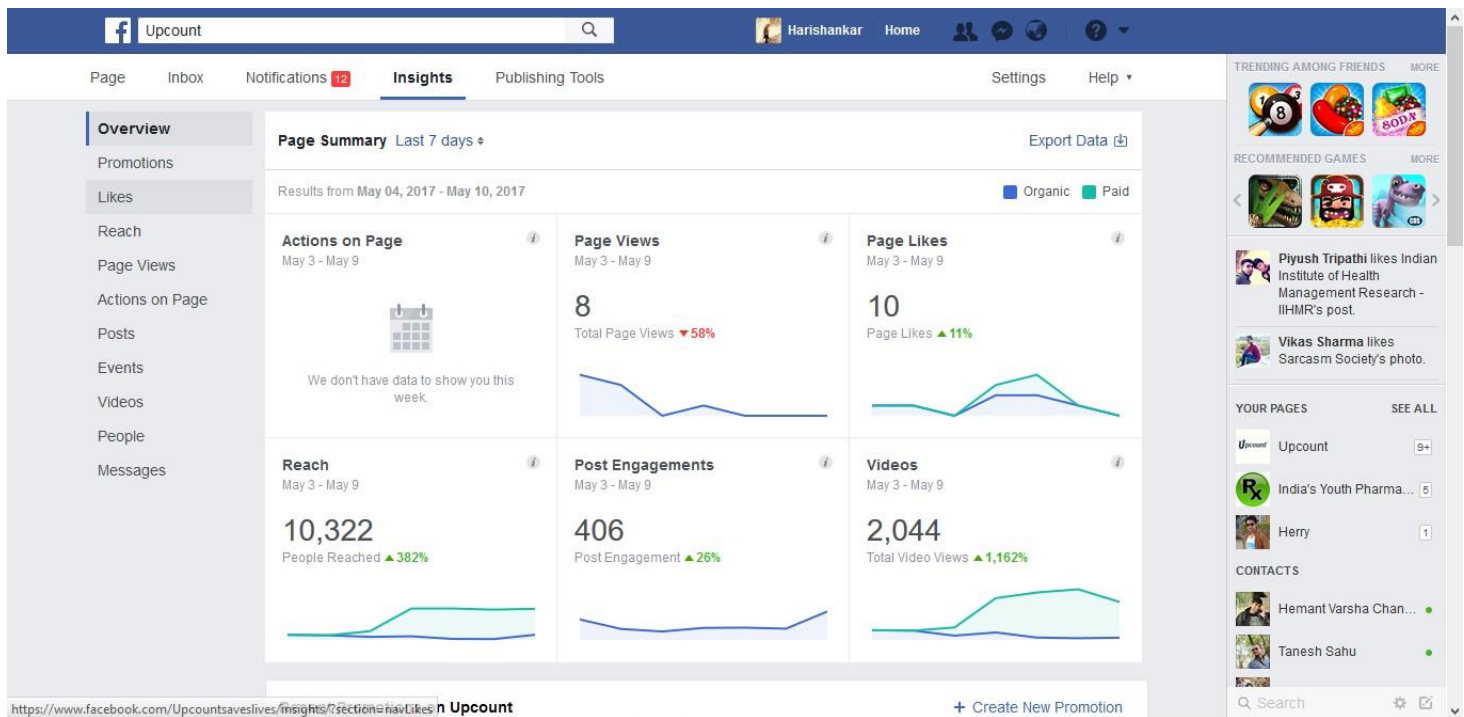


Figure 10.7: Facebook Campaign part 02.

Facebook part 03:

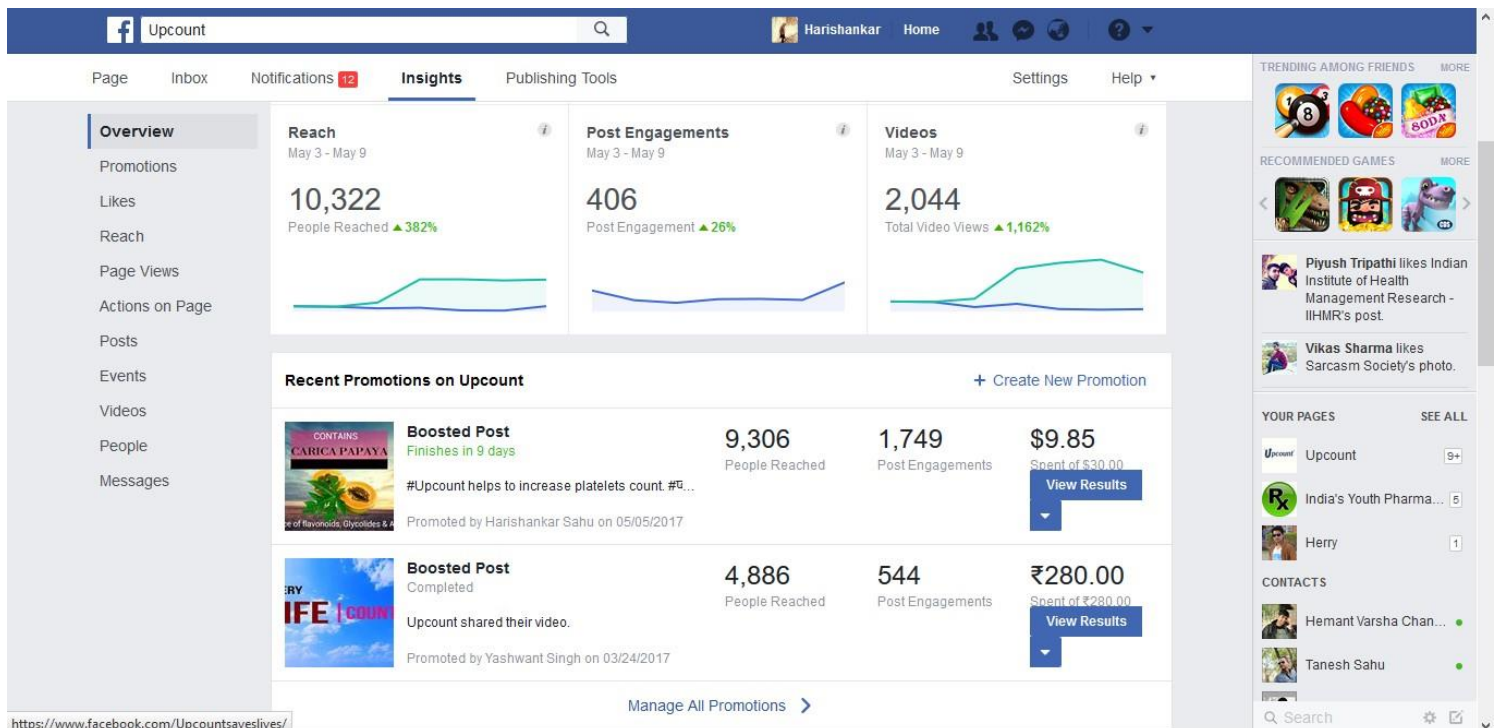


Figure 10.8: Facebook Campaign part 03

10.2.2 Customized doctors profiling and App based marketing:

Nowadays the whole pharma companies doing customized marketing by knowing the individual customer and their needs.

We have gathered the MIS of the profiles of our customer around the India and doing the customized marketing as product reminder, personal touch by using whatsapp.

10.2.3 Email marketing:

We Initiated the Email marketing for repositioning of Upcount in which we have targeted to out physicians and sending them the scientific content of Upcount.

10.2.4 SMS marketing:

We aslo doing SMS marketing by sending the USP's of Upcount to doctors.

11. Conclusion:

The pharmaceutical industry now characterizes as a highly competitive environment. Pharmaceutical companies have to function in a highly controlled environment; so the marketing, positioning and repositioning the quite challenging in Pharma Market compare to other.

Although, the Pharma Market is highly regulated market but still DelCure LifeSciences Ltd has enjoying because of availability of various differentiated marketing technologies, tools and tactics which will help to company to run long in Indian Market.

Upcount is much differentiated product among competitors, having very progressive growth rate within couple of year. Repositioning is on the way the execution in field is going with full of force.

The success ratio of above marketing strategy will find out after the month of sales of Upcount in next couple of month. But yes, it has good positioning in terms of need of the customer getting positive feedback from field.

12. Limitation of Project:

1. Since we are appointed as Management trainee so we have to do other operations also which usually takes too much time hence, the time limitation was the main constraints.

13. Suggestions:

Only one suggestions as I think it should be there in Delcure with respect to Upcount is that-

1. The product price should be competitive instead for premium price.

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