

Dissertation Project Report on:

Repositioning of pharmaceutical product:



“Live Project on designing the marketing plan & Tools for repositioning of Upcount”

University Mentor

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MBA Pharmaceutical Management 07

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Agenda

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Organization Overview



CEO: Prashant Kumar Pathak

Headquarters: Thane, Mumbai

Founded: 2013

Industry: Pharmaceuticals

Company Size: 1,100 (Approx.) employees

Website: <http://www.delcure.com>

Divisions:

Winspire

DelVoice

Introduction

- * 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.

Product Overview

Upcount Capsule: 10 capsules in strip, Rs 630

Launched date in July 2015.

Upcount capsule is an Ayurvedic formulation which contains-



Carica papaya
extract



Tinospora cordifolia
extract



Goat milk powder



Vitamin E

Usage:

In case of Thrombocytopenia cause by Dengue, Malaria, Cancer chemotherapy patients.

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 and
15-30 days in Immune Thrombocytopenia.



Role of key ingredients:

Platelets booster : Carica papaya extract used to increase low blood platelet. It ameliorate platelet lysis and thus can treat thrombocytopenia associated with the condition.



Immuno-modulatory :Tinospora cordifolia plant is used as a drug to recover the immune system and body's resistance against infections.

Increase IgG antibodies by boosting the phagocytic activity.

vitamin E has been shown to affect the appropriate response to infection. In a certain study by Chandra et al the beneficial role of vitamin E has been studied on thrombocytopenia in dengue patients.



Goat milk powder having reach source of selenium which suppress the viral replication.

Moreover, it also acts by modulating the production of interleukins and increases the T cell proliferation.

Competitors analysis

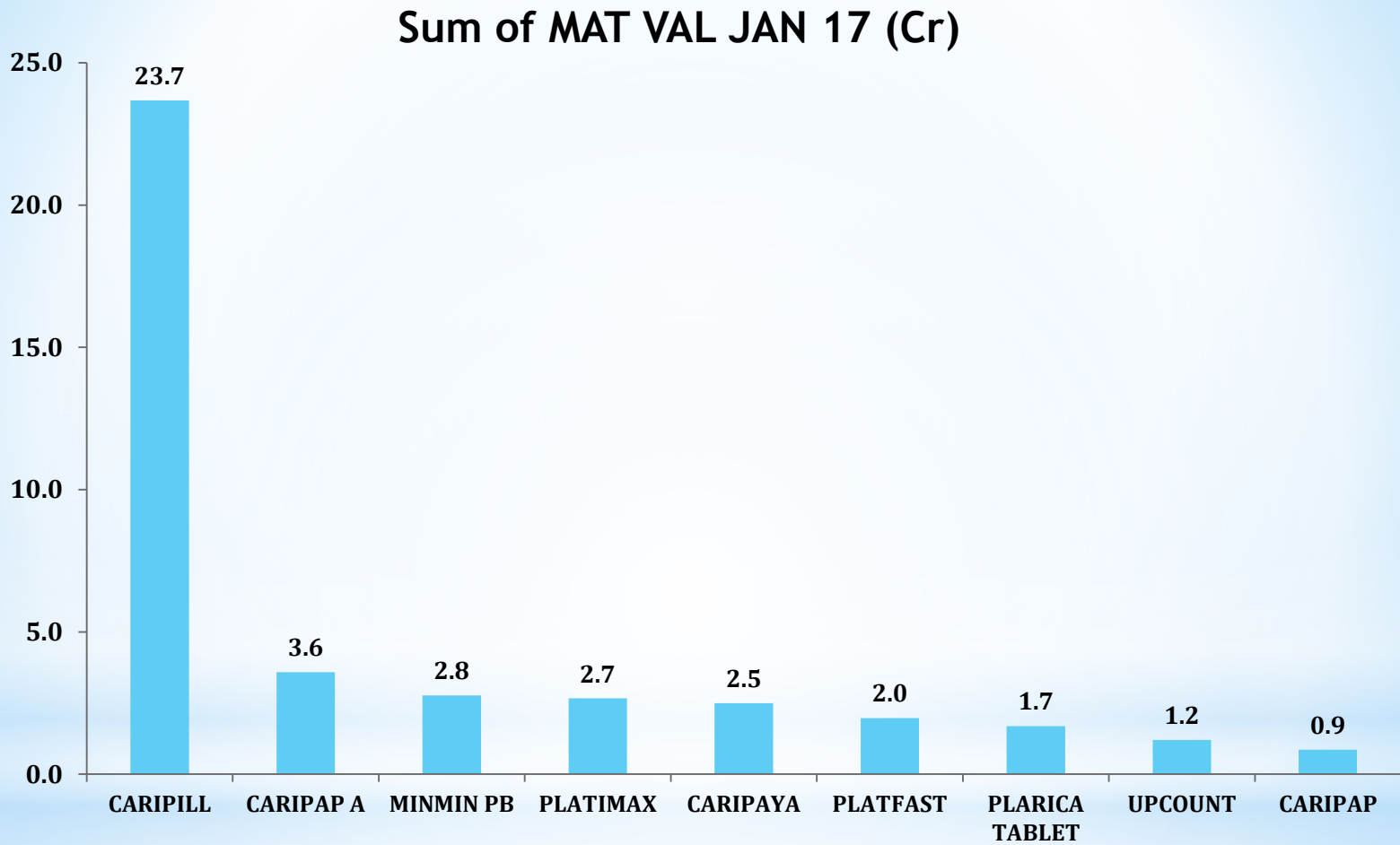


Fig 1 : Sum of sales of Carica papaya contains brand in FY16

Source : AWACS JAN 2017

Problem statement

Upcount were selling in month of Jun to December only instead of every month this is the major problem.

After the market research company got to know that the reason behind the sales of Upcount in these months only (Jun - December) is because of its positioning in the market.

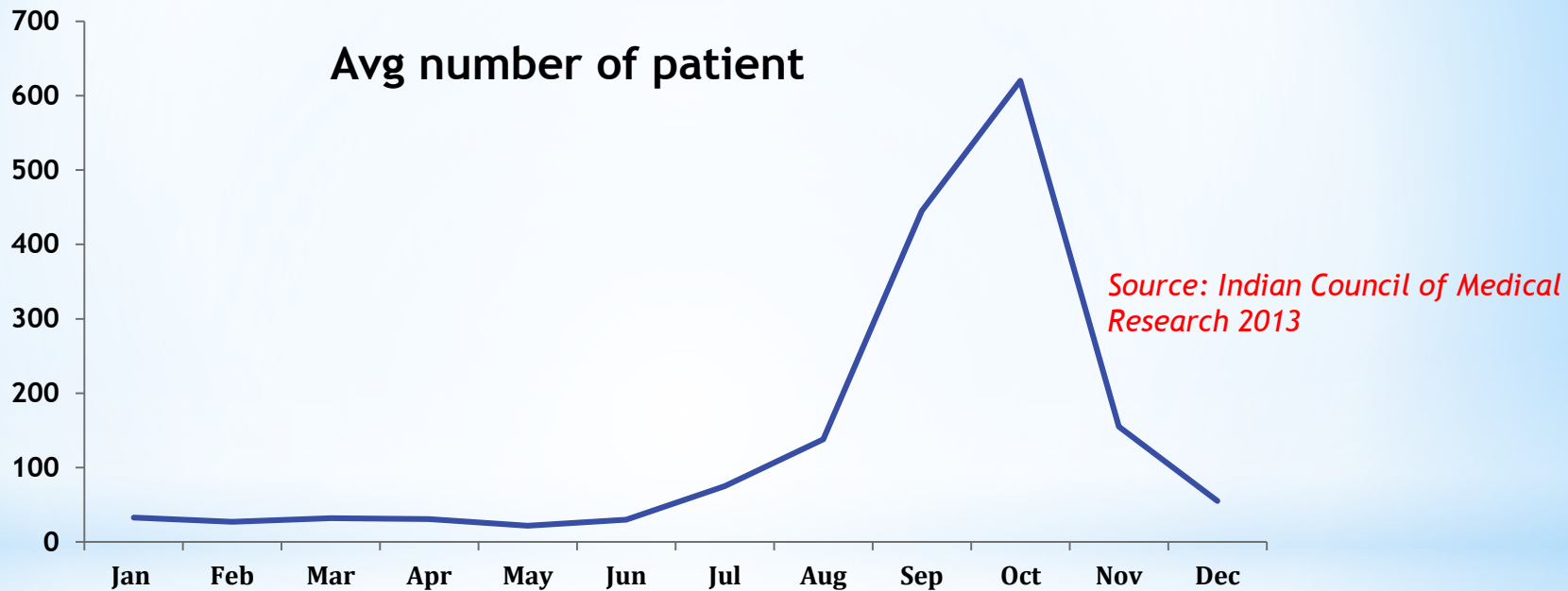


Fig 2 : trend of incidence of dengue in India month wise

Upcount positioned itself in market as the drug of choice in Dengue as platelets booster and the incidence of dengue in India increase in period of Jun to December mostly hence the Upcount were selling in these period only.

Goal and Objectives:

Corporate goal :

is to repositioning of the Upcount as in case thrombocytopenia cause by Dengue, Malaria, Viral, post viral infection and cancer chemotherapy patients instead of platelets booster in dengue only.

to get benefit as increase the sale of Upcount by widening the indications.

Objectives:

- * To Understand concept of marketing & marketing tools of Pharmaceutical products.
- * To Design the marketing plan and tools for repositioning of Upcount.

Significance of the Project:

It will help to understand the marketing insight, marketing tools & different strategies for repositioning of pharmaceutical product in different market situation.

Methodology

Feb 17 - May 17

Mumbai

Secondary data

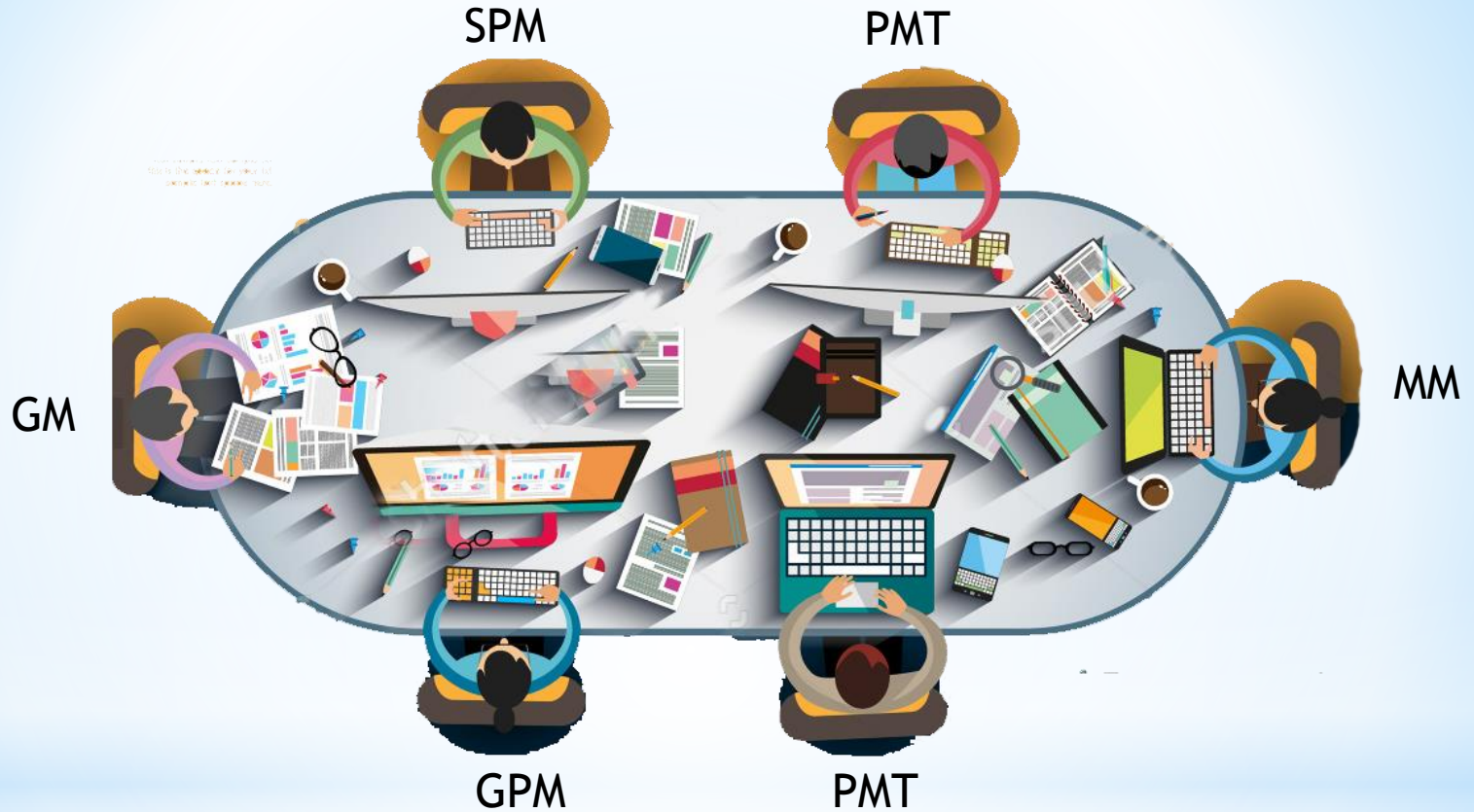
7P's : Promotion



Divisions, product portfolio and market : Delcure web page, online articles, SMSRC, CBO and AWACS data.

Repositioning strategy, tools and tools designing : data has collected from different offline and online pharmaceutical organizations literatures, different visual aids, posters, videos, manuals etc.

Team



GM : Vineet Razdan

MM : Samaresh Debnath

GPM : Amit Desai

SPM : Yashwant Singh

PMT : Harishankar Sahu & Sneha Priya

Data analysis & Discussion:

1. Sales trend

Source : AWACS Jan 2017

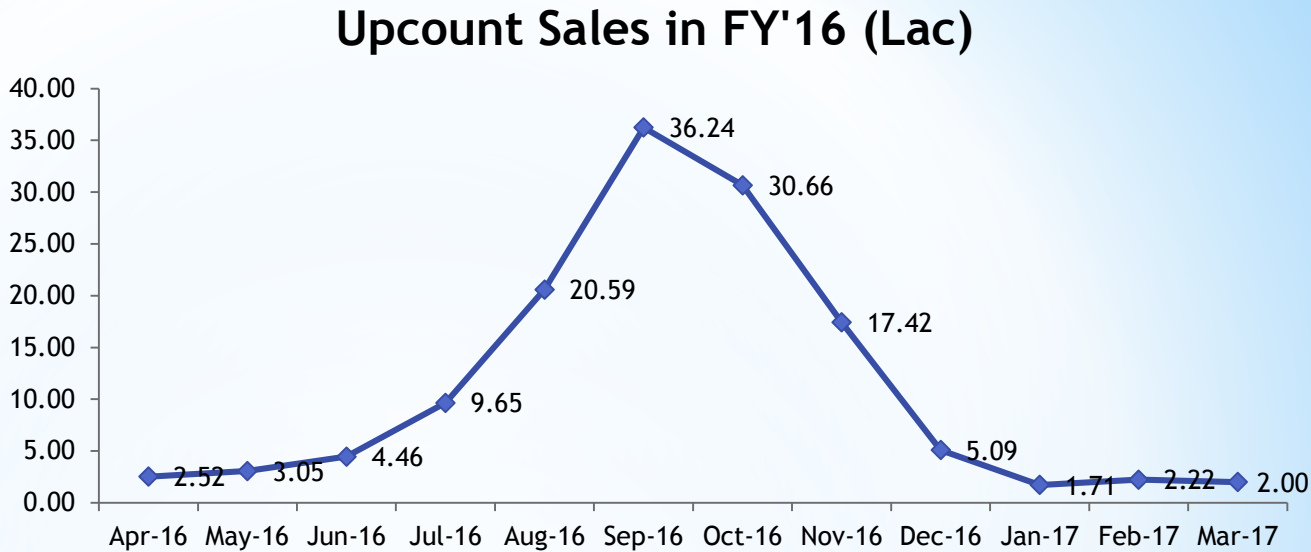


Figure 3: Upcount Sales in FY'16 (Lac).

2. Prescription trend

Source : AWACS Jan 2017

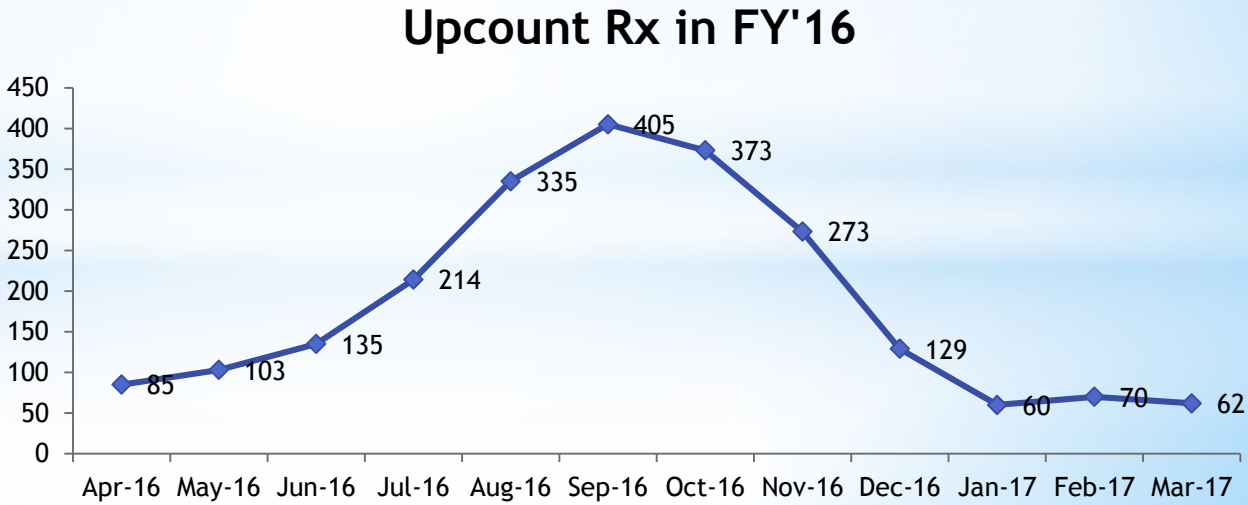


Figure 4: Upcount Rx in FY'16 (Lac).

Data analysis & Discussion:

3. Dengue Incidence trend

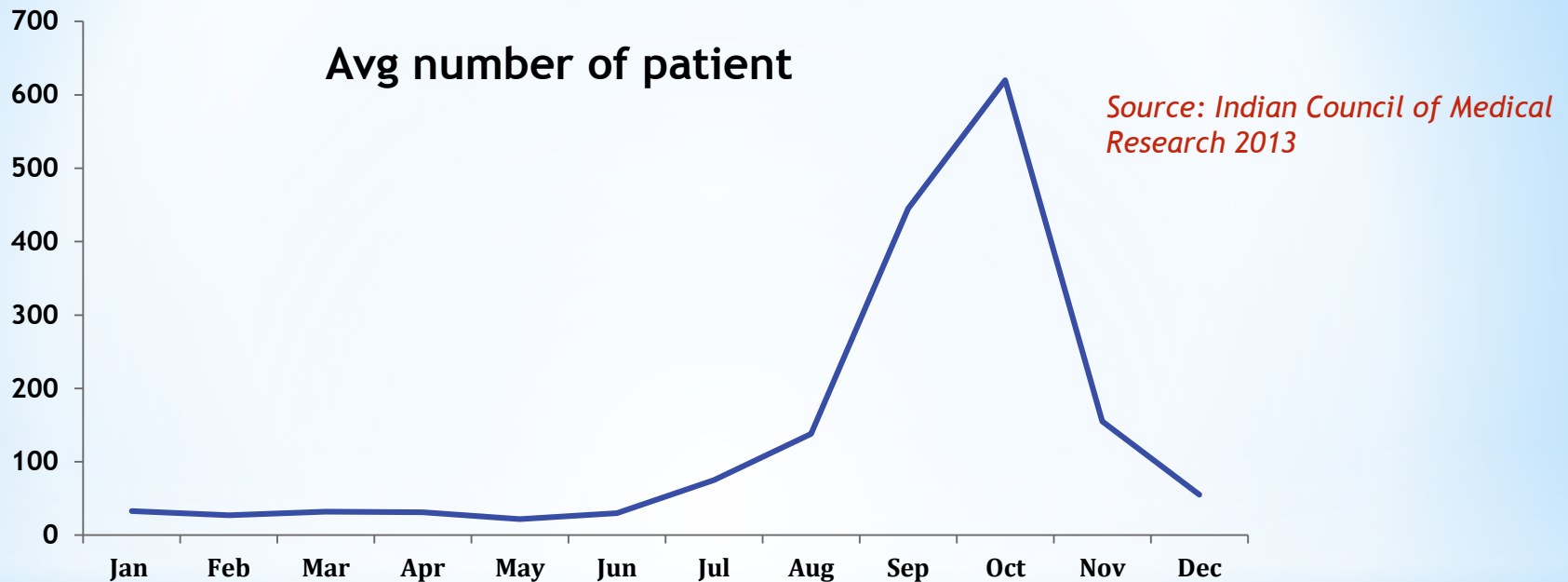


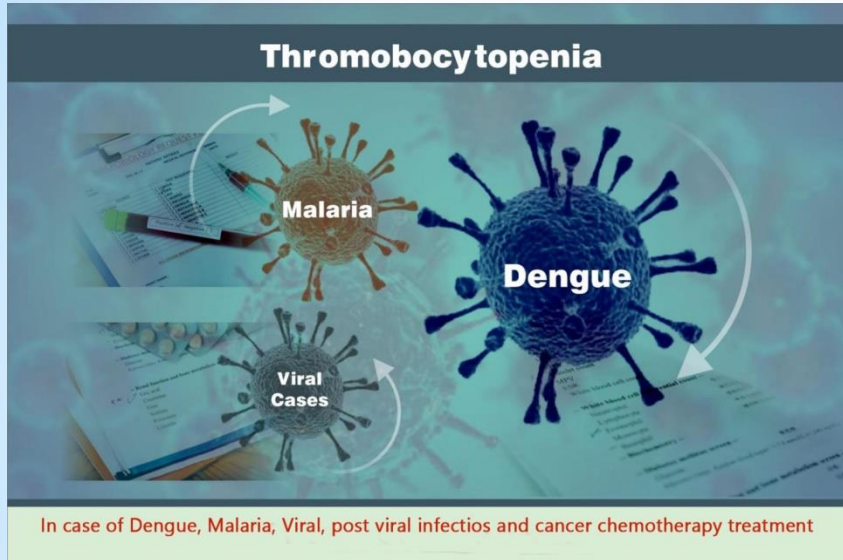
Fig 5 : trend of Incidence of dengue in India month wise

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 Jun to December mostly hence the Upcount were selling in this period only.

Repositioning marketing plan & Tools:

Traditional Marketing:

1. Visual Aid:



B

Restores Vital COUNT

In Dengue/ Malaria/ Viral infections

Immunomodulator

Tinospora Cordifolia (Guduchi):
Natural herb with powerful medicinal properties

- Builds immunity
- Stimulates increase in WBC count & bone marrow cells

PlateletBooster

Carica Papaya Extract:
Rich Source of flavonoids, glycosides & alkaloids

- Boost the number of platelets
- Prevents platelet destruction & increases platelet life

Antioxidant

Goat Milk Powder:
Rich source of Selenium

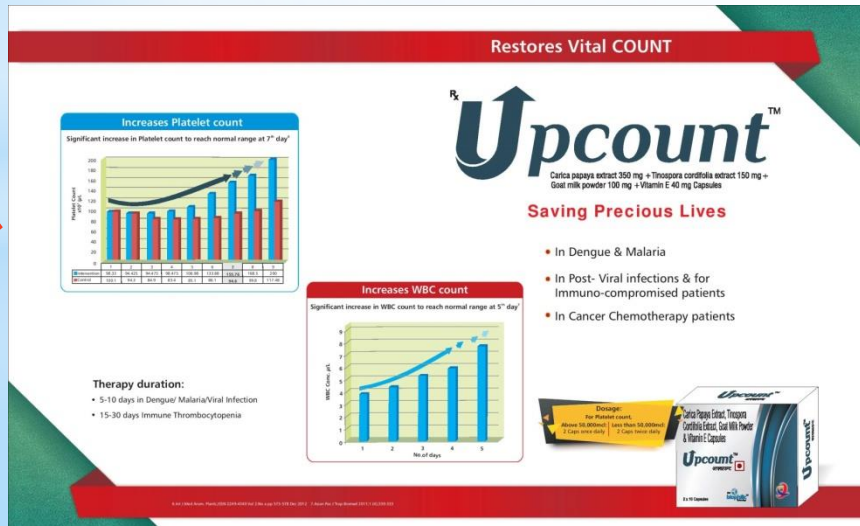
- Inhibits viral replication
- Regulates blood clotting

Vitamin E:
Powerful anti oxidant

- Accelerate replenishment of platelets
- Prevents free radical damage

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

Saving Precious Lives



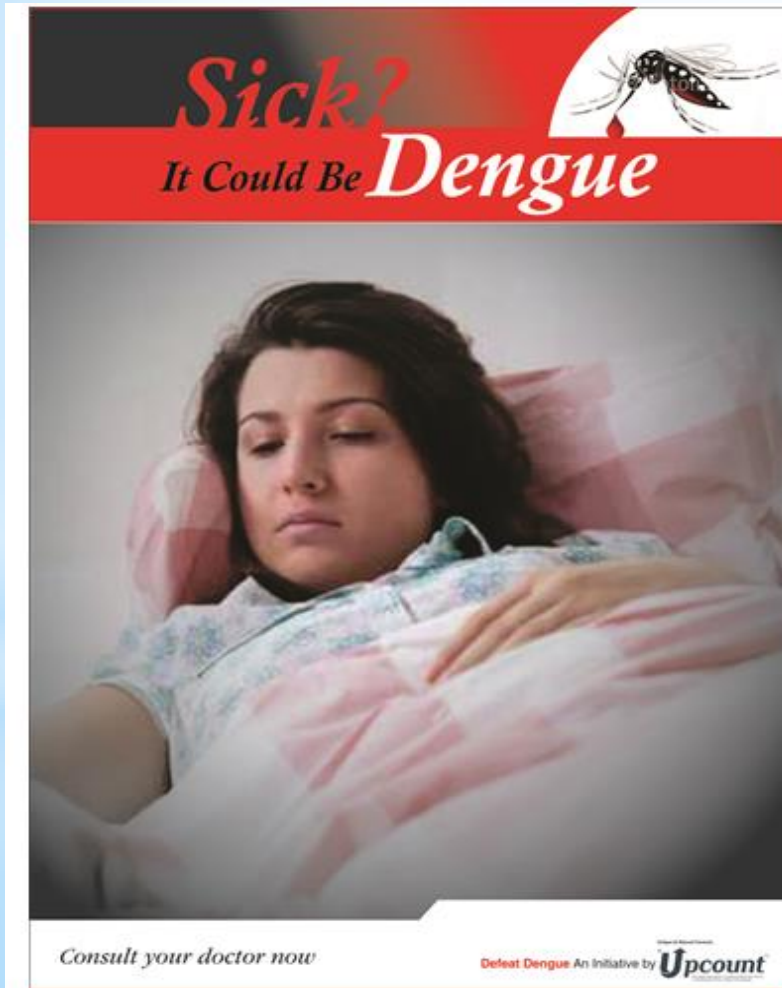
A - Part 1 Story page
B - Part 2 Compositions
C - Part 3 Study

Repositioning marketing plan & Tools:

Traditional Marketing:

2. Poster:

A



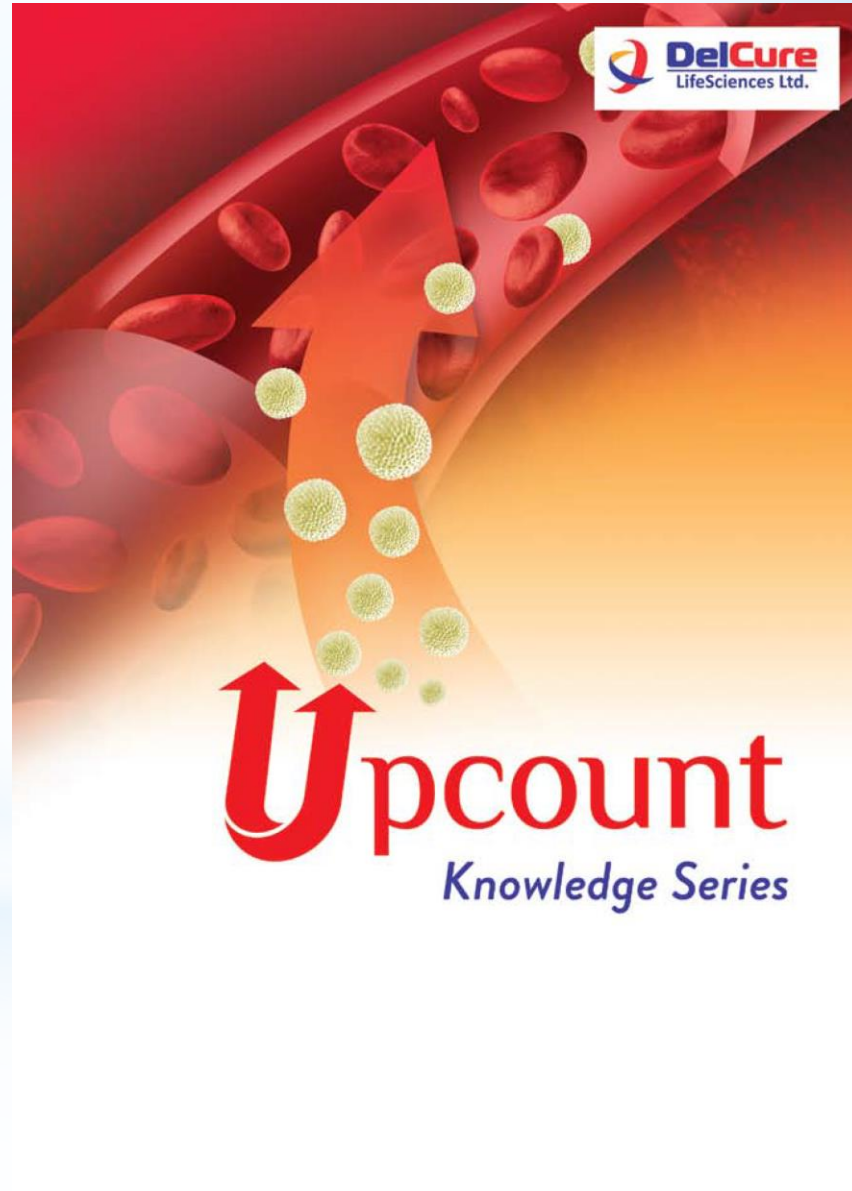
B



Repositioning marketing plan & Tools:

Traditional Marketing:

3. Manuals



Repositioning marketing plan & Tools:

Modern Marketing:

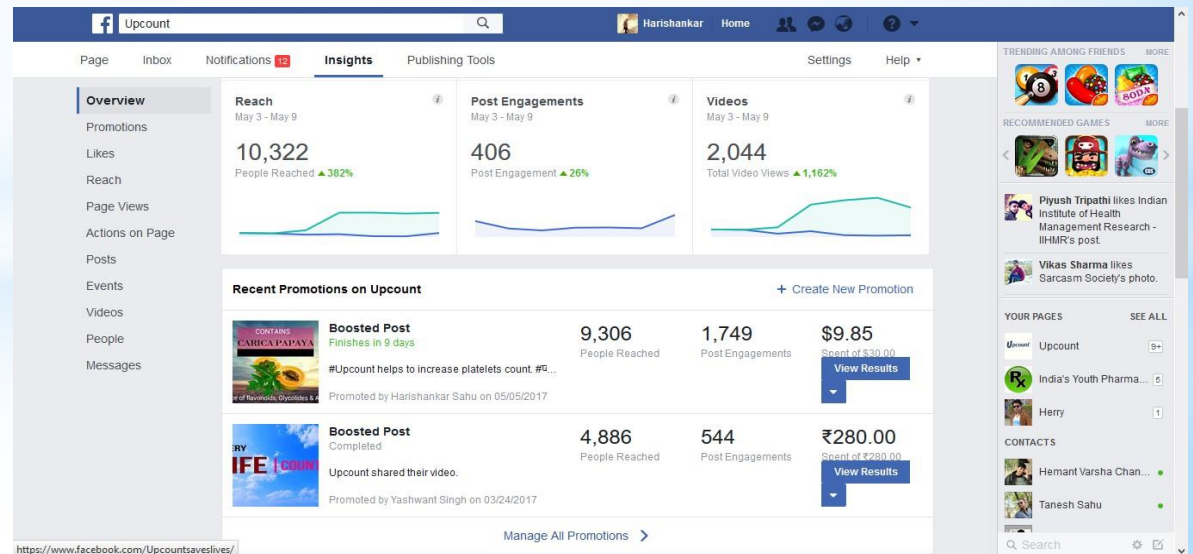
1. Digital & Social Media marketing



Carica Papaya

Tinospora Cardifolia

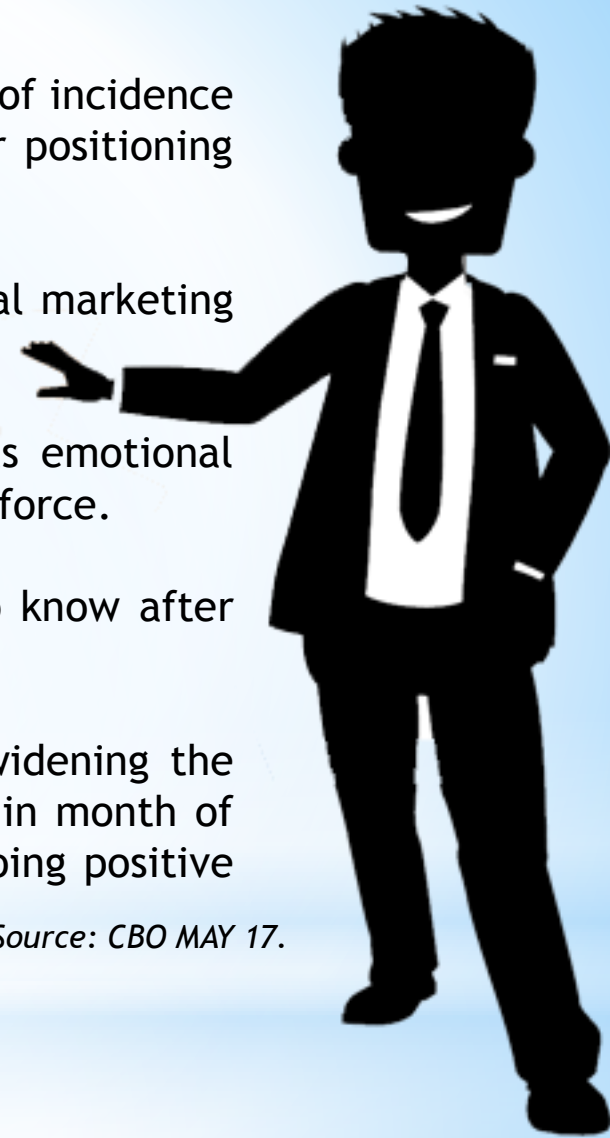
Upcount



Conclusion:

- Upcount were selling only in month of Jun to Dec because of incidence of dengue occur mostly in these months only & its earlier positioning as choice of drug in dengue as platelets booster.
- Marketing plan and tools designed by using both traditional marketing as well as modern marketing.
- Customized doctors profiling marketing making impact as emotional touch, doctors delighted and giving good feedback to field force.
- The success ratio of above marketing strategy will get to know after getting the sales data of Upcount in next couple of month.
- But yes, it will be a good repositioning for product by widening the indications, after getting primary billing data of Upcount in month of May, depicts that repositioning marketing of upcount is going positive way. (Primary billing in month of April 8.07 lacs)

Source: CBO MAY 17.



Limitations

As of now, the success ratio of marketing plan can't be estimated as the sales data is awaited.

Recommendation

1. The product price should be competitive instead of premium price.
2. As Delcure is a startup company, it has very less customer base. So I would recommend to increase customer base.

Reference:

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7. Sarala, N. (2014). Papaya extract to treat dengue: A novel therapeutic Option ? Annals of medical and health science, 320-324.
8. Sedak, M. (2012). Antioxident and immunostimulant effect of carica papaya linn. Acta informatica medica, 180-185.

Thank
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