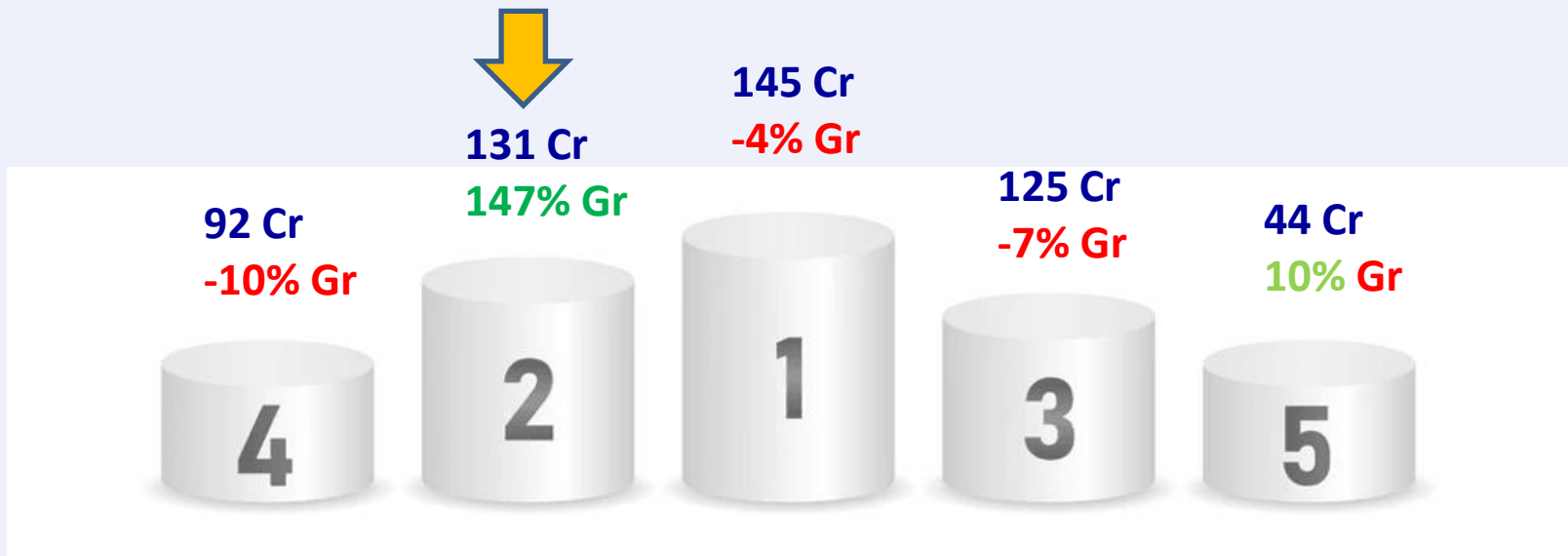
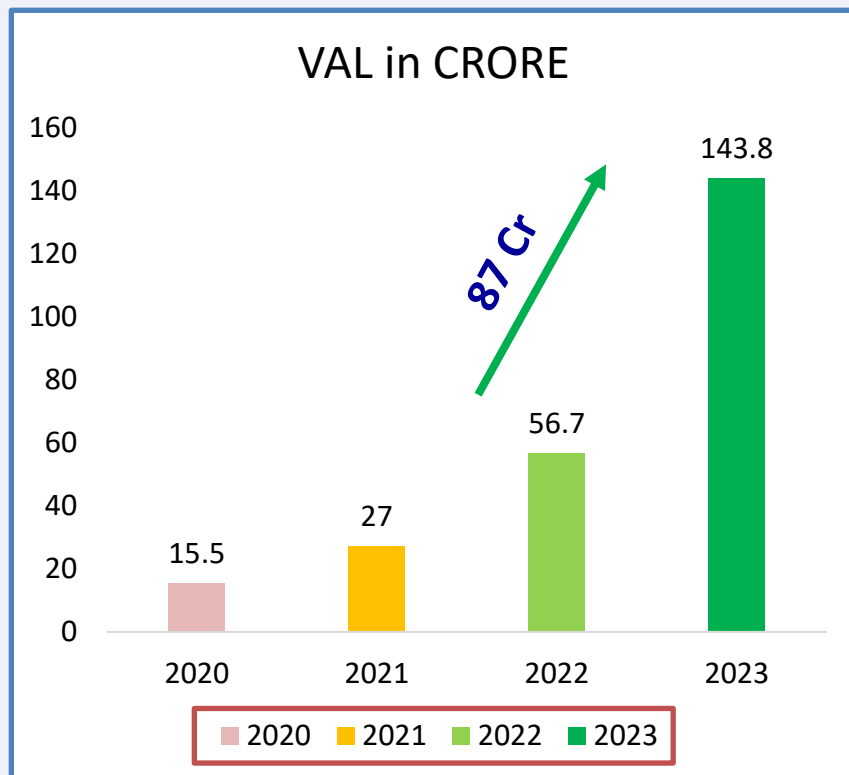


Would you launch a molecule, that...

...is **FASTEST GROWING** and
would soon become **NO. 1 MOLECULE** in it's category



Would you launch a molecule, that...



...added **~90 Cr**

just in **1** year

Would you launch a molecule, that...

...has **FEW PLAYERS**

Out of **90 Crs**,

60 crs added

by **JUST 3** players



Would you launch a molecule, that... ...is **WELL ACCEPTED**

118 Rxers for
Category

62

Prescribers for
the molecule

>50% Doctors
started prescribing it in
LAST 1 YEAR

Would you launch a molecule, that... ..is **WELL ACCPTED**

~80% Prescribing
specialties

are

**CORE SPECIALTIES
of PharmaCore**



To launch the growth driver of Pharmacore





To achieve this, first we will need

1. Product knowledge

2. Customer knowledge

3. Proper planning

4. Successful implementation

**Let's understand the
product first**

Sodium Alginate

- Alginates are natural polysaccharide polymers isolated from **brown seaweed**, and can be classified as dietary fiber
- In the acid environment, both alginate salts and alginic acids precipitate to form a low density, but viscous gel.
- Gel forms rapidly on exposure to gastric acid, occurring in vitro within seconds, and in vivo within a few minutes of dosing



Role of Calcium in Raberaft-

- **Role of Calcium:** Increases in vitro raft strength, while the addition of Aluminium, a common component of many antacid formulations, reduces raft strength



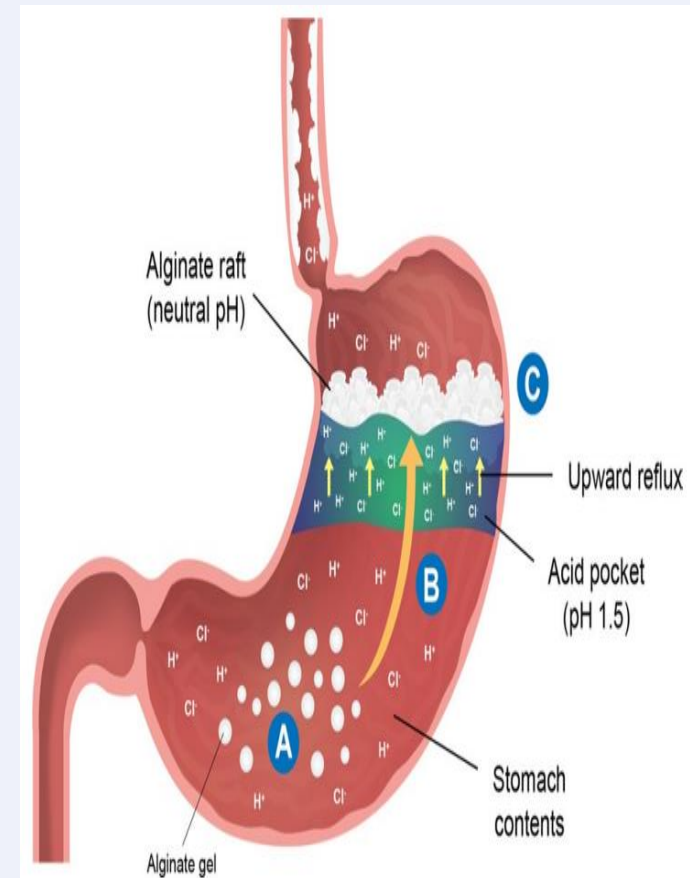
HOW ALGINATES WORKS- Play Video



WhatsApp Video 2023-11-02 at 6.24.09 PM.mp4

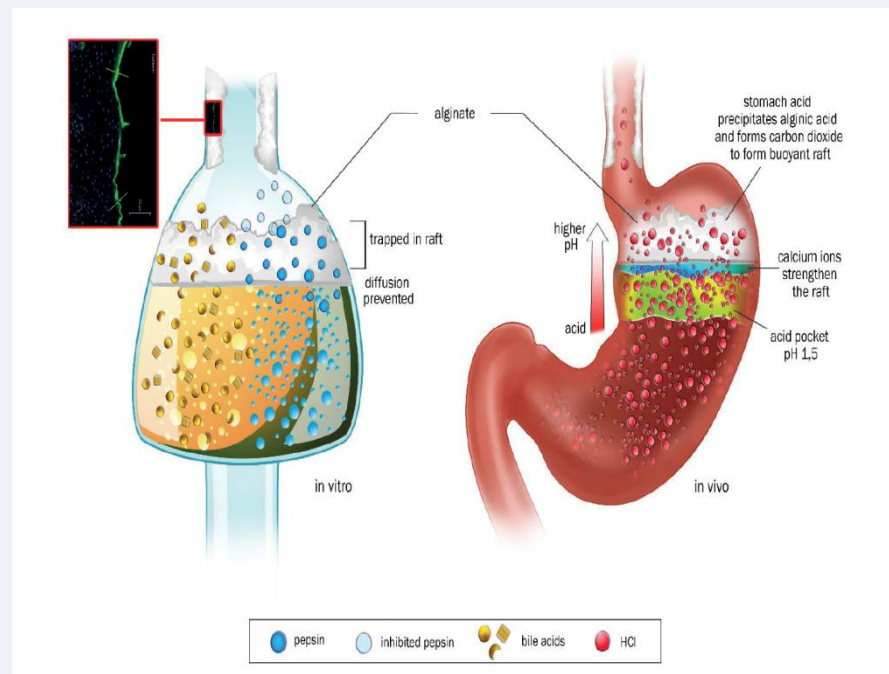
Alginate: *Mechanism of Action*

- Alginates react with the stomach acid to form a gel-like substance with neutral pH
- Sodium bicarbonate contained in the formulation releases carbon dioxide gas, which becomes trapped in the gel.
- The trapped carbon dioxide gas allows the gel to float to the surface of the stomach content
- Effectively forming a raft structure which acts as a barrier over the gastric acid pocket, and blocks against upward reflux.

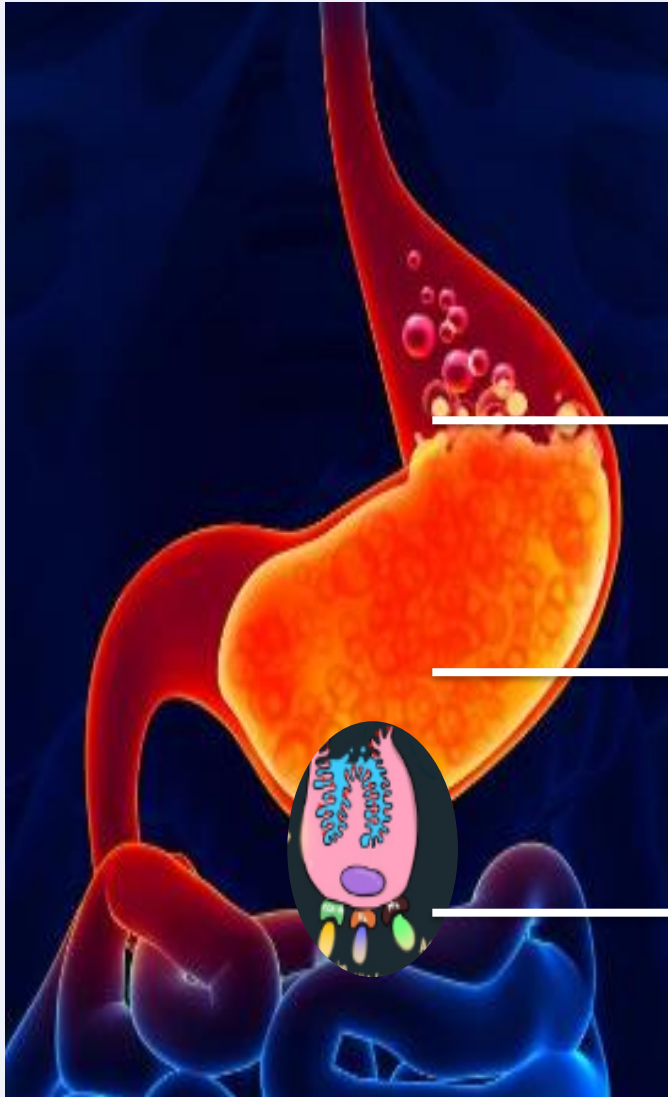


Effect of Alginate on Acid Pocket

- Alginate preparations create a gelatinous, floating material in the stomach that rises to the top, much the same as the acid pocket rises to the top of the stomach.
- Preparation also contains antacid to, in essence, neutralize the acid pocket.



Place in Therapy-



Raberaft work here by preventing the acid reflux

Rabemac MPS work here by neutralizing the acid level

Rabemac work here by blocking the final step of acid production

Place in Therapy-

Brands	Hyperacidity	Dyspepsia	Flatulence	GERD	Acid reflux
Rabemac 10/20					
Rabemac MPS					
Raberaft					

CUSTOMER KNOWLEDGE

RCPA ANALYSIS

TOTAL SURVEY

	OUR SURVEY(Unit)				IQVIA				
Speciality	Dr	UNIT	P/D	C%	DR	RX	P/D	C%	% UNIVERSE
GP	2542	50927	20	35	12238	183533	15	32	21
CP	2035	50682	25	34	9787	152794	16	27	21
GYNE	954	20240	21	14	4029	45919	11	8	24
SURGEON	655	15977	24	11	2829	37095	13	7	23
ENT	215	4520	21	3	3663	74918	20	13	6
GASTRO	95	2912	31	2	2023	63536	31	11	5
ORTHO	24	420	18	0	198	686	3	0	12
PEDIA	12	281	23	0	537	3373	6	1	2
NEPHRO/UR O	7.0	118	17	0	426	3718	9	1	2
BDS	1	15	15	0	16	87	5	0	6
Grand Total	6618	147516	22	100	35962	567577	16	100	18

- Total 6618 potential prescribers identified by team but market has galloped to **35946** prescribers
- GPs emerge as top specialty for market followed by CPs which is a good sign for Pharmacore
- We have missed high potential specialties like **ENT & Gastro** in RCPA
- RCPA needs to be validated by team to ensure we have selected most potential doctors as per latest potential & missing ENTs & Gastros need to be added to the list

COMPETITION

units

SPECIALTY	DIGERAFT	RACIRAFT	INSTA RAFT	ULGE-RAFT	OTHER	RANRAFT	GAVISCON	ARORAFT	ALGISOD	TOTAL
Grand Total	34172	28220	21525	18808	17664	9293	8855	4624	4355	147516
GP	11368	9397	7119	6860	6833	3583	2866	1623	1278	50927
CP	11785	10438	7769	6382	5225	2947	3162	1468	1506	50682
GYNE	4407	3712	2985	2511	2482	1217	1560	840	494	20208
SURGEON	4291	2838	2284	1935	1807	903	636	412	871	15977
ENT	1050	1050	600	370	676	215	306	137	116	4520
GASTRO	852	340	533	280	275	203	255	124	50	2912

- Top competitors as per our survey are Digeraft, Raciraft, Instaraft & Ulge-raft which is in-sink with IMS data

REGION WISE RCPA ANALYSIS

Region Name	PSO	Dr	Units/Month	P/D
AHMEDNAGAR	23	230	3599	16
AJMER	28	280	4791	17
AKOLA	21	209	4220	20
ALIGARH	21	200	3546	18
ALLAHABAD	19	190	3498	18
AMRITSAR	23	230	7035	31
AURANGABAD	28	269	3886	14
BARNALA	24	190	4157	22
BIKANER	19	188	2919	16
BURDWAN	21	212	7651	36
CUDDAPAH	19	190	4644	24
CUTTACK	24	240	9183	38
HALDWANI	18	170	2156	13
HOWRAH	20	200	7151	36
HYDERABAD	23	230	5917	26
INDORE	31	275	7095	26
JABALPUR	25	250	3817	15
KANPUR	17	170	4203	25

Region Name	PSO	Dr	Units/Month	P/D
LUCKNOW	20	190	2986	16
NAGPUR	20	190	2674	14
NIZAMABAD	24	240	2964	12
NORTH EAST	20	180	7899	44
PATNA	29	270	8404	31
PUNE	22	219	3077	14
PURNEA	16	160	5010	31
RAIPUR	21	210	3927	19
RAMPUR	16	160	1998	12
RANCHI	17	170	3560	21
SAHARANPUR	17	140	2304	16
SAMBALPUR	16	160	3744	23
SRINAGAR	6	60	2260	38
VARANASI	17	160	3926	25
VIJAYWADA	20	186	3315	18
Grand Total	685	6618	147516	22

- Regions below 20 units/ Dr need to re-validate survey as they seem to have selected less potential doctors
- Lucknow, Nagpur, Nizamabad, Pune, Rampur, Haldwani & Aurangabad have selected doctors with average potential of less than 15 units/ month for launch

IN-VALID SURVEY

Region Name	NO SPECIALTY MENTIONED
LUCKNOW	63
RAIPUR	9
VARANASI	1
ALLAHABAD	1
ALIGARH	1
CUDDAPAH	1
RAMPUR	1
CUTTACK	1
VIJAYWADA	1
HYDERABAD	1
INDORE	1
Grand Total	81

- Total 81 doctors are not assigned any specialty
- Lucknow has highest 63 doctors out of 81
- Managers need to update missing details & re-send along with updated survey

Re-validate RCPA

- Let us re-validate RCPA and find better potential doctors & specialty's(Gastro & ENTs)
- RSM to check the final revised RCPA before sending to tejas@macleodspharma.com by 31st Jan '24



THANK YOU!