



Brand plan for AllerZest (Ebastine)

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Micro Labs Limited

Micro Labs was incorporated on 7th September 1973. Micro Labs Limited's operating revenues range is Over INR 500 cr. It is a multifaceted healthcare organization with a proficient marketing team. Have manufacturing facilities and R & D centers that are with international standards. It is ranked among 14th prescriptions by SMSRC and 19th in sales as per AWACS Mat. The company is well known for its brand "DOLO-650" while the portfolio includes some of the topmost brands in various specialties like cardiology, diabetology, anti-infective, ophthalmology, and pain etc.

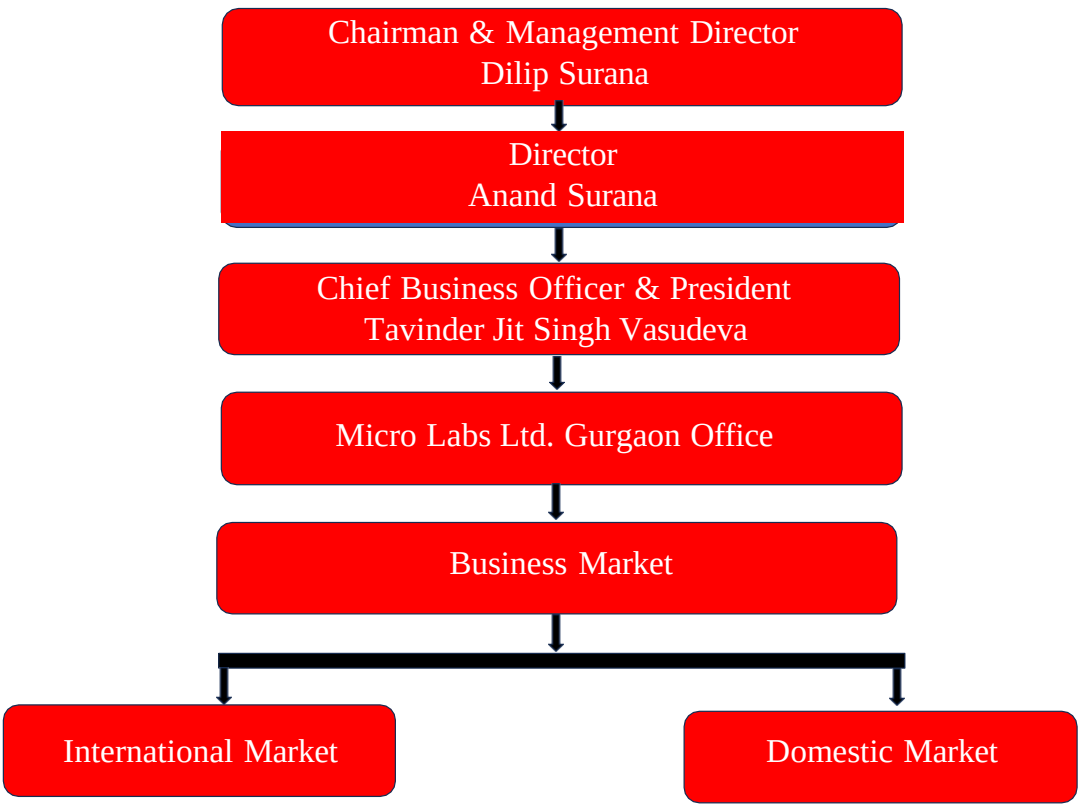
VISION

Micro Labs desire not to be the best, but the leader in developing, manufacturing, and selling premium pharmaceutical products. Micro Labs wishes to manufacture medicine of the highest standard and market it at affordable prices globally.

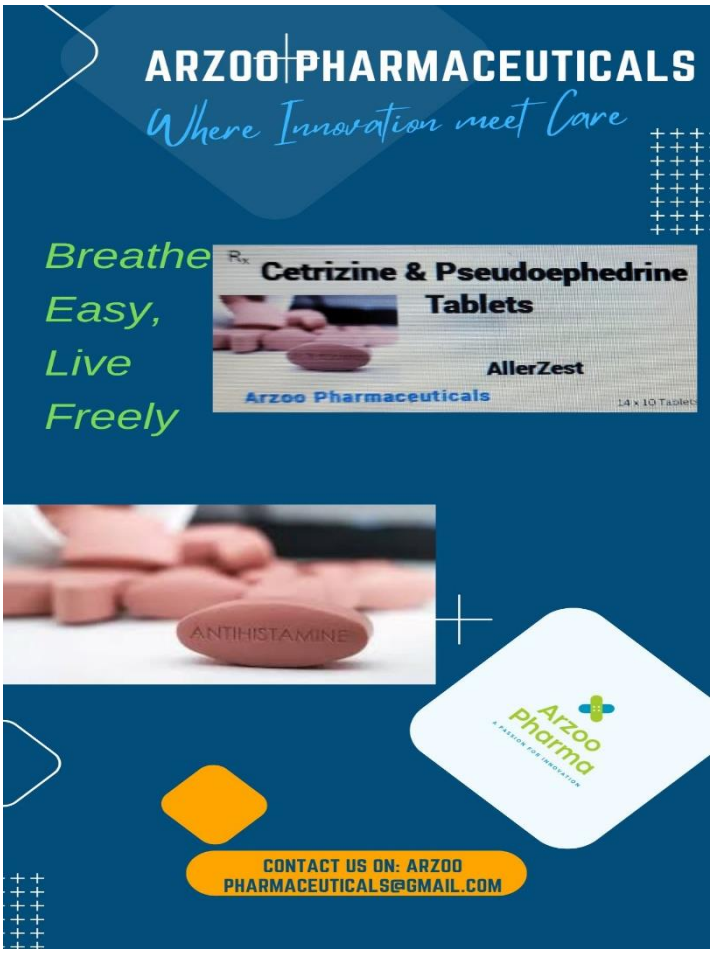
ASPIRATION

Micro Labs aspire to deliver value through high-quality pharmaceutical products and to build the brand across the therapeutical segments.

Organizational Structure



Flyer



Brand Name

- ❖ Name: **AllerZest Tab**
- ❖ Contain: Ebastine 5 mg
- ❖ Indication: Prevention from Allergic Rhinitis (seasonal and perennial) and chronic idiopathic urticaria.
- ❖ Treatment and helps to alleviate the effects of allergic reactions including hay fever and urticaria (hives).

Here's the reasoning behind the name:

- **Aller:** The name incorporates from "Allergy," indicating that the drug is intended to treat allergic reactions, which is the primary use of ebastine.
- **Zest:** It conveys a sense of energy, vitality, and effectiveness, suggesting that the drug provides quick and strong relief from allergy symptoms.

Drug Profile/ Pharmacology of drug

- It works by selectively inhibiting peripheral H1 histamine receptors, which prevents the typical allergic symptoms such as sneezing, itching, and nasal congestion. Unlike first-generation antihistamines, ebastine does not readily cross the blood-brain barrier, which minimizes central nervous system effects like drowsiness.
- Upon oral administration, ebastine is rapidly absorbed and undergoes extensive first-pass metabolism to its active metabolite, Carbastine, which contributes to its long-lasting antihistaminic effects, typically providing relief for up to 24 hours. This makes ebastine an effective option for once-daily dosing in the management of allergy symptoms.

Disease Prevalence

- Allergic Rhinitis
- Chronic idiopathic urticaria.
- helps to alleviate the effects of allergic reactions including hay fever and urticaria (hives).

SWOT Analysis

Strength	Weakness
▪ Provide up to 24 hours of relief from allergy symptoms, making it convenient for once – daily dose. ▪ Low incidence of sedation and other CNS compared to antihistamines.	• Availability of market. • Less market shares
Opportunity	Threats
• The market is increasing day by day • Opportunities to expand the approved indications	• As the drug is not patented their many other players. • Competitor reducing the market share

Learnings during Internship

- **Business finance** - Debit & credit note, General ledger, Cash Flow Statement.
- Business communication, Etiquettes.
- Use of fonts and colors in **Branding and Marketing.**
- **Importance of Business Development and Marketing.**
- Situational Leadership.
- Time Management Strategy.
- Passion and professionalism life Balance.

PESTLE Analysis

Political

- It includes healthcare regulations and policies governing pharmaceutical products, which can affect AllerZest's product approvals and market access.

Economical

- The conditions, such as consumer spending power and economic stability, influence the demand for healthcare products.

Social

- Trends, including increased health awareness and the rising prevalence of allergies, create opportunities for market growth.

Technological

- Advancement enable the development of more effective allergy relief products.
- Digitalization made marketing easy and improve production efficiency .

Legal

- The sales of Ebastine is legally approved.

Environmental

- The Ebastine is USFDA approved product which is used to treat allergic rhinitis, chronic idiopathic urticaria.

Challenges Faced

- The greatest challenge that I face was the collection of the data from the source was very difficult.
- Dealing with the time management was one of the biggest challenge I faced during my internship with Micro Labs.

Suggestion

- To increase patient compliance need to invent new formulations which can store more amount of drugs which reduced the intake time of medication.
- It will increase patient compliance will ultimately affect the physician's prescribing habit and leads to an increase in sales.

Marketing campaigns

- Campaign is an organized and active effort to achieve a particular goal. By extension, a marketing campaign is aimed at promoting a AllerZest product or range of products through various channels such as television, radio, prints and online platforms.
- It typically involves a series of tactics and strategies that are executed across multiple channels, such as social media, email, advertising, events, and public relations, among others.

Marketing Strategy

For Physicians

- Webinars
- Discussion with KOLs
- Customised products like pens, diaries, calendars, paperweights, etc.

For patients

- Health Checkup
- Disease Awareness
- Patient support program

Market Trend

- Increased allergy prevalence, driven by factors like pollution and climate change, is expanding the potential customer base.
- Personalized medicine allows AllerZest to develop tailored solutions for individual allergy profiles.
- Digital health and e- commerce growth provides new avenues for direct-to-consumer sales and telehealth consultations, enhancing customer reach and convenience.