Brand plan for Empagliflozin(EmpaGlaze)

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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

Chairman & Management Director Dilip Surana

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Director
Anand Surana

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Chief Business Officer & President
Tavinder Jit Singh Vasudeva

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Micro Labs Ltd. Gurgaon Office

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Business Market

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International Market | **Domestic Market**

LEARNINGS DURING INTERNSHIP

- **Basic Skills:** Do's & don'ts in business communication, etiquettes & netiquettes, dinning table manners, time management strategy .
- Difference between branding & marketing, how to make myself as brand , Brand plan on the molecule **"EMPAGLIFLOZIN".**
- Importance of content writing in terms of font size & font style.
- Trademarks-IPR & Code of ethics of business.
- Campaign design & distribution channel
- Therapeutic relationship in branding
- Customer value proposition
- Health & business wealth
- Passion & professional life balance
- Neuromarketing
- People planning strategy
- Business negotiations
- Adaptability & change management
- Sales and marketing exposure

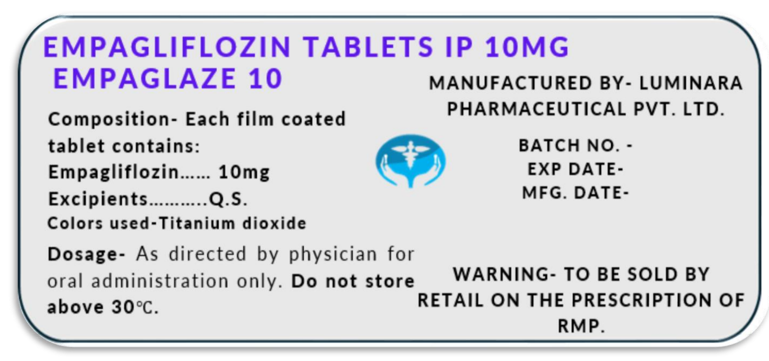
MARKET TREND

Empagliflozin market size was valued at USD 10 Billion in 2023 and is estimated to reach USD 11 Billion by 2030, growing at a CAGR of 3.7% from 2024 to 20230.

EMPAGLAZE

LUMINARA PHARMACEUTICAL Pvt.Ltd

"EMPOWERING HEALTH, ENHANCING LIVES"



BRAND NAME

- **Name: EmpaGlaze tab**
- **Contain:** Empagliflozin 10 mg
- **Indication:** Type 2 diabetes, Heart failure & Chronic kidney disease.

Here's the reasoning behind the name:
EMPAGLAZE" Is a brand name for the drug empagliflozin, used primarily in the treatment of type 2 diabetes.
"EMPA" Likely derives from "empagliflozin".
"GLAZE" Might have been chosen for its phonetic appeal, ease of pronunciation, or marketability.

MANUFACTURER INFORMATION
Luminara Pharmaceuticals Pvt.Ltd. Plot.no-204,Pitampur industrial area, Indore, Madhya Pradesh For more information, call 1800-56338-2433 or visit Luminarapharma.com

PESTEL ANALYSIS

1.Political

- **GovernmPoliciesent :** Local manufacturing policies and subsidies can benefit; policies favoring imports pose challenges.
- **Political Stability:** Stability in key markets like India affects business; unrest or government changes can lead to disruptions.

2. Economic

- **Pricing Pressure:** Need for affordable drug prices pressures margins; economic conditions affect healthcare budgets and insurance reimbursement.
- **Exchange Rates:** Fluctuations impact raw material costs and profitability, especially for imports/exports.

3. Social

- **Aging Population:** Increases demand for pharmaceuticals, especially for chronic conditions like diabetes (target of EmpaGlaze).
- **Lifestyle Diseases:** Rise in lifestyle diseases supports product demand; influenced by public health campaigns and lifestyle changes.

4. Technological

- **Innovation:** Advances in biotech and pharma lead to new products and improved formulations; R&D investment is crucial.
- **Manufacturing Technology:** Innovations improve efficiency, reduce costs, and ensure consistent quality.

5. Environmental

- **Sustainability:** Focus on sustainable manufacturing and packaging practices; compliance with regulations and consumer expectations.
- **Climate Change:** Impacts raw material availability and manufacturing; strategies needed to mitigate risks.

6. Legal

- **Intellectual Property Rights:** Protection of patents and trademarks (e.g., EmpaGlaze) is crucial for competitive advantage; legal challenges and expirations impact market position.
- **Compliance:** Strict adherence to regulations on drug safety, marketing, and distribution; non-compliance leads to fines and reputational damage.

SWOT ANALYSIS

STRENGTHS

1. **Effective Mechanism**: Empagliflozin inhibits the sodium-glucose co-transporter (SGLT-2), effectively reducing renal reabsorption of glucose and increasing urinary glucose excretion, thereby lowering blood glucose levels independently of insulin.
2. **Multiple Indications**: It is indicated for type 2 diabetes mellitus, heart failure, and chronic kidney disease, expanding its therapeutic use.
3. **Additional Benefits**: The drug is associated with weight loss and reductions in blood pressure without increasing heart rate, which are beneficial for diabetic patients.

WEAKNESS

1. **Adverse Reactions**: Potential side effects include ketoacidosis, volume depletion, urosepsis, pyelonephritis, hypoglycemia when used with insulin, necrotizing fasciitis of the perineum, and genital mycotic infections.
2. **Contraindications**: Hypersensitivity to empagliflozin or its excipients can lead to severe reactions such as angioedema.
3. **Drug Interactions**: Interactions with other medications, especially diuretics, may complicate treatment regimens for patients.

OPPORTUNITY

1. **Market Expansion**: Increasing prevalence of type 2 diabetes globally presents a growing market for empagliflozin.
2. **Combination Therapies**: Potential to develop combination products with other antidiabetic agents such as linagliptin and metformin, which are already available.
3. **Technological Advances**: Advances in pharmaceutical technology can improve drug formulations, making them more effective and patient-friendly.

THREATS

1. **Competition**: There are several direct competitors in the market, including brands like Jardiance, Gibutilo, and Cospiaq, which can impact market share.
2. **Regulatory Challenges**: Strict regulatory requirements and potential changes in healthcare policies can affect market access and profitability.
3. **Adverse Publicity**: Reports of severe adverse reactions could lead to negative publicity, impacting sales and patient trust.

COMPETITORS

DIRECT

COMPANY	BRAND	MRP
Boehringer Ingelheim	Jardiance	10mg-₹512 25mg-₹621
Lupin Ltd.	Gibtulio	10mg-₹508 25mg-₹616

INDIRECT

COMPANY	BRAND	MOLECULE	MRP
Boehringer Ingelheim	Jardiance Met	Empagliflozin+ Metformin	₹364 to ₹437
Lupin Ltd.	Ajaduo	Empagliflozin+ Linagliptin	₹788 to ₹861

CHALLENGES FACED

- Some chemist were non-corporative for providing the proper information.
- Long waiting time.

SUGGESTION

- More importance should be given to practical learning instead of theoretical learning.
- Some guidance regarding market should be provided.
- More filed work should done so that proper knowledge of market and the molecule can be gained.
- More knowledge regarding market should be provided so that the working on field can be easier.
- Support from various field teams is essential for business success. Sales, marketing, and logistics teams can provide crucial insights and ensure smooth operations. Their on-the-ground efforts can help me understand market dynamics, customer needs, and competition, enabling effective strategy execution and fostering brand growth and customer satisfaction.
- More field work is required so that proper knowledge and experience of market can be gained, which will help in future.
- More interactive sessions should be taken.