



Create the brand plan for the launch of vildagliptin in India

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EXECUTIVE SUMMARY

- **Executive Summary:** -
- It was an assumption in the summer internship project that I had my own pharmaceutical company under which I had to launch my own vildagliptin drug under India with its own brand name.
- Business focuses primarily on diabetic drugs and we are currently developing a drug called vildzin and it works in type 2 diabetes. Vildagliptin is an agent of a new class of medicines called inhibitor DPP 4. By inhibiting DPP 4, vildagliptin induces an increase in glucagon such as peptide-1 (GLP-1), an intestinal hormone that helps in homeostasis of glucose and secretion of insulin, In late February 2007 the vildagliptin manufacturer received an authorized letter from the food and drug administration. Vildagliptin has a half-life of approximately 90 minutes; however, more than 10% of the inhibition of DPP 4 continues.
- Clinical studies have shown that vildagliptin is successful in significantly reducing levels of glycosylated hemoglobin (HbA1c), plasma glucose fastening, and prandial glucose
- Role of Beta cells can also be enhanced.

- The prevalence of hypoglycemia tended, in most tests, to be like placebo. Vildagliptin has been shown to reduce HbA1c, fasting plasma glucose levels, prandial glucose levels, and prandial glucagon secretion in clinical trials of patients with type 2 diabetes mellitus, and to enhance β -cell activity. If vildagliptin is approved for marketing, it will add to the treatment options available

INTRODUCTION

- Disease: -
- Diabetes: -- Diabetes is an disease that occurs when blood glucose levels become too high. Blood glucose is the primary source of energy, and the food comes in as we eat and glucose we consume is processed mainly in the liver in the body and it controls the amount of sugar in the blood. Managing glucose levels depends on pancreas (beta cells) releasing insulin.
- There are two major hormones released by pancreatic exocrine gland.
- ❖ Insulin **(it is used for reducing the level of glucose)**
- ❖ Glucagon **(it is used for boosting the level of glucose)**
- Types of diabetes: -
- ➤ Type 1 Diabetes: -This is a disease in which our immune system loses insulin that causes cells in our pancreas. They are known as beta-cells. For children and young adults, the disease is commonly treated, and it is called juvenile diabetes.
- ➤ Type 2 Diabetes: -is a chronic medical disorder in which our bloodstream accumulates sugar, or glucose levels. In this situation, the cells in our body cannot respond to insulin.
- ➤ Gestational Diabetes: -It is a disease in which blood sugar levels during pregnancy are elevated. It affects up to 10 per cent of pregnant women. This occurs when we feed, so insulin is released from the pancreas, a hormone that helps transfer a sugar called glucose from the blood into cells that use it for energy. Our placenta makes hormones during pregnancy which cause glucose to build up our blood and then a woman suffers from gestational diabetes.

- **Symptoms:** -
 - ✓ Weight loss
 - ✓ Increased thirst
 - ✓ Increased hunger
 - ✓ Frequent urination blurry vision
 - ✓ Extreme fatigue
 - ✓ Sores that do not heal
- **Treatment:** - Diabetes is a serious disease that cannot treat by own. Dealing of diabetes requires keeping close watch over your blood sugar level, first line therapy is exercise, and diet if then also sugar level is not controlled then medication were given by physician. By paying close attention to what and when we eat, we can also minimize the “seesaw effect” of rapidly changing blood sugar levels, which can require quick changes in medication dosages, especially insulin.
- It includes: -
 - ✓ Diabetes medication
 - ✓ Nutrients and meal timing is determined
 - ✓ Proper exercise
 - ✓ Use medical device kit to detect diabetes

- **Other Treatment: -**
- The regulation of blood sugar levels is a part of diabetes management. Many individuals who do have diabetes may use complementary supplementary therapies (CAM). Such treatments are directed at healing both body and mind.
- It includes: -
- ✓ Herbal Remedies
- ✓ Supplements like vitamins and minerals (vitamins B6 & B12, Vitamins C, Vitamins E, Magnesium)
- ✓ Diet Exercise
- ✓ Relaxation Techniques
- ✓ Evening Primrose Oil
- **Problems faced by diabetic patients on their daily basis: -** More than 61 million people with diabetes live in India. It causes Cardiovascular disorder, {these are the long-term diabetic complication if sugar level is not controlled Retinopathy, Nephropathy, Peripheral Neuropathy} which are responsible for severe morbidity and mortality cases in India.
- The main reason for ever increasing diabetic case in India is due to Lack of awareness of prediabetes
- **How we can solve the problems faced by diabetic patients: -** In India most of the people suffers from type 2 diabetes it is a common disease in all over India. We can provide some awareness by providing some awareness by the help of campaign, advertisement and provide them proper diet plan and we can also help them by providing knowledge regarding medicine.

- **Brand Plan:** - Brand plan is the process of dealing resources to a strategy planned to achieve a business objective that energizes a brand closer to delivering on a valuable future vision.
- **Profits of brand plan:** - Strong brands generate interest, draw new consumers and strengthen an overall marketing plan for companies. The key factors that decide how much productivity your company can achieve are the building and maintaining a powerful brand.
- **Vildagliptin:** - Vildagliptin is an oral anti-hyperglycemic agent of DPP-4 receptor, dipeptidyl peptidase-4. It is product of second side. Vildagliptin prevents DPP4 inactivation of GLP-1 and GLP, allowing GLP-1 and GLP to potentiate insulin secretion in beta cells and glucagon decay and release into the pancreas by alpha cells of the Langerhans islets. In type 2 diabetes vildagliptin was shown to reduce hyperglycemia.

OBJECTIVE

- Create the brand plan for the launch of vildagliptin in India.

METHADOLOGIES

- Internship duration: - 1 Month 10 Days
- Method: - Research and method module
- Study area: - online mode in mine hometown (SHAHDOL) MADHYA PRADESH
- Forecasting: - Forecast is a basic need for running a company. By the help of forecast we can estimate future the trend or event.
- In my company 600 medical representative are working and in every month 1 medical representative sell 3 boxes and each strips MRP is 160 Rs.
- Expected sales in year 2020 -2021: $(30+54+72+87*600 \{MR\})$
- : 145,800 strips
- Budgeting: - During the launch of vildzin Mine budget was of 1421500 INR in which it includes advertisement, literature, mailing, exhibition, symposia (national), symposia (international), sponsorship, gift, and another contingency.

Forecasting

MONTH	YPPPM (yield per person per month)
MAY20 - JULY20	30
AUG20 - OCT20	54
NOV 20 - JAN 21	72
FEB 21 – APRIL 21	87

Budgeting

Expenses	Rupees
Advertisement	900000
Literature	52500
Mailing	96000
Exhibition	40000
Symposia (national)	90000
Symposia (international)	18000
Sponsorship	70000
Gifts	80000
Other contingency	75000
Total Expenses	1421500

- P & L Statement: - it is specially for profit & loss that our brand is going on profit. It ensures that our brand is moving towards profit side.
- MRP is 160 Rs per strip
- Minus GST @ 18% = 106 Rs
- Margin Retailer is @ 20% of 106 Rs =56.8
- Wholesale Margin is 10% of 56.8 = 37.12 Rs
- Margin to C & F @ 1% = 35.35 Rs
- NRV: -160 Rs – 35.35 Rs
- : 124.65 Rs
- We calculated expected sale in year MAY 2020 – 21 was total no. YPPPM * MR (145,800 strips)
- NOW, (NRV*expected sale in MAY 2020 – 21)
- : 124.65 Rs * 145800 strips
- : NRV – Cost of goods
- : 124.65 – 40 % of 124.65
- : 124.65 - 84.65
- : 40

HEAD	AMOUNT (RS)
Sales (at MRP)	23,328,000
Sales (at NRV)	18,173,970
Sales promotional expenses	
Advertisement	900,000
Literature	52,500
Mailing	96,000
Exhibition	40,000
Symposia (national)	90,000
Symposia (International)	18,000
Sponsorship	70,000
Gifts	80,000
Other + contingency	75,000
Cost of goods manufacturing	84.65
NRV – Sales promotional expenses – cost of goods of manufacturing	(124.65-1,421,500-84.65) 1,421,460
Total expenses (Profit)	21,928.230

- LBL: - it is specially made for doctor for their understanding about medicine and its efficacy in a story way. LBL contain drug composition and some article which ensures that our brand is best as compared to others brand.

FINDINGS

- Brand name was vildzin this brand name was made by me because of launching vildagliptin in India.
- In Brand vision it clearly shows the vision of brand in market.
- SWOT analysis in which we have discussed about our drug vildzin. Its strength is vildzin efficacy and vildzin weakness are its competitive brand efficacy and vildzin opportunity is its competitive brand weakness and vildzin threat is its competitive brand can make vildzin weakness into its strength.
- Strategy and planning
- segmentation of brand: - we have segmented our drug that which physician is prescribing our competitive brand Januvia.
- key benefits of brand: -In this we have shown some benefits of brand like it shows hypoglycemic effect.
- Usp of brand: - unique Selling price of a drug it should be given in one line like how it shows its uniqueness and how it shows some differences to its competitive drug.

- value proposition: - it tells the customer why they should buy from you not from the competitor. It improves our customer understanding.
- Statement of positioning: -it is a straightforward look, how our brand fills a customer in a way that rivals don't like.
- Positioning message: -Our medication vildzin clearly delivers the message to the physician or patient.
- Forecasting: -By the help of forecasting we can check our brand expected sale of a year.
- Budgeting: -By the help of budgeting w can check our expenses, like how much we are doing expenses in our brand.
- P & L statement: - By the help of P & L statement we can find the profit and loss of our brand.

CONCLUSION

- - Nowadays, most of the patient suffers from diabetes due to this condition I have made vildzin medicine for the treatment of type2 diabetes. It is recommended in elderly patient in T2DM because of low risk of hypoglycemic effect. Vildzin medicine contain vildagliptin drug and it is not approved by US FDA.
- Our drug Vildzin has robust glycemic control. And it treats type 2 diabetes with minute side effect. Our drug sells vast in the market and our brand was preferred by lots of doctor because of MR (Medical Representative) In our company I have 600 MR in which every person sells 3 boxes in a month and each strips MRP is 160 Rs. In year 2020-21 expected sale was 1,45,800 strips and or budget was 1,42,1500 Rs and in our company total profit was 21,928,230 Rs.

LIMITATION OF STUDY

- It is a hypothetical brand it's not real there are lots of assumption by the help of assumption we have corelated from original situation.

RECOMMENDATION

- The online platforms are too little to cover a huge information of Indian marketing, hence more people are needed to aware from the pharma industry.
- Various kinds of media are available in the digital network, the public must proffer awareness of supporting the pharma marketing.

ANNEXURE

- Brand Plan: -
- Brand Vision: - Our aim is to prevent disease for making life free of diabetes and all its burdens. our medication will provide pioneering treatments to fight pain and ease suffering and extend the lives of patient.
- SWOT Analysis: - STRENGTH: -
 - ❖ Vildagliptin significantly progresses glycemic control in patients with T2DM
 - ❖ Low hazard of hypoglycemia
 - ❖ Suggested in old patients with T2DM
- WEAKNESS: -
 - ❖ Not yet approved by US-FDA
 - ❖ Often may be required to be combined with metformin.
 - ❖ Late entrant un the marketplace
- OPPORTUNITY: -
 - ❖ Growing population of diabetics in India
 - ❖ The large population of young prediabetics who can become diabetic patients

- THREAT: -
- ❖ Our competitor Brand can also convert our weakness into their strength, and it will be the biggest threat of mine.
- Strategy and Planning: -
- Segmentation of brand: - My target segmentation is the physician who treat diabetes among hem the physician who prescribe my competitor brand (Januvia)
- Key benefits of brand: -
- ✓ vildzin has robust glycemic control.
- Usp of brand: - vildzin can be used as mono dual and triple therapy.
- Value proposition: -This is because only vildzin contain active drug vildagliptin, it works by blocking the breakdown of incretin hormone.
- Positioning statement: - [Vildzin] is product for treating type 2 diabetes.

- [Vildzin] it benefits the hypoglycemic effect and stress issues and emotional difficulties to executive who go to physician with (executive functions disorder the ability to take decision keeping in mind future events better) than sitagliptin. We do this by (it energizes the body and maintain the blood sugar level).
- Positioning message: - Vildzin brings a smile on millions of the patients who are suffering from diabetes.



FUNDAMENTALS OF DIGITAL MARKETING

PART 2

COURSE CONTENT

- ☐ Digital marketing
- ☐ Digital marketing assets
- ☐ Digital marketing strategies
- ☐ SEO & SEM
- ☐ How blogging can help content marketing
- ☐ Social media marketing
- ☐ Social media advertisement
- ☐ Email marketing
- ☐ Marketing Automation
- ☐ Website planning and creation
- ☐ Info graphics
- ☐ Lead generation

- Understanding the design-based thinking and planning
- Be persuasive
- Be tech savvy
- Video takes a storm on the internet and it's not about to stop.

KEY LEARNING

- Advertising by email
- SEO & SEM
- Use of social media
- Tweeting
- Promotion of products

LEARNING SKILLS



OUTCOME OF THE COURSE

It can also be helpful during any sort of branding of medicine digitally. Altogether the headings mentioned above are proven one is and are also valuable.

Thank You !

