

BALIILA MARKET SURVEY

Presented By
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COMPANY PROFILE

- **Our Mission-** To become No. 1 shortage and orphan drug company in India by 2020.
- **Our Vision-** Availability of life-saving drugs and diagnostics for the neglected across the globe.
- Jolly Healthcare is one of the fastest-growing Pharma Exporter in India with a wide range of pharmaceutical formulations with an assurance of quality and reliability for both Domestic and Export (Indian Subcontinent & Africa) market.



Product Portfolio

Anti Hiv

- ·Cytoflu (Flucytosine)
- ·Valgaids (Vanganciclovir)

Antibiotics

- ·Jolltrim (Trimethoprim + Sulfamethoxazole)
- ·Jolclo (Cloxacillin)
- ·Jollpen (PenicillinG)
- ·Huelin (Benzathine Penicillin)
- ·Nostof (Cefazolin Sodium)
- ·Sulphaz (Sulphadiazine)

Product Portfolio

Analgesic

- ·Cabaza (Pentoxifyline)

Anti-Fungal

- ·Mycoflu (Amphoterecin-B)

Diagnostics

- ·Exacto (HIV test kit)

Introduction

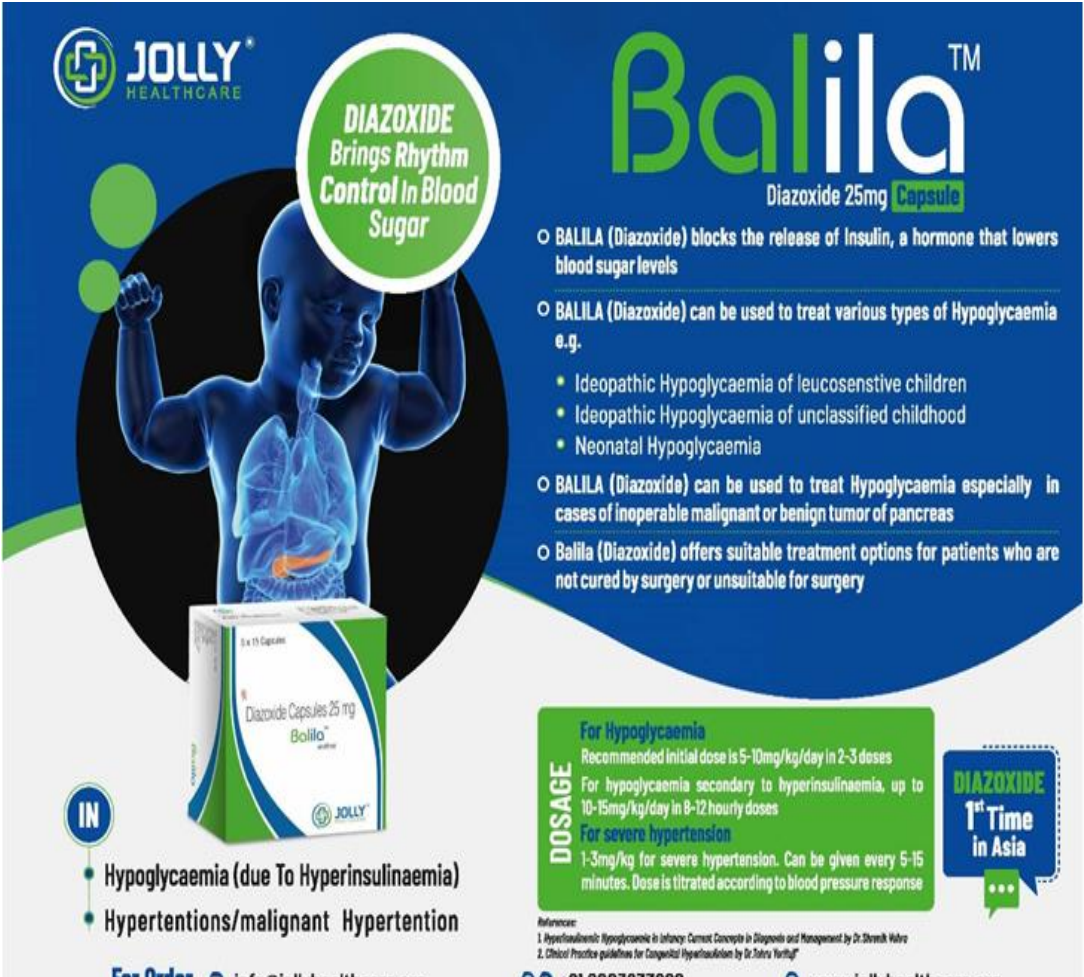
- ·Neonatal hypoglycaemia happens when the neonate's blood glucose level is not exactly the infant's body prerequisites for components, for example, cell vitality and digestion. There is irregularity globally for indicative limits.
- ·The operational threshold for hypoglycemia is defined as “that concentration of plasma or whole blood glucose at which clinicians should consider intervention, based on the evidence currently available in literature”.
- According Indian Pediatrics this threshold is currently believed to be a blood glucose value of less than 40 mg/dL (plasma glucose less than 45 mg/dL).age, birth weight, metabolic requirements, and health condition of the infant substantially affect the neonate's blood glucose level.

Management of Hyperinsulinemic Hypoglycaemia with Diazoxide

- · Enables the release of insulin from pancreas by opening the potassium channel.
- · Increases the potassium ion permeability through the membrane
- · Causes the hyperpolarization eliciting the relaxation of the local smooth muscles
- · Voltage-gated calcium ion channel switches off leading to inhibition of action potential generation

Visulate of Balila

- It also acts as a peripheral vasodilator hence used for hypertensive emergencies (it relaxes articular smooth muscles and decreases the vascular resistance).
- Diazoxide is an antidiuretic hence increase the reabsorption or retention of sodium and water/fluid in the body (therefore it may precipitate the CHF in cardiac patients).



JOLLY HEALTHCARE

Balila™
Diazoxide 25mg Capsule

DIAZOXIDE Brings Rhythm Control in Blood Sugar

- BALILA (Diazoxide) blocks the release of Insulin, a hormone that lowers blood sugar levels
- BALILA (Diazoxide) can be used to treat various types of Hypoglycaemia e.g.
 - Idiopathic Hypoglycaemia of leucosensitive children
 - Idiopathic Hypoglycaemia of unclassified childhood
 - Neonatal Hypoglycaemia
- BALILA (Diazoxide) can be used to treat Hypoglycaemia especially in cases of inoperable malignant or benign tumor of pancreas
- Balila (Diazoxide) offers suitable treatment options for patients who are not cured by surgery or unsuitable for surgery

IN

- Hypoglycaemia (due To Hyperinsulinaemia)
- Hypertensions/malignant Hypertention

DOSAGE

For Hypoglycaemia
Recommended initial dose is 5-10mg/kg/day in 2-3 doses
For hypoglycaemia secondary to hyperinsulinaemia, up to 10-15mg/kg/day in 8-12 hourly doses

For severe hypertension
1-3mg/kg for severe hypertension. Can be given every 5-15 minutes. Dose is titrated according to blood pressure response

DIAZOXIDE 1st Time in Asia

References:
1. Hyperinsulinemic Hypoglycaemia in Infancy: Current Concepts in Diagnosis and Management by Dr. Shreshth Vohra
2. Clinical Practice guidelines for Congenital Hyperinsulinism by Dr. Tahir Vortell

For Order: info@jollyhealthcare.com | [+91 8007873088](tel:+918007873088) | www.jollyhealthcare.com

Objective

To investigate the market of Diazoxide in multiple cities across India.

Research Methodology

Mode of Data collection :

Study Type: Descriptive Study

Type of data: Quantitative Data

Sampling Techniques: Purposive Sampling

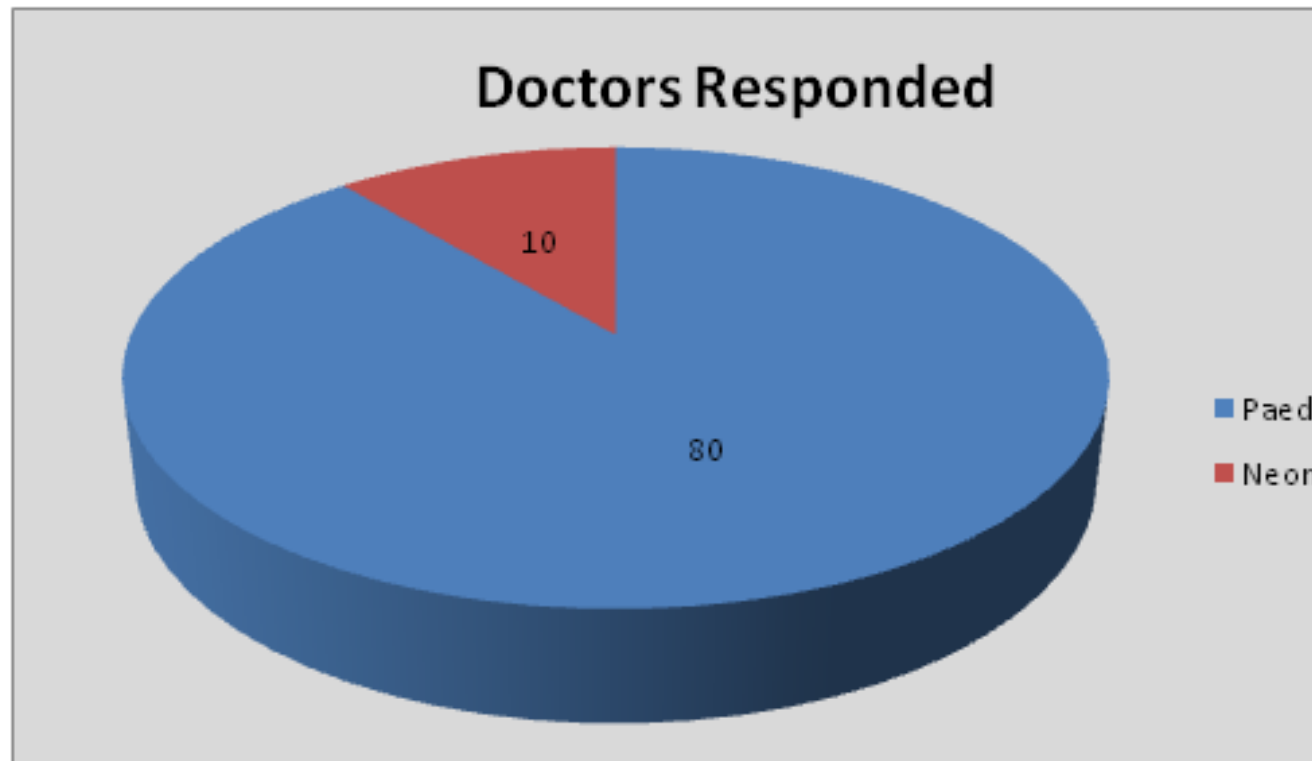
Data Collection: Telephonic, Email and Online survey.

Study Timeline: Two month (April 2020 – May2020)

Sample Size: The sample size was 90.

Data Analysis and Interpretation: Analysis and interpretation of the data have been carried out to deduce the conclusions with the aid of appropriate statistical tools.

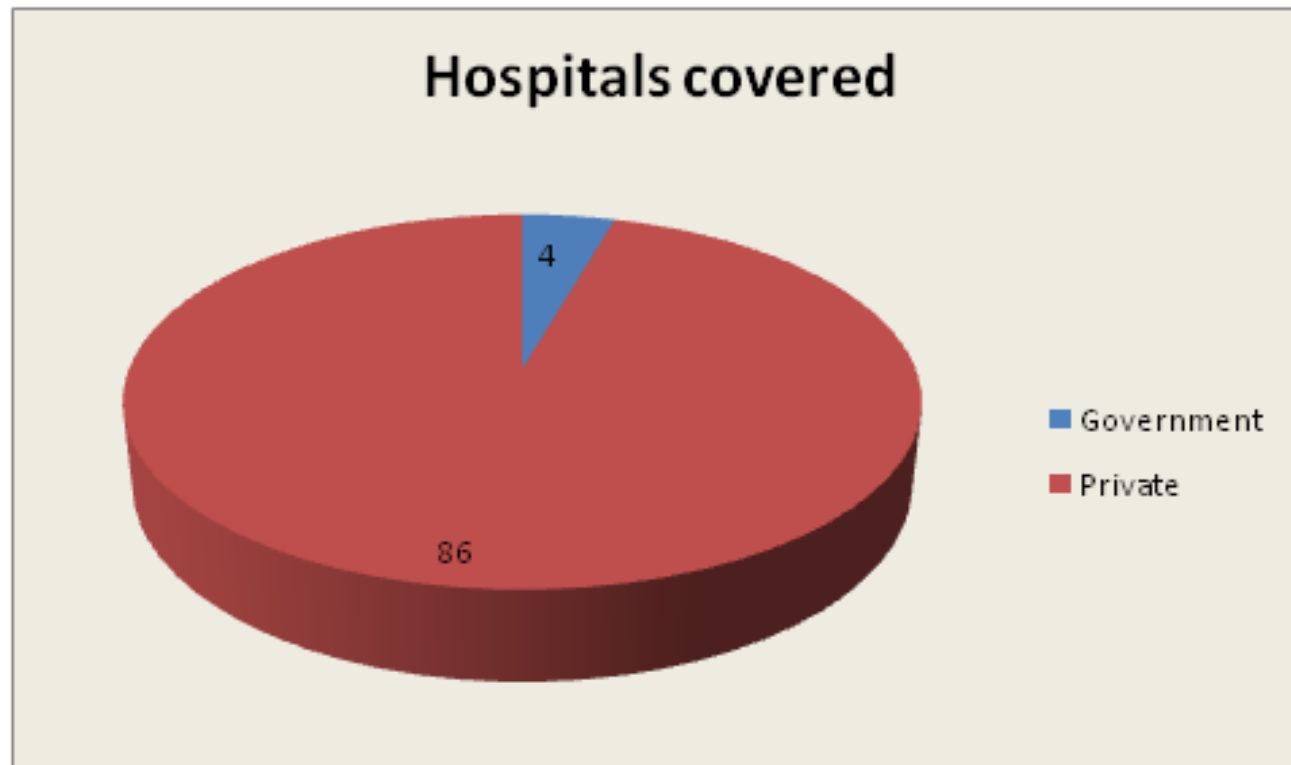
Result and Discussion



Q.1) No. Of Doctors responded?

- **Interpretation:** From fig.1 it was observed that 80 paediatrician and 10 neonatologist responded.

Result & Discussion

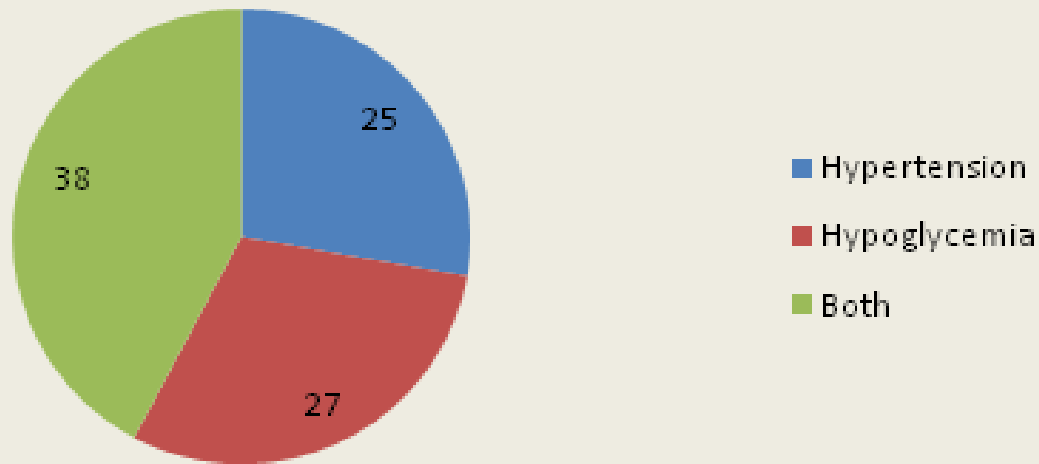


Q.2) Type of hospital covered?

- **Interpretation** – From fig.2 it was observed that 86 were Private hospitals and 4 were Government hospitals.

Result & Discussion

Condition in which diazoxid is preferred

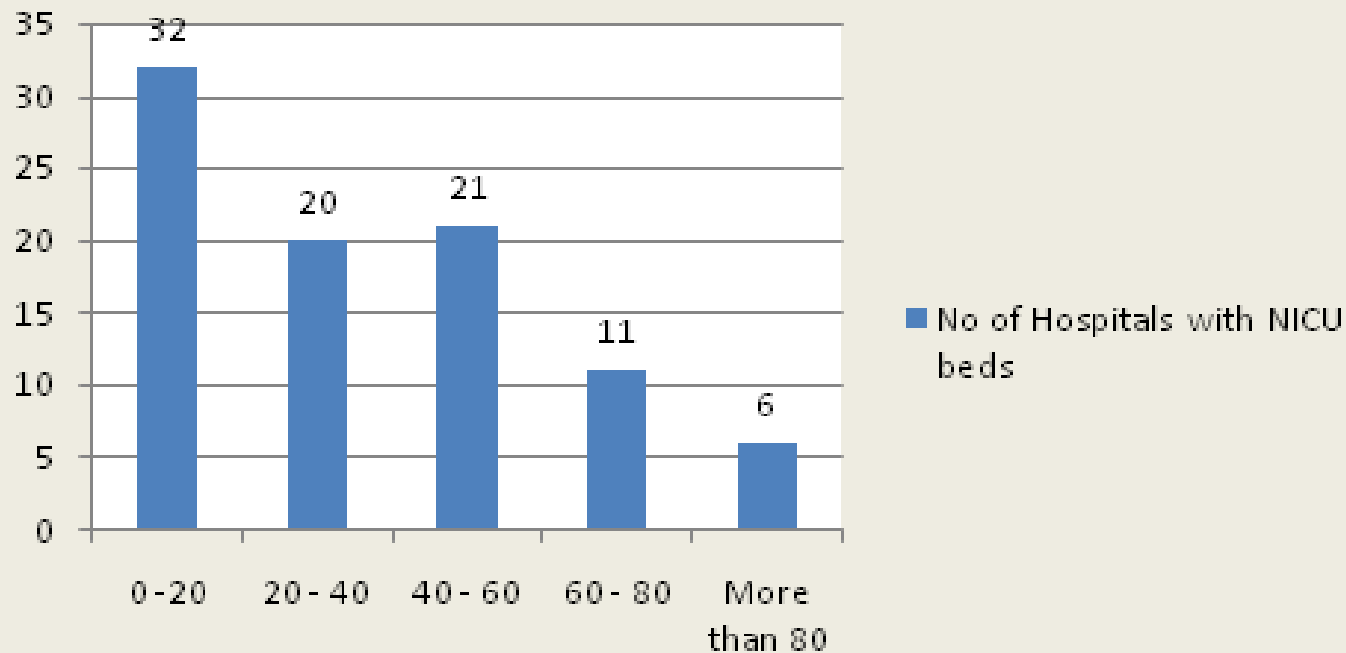


Q.3) In which condition(s) doctor will preferred diazoxide molecule?

• **Interpretation** – From fig.3 it was observed that diazoxide was preferred by 27 responded for Hypoglycemia followed by 25 respondent for Hypertension.

Result & Discussion

No of Hospitals with NICU beds

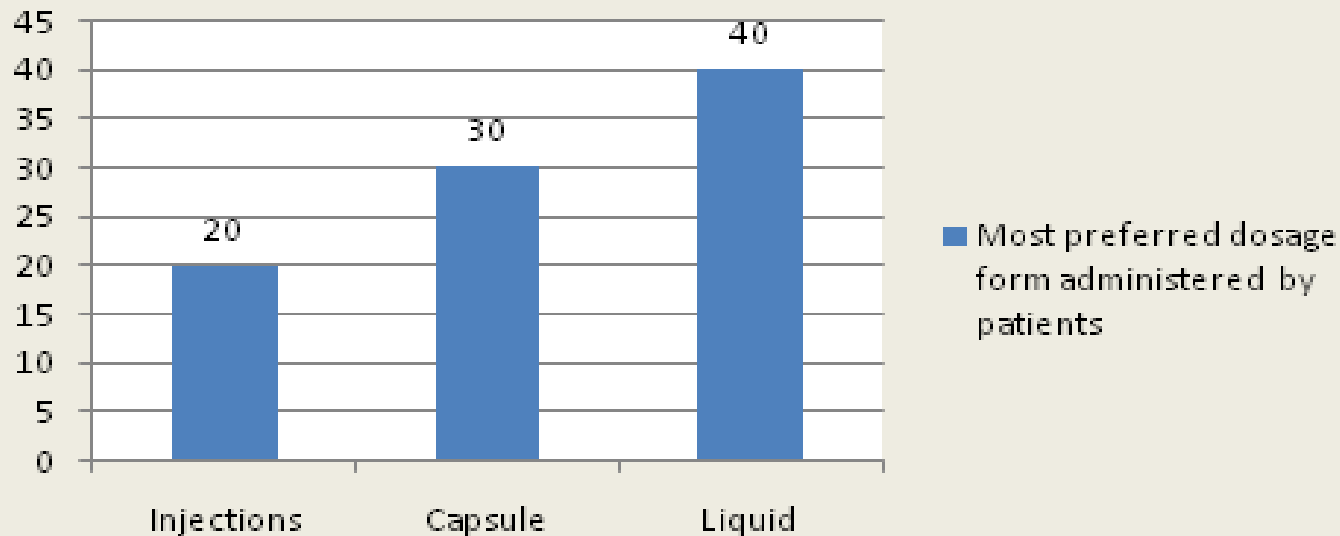


Q.4) No of hospitals with NICU facilities.

- **Interpretation** – From fig.5 it was observed that most of the hospitals have NICU beds facility not more than 20.

Result & Discussion

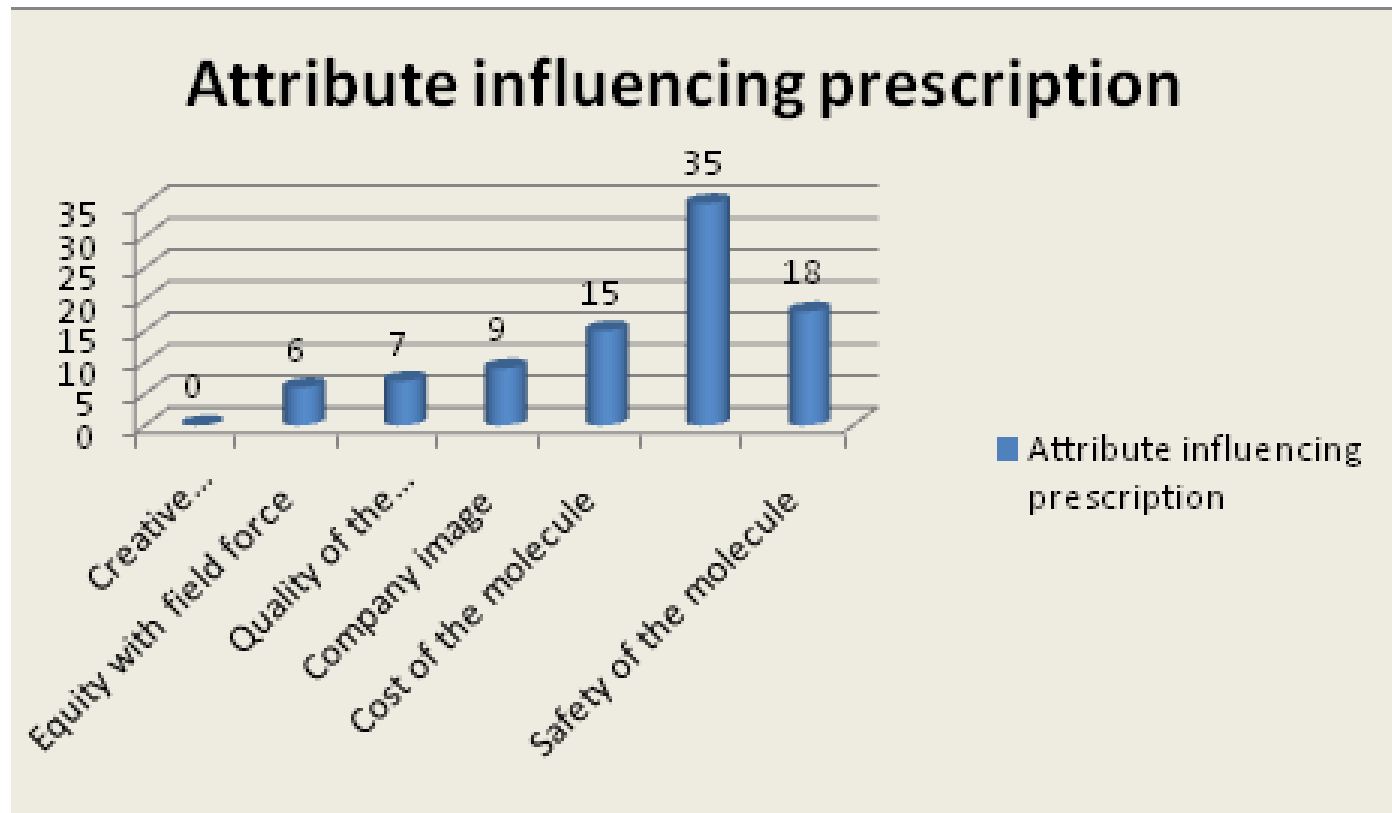
Most preferred dosage form administered by patients



Q.5) Which is the most preferred dosage form administered by patients?

- **Interpretation** – From fig.5 it was observed that most preferred dosage form by the patient was liquid followed by capsule and then injection form.

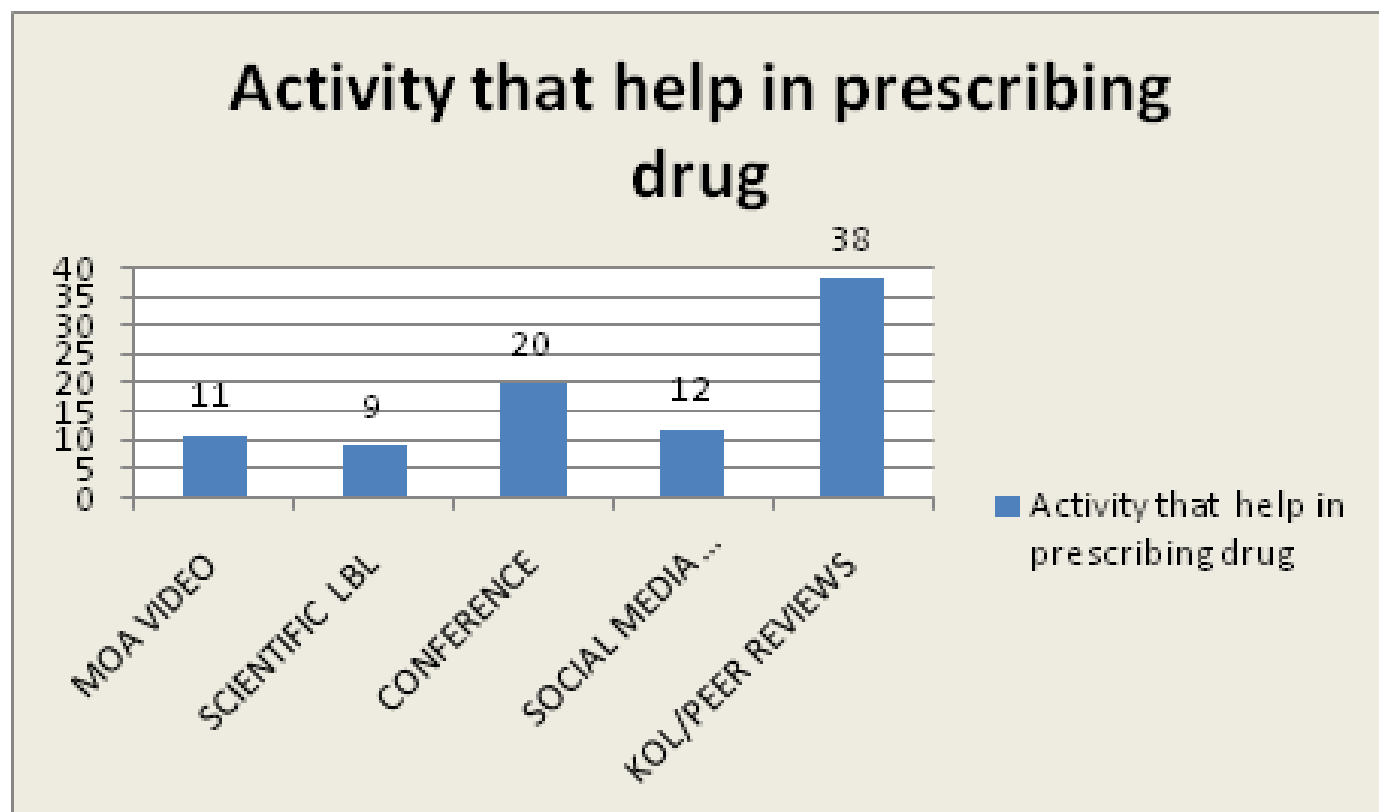
Result & Discussion



Q.6) Which of the following attributes influences your prescription?

- **Interpretation** – From fig.6 it was observed that Scientific point of the molecules and Safety of the molecule are two major attributes that influence the prescription of respondents.

Result & Discussion

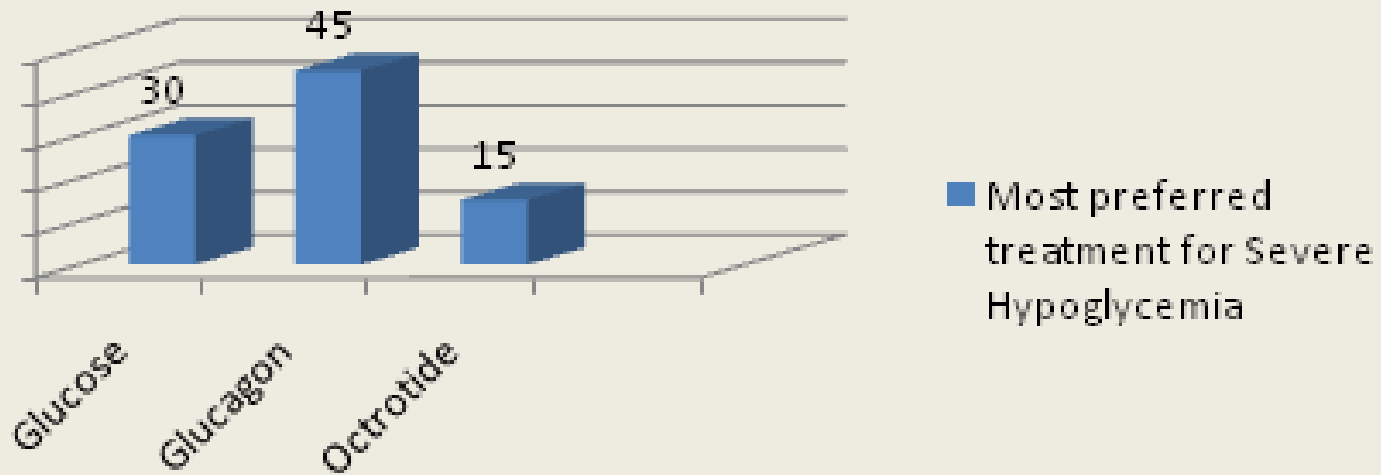


Q.7) Which of the following activity will help doctors in prescribing the drug molecule?

- **Interpretation** – From fig.7 it was observed that the KOL/Peer reviews followed by conference is the two major activities that help in prescribing the drug.

Result & Discussion

Most preferred treatment for Severe Hypoglycemia

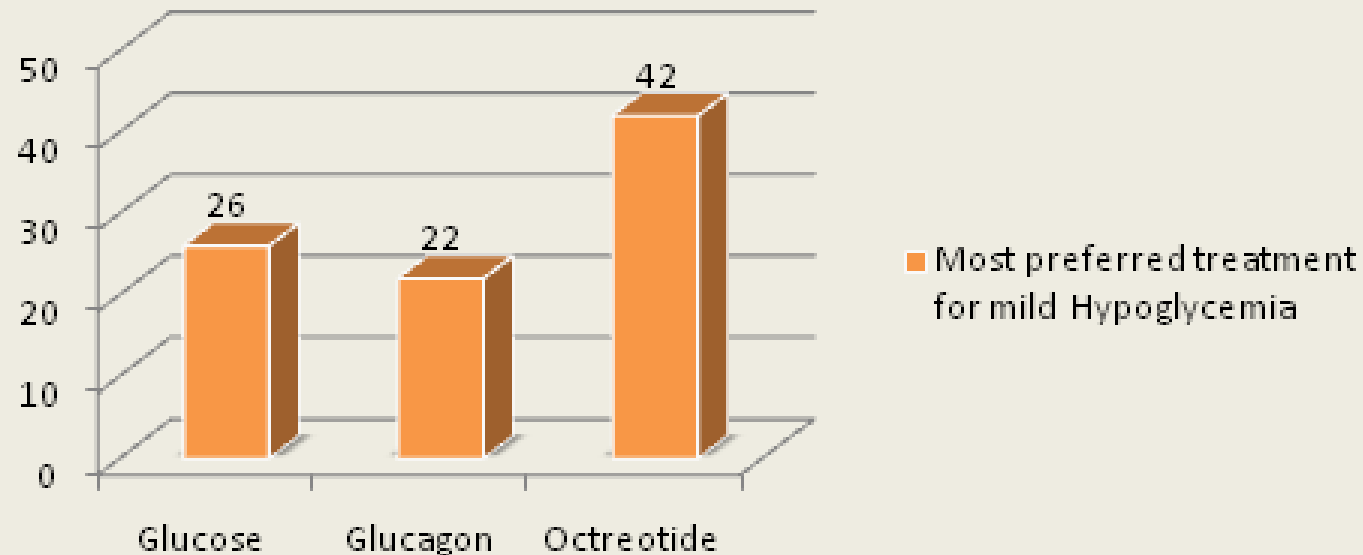


Q.8) How to mostly treat severe Hypoglycemia patients?

- **Interpretation** – From fig.8 it was observed that Glucagon and Glucose (IV) are most preferred for severe hypoglycemia conditions.

Result & Discussion

Most preferred treatment for mild Hypoglycemia



Q.9) How do you mostly treat mild hypoglycaemia?

- **Interpretation** – From fig.9 it was observed that octreotide is most preferred for severe hypoglycaemia conditions.

Conclusion

- 27 of respondents will prefer Diazoxide for Hyperinsulinemic Hypoglycemia followed by 25 respondent for Malignant Hypertension and 38 agreed to prefer it for both indication.
- There is a need to create awareness in patients regarding hypoglycaemia and its severity.
- Glucagon (IM) and Glucose or Dextrose (IV) are most preferred treatments for severe hypoglycemia conditions
- KOL/Peer reviews is the major activity that help in prescribing the drug.
- There are less competitors present in the market for orphan diseases like Hyperinsulinemic Hypoglycemia.

Recommendation

- **.More case studies-based literatures should be provided.**
- **According to respondents, KOL opinions can drive prescription behaviour**
- **Strong scientific knowledge backed representative can bring good Top line growth.**
- **The dosage form of the drug can play a pivotal role since the drug can be targeted to all age segments i.e. from Neonates to Adults.**
- **There is a potentially untapped market for Diazoxide molecule since Glucagon (IM) and Glucose or Dextrose (IV) are being generally used for severe hypoglycemia conditions.**

References

- **Mejia-Otero JD, Grishman EK, Patni N. Diazoxide for the Treatment of Hypoglycemia Resulting From Dumping Syndrome in a Child. Journal of the Endocrine Society. 2019 Jul;3(7):1357-60.**

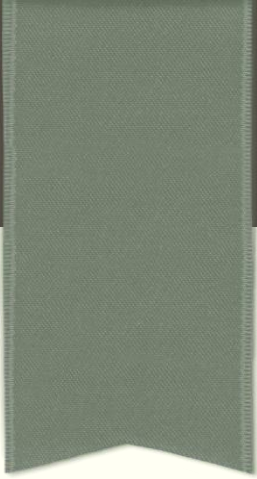
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- **Sweet CB, Grayson S, Polak M. Management Strategies for Neonatal Hypoglycemia. The Journal of Pediatric Pharmacology and Therapeutics: JPPT. 2013 Jul;18(3):199.**

Available from: <https://www.jppt.org/doi/abs/10.5863/1551-6776.18.3.199?journalCode=jppt>

- **Gomes V, Ferreira F. Successful Medical Treatment of Hyperinsulinemic Hypoglycemia in the Adult: A Case Report and Brief Literature Review. Journal of Endocrinology and Metabolism. 2019 Dec 17;9(6):199-202.**

Available from: <https://www.jofem.org/index.php/jofem/article/view/617>



ONLINE COURSE

Topic : Pharmaceutical Management
Presented By: Krishna Agrawal

Introduction

Pharmaceutical management mainly deals with the four managements in the organization.

- Brand Management
- New Product Launch
- Sales Team Management
- Customer Management

Objective

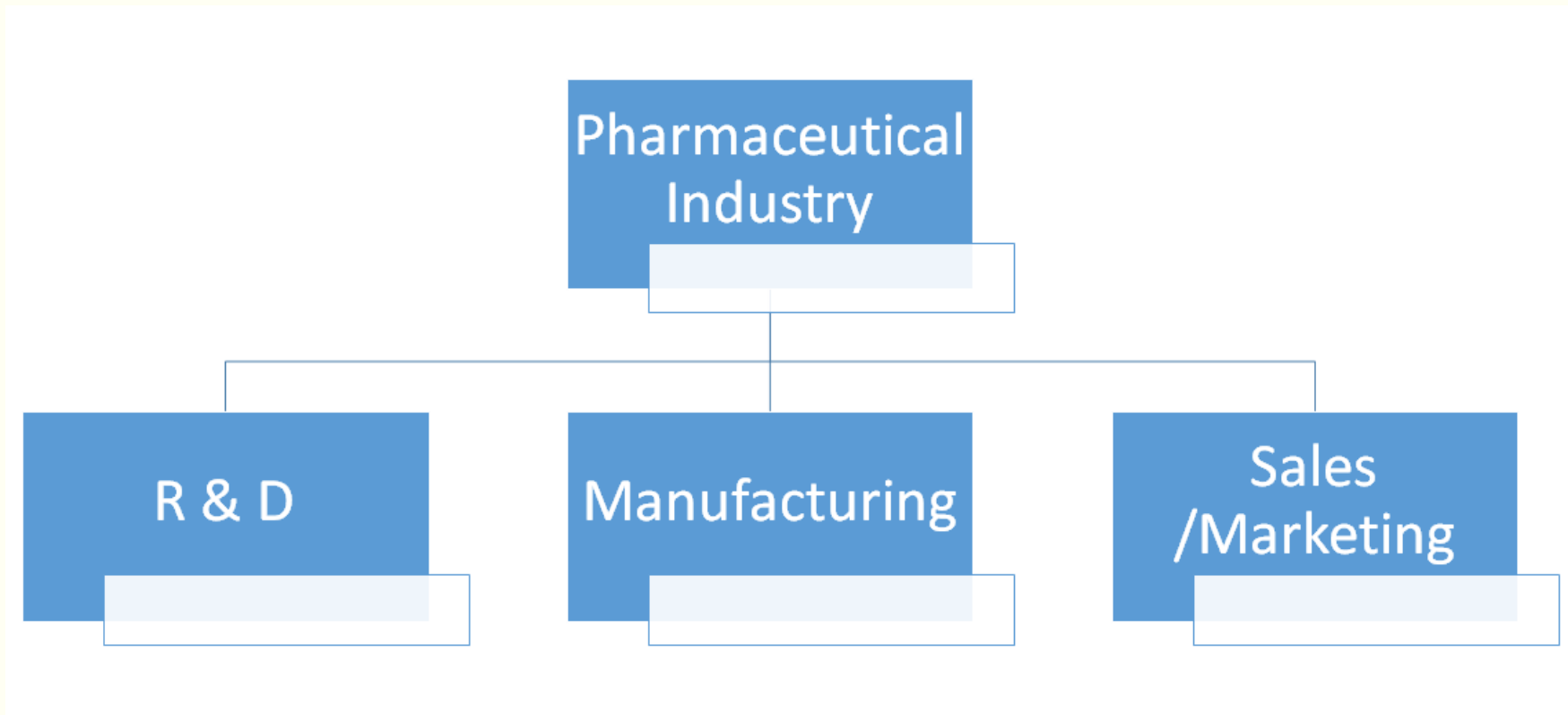
- **Pharmaceutical Management**
- **Analysis of Indian Pharmaceutical Market**
- **How to make Brand Plan**

Pharmaceutical Management

Pharmaceutical Management

- Combination of Pharmaceutical Science with marketing and Management concepts .
- To make business & Financial decisions to launch a new product, in terms of their marketing and sales aspects.

Pharmaceutical Management



Market Data

**Value Sales
&
Unit Sales**

AWACS , IMS

**Prescription
&
Prescriber**

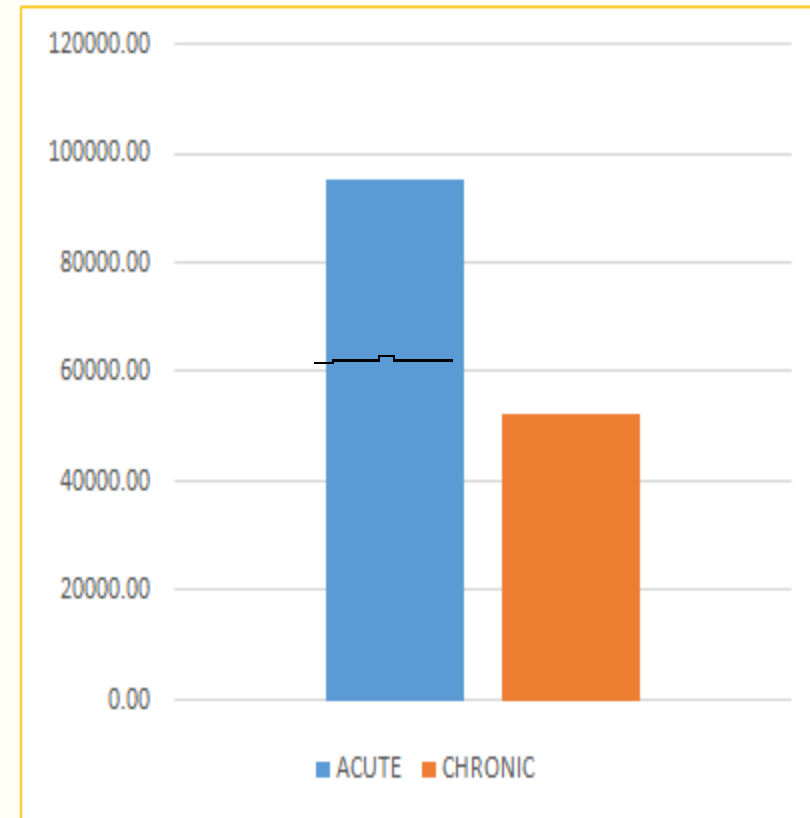
SMSRC , IMS

Indian Pharmaceutical Market Segment

- **Chronic Segment**
- **Sub Chronic**
- **Acute Chronic**

IPM Segmentation

ACUTE_CHRONIC	Sum of MAT JAN'20	Rank	MS %	GR%
ACUTE	95380.65	1	64.5	10.10
CHRONIC	52591.47	2	35.5	11.23



Plan & Combination Segment

Plain/Combination	Sum of MAT JAN'19	Sum of MAT JAN'20	MS%	GR%
Grand Total	133910.95	147972.12	100	10.50
Plain	67590.67	75113.78	50.76	11.13
Combination	66320.22	72858.28	49.24	9.86

Top Therapy of IPM

SUPERGROUP	Sum of MAT JAN'19	Sum of MAT JAN'20	Rank	MS	GR	+/-
Grand Total	133911.0	147972.1		100	10.50	14061.2
Anti-infectives	16119.3	18103.1	1	12.2	12.31	1983.8
Cardiac	15787.3	17508.8	2	11.8	10.90	1721.5
Gastro Intestinal	13875.0	15028.2	3	10.2	8.31	1153.2
Anti Diabetic	12614.4	14114.3	4	9.5	11.89	1499.9
Respiratory	10694.5	11892.6	5	8.0	11.20	1198.2
Vitamins / Minerals / Nutrients	10489.4	11587.3	6	7.8	10.47	1097.9
Pain / Analgesics	10257.3	11467.4	7	7.7	11.80	1210.0
Derma	10199.7	11140.5	8	7.5	9.22	940.8
Neuro / CNS	7879.5	8570.2	9	5.8	8.77	690.7
Gynaec.	6684.2	7374.0	10	5.0	10.32	689.9



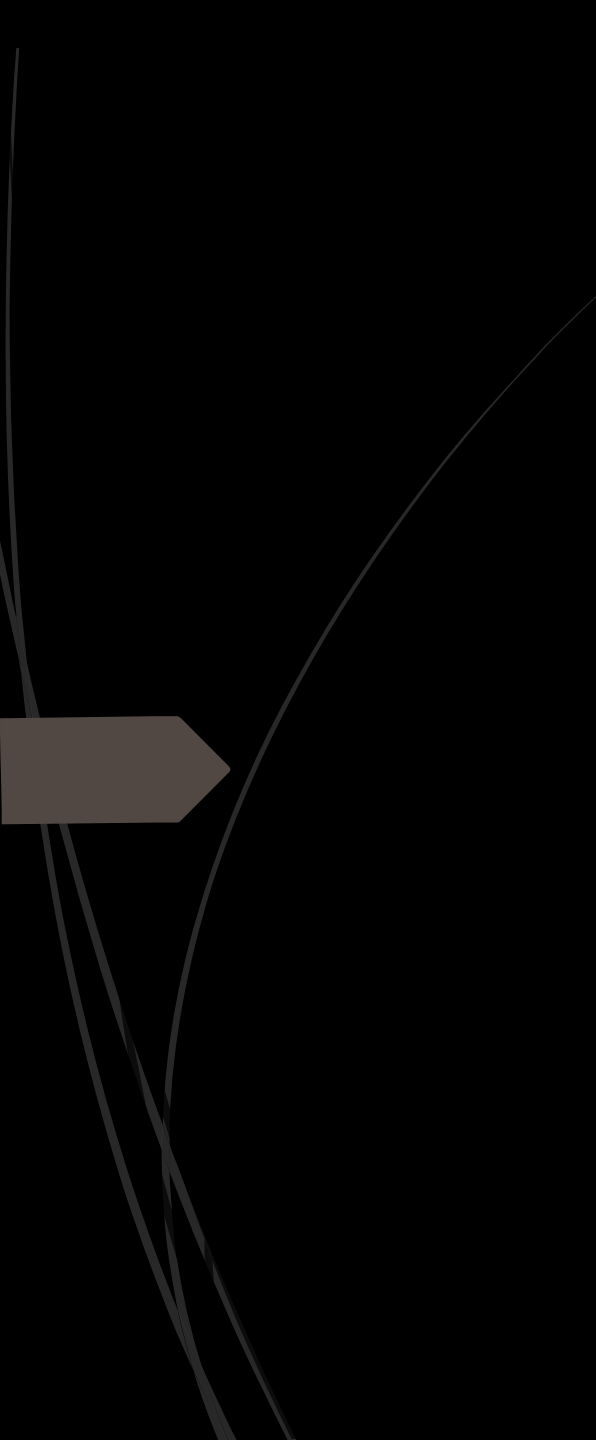
Brand Plan

Brand Plan Contain

- Brand History and Market Analysis
- Brand Strategy Drivers
- Clinical Trials
- Brand Strategic and Promotional Plan

Brand History and Market Analysis

- Product Fact File
- Market Trend
- Defining Market
- Brand History – AWACS/SMSRC Analysis
- Prescription Analysis



Brand Plan

Brand Strategy Drivers

- Defining communication strategy
- Customer insights
- Communication Task
- Brand portrait wheel & Brand Positioning Matrix
- SWOT Analysis
- Trend Analysis
- Assessing competition
- Segmentation-Targeting-Positioning

Brand Plan

Clinical Trials

- Jupiter Trial
- Steller Trial
- Lunar Trial
- Hope 3 Trial
- Asteroid Trial

Brand Promotional Plan

- Marketing Objective
- Brand Positioning
- Key strategic directions & tactical plans/initiatives
- Tactical plans/initiatives dash board
- Annual activity/input plan phasing

Brand Positioning

Element of Positioning

1. Brand Name

2. Market definition

3. Category definition

4. Patient segment

5. Customer target

6. Insights

7. Brand essence

8. Competitive advantage

9. Supporting evidence

10. Brand positioning summary statement

11. Key messages

Learning Methodology

Web session was conducted by Lokesh Kumar two days in a week from 8 June to 5 July 2020 and some data were given to learn and to analyze it.



Key Learning

- **Basic structure of Indian Pharmaceutical Market.**
- **How to analyze the pharmaceutical market.**
- **Overview of brand plan.**
- **Brand positioning.**
- **Visuals forming**

THANK YOU

