

Summer Training
At
GHC Drugs and Pharmaceuticals Pvt Ltd



From
10th May to 02nd July 2021

A Report by
Sudarshan Phatangare
MBA Pharmaceutical Management
2020-22



ACRONYMS/ABBREVIATIONS

GHC -Good Health Care

CBO - Congressional Board Organization

RCPA - Retail Chemist Prescription Audit

CFA -Clearing and forwarding agents

VA -Visual Aid

LBL -Leave behind literature

MR -Medical Representative

PMT -Product Management Team

OBSERVATIONAL LEARNINGS

Introduction

GHC Drugs And Pharmaceuticals Private Limited is a Private company incorporated on 17 July 2020. It is classified as Non-govt Company and is registered at Registrar of Companies, Mumbai.

Mission:

- ✓ To Provide G3,
- ✓ **G**ood Product
- ✓ **G**ood Science
- ✓ **G**ood Relationship
- ✓ through H3
- ✓ Purpose of **H**appiness, Culture of **H**elpfulness and Philosophy of **H**onouring Healthcare Heroes.

Goal:

To be in top 10 ranking in IPM by 2030

With their Mission to serve community through Good Quality Medicines for all, they are joining hands with Healthcare Professional by Honouring them through GHC Flagship Program.

Products

GHC Drugs and Pharmaceuticals has its products in Ortho and Pedia range.

- Pedia – 28 SKU's
- Ortho – 12 SKU's
- 10 more SKU's of pedia and ortho, 10 injectable in discussion
- 14 Pedia and 7 Ortho products already launched

Sr.No.	Products
1	GOODMINIC SYRUP
2	GOODMINIC DROPS
3	GOODMINIC DX SYRUP
4	GOODMINIC LS SYRUP
5	GOODMINIC LS DROPS
6	GOODMINIC LS+ SYRUP
7	GOODMINIC P Susp.
8	GOODMINIC P250 Susp..
9	GOODCLAUSI
10	GOODMOX CV
11	GOOD D3 Drops
12	AZIGOOD 100/200 Susp.
13	AZIGOOD 200 Susp.
14	GOODFLEX T Tab
15	GOODFLEX SP Tab
16	AZIGOOD Gel
17	LIDOPENT Gel
18	GOODNERV Tab
19	GOODNERV PLUS Tab
20	GHCAL K2 Tab
21	GHCAL XT Tab

Mode of Data Collection

1. CBO Mobile Reporting Application:

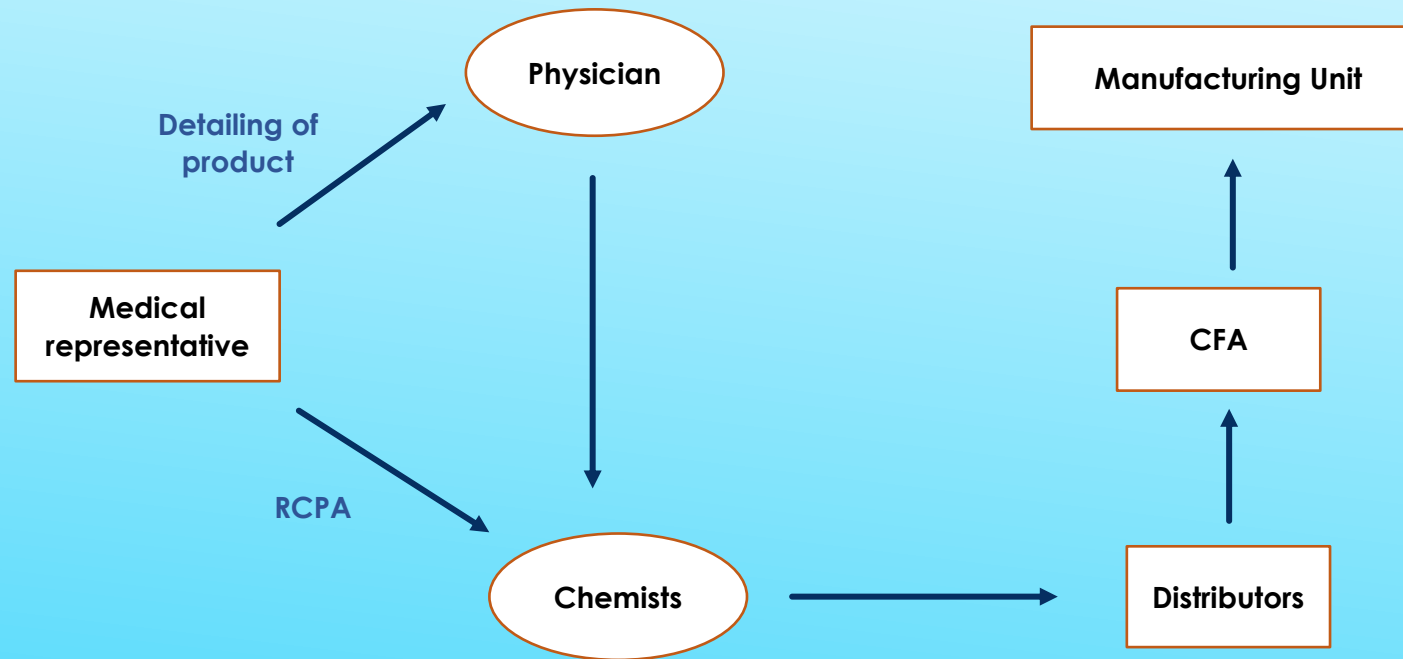
- This app will help to maintain the daily report of visits of medical rep and area manager.
- Time, date and name of doctor everything should be mention in the app.
- When area manager visit to doctor after that he will enter all information in to app.
- Products selected by physicians are entered in the app by MR.
- This all information will get to higher management through this app.
- Designation of the person who will go for visit are mentioned before going to visit like area manager, MR.
- Name of the doctors and their details are also mentioned in the app.
- Reminders are also set by the app for physician visits.



General Findings on learning

1. making available the manufactured product to the customer & consumer. And also detail about the actual filed work of detailing the products customer.

- Basically, it is divided in 3 parts as primary, secondary and tertiary part.
- Primary – Supply of products from manufacturing company to the distributors
- Secondary – Distribution of products from distributors to the chemist/ Retail pharmacy
- Tertiary- products from chemists to the consumer



2. Learning from field work

- RCPA- Retail Chemist Prescription Audit
Feedback and tentative market analysis of the product before and after visiting the Doctor.
- Detailing:
 - Detail about the company to doctor.
 - Intro about special offerings, activities by the company. For GHC, it included detailing about the GHC flagship program that is HHH.
 - Give information about all the products by showing VA
 - Detailing about specific product by showing VA
 - Gifting (in some cases)
 - Giving LBL to the physician

3. Stockist details

- ✓ In the start of the month, how much quantity of the product is required is noted and demand of that quantity is made by area manager to stockist. Area manager will try to convince to higher quantity of products for this month. And also assure him that we will make them sell.
- ✓ Selling of that quantity is done during whole month and field work is done for increasing the sale of that quantity.
- ✓ At the end of the month, stockist will inform about the total sale of the product to the area manager by sending them mail regarding sale. And this information is given to higher management.
- ✓ Area manager analyses the total sale and hence place order according to previous sale
- ✓ Mail mostly contain the opening stock, opening value, closing stock and closing value of products.
- ✓ Following is the email received from stockist to our area manger during our field work:

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RUDRAKSH PHARMA

SHOP NO-1 GR FLR,FIRST FLR & SEC FLR HEM VARSHA BUILDING,SURVEY NO 622/6B/,665/10 GHAR NO-704/0480/K/002 GOLE COLONY NASHIK

Phone : 0253-2316711/12/13/98/9823222381 E-Mail : rudrakshpharma@gmail.com

D.L.No. : MH/NZ1/20B-361223/21B-24/20C-25/20D-26/20F-27

GHC DRUGS AND PHARMACEUTICALS PVT.LTD STOCK & SALES STATEMENT 01-06-2021 - 30-06-2021

PRODUCT DESCRIPTION	OPENING STOCK	OPENING VALUE	RECEIVE QUANTITY	RECEIVE VALUE	ISSUE QUANTITY	ISSUE VALUE	CLOSING STOCK	CLOSING VALUE
DICLOGOOD T 30 GM 30GM	30	2820.5	0	0	12	1253.6	18	1692.3
GOODCLAUSI 5ML SUSP 10*5ML	360	9450	0	0	36	1050	324	8505
GOODFLEX SP TAB 10S	60	2957	0	0	0	0	60	2957
GOODFLEX T TAB 10S	60	5368	0	0	0	0	60	5368
GOODMINIC DROP 15ML	108	4426.2	0	0	6	273.2	102	4180.3
GOODMINIC DX SYRUP 100ML	120	6911	0	0	0	0	120	6911
GOODMINIC LS DROPS 15ML	96	2956.8	0	0	42	1437.45	54	1663.2
GOODMINIC LS PLUS SYRUP 100ML	120	6268	0	0	30	1741	90	4701
GOODMINIC LS SYRUP 60ML	108	4136.4	0	0	108	4596.3	0	0
GOODMINIC P 250 SYRUP 60ML	108	4715.1	0	0	30	1455.25	78	3405.35
GOODMINIC P SYRUP 60ML	120	5066	0	0	24	1125.8	96	4052.8
GOODMINIC SYRUP 60ML 60ML	108	4715.1	0	0	0	0	108	4715.1
TOTAL	1398	59790.09	0	0	288	12932.6	1110	48151.05

Conclusive Learning:

- **By performing field work,** we got to know about salesforce structure, detailing of the product, current market analysis by keeping our product in mind, competitors analysis and communication aspects while detailing, process of demand and supply of the product in detail.
- **By preparing brand plan,** we got to know about how annual planning of a brand.

Its SWOT analysis, Product insights, preparation VA and LBL, marketing strategies, activities for the doctors, customer insights, competitors' aspects, and the changes needed to be done for improved sale of the product.
- **By preparing digital marketing strategies,** we learnt various key points of digital marketing. Content creation, social media handling, marketing using different social media like Facebook, email, LinkedIn, SMS etc. and strategies which should be implemented for successful digital marketing.

Limitations:

- Time required for detailing.
- Visiting time and date given by physicians.
- Chemists' feedback.
- Information given by MR during detailing.
- Lack of knowledge of medical rep about the products.
- Availability of products
- Number of competitors

Suggestions for improvement:

- Stay updated by competitors brand in more effective way like focusing more on chemist feedback.
 - Keeping information about activities performed by competitors for physician.
 - The way competitor is presenting is brand to doctors
 - Need to focus on in-clinic effectiveness
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Project Report



Introduction

- In this pandemic all of the Pharma organization are moving towards the digital marketing. It is the most cost effective way to reach maximum audience. It helps in creating brand awareness effectively and thus results in engaging audience with our brand. Thus, for effective digital marketing, some strategies should be derived so that our product will reach to maximum targeted consumers. A brand plan should be made for the overall success of product.
- While working as marketing intern in GHC drugs and pharmaceuticals, we explored many more strategies and different ways to reach maximum audience digitally.
- We worked on deriving different digital marketing strategies, preparing content for the marketing of products assigned to us, and made complete brand plan for the respective products and its SKU's as a part of our project.
- Apart from the project work we worked in the field with our area manager, medical representative, and marketing head of GHC. This helped us in improving our skills and knowledge about marketing and sales of the product.

Research Question:

What could be the effective brand plan and digital marketing strategies to reach maximum targeted audience for Azigood?

Objectives:

- To formulate brand plan for Azigood
- To promote the Azigood through digital platform.

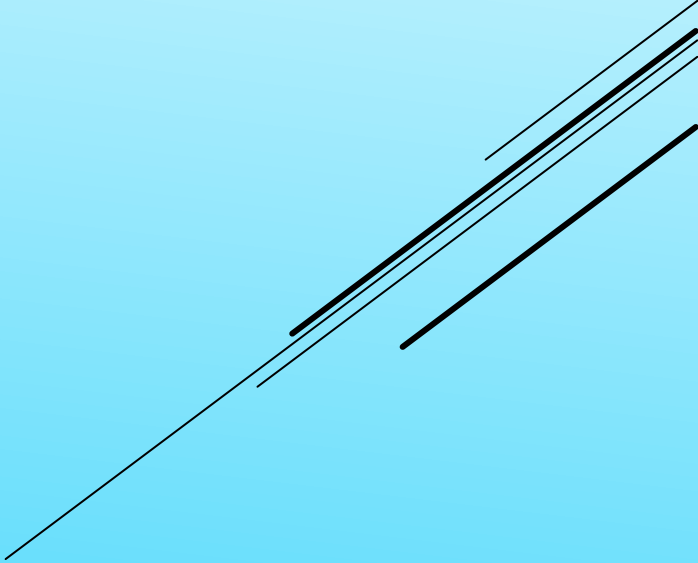
Research methodology, sampling, and data collection:

- **Type of study:** Descriptive study
- **Data Collection:** Secondary data received from the GHC drugs and pharmaceuticals
- **Sample size:** Total sample size taken was 77 physicians among which 7 consulting physician, 2 ENT, 14 general physician, 6 orthopaedic, 47 paediatrician, 1 TB and chest. (for SMS marketing)
- **Data analysis:** The data analysis for the present study was done by using simple statistical tools such as those in MS Excel

Brand Plan

We made annual operating plan for Azigood and its one more SKU.

In this, we worked on:

- Market overview
 - Communication Strategy
 - Situation analysis: Customer Insights and SWOT
 - Key strategy incentives
 - 2021 Brand strategy
 - Response from medical rep and PMT
 - Customer insight
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Brief summary

- bacterial infection comes in the anti-infective category which is having highest growth after cardiac.
- Number of different bacteria that can cause illness, and you can become exposed to them in a variety of ways.
- Bacterial infection become relapsing, recurrent and spreads easily
- Most of the bacterial infection required the anti-biotic treatment
- Azithromycin use in middle ear, nose, eye infections, sexually transmitted infections, pneumonia, lyme disease, skin disorders and a range of respiratory infections & diseases is further expected to boost the demand through fy2026.
- Azithromycin is **schedule H** drugs which means only sold under the prescription of registered doctor.
- In Dec 20 the market share of Anti-infective was 10.1% where it gives business of 1396.43cr compare other category
- The sum of MAT value Apr 21 of overall was 670cr and growth rate of azithromycin in 2021 was 24%
- Azithromycin prescribe by all type of physicians in the bacterial infection
- Azithromycin having the more than 550 number of the brands for BA, that means level of competition is very high

TARGET

Target Market Segment	Anti-Biotics
Target Patients	Patient suffering from Bacterial infection
Target Customers with numbers	General Physicians : 7506 Paediatricians : 5138 Consultant Physicians : 701 ENT : 1080 Others : 450 Total : 14875
Patient Profile	Pediatric patient

PRODUCT

SKU- Composition	Year of launch
Azigood drop: 100MG & 200MG/ 5ML (Azithromycin)	2021-22
Azigood Tablets (Azithromycin)	2021-22

Symptoms: Fever, acute respiratory tract infections and lower respiratory tract infections (community acquired pneumonia)



Self-medication

Paracetamol and cold and cough medicines, antibiotics most commonly used antibiotics

Azithromycin – **AZIGOOD 100/200 SUSPENSION**

Patient search through online websites and apps

Patient Journey for Bacterial infection Product: Azigood 100/200 suspension

Condition not getting better
Do the COVID-19 test

COVID-19 test is negative

Medical practitioner- TREATMENT
Doctor will check the patient and with first check-up will prescribe cough syrup, antipyretics and antibiotics

GOODMINIC SYRUP
GOODMINIC DX SYRUP
AZIGOOD 100/200 SUSPENSION

Stabilised

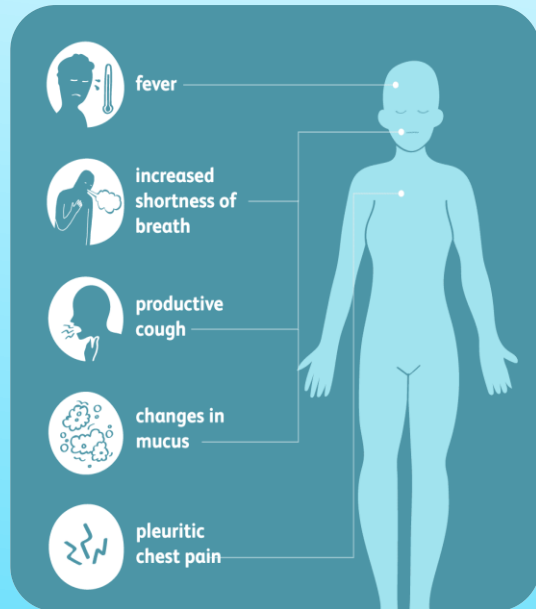
Patient will get relief with the treatment



Non-stabilised

Treatment will be continued with the same prescription or the dose will be increased but not much and additional antibiotics will also be prescribed

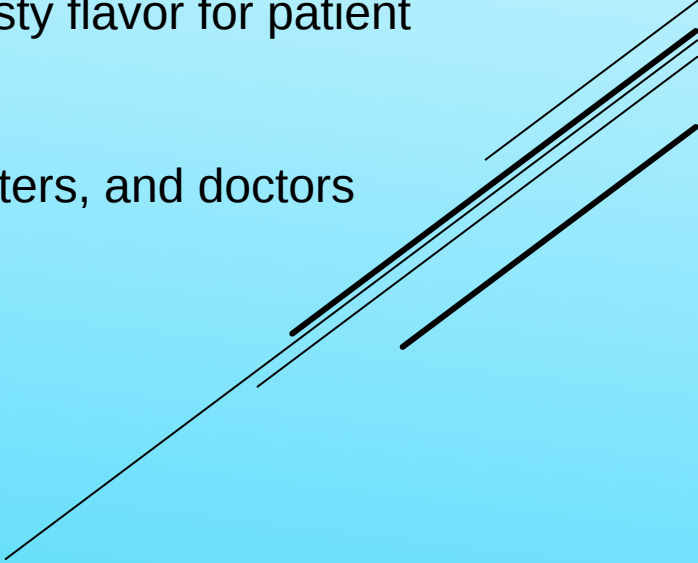
X-ray and blood test will be recommended



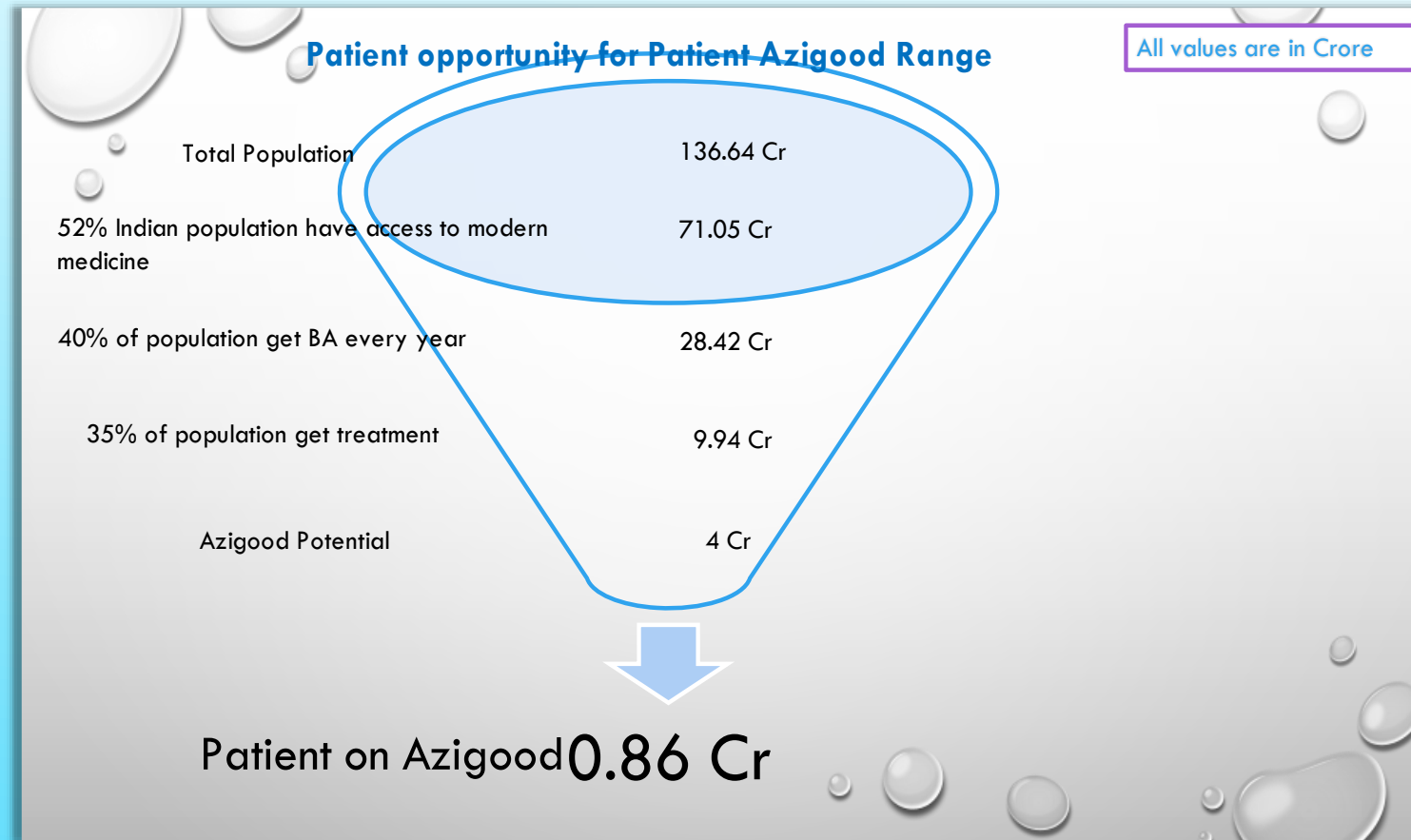
Strategy:

- To make the Azigood most selling brand in India
- Increase the market share up to 2% and make sales of two digit in crore
- Try to tie-up with digital organization to use the digital thinks in more productive way
- Make available our product on website and applications

Market Research and Customer Insights:

- Broad spectrum anti-biotics use in all the infection in pediatrics patients with tasty flavor for patient compliance
 - Prescribed by the all the know physicians which are in contact.
 - Competitors information by interacting with Medical rep, PMT, chemist, distributers, and doctors
 - KOL Understanding : (from field work)
 - Patient will get relief by 3 to 5 days only
- 

Patient opportunity for Patient Azigood Range



Consumer Insights

Doctor	Patients
Key Customers: Paediatrician General Physician, Consultant Physician, ENT Type: Personal Clinic practice, Trade doctors, RMP's, Nursing home, & Small hospitals Profile: Patient outflow of 15-30 in a day approximately (season varies) Needs: To diagnose and find to main problem to treat the patient with better medications to stabilize the bacterial infection Eg. To stabilize the infection related to the eye, ear, nose, skin, throat, respiratory track.	Profile: Most commonly for children's (Pediatric) 1. Patient having the infection over the nose, skin, eye, ear 2. Patient suffering from the continues cough and pain in throat due to bacterial infection 3. Due to continues cough the chest pain is also there due to bacterial infection Needs: To stabilize the bacterial infection with the 3 to 5 days. Reduce the number of dose per day so the resistance will not from faster. Having a tasty flavor which is accepted by children's. Make sure bacteria will not affect again to the patient Medicine should easily available with low cost

Communication strategy

Specialties:	Key Message (communicated through VAF)
Paediatrician	• Available with number of flavor • Required one dose per day and get relief within 3 to 5 days only
General physician	• Help to stabilize the bacterial infection of nose, eye, ear, skin and many more
ENT	• Very less chance of getting infection again • Patient compliance
Consultant Physician	• Low cost, Can be given with other Anti-biotics

Key challenges and critical factors

KEY CHALLENGES	CRITICAL SUCCESS FACTORS
Adopting this new normal	Brand having good patient compliance
Creating leads in this pandemic	Digital Promotion take less investment
Alembic and Cipla is strong competitor for azithromycin	Base on Honour Your Healthcare
Creating Potential costumers	G3 and H3

Brand Objective

Qualitative (Vision Based)	2021	2022
Sales (Rs Cr)	More than 5cr	More than 7cr
Market share (%)	2%	2.7%
Rank	Top 20	Top 10

SWOT Analysis

Strengths

Available in number of flavor which are accepted by children's
less dose required (1 time a day)
Bacterial infection will stabilize with in 3 to 5 days

Weakness

As we are start up so we are having less number of doctor
Pandemic making our work challenging

SWOT

Opportunities

We can tie-up with digital organization to take help and develop our digital plan
By digital we can connect direct to Doctor
Competitors Syrups growth is decreasing

Threats

Competitors having strong place in market
Dynamically changing market

Azigood Range: Key Strategic initiatives

Objective

To make the Azigood most sealing brand in India and to become top 10 in all brand

Strategy: 1

Key challenge: Less physical interaction due to COVID-19

Strategy: Improve the Digital platform and try to interact with doctors

Key tactics:

- Radio Mirchi
- Publish dr. paper in New paper
- GHC App
- Arrange the special webinar for paediatricians
- Website for paediatrician
- 1 to 1 emails
- Blogs creation
- Multi channel marketing
- Increase traffic on our website by SEO
- Digital VA
- Online promotions

Strategy: 2

Key challenge: Digital adoption

Strategy: Try to tie-up with digital organization to improve the promotion through digital platform

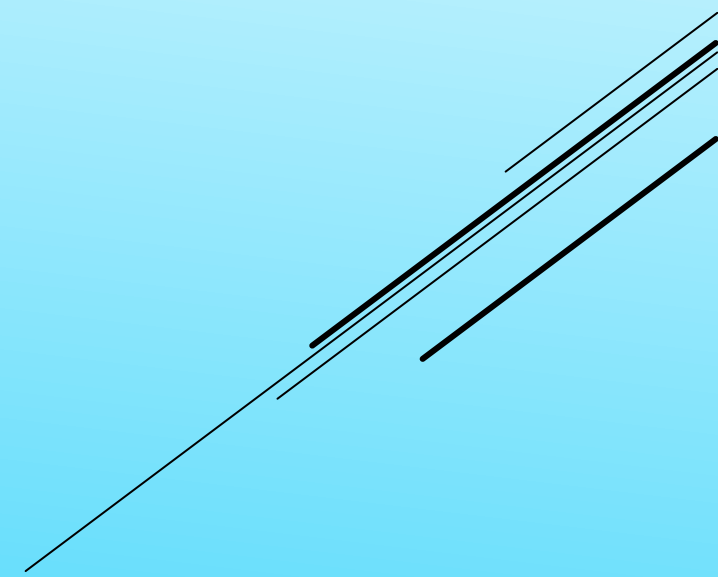
Key tactics: Make our employees familiar with digital platform.

Training for medical rep to how to interact with Dr. by this digital platform

Strategy: 3

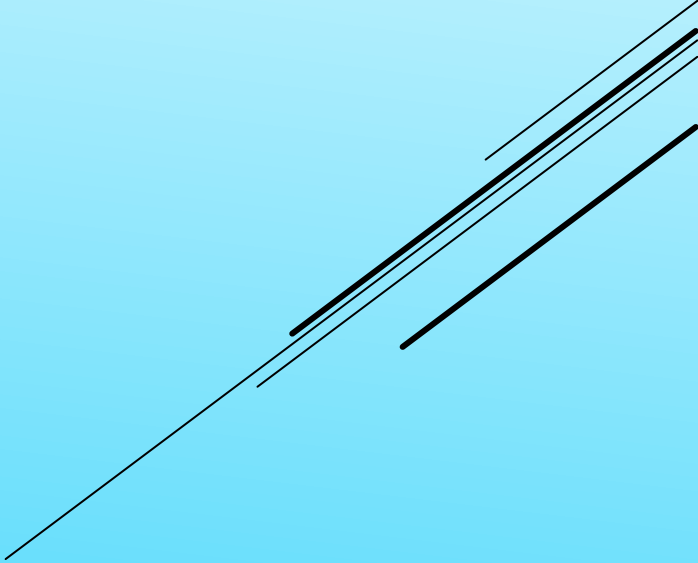
Key challenge: Honor our Healthcare heroes through by digital platform (Pediatricians)

Strategy: To contact the all pediatricians for this program



THE BIG IDEA / THE BRAND CAMPAIGN (PROPOSED THEMES)

PROPOSED

- ▶ G3: **G**ood product, **G**ood science, **G**ood relationship
 - ▶ H3: purpose of **H**appiness, culture of **H**elpfulness & philosophy of **H**onoring healthcare heroes
 - ▶ Tasty Flavor to all
 - ▶ Keep growing
 - ▶ Lets fight with infection
 - ▶ When infection strikes
 - ▶ Most preferred anti-biotic
- 

Visual Aid for communication



In Treatment of Bacterial Infections

AZIGOOD 100/200TM SUSPENSION

Azithromycin 100/200 mg/ 5ml

The Preferred Antibiotic

AZITHROMYCIN

- Broad-spectrum Macrolide antibiotic
- Treats various bacterial infections of the GIT, lungs, throat, skin, nose, eye and ears
- Kills or stops the growth of bacteria causing the infection
- Convenient once daily dosage regime

INDICATIONS

- Community-Acquired Pneumonia
- Acute bacterial Otitis media
- Skin and soft tissue infections
- Acute bacterial Sinusitis
- Pharyngitis/Tonsillitis



COMPOSITION

AZIGOOD 100 SUSPENSION

Each 5 ml contains:

Azithromycin 100 mg

AZIGOOD 200 SUSPENSION

Each 5 ml contains:

Azithromycin 200 mg

DOSAGE

SUSPENSION

Once daily for 3-5 Days,
preferably in the morning
(10 mg / kg / day)



When infections strike

Azigood

100

200

500

100mg and 200mg Syrup and 500mg Tablet

In bacterial infection

GIT

EYE

EAR

SKIN

NOSE

LUNGS

THROAT

Solution



Azigood

Once a day macrolide

Most preferred anti-biotic



Azithromycin

- 100/200mg per 5ml
- Broad spectrum macrolide antibiotics
- Kill and stop the Growth of bacteria causing infection
- Convenient once daily dosage regime

Indication

- Community acquired Pneumonia
- Acute bacterial Otitis bacteria
- Skin and soft tissue infection
- Acute bacterial sinusitis
- Tonsillitis

Dosage:

Once daily for 3-5 days
Preferably in morning
10mg/kg/day

AZIGOOD

Lets began this fight

100MG AND 200MG SYRUP AND 500MG TABLET



Azithromycin

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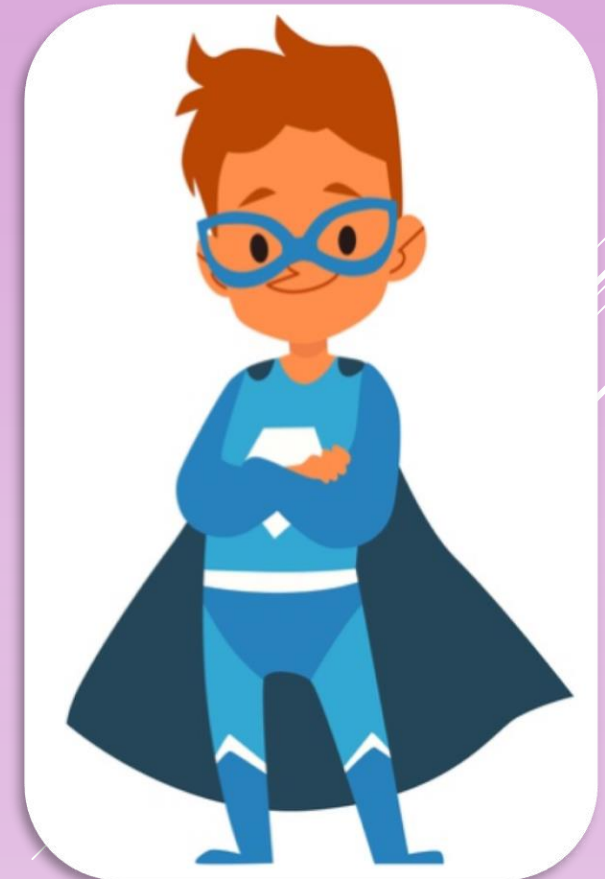


Azigood give
your goodness

In bacterial infection of
GIT
Eye
Ear
Skin
Nose
Lungs
Throat

Dosage:

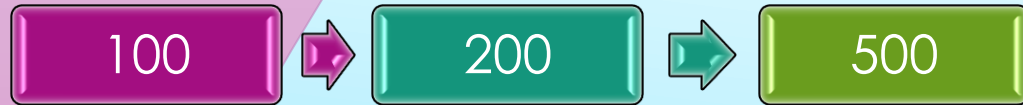
Once daily for 3-5 days
Preferably in morning
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AZIGOOD

Lets began this fight

100MG AND 200MG SYRUP AND 500MG TABLET



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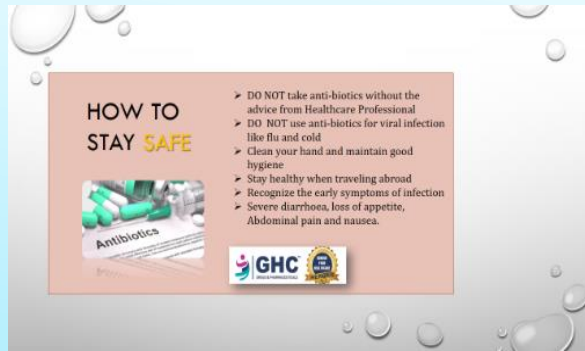
In bacterial infection of
GIT
Eye
Ear
Skin
Nose
Lungs
Throat

Dosage:

Once daily for 3-5 days
Preferably in morning
10mg/kg/day



Content for social media posting



MISUSE OF ANTI-BIOTICS

If we use antibiotics when not needed, we may not have them when they are most needed



GHCTM
DRUGS & PHARMACEUTICALS



HOW TO STAY **SAFE**



- DO NOT take anti-biotics without the advice from Healthcare Professional
- DO NOT use anti-biotics for viral infection like flu and cold
- Clean your hand and maintain good hygiene
- Stay healthy when traveling abroad
- Recognize the early symptoms of infection
- Severe diarrhoea, loss of appetite, Abdominal pain and nausea.



6 FCATS ABOUT ANTI-BIOTICS

Anti-biotics are life saving drugs



Some ear infection DO NOT requires an anti-biotics



Green coloured mucus is NOT sign that anti-biotics needed

Anti-biotics only treat bacterial infection



Most sore throat DO NOT requires anti-biotics



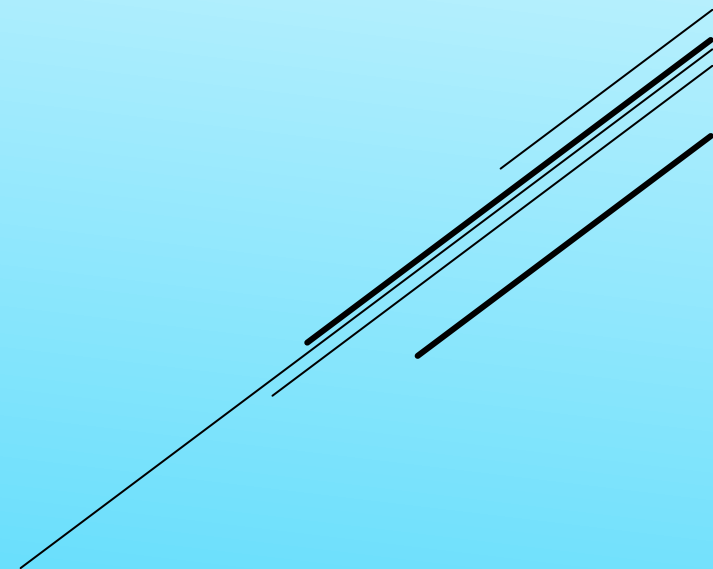
There are potential risks when taking any prescription drugs

Online promotion



MARKETING STRATEGIES

Email marketing



Respected sir,

I hope this email finds you in good health

Dr. I am Sudarshan Phatangare proudly represent GHC drugs and pharmaceuticals, where the GHC stand for good health care for all. Our mission is to provide the good quality of medicine for all.

Here is the solution for bacterial infection for pediatric patients: Azigood 100-200 syrup; which contain the Azithromycin 100 and 200mg.

In bacterial infection (of eye, ear, nose, skin, throat, lungs and GIT)

This syrup is available in 2 to 3 type of flavor and required only one dose per day for 3 to 5 days only. If you required more information or want to clear any doubt then feel free to rich us on given contact

Sending warm regards,

Sudarshan Phatangare

GHC Drugs and Pharmaceuticals Pvt. Ltd



Azithromycin for community treatment of suspected COVID-19 in people at increased risk of an adverse clinical course in the UK (PRINCIPLE): a randomized, controlled, open-label, adaptive platform trial

Hello Doctor,
Hope this Article will find you the better information about Azithromycin.

In this trial of interventions for people with suspected COVID-19 within 14 days of symptom onset, and at increased risk of complications, azithromycin plus usual care did not substantially shorten the time to first self-reported recovery or decrease the risk of hospitalization.

Azithromycin, an antibiotic with potential antiviral and anti-inflammatory properties, has been used to treat COVID-19, but evidence from community randomized trials is lacking. We aimed to assess the effectiveness of azithromycin to treat suspected COVID-19 among people in the community who had an increased risk of complications.

The link of the article is provided with the same mail: [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(21\)00461-X/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(21)00461-X/fulltext)

For more information visit our website or contact us: www.GHCdrugsandpharma.in

Sending warm regards,
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- ▶ <https://www.sciencedirect.com/science/article/abs/pii/S0163725814000552>
- ▶ <https://academic.oup.com/aje/article/190/4/491/5898696?login=true>

Radio Mirchi series

- Presently, **radio broadcasting** gets coverage in 24 languages and 146 dialects all across **India**. **111 million** households own a **radio** set in the country.
- Invite the KOL from different department to our program to discuss the latest trending topics on health
- We will invite each KOL every month. And will do the adv. of that program on different social media so people get to know about the program



NEWS PAPER

- The **Indian** Readership Survey (IRS) data released for Q1 of 2019 reveals that the overall readership of **newspapers** has grown from 407 million readers in 2017 to 425 million readers at the end of the first quarter of 2019
- We will publish articles of doctors in daily news paper, here we can do branding of Our company in news paper

Double whammy
Covid with comorbidity ups stroke risk
Infected patients with other health ailments at 10 times higher risk of stroke, say neurologists in city

Kuldeep Tiwari
@timesgroup.com
TWEETS @kuldeepsMIRROR

Hiten Shah (64, name changed) and his family were relieved when he recovered from Covid-19, but that relief did not last long. Two weeks after he was discharged from the hospital, where he had been admitted for 14 days for Covid treatment, Shah had to be hospitalised again as he suffered a brain stroke.

According to experts, people with comorbid conditions who get affected by Covid are 10 times more likely to suffer stroke compared to those not infected by the virus. Though Shah survived the stroke, it affected his health badly as he has diabetes and hypertension too. He is recovering gradually.

According to Dr Sagara Betal, neurologist at CIMS, 75 per cent of Covid patients who had suffered a stroke had comorbid conditions, while the remaining 25 per cent did not have comorbidities but were either obese or habituated to smoking. "Patients with moderate to severe Covid condition and having comorbidities are more prone to stroke. Chances of such patients suffering a stroke is 10 times higher than non-Covid persons with comorbid conditions."

Agreeing with the theory, Dr Shalin Shah, a neurologist at SVP Hospital and vice-president of Academy of Neurologists of Ahmedabad, told Mirror, "We have treated Covid patients who have suffered stroke. There were also cases wherein people came after a stroke and later tested positive for Covid after examination." "We have collected and shared data of stroke cases among Covid patients for publication in the neurology journal," Dr Shah said.

He added, "High inflammation in the body, high level of CRP (c-reactive protein) and D-Dimer tests are also indications of possibilities of stroke in Covid patients." Considering this condition, doctors prescribe anti-coagulant medicines to Covid patients with comorbidities to prevent formation of clots.

Dr Mukesh Sharma, a neurologist at Apollo Hospitals, said, "We have observed that patients suffer stroke between second and fourth week of getting infected by coronavirus. Therefore, prescribing anticoagulant medicines to such patients with comorbid conditions is a must."

He added "About 5 to 10 per cent of Covid patients with comorbid conditions are highly susceptible to stroke. Therefore, such patients have to be given thrombolysis or thrombolytic therapy (treatment) to dissolve clots in blood vessels and improve the blood flow. This is done to prevent damage to tissues and organs."

He explained that thickening of the blood blocks the vessels of the brain and heart, leading to the possibility of stroke and cardiac arrest.

Dr Pragnesh Joshi, vice-president of Indian Medical Association, said, "We have observed that in many Covid cases, patients died despite no lung infection. It was found that they had died of a stroke. There is scientific evidence showing cases of stroke and cardiovascular problems in the patients."

“Patients with moderate to severe Covid condition and having comorbidities are more prone to stroke. Their chances of suffering a stroke are 10 times higher...”
Dr Sagar Betal, Neurologist

“Patients suffer stroke between 2nd and 4th week of coronavirus infection. Prescribing anticoagulant medicines to patients with comorbid conditions is a must”
Dr Mukesh Sharma, Neurologist

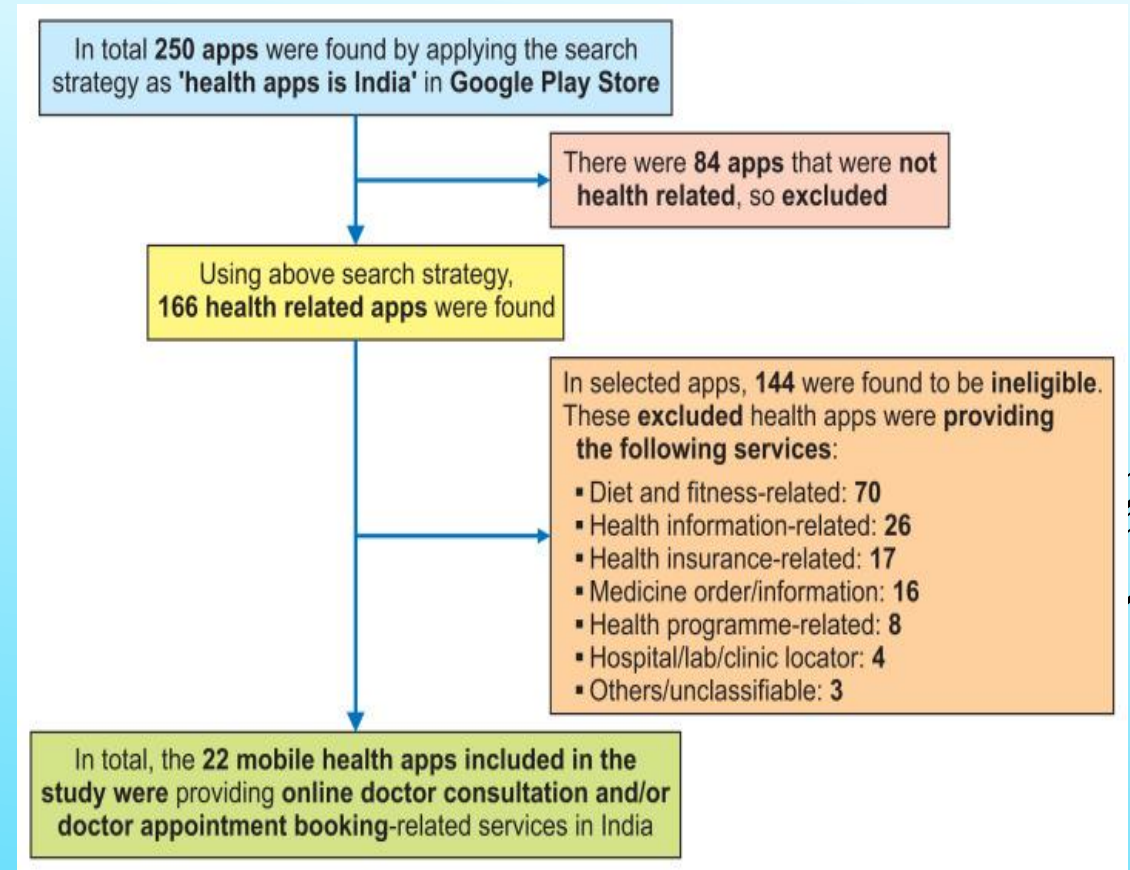
“Patients with comorbidities must not skip medicines as it can lead to stroke. Covid patients are more prone to it... they have to be extra careful”
Dr Dushyant, President, Academy of Neurologists, Ahmedabad

GHC Application

Do adv. of this app on various platform

Facilities on App:

- Telemedicine
- Mobile Applications
- Referral and Consultation
- Appointments and Schedules
- Delivery of Health Care
- Provide medicines from same app
- Make available the Articles
- Daily news related to health
- Registered all the doctors on app



WEBSITE OF GHC

www.ghcdrugsandpharma.in

- Detailing of company
- Detailing about products
- Number of articles
- Weakness of Competitors
- Chat bot
- Make available all the information which doctors are required
- Increase traffic on website by using SEO

WEBINAR

A webinar by Pediatricians to all doctors and parents



★★★★★ **Join us Virtually** ★★★★★

International Webinar on Pediatrics & Neonatology

IWPN 2021

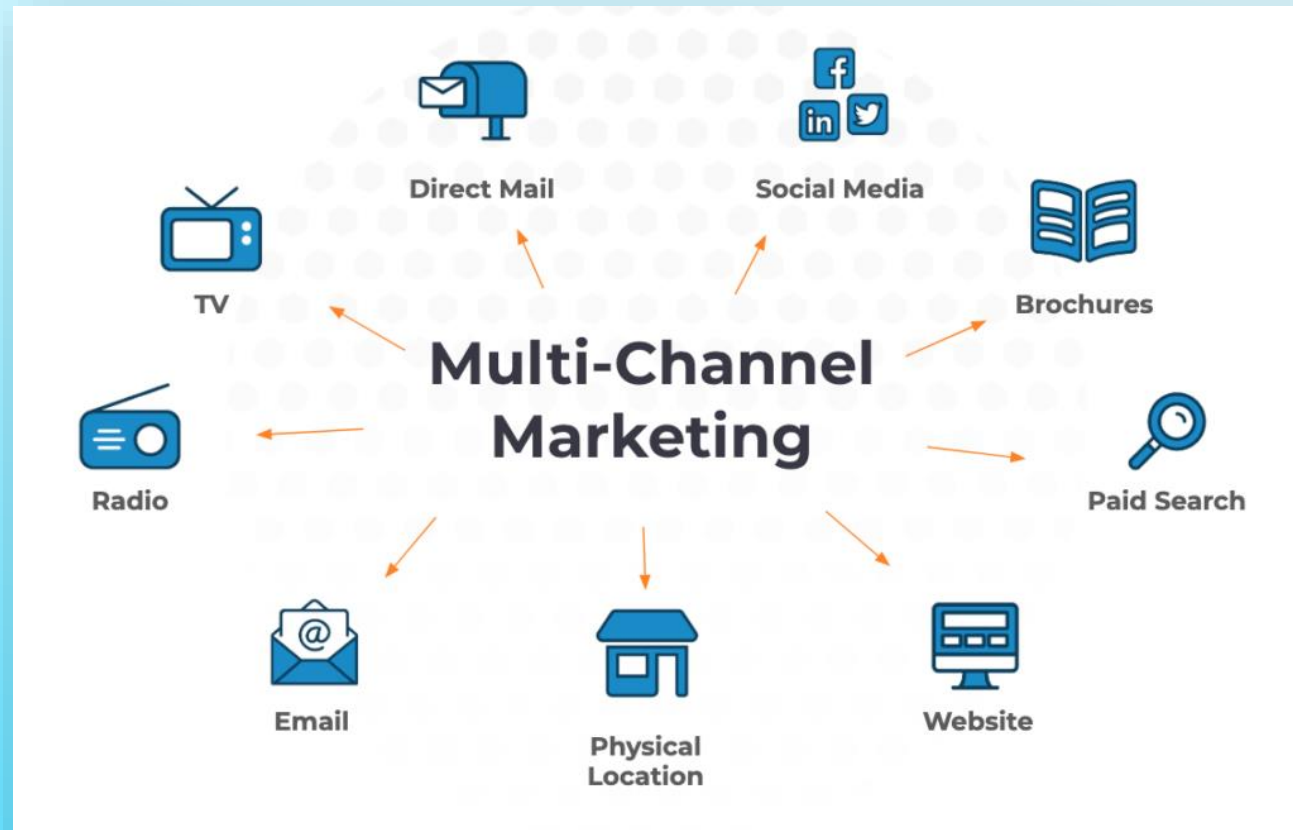
📅 Mar 08-09, 2021 ⌚ 12:00 - 19:00 GMT

Abstract Submission are open
Now, Visit website for more updates

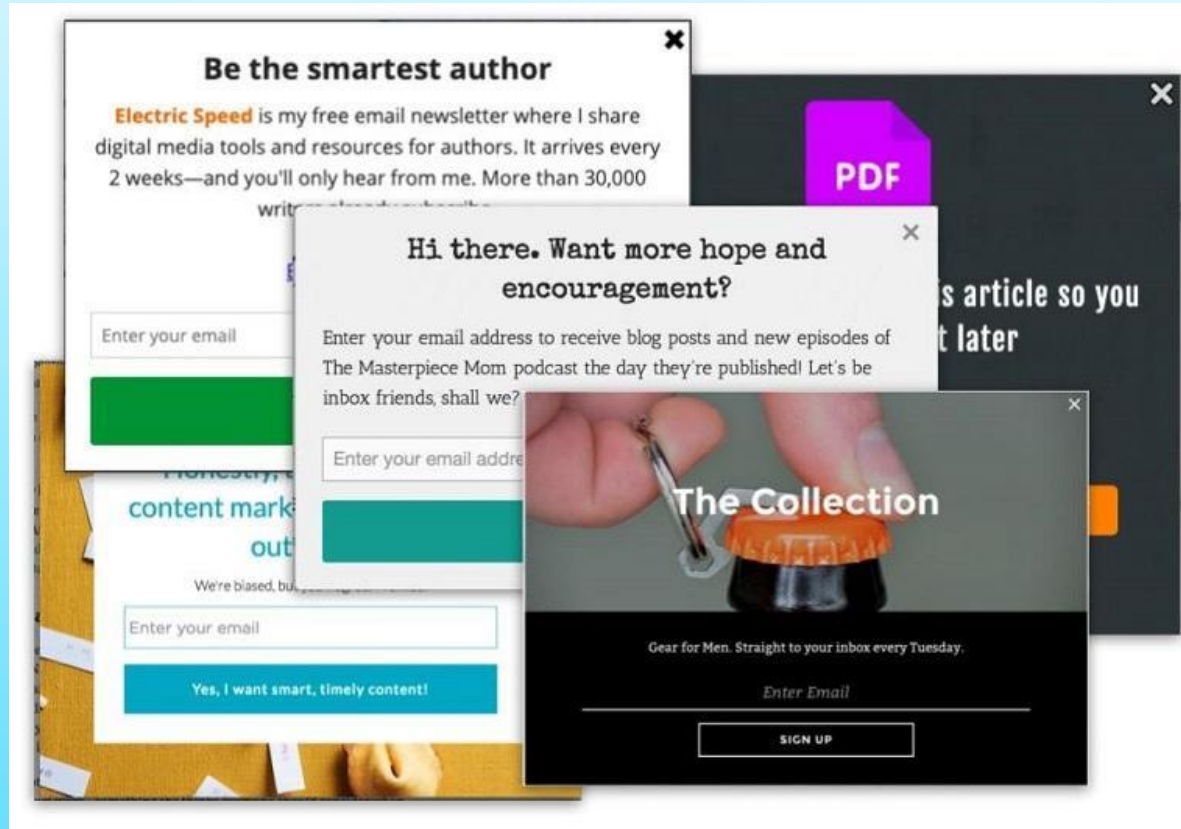
👇

The banner features a photograph of a smiling baby being examined by a doctor in a white coat. The text is white on a dark blue background with gold star borders on the sides. An orange arrow points downwards from the text 'Now, Visit website for more updates'.

Multi-channel marketing



Pop-up Adv.



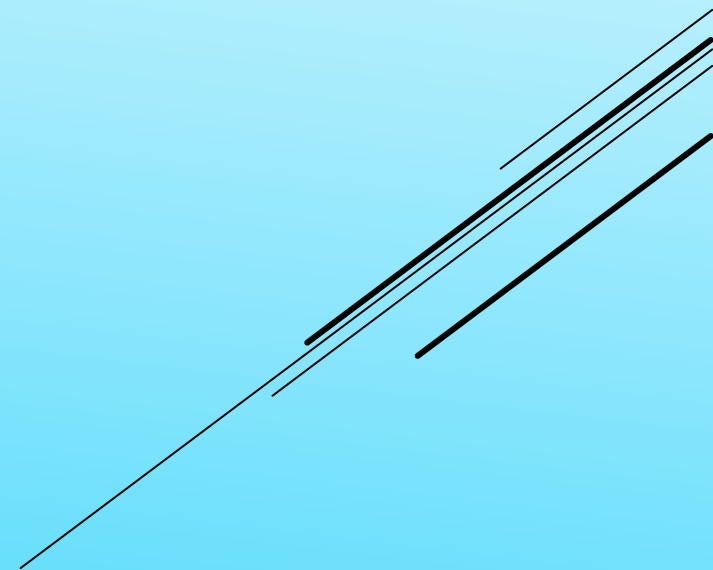
QUOTES ABOUT ANTI-BIOTICS

- ▶ *You have to teach early and often... because education has the half-life of a beta-lactam*
- ▶ *Azithromycin is like Robin, not Batman. Should not fight alone*
- ▶ *When it comes to infectious diseases and antibiotics, there is only do or do not, there is no try*
- ▶ *To learn how to use antibiotics, one must first learn how not to use antibiotics*
- ▶ *Antibiotics kill bacteria, not your anxiety. Stop the 'just-in-case' indications*
- ▶ *The most expensive antibiotic is the one that does not work*
- ▶ *Broad spectrum antibiotics are not a substitute for rational thought*
- ▶ *Do not be the first to use an antibiotic, because you risk toxicity. Do not be the last to use an antibiotic, because you risk efficacy*
- ▶ *Antibiotics available for people who do not know what they are doing should be those that can do the least harm*

Special day campaign

Special days	Month	Objective	Doctors profile
World Health Day	7 Apr	For the program of Honor our Healthcare	Paediatrician General Physician, Consultant Physician, ENT

DATA ANALYSIS



AWACS ANALYSIS – MARKET, BRAND , COMPETITION

- The biggest competitor for our brand is **Alembic** ltd

All values are in Crore

MAT DATA OF COMPETITOR

SKU	SKU	Organization	Sum of MAT VAL APR 19	Sum of MAT VAL APR 20	Sum of MAT VAL APR 21
AZITHRAL 500 MG TABLET 5	Tablet	ALEMBIC LTD	89.2	97.2	150.6
AZEE 500 MG TABLET 5	Tablet	Cipla LTD	51.9	60.9	96.9
AZITHRAL 200 MG SYRUP 15 ML	Syrup	ALEMBIC LTD	15.4	15.2	10.1
AZEE 200 MG DRY SYRUP 15 ML	Syrup	Cipla LTD	9.2	10.	6.7
AZITHRAL 100 MG SYRUP 15 ML	Syrup	ALEMBIC LTD	8.6	8.8	6.7
TOTAL			461.6	540.5	670.5

All values are in
Crore

AWACS analysis – market, brand , competition

SKU	TYPE	ORGANIZATION	Sum of MAT VAL GR APR 21	Sum of MAT UNIT GR APR 21
AZITHRAL 500 MG TABLET 5	Tablet	ALEMBIC LTD	54.9	51.8
AZEE 500 MG TABLET 5	Tablet	Cipla LTD	59	55.7
AZITHRAL 200 MG SYRUP 15 ML	Syrup	ALEMBIC LTD	-33.3	-34.8
AZEE 200 MG DRY SYRUP 15 ML	Syrup	Cipla LTD	-32.8	-34.3
AZITHRAL 100 MG SYRUP 15 ML	Syrup	ALEMBIC LTD	-23.7	-28.8
Total			24.4	6.6

TRY TO CONTACT MEDICAL REP OF COMPETITORS

NAME OF MEDICAL REP	ORGANIZATION	DIVISION	RESPONSE
Akash Singh	Alembic Pharmaceuticals Ltd	Specia, antidiuretic, hypertension (Diuretics)	- Zoom meeting with support of the image of Brand in the presentation - What's app and audio calls. - Distributing the PPE kit, Thermometer, Two layer Mask, Sanitizer and other necessary tools which doctors required during their job. In his interview he stated that when the lockdown opens their sales again start to increase
Kiran More	Mankind Pharma	Future, antibiotic, multivitamin	- Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. - Sanitization of the whole hospital - The also give discount to the chemist - Webinar: In covid-19 how should we need to take care of our self by the Doctor and at last branding of the vitamins division
Piyush Talaviya	Alembic Pharmaceuticals Ltd	Specia, Cardiac, Diabetic	- Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. - Offering covid-19 medicines and some immune booster medications to doctor - Virtual conference - Zoom meetings
Mayur Suryavanshi	Alembic Pharmaceuticals Ltd	Pharma, B-lactam Antibiotics	- Distributing the PPE kit, Mask, thermometer, pulse meter, Sanitizer and other necessary tools which doctors required during their job. - Zoom meeting, Audio and video calls through what's app. - CME: is the program arrange by them where one experience doctor use to discuss the topics related to healthcare to other doctors. In this webinar nearly 70 to 80 doctors use to join it.
Rahul Patil	Cipla Ltd.	Gastro	- Distributing the PPE kit, Mask, Sanitizer and other necessary tools which doctors required during their job. - Offering the vitamin tablets and immune booster products to doctor - Zoom meeting, audio, video calls - Online webinars for doctors

TRY TO CONTACT PMT MEMBER OF COMPETITORS

Organization,	Designation, Experience	Strategy they try to use	Strategy they try to use
Cipla Ltd.	Brand Manager 8 Years	PPE kit supply, consulting platforms, online resources for scientific inputs, availability of critical medicines such as Remdesivir and Tocilizumab	- Physical inputs such as visual aids, table top reminders, LBL etc. - Digital outreach via virtual engagement, online webinars, 1 to 1 emails, digital patient education
Cipla LTD.	Brand Manager 4 Years	Increase in digital communication,	- Strong in clinic presence, more physical connect and Dr. calls, - Digital connect, multi-channel marketing
Teva Pharmaceuticals	Product Management Team 2.5 Years	- Teleconsultation and webinar - We provided them hand sanitizers which was the need of the hour, as well we also provide them online programs detailing them about new launches and products.	- Marketing campaigns, proper literature for doctors, weekly meeting of MRs - Virtual meetings, blog
Alembic	Product executive PMT 3 years	- Social media, digital, etc. - Covid-19 inputs	Confidential

Response from Medical store: Most selling brand

Brand name of syrup	Organization	Response
Azee 100-200 Syrup	Cipla	7
ATM 100-200 Syrup	Indicho Pharma	3
Azitus 100-200	Zuventus	1
Azithral 100-200	Alembic	2
Azithrovin suspension	Vintek Pharma	1
Azikem syrup	Alkem Pharma	1
Zithium XL 100mg syrup	Alkem Pharma	1

Brand name of Tablet	Organization	Response
Azee500 mg Tablet	Cipla	10
ATM 500/250 MG Tab	Indicho Pharma	2
Azithral 500mg Tab	Alembic	1

COMPETITION LANDSCAPE

Parameter	Azigood 100/200 ML	AZITHRAL 200 MG SYRUP 15 ML	AZEE 200 MG DRY SYRUP 15 ML	AZITHRAL 100 MG SYRUP 15 ML5
Positioning	Azigood comes under the category of Anti-biotics and mostly use for bacterial infection. & is positioned for the following indications: Infection elated to eye, ear, throat, nose, skin, GIT, respiratory track (Children)	bacterial infection in the ears, lungs, throat, airways, nasal passage, skin and soft tissue, STD	ear, eyes, nose, throat, lungs, skin, and gastrointestinal tract.	ears, lungs, throat, wind pipe, nasal passage and tonsils
Daily cost of Therapy				
Key Specialty	General Practitioners/Pediatricians/ENT/Consultant Physicians	General Practitioners/Pediatricians/ENT/Consultant Physicians	General Practitioners/Pediatricians/ENT/Consultant Physicians	GP/CP/ Optha /Ped
Packaging	Round amber color bottle/ 15ML flavored of American ice-cream, pineapple flavored suspension drops and peppermint suspension drop 15 ml	15ML	15ML	15ML
Sales force size		-	-	-
Strength	Mostly Prescribed by pediatricians because of flavor and less side effect, 1 time a day	Top selling brand	Good packaging	Already there product is top in top selling
Weakness	Less popular right now	More Side effect	NO flavor Expensive	Allergic reaction, side effect 2 times a day
Key Interpretations from Data analytics		-33.3% Growth	-32.8% Growth	-23.7% Growth

the response we get from those posting photos on social media like LinkedIn. From this we can correlate the reach we get in this month of May-2021. The data can give whole information about the posts.

Your post posted on June 30, 2021			×
10 reactions			
2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post	19 people who have the title Salesperson viewed your post	16 people viewed your post from Mumbai Area, India	
IIHMR University 4	Student 18	Hyderabad Area, India 13	
Brane Enterprises Pvt Ltd 2	Business Owner 16	Ahmedabad Area, India 8	
Stallion Laboratories pvt. Ltd 2	Business Development Specialist 8	Vadodara Area, India 7	
Alembic Pharmaceuticals Limited 2	Export Sales Specialist 5	Bengaluru Area, India 6	
Bajaj Healthcare Ltd 1	Marketing Specialist 4	New Delhi Area, India 6	
Limagrain Cereal Seeds, LLC 1	Research Fellow 3	Surat Area, India 4	
JSS University (Jagadguru Sri Shivarathreeshwara University),Mysore 1	Corporate Finance Specialist 3	Indore Area, India 3	
	Business Strategist 2	Chennai Area, India 3	

Your post posted on June 30, 2021			×
9 reactions			
2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post	34 people who have the title Salesperson viewed your post	27 people viewed your post from Mumbai Area, India	
VKT Pharma Pvt. Limited 2	Business Owner 34	Hyderabad Area, India 24	
Aculife Healthcare Private Ltd 2	Student 19	Ahmedabad Area, India 22	
IIHMR University 2	Business Development Specialist 16	New Delhi Area, India 12	
Deloitte 2	Marketing Specialist 10	Bengaluru Area, India 10	
Brane Enterprises Pvt Ltd 2	Export Sales Specialist 5	Vadodara Area, India 8	
Stallion Laboratories pvt. Ltd 2	Consultant 4	Chandigarh Area, India 7	
Conneqt Business Solutions Limited 1	Business Strategist 4	Indore Area, India 6	
	Founder 3	Chennai Area, India 6	

Your post posted on June 22, 2021



11 reactions

2 people from GHC Drugs and Pharmaceuticals Private Limited viewed your post

IIHMR University	3
SUN PHARMA	3
Micro Labs Limited	3
Pharmaceutical Company	2
Cipla	2
Shah TC	2
IPGA Student Forum	2

38 people who have the title Business Owner viewed your post

Salesperson	34
Student	19
Business Development Specialist	14
Executive Director	11
Marketing Specialist	11
Export Sales Specialist	5
Business Strategist	5

32 people viewed your post from Mumbai Area, India

Ahmedabad Area, India	21
Hyderabad Area, India	21
New Delhi Area, India	14
Surat Area, India	7
Bengaluru Area, India	6
Vadodara Area, India	5
Chennai Area, India	5
Indore Area, India	4



Jul 1, 2021 | Duration: 1:09

Doctors who have changed the face of Indian healthcare.
#doctorsday #doctors #doctor #doctorslife #nationaldoctorsday#doctorstrange #doctorsoffice #covid #medical #doctor #healthcare #doctordocor#doctorsonline #doctortobe #surgeon

Engagement highlights

Excludes reshares

5 reactions

0 comments

1 share

Video performance

Audience



Previous 7 days



Weekly

Data is tracked for 25 weeks

26.9 min lifetime

Total minutes this video has been watched, including views less than 3 seconds. Includes sponsored and organic distribution

3.5 min this week

81 views lifetime

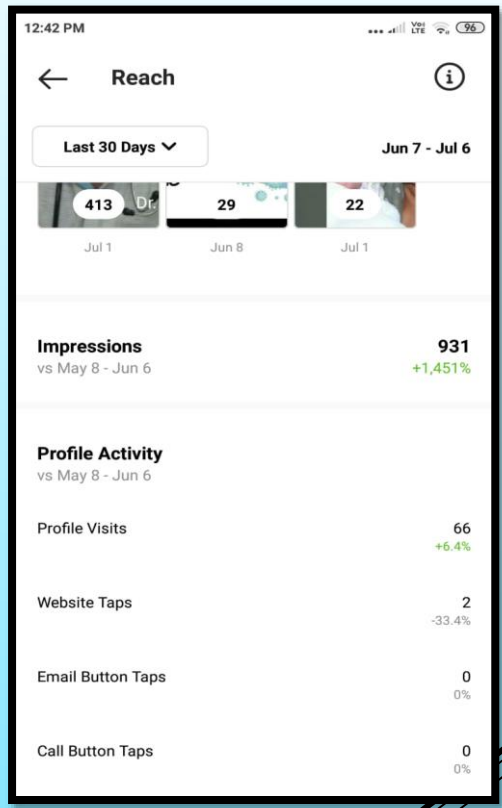
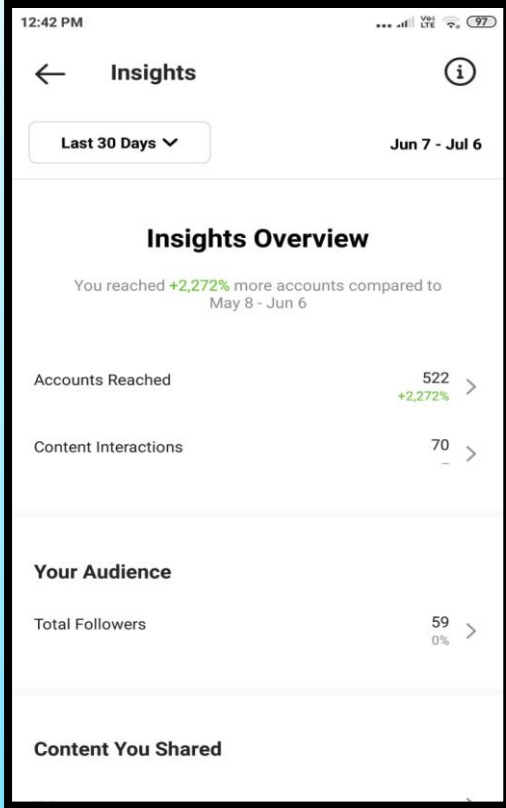
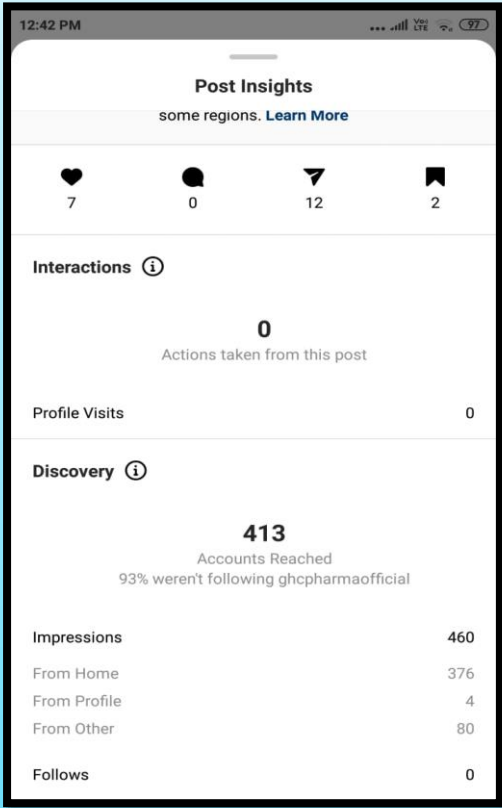
Number of times this video was watched for more than 3 seconds, including sponsored and organic distribution

11 views this week

73 viewers lifetime

Number of unique people who watched this video for more than 3 seconds, including sponsored and organic distribution

10 viewers this week



SUPPORT REQUIRED

Function	Support required
IT	Provide all necessary thinks fro digital adoption
Sales force excellence	Try to implement all online/Digital training in there work to attract the Dr's and reduce the gap between marketing and sales department
Operations & Supply chain	Make sure that all the Required thinks should be available and provide the samples to sales team
HR	Fund required

Conclusion:

- Azigood is getting accepted by physicians due to its differentiating properties.
- Azigood has great opportunity to increase its sale by conducting campaigns and engaging stakeholders with the brand.
- Due the different flavor and patient compliance it is mostly accepted.
- Digital marketing for Azigood has its own benefit as it also comes under OTC product. Hence, digital marketing of this brand will have huge effect on its sale.
- Azigood is one the best product of GHC and going boom in future due to its advantages. It will give the huge market to GHC and help to develop GHC in market.
- GHC flagship program, “Honor your Healthcare Heroes” has its best impact for making a good relation with the healthcare heroes and it’s a great initiative taken by GHC for saluting our Healthcare Heroes.
- The posting on social media help us to connect with more consumers and customer and also help us to get connect with all of the stakeholders. the reach in one month we get on social media was not enough. We need to work on this. The posting time and style should be improve and need to go in more detail about posting time, captions and hashtag we use. Also make sure that we tag the right person in the post to increase our reach

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Annexure:

We visited physicians with our area manager, marketing head and medical representative.

Details of the visit are given below:

Sr. No.	Area Manager	STATE	Doctor Name	Speciality	Area
1	Rahul Patil	MAHARASHTRA	AARTI SURANA IDS	GENERAL PHYSICIAN	NASHIK
2	Rahul Patil	MAHARASHTRA	ABHIJEET M CHAUDHARI	PEDIATRICIAN	NASIK ROAD
3	Rahul Patil	MAHARASHTRA	TUSHAR P BHOGE	GENERAL PHYSICIAN	NASIK ROAD
4	Rahul Patil	MAHARASHTRA	BHUSHAN SALUNKE	PEDIATRICIAN	SINNAR
5	Rahul Patil	MAHARASHTRA	JITEN KSHATRIYA	PEDIATRICIAN	SINNAR
6	Rahul Patil	MAHARASHTRA	SANJAY S NATHE	GENERAL PHYSICIAN	NASIK ROAD
7	Rahul Patil	MAHARASHTRA	PRAMOD PATIL	GENERAL PHYSICIAN	NASIK ROAD
8	Rahul Patil	MAHARASHTRA	DEEPAK AVHAD	PEDIATRICIAN	SINNAR

THANK
YOU

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