

Internship Report

By: **SHAHWEEN KHAN**
(0268)

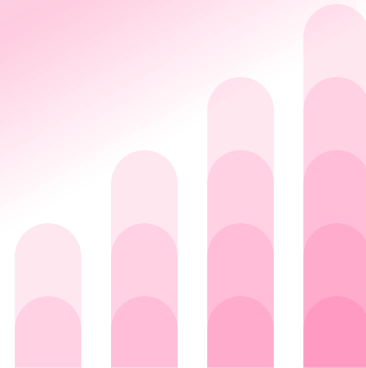
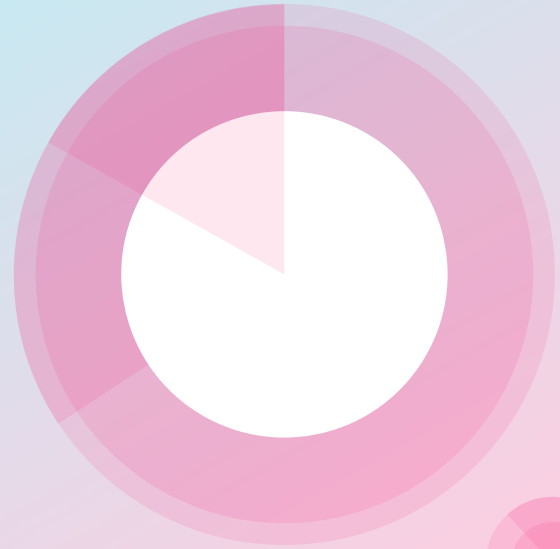
Guided by:

Industry Mentor:

Mr. Prashant Bhamare,
Head, Marketing and Sales
GHC Drugs and Pharmaceuticals

Faculty Mentor:

Dr. Saurabh Kumar Banerjee
Dean, Associate Professor
SPM, IIHMR University, Jaipur





GHC Drugs & Pharmaceuticals Pvt. Ltd.

GHC Drugs & Pharmaceuticals is a non-governmental pharmaceuticals company incorporated on 17th July 2020

Mission

We Promise to provide G3 Good Product, Good Science & Good Relationship through H3 Purpose of Happiness, Culture of Helpfulness & Philosophy of Honoring Healthcare Heroes

Vision

Good Quality for all

Goal

To be in the top 10 ranking in IPM by 2030

Founders Of GHC



Prashant Kumar Pathak,
Founder & CEO

36 Years of rich Global
pharmaceuticals
Experience



Kum Kum Pathak, Co-
Founder & MD

Women entrepreneur,
Consultant with start-
up companies

GHC FLAGSHIP PROGRAM:

Honour your healthcare heroes



- Series of activities conducted across the country to create awareness about the importance of doctors in society
- The only company to hold protest march against 'atrocities' faced by doctors with IMA
- Honouring Healthcare Heroes of different specialities at Mumbai on 03rd Feb'2021 – In association with Indian Academy of Paediatricians & Ortho's

Project objective:

1. To Construct a Patient Journey on Neuropathic Pain
2. To Develop a Strategic Brand plan & Digital marketing strategy & content for Lidopent Gel considering the Brand's Vision & Goal.
3. To perform field visit to reinforce experiential and contextual learning about the current market trends in sales

Task Assigned:



Patient Journey
Development



Brand Plan Preparation



Digital Strategy Preparation
and Implementation.



Field visit

Patient journey for Neuropathic Pain

Symptoms & severity

Presentation & Diagnosis

Treatment Selection

Brand selection & Access

Switching and persistency

- Tingling sensation
- Numbness pain
- Lack of sleep
- Weakness
- Muscle cramps



If needed

- X-Ray
- CT-Scan
- MRI
- Blood test

Mostly prescribed drugs are :

- Anti-seizure drugs like **Gaba-pentin**
- Anti-Depressants drugs like **Nor-tryptiline**
- Local Anesthetics like **Lidocaine** .

Lidopent gel
Contains-Lidocaine (5%), Gabapentin (6%)

- Lesser side effects
- Ease of administration
- Faster & Long-lasting relief
- Greater efficacy

Why Lidopent Gel??

- LIDOPENT Gel contains Lidocaine 5% + Gabapentin 6% in a gel base.
- Modulates calcium channel activity of the nerve cells, also act as Local Anesthetic by blocking pain signals from the nerves to brain thereby decreasing the sensation of pain.
- Shows Quick onset of action & long-lasting relief, while its Lipophilic gel base ensures faster absorption.



Brand Assigned: Lidopent Gel

Brand launch date:
February 2021

Dosage form:
30gm Gel

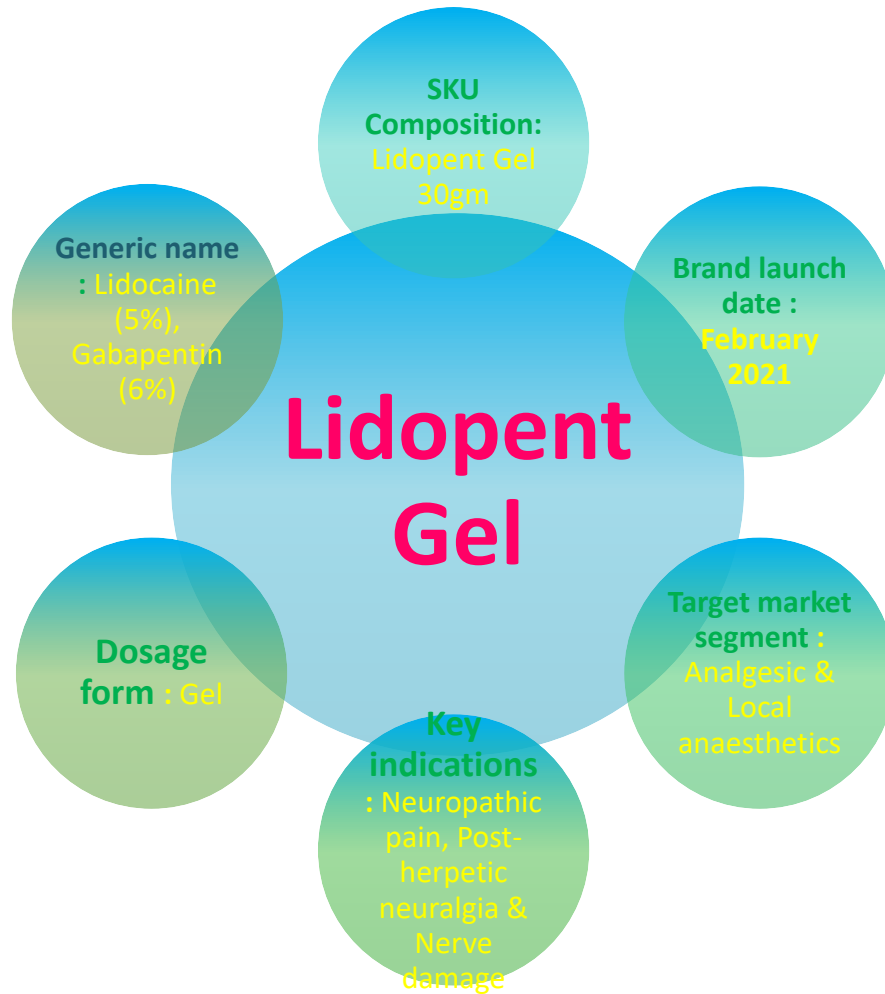
Drug Content: Lidocaine
Hydrochloride (5%),
Gabapentin (6%)

Target market segment:
Analgesic & Local
anaesthetics

USP: Shows quick onset
of action & long-lasting
relief

Key indications:
Neuropathic pain, post-
herpetic neuralgia &
Nerve damage

Mechanism of Action: Modulates calcium
channel activity of the nerve cells, also act as
Local Anaesthetic which works by blocking pain
signals from the nerves to brain thereby
decreasing the sensation of pain.



Brand Plan:

Product Description

Situational analysis

- AWACS
- Competitor Analysis
- SWOT Analysis

Target Market Segmentation

Strategic marketing

- Short Term Strategy
- Long Term Strategy

Digital Strategy

Visual Aid & Financials



in Neuropathic Pain

LIDOPENT™ Gel

Lidocaine Hydrochloride 5.00% w/w + Gabapentin 6.00% w/w + Gel base

Live Pain Free Life

GABAPENTIN

- Decreases pain by modulating calcium channel activity of the nerve cells

LIDOCAINE

- Local Anesthetic which works by blocking pain signals from the nerves to brain thereby decreasing the sensation of pain

LIDOPENT

Relieves Pain, Inflammation caused by

- Nerve damage due to Diabetes, shingles or spinal cord injury
- Postherpetic Neuralgia

COMPOSITION

GEL

Lidocaine Hydrochloride	5.00% w/w
Gabapentin	6.00% w/w

APPLICATION

Apply a thin layer of the medicine to the affected area no more than 3 to 4 times a day and rub in gently and thoroughly.



 **Quick Onset of Action
& Long Lasting Relief**

**Lipophilic Gel base
for Faster Absorption**



AWACS analysis – market, brand , competition

SKU	COMPANY	Sum of MAT VAL APR 19	Sum of MAT VAL APR 20	Sum of MAT VAL APR 21	Sum of MAT VAL GR APR 21	Sum of MAT UNIT GR APR 21
GABAGESIC 5/6 % 30 Gm Gel	HBC LIFESCIENCES PVT LTD	0.0	0.7	0.9	21.3	19.7
GABACURE 30 Gm Gel	HETERO HEALTHCARE LTD	0.0	0.4	0.5	18.5	18.5
GABAQUIL 30 Gm Gel	BION THEARAPEUTICS	0.3	0.3	0.3	7.7	6.3
SENTIDOR 30 Gm Gel	LINUX LABORATORIES	2.0	2.8	2.5	-9.1	-9.1
LIDOGAB 5/6 %30 Gm Gel	ANTHEM BIOPHARMA PVT LTD	0.6	0.5	0.4	-15.9	-15.9



Competition Landscape

Parameter	GHC Drugs & Pharmaceuticals	Competitor 1 (Linux laboratories)	Competitor 2 (HBC Lifesciences pvt. Ltd)	Competitor 3 (HETERO HEALTHCARE Ltd.)
Positioning	Lidopent is generally prescribed for Post-herpetic Neuralgia, Neuropathic pain & in Nerve damage	Gabagesic is used majorly for Neuropathic pain, epilepsy/ seizures .	Gabacure is used majorly for Neuropathic pain	Gabaquil is used majorly for Neuropathic pain
Daily cost of therapy	{245 Rs tube} Almost Rs 8/ day	{240 Rs tube} Almost Rs 8/day	{275 Rs tube} Almost Rs 9.17/ day	{199 Ts tube} Almost Rs 6.4/ day
Key speciality	CP/ Neurologist	CP/ Neurologist	CP/ Neurologist	CP/ Neurologist
Packaging	30 gm gel tube	30 gm gel tube	30 gm gel tube	30 gm gel tube
Strength	- Cost effective - Shows quick onset of action and long lasting effect.	Easily available	Treats long-lasting (chronic) Neuropathic pain	- Cost effective - Good packaging
Weakness	The preparation on the site of application shows redness, itching, etc.	May show reactions on application site like burning, irritation, itching & redness.	Costlier than other alternatives	May show reactions on application site like burning, irritation, itching & redness.
Key interpretations from analytical data	-	Unit growth in 2021 is -9.1%	Unit growth in 2021 is 19.7%	Unit growth in 2021 is 18.5%

SWOT

- The drug combination of lidocaine and gabapentin is highly prescribed by physicians for neuropathic pain
- Shows quicker onset of action
- Promotes long lasting relief

Strength

- The preparation on the site of application shows redness, itching, etc.
- Not available in the market as if for now

Weakness

- GHC is a new brand so will have to face high competition
- Attractive packaging of competitor products
- Cost effective alternatives of competitor's products

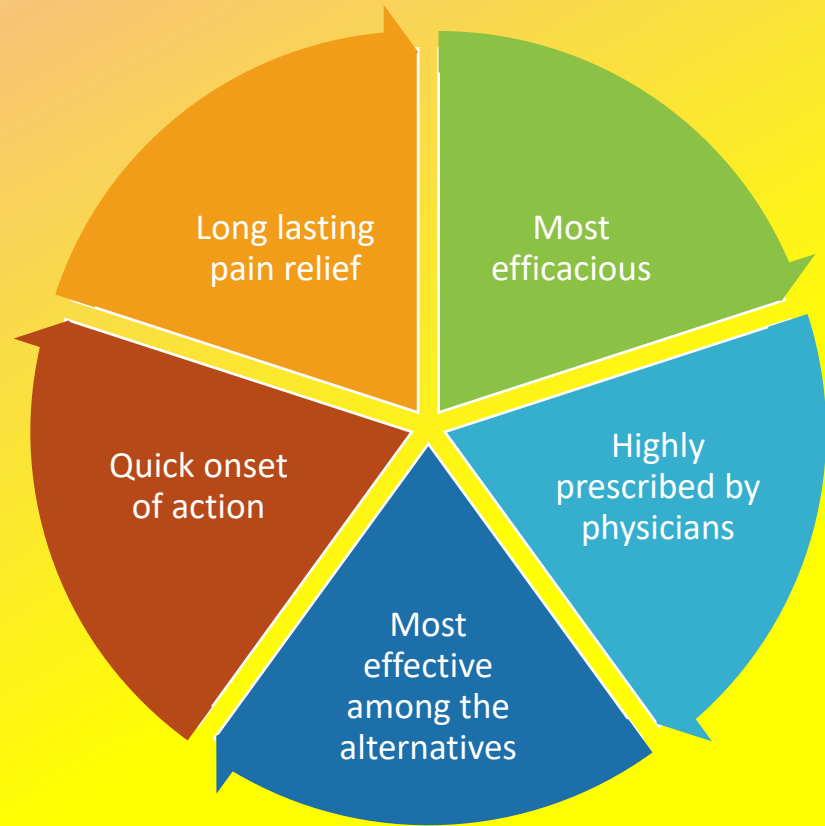
Threats

Opportunity

- High growth rate in this category.
- New brand so can use digital platforms to create a better promotions.



The brand campaign





Digital marketing Strategy

Short run strategy

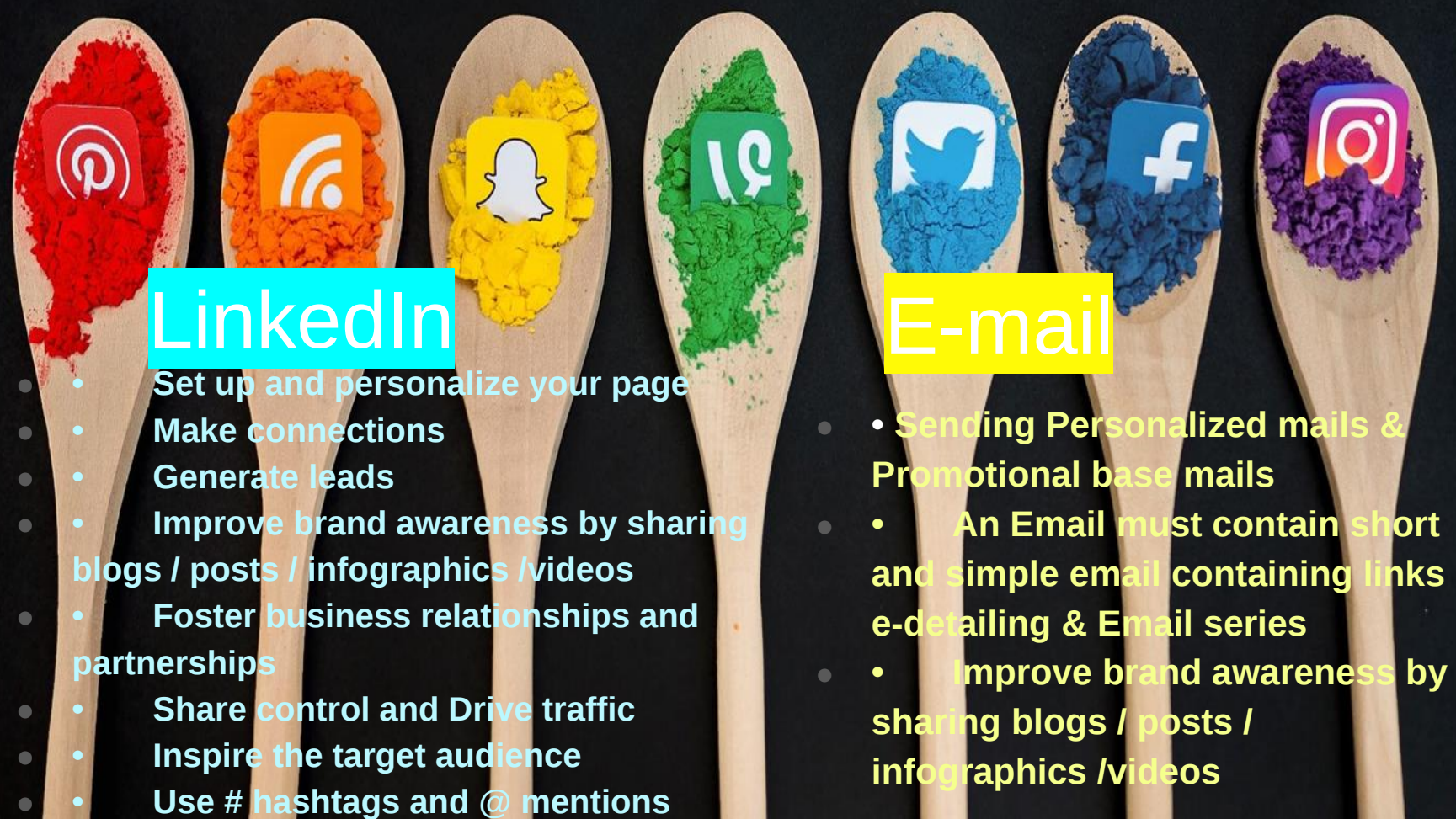
Lidopent Gel :

- To increase the Brand Awareness using various Digital platforms
- To make it the preferred drug by physicians for Neuropathic pain in the Indian Market



Strategies to create knowledge and awareness :

- ✓ **Short survey/ poll can be done with results at the end.**
- ✓ **Video campaigns containing animations can made be for the awareness of the disease.**
- ✓ **Celebrating every day is the best way of reminding the physicians and the normal people about the presence of the company.**
- ✓ **Reputation management**
- ✓ **Multiple posts in Instagram and LinkedIn for creating awareness towards a disease.**
- ✓ **Infographics (Containing facts, special day celebrations)**
- ✓ **Hashtags**



LinkedIn

- Set up and personalize your page
- Make connections
- Generate leads
- Improve brand awareness by sharing blogs / posts / infographics / videos
- Foster business relationships and partnerships
- Share control and Drive traffic
- Inspire the target audience
- Use # hashtags and @ mentions

E-mail

- Sending Personalized mails & Promotional base mails
- An Email must contain short and simple email containing links e-detailing & Email series
- Improve brand awareness by sharing blogs / posts / infographics / videos

Sr. No	Name of the department	Date(s) of Visit	% Of Time Spent	Interacted with (Name and Designation)
1.	Sales department	23 rd June	13.9%	Mr Pushpendra (Area manager, Chhattisgarh)
2.	Sales department	25 th June	21%	• Dr. Indar Nathani (Paediatrician, Raipur) • Dr Aswini Agarwal (Paediatrician, Raipur) • Dr KP Sarabhai (paediatrician, Raipur)
3.	Sales department	26 th June	23.9%	• Dr Anup Verma • Dr Shantanu Verma, (Paediatrician, Raipur) • Dr Manoj Vaishnav, (Paediatrician) • Dr Arun Kumar, (Paediatrician,

4.	Sales Department	27 th June	16.7%	• Dr Rupesh Jain, (Paediatrician, Raipur) • Dr Govind Khandelwal, (Paediatrician, Raipur)
5.	Sales Department	28 th June	22%	• Dr Prashant Kedia, • Dr S Naidu • Dr Puja Dhupar • Dr Kuldeep Verma, (Paediatrician, Raipur)
6.	Sales Department	29 th June	16.7%	• Dr. Indar Nathani (Paediatrician, Raipur) • Dr KP Sarabhai (paediatrician, Raipur)
7.	Sales Department	30 th June	12%	Swapnil Nursing Home's Pharmacy

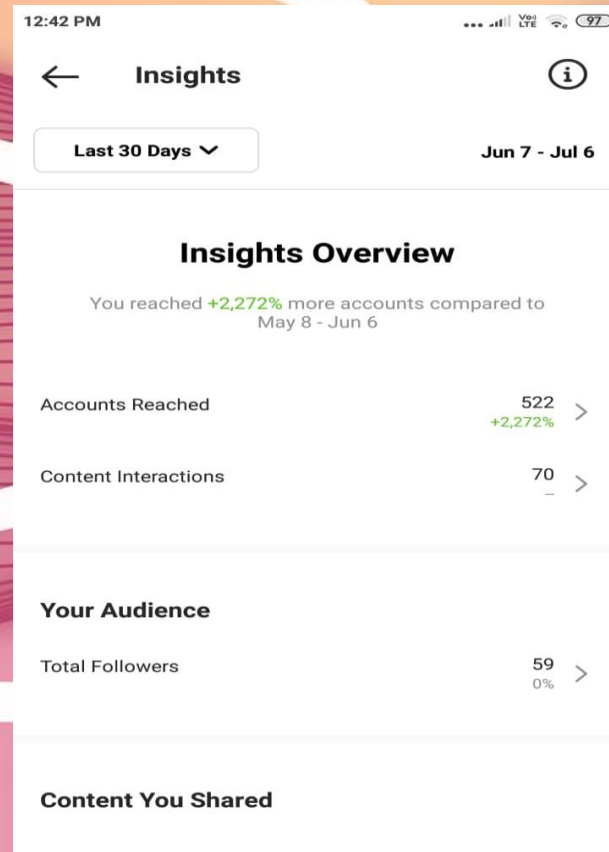
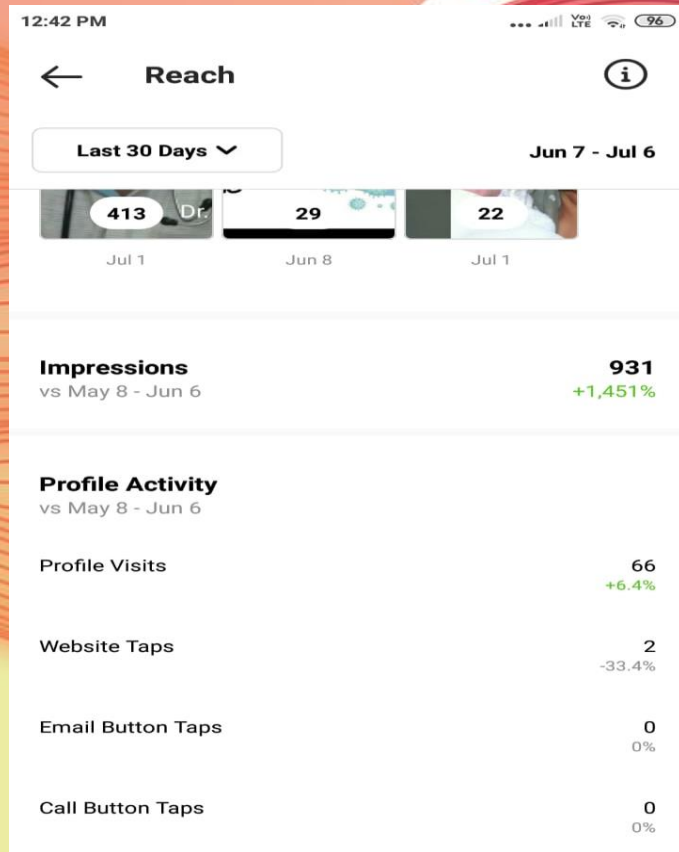
Learnings from the Internship:

- Platform for implementing theoretical concepts
- Exposure to corporate culture
- Insight of actual strengths and weaknesses
- Developing a network
- Refinement of Career goals
- Soft skill development



Analytics from Digital Strategy Implementation

Instagram Analytics



Linked



Jul 1, 2021 | Duration: 1:09

Doctors who have changed the face of Indian healthcare.

#doctorsday #doctors #doctor #doctorslife #nationaldoctorsday #doctorstrange #doctorsoffice #covid #medical #doctors #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

Your post posted on June 30, 2021



9 reactions

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

VKT Pharma Pvt. Limited 2

Aculife Healthcare Private Ltd 2

IIHMR University 2

Deloitte 2

Brane Enterprises Pvt Ltd 2

Stallion Laboratories pvt. ltd 2

Connqet Business Solutions Limited 1

34 people who have the title Salesperson viewed your post

Business Owner 34

Student 19

Business Development Specialist 16

Marketing Specialist 10

Export Sales Specialist 5

Consultant 4

Business Strategist 4

Founder 3

27 people viewed your post from Mumbai Area, India

Hyderabad Area, India 24

Ahmedabad Area, India 22

New Delhi Area, India 12

Bengaluru Area, India 10

Vadodara Area, India 8

Chandigarh Area, India 7

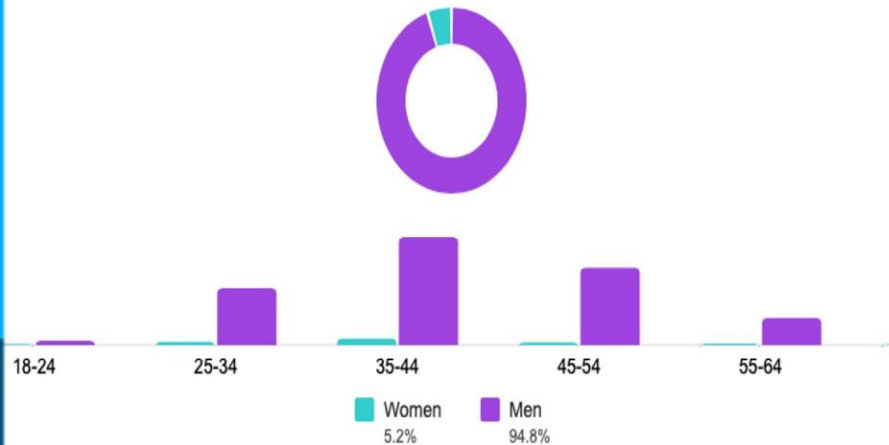
Indore Area, India 6

Chennai Area, India 6

Facebook Analytics

What's New

Potential Audience



Top

Cities

Mumbai, Maharashtra, India

12.9%

Delhi, India

8.3%

Kolkata, West Bengal, India

5.2%

Patna, Bihar, India

5.1%

Hyderabad, Telangana, India

4.9%

Lucknow, Uttar Pradesh, India

3.4%

Bangalore, Karnataka, India

2.8%

Ahmedabad, Gujarat, India

1.8%

