

**“DEVELOPING AN EFFECTIVE BRAND PLAN AND DIGITAL MARKETING
STRATEGY FOR LIDOPENT GEL “**

At

GHC Drugs & Pharmaceuticals

From 10 May 2021 To 2 July 2021

Summer training Report

by

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(0268)

MBA Pharmaceutical management

(2020-2022)

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Head, marketing & sales,

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Faculty Guide:

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Ref.No:GHC/CORPHR/FF/Internship/07-21

24th July, 2021

To Whom Ever It May Concern

This is to certify, that Ms. Shahween khan D/o Mr. Abdul Bari khan, student of Pharmaceutical Management (First Year) of IIMR University, Jaipur has undergone two months internship from 10th May 2021 to 5th July 2021 at GHC Drugs & Pharmaceuticals Pvt. Ltd.

As a part of internship she has completed her study on “**Innovation and Sustainability in Healthcare Sector**”.

During the period of her Internship with us she was found punctual, hardworking and inquisitive

We wish her all the best for future endeavours.

For **GHC Drugs & Pharmaceuticals Pvt. Ltd.**



Chief Corporate Affairs & HR

Acknowledgements:

Firstly, I would like to thank Almighty God for everything I am blessed with.

During my entire internship, I got advice, suggestions and co-operation from many people which have influenced, inspired, and helped me in gaining knowledge.

I would like to express my deep sense of admiration to **Mr. Prashant Kumar Pathak, founder & CEO, GHC Drugs & Pharmaceuticals pvt. ltd.** for providing me this opportunity to develop myself professionally and personally. I am also thankful to my Project Mentor **Mr. Prashant Bhamare, Head of Marketing and Sales, GHC Drugs & Pharmaceuticals pvt. ltd. & Mr Arun Kapoor (CMO & corp. communication)** for his valuable suggestions and support throughout the project

I would like to express my deep gratitude to my Academic mentor Respected **Dr Saurabh Kumar Banerjee, Dean & Associate Professor in Pharmaceuticals Management, IIHMR, Jaipur, Rajasthan**, and my Intern coordinator **Dr.Sandeep Narula**, for providing their guidance & suggestions that helped me to carry out this internship and have spent their valuable time to motivate me at various levels and put me on right path to complete my internship properly.

Last, but not the least, i am highly thankful for the support & blessings received from other teachers and friends, who have directly or indirectly put forward their ideas and suggestions & have encouraged me throughout the internship.

SHAHWEEN KHAN

School of Pharmaceuticals Management

IIHMR, Jaipur

Acronyms/Abbreviations

AWACS: Advanced Working, Action & Correction System

IST: Industrial Study Tour

IDS: Individual Doctor Service

Pipeline: The product is said to be in pipeline if it is in a state of development or production and once developed, then to be sold by the company.

RCPO: Retail chemist prescription order

RCPA: Retail chemist prescription Audit

SKUs: Stock Keeping Units

USP: Unique selling point

Table of contents

Acronyms/Abbreviations.....	4
Observational Learnings.....	5
1. Company's Profile.....	7
2. Key learnings.....	8
3. Mode of data collection.....	9
4. Critical Factors affecting.....	9
5. Limitations.....	9
6. Suggestions.....	9
Project Findings	9
1. Objective of the internship.....	9
2. Methodology.....	10
3. Learnings.....	10
(a)Patient journey.....	10
(b)Brand plan.....	13
(c) Digital marketing Strategy.....	19
(d)Limitation.....	24
(e)Suggestions.....	24
Conclusive learning.....	24
Learning from the internship.....	24
Reference.....	25

Observational Learnings

1. Company's Profile

GHC Drugs & Pharmaceuticals:

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

Vision: Good Quality for all

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

Goal: To be in the top 10 ranking in IPM by 2030

The Creators of GHC:

Founder and CEO - Prashant Kumar Pathak (36 years of rich global pharmaceuticals leadership experience)

Co-Founder and MD - Kum Kum Pathak (Women entrepreneur, Consultant with start-up pharmaceuticals companies)

- GHC has already launched 13 Pedia & 7 Ortho products and about 100 SKUS are in the pipeline, including segments of pedia, ortho, CP/GP, ENT & Derma.

Company's prominent awards:

Crossed milestone of 1 Crore sales in within 2 months of the launch.



"Outstanding Achievers Award In RPPG Life Sciences" received from Mr. Harsh Goenka



"World's Greatest Brands" recipient from Asia One



Light moment in his office



"Current Concept in Management of Diarrhoea" book released by President & IAP



Founder & Creator of Asia's Greatest Brands in Pharma space



"Asia's Greatest Leaders" recipient

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.

Products of GHC Drugs & Pharmaceuticals: -

- Goodminic Drops/Syrup
- Goodminic LS Drops/Syrup
- Goodminic LS+ Syrup
- Goodminic DX Syrup
- Goodminic P 125/ P250 Suspension
- Goodclausi Ampoule
- Goodmox CV Susp
- Goodflex T/SP Tab
- Goodnerv Tab/Plus Tab
- GHCAL K2/XT Tab
- Diclogood T Gel
- Lidopent Gel
- Azigood 100/200 Suspension
- Good D3 Drops

2. Key findings

GHC's Marketing Strategy:

- ❖ GHC follows highly individualised marketing, & thus removing unnecessary costs across supply chain & marketing.
- ❖ Their marketing strategy includes: -
 1. IDS & IST to renowned Doctors
 2. Special day celebration
 3. Gifts/ Samples and other Schemes
 4. Digital marketing/ Advertising
 5. Print inputs
 6. Dossier Activity
 7. Brand Campaigns

3. Mode of Data Collection:

The data has been collected from corporate database, covered market data & portfolio plan 2020-21 of GHC.

4. Critical affecting factors:

- Monopolistic market
- High competition
- Existence of new brand with USP
- Digitalisation

COVID-19 related factors:

- Difficulty in manufacturing, supply, and distribution
- Postponements of new SKUs of other segments

5. Limitations:

- ❖ Travel restrictions & social-distancing mandates due to COVID-19 are affecting Sales force performance
- ❖ Lesser availability of products in the market due to Impact of Covid on Supply Chain Management
- ❖ Less number of existing field staff, around 45 across India.

6. Suggestions:

- The number of staff in the field must be increased to target additional number of doctors.
- Availability of products in the market must also be increased.
- The products in pipeline must also be introduced in the market.

Project findings

1. Objective of the Internship:

- To Construct a Patient Journey for Common Allergy & Cold

- To Develop a Strategic Brand plan & Digital marketing strategy for Lidopent Gel considering the Brand's Vision & Goal.
- To prepare the content for Digital marketing for various social media platforms.
- To perform field visit to reinforce experiential and contextual learning about the current market trends in the sales.

2. Methodology:

Duration of Internship: 8 weeks

Mode of Data Collection:

- The data is collected from the company's reports like their annual portfolio plan, Covered market data, visual aids & the computerized data of the company and their competitors.
- The secondary data is being collected from various online databases, Research articles & from various online pharmacies.

3. Learnings:

Patient Journey

{Allergy}

Patient Journey includes the following five stages:

1. **Awareness & recognition:** Symptoms like: Runny nose, Watery eyes, Sneezing, Difficulty in breathing, Redness and itching in eyes,
2. **presentation & diagnosis:** Patient is observed to have persistent sneezing, redness of eyes, coughing and cold like symptoms.
3. **Treatment selection:** Majorly Anti-histaminic like chlorpheniramine, dimethylhydrinate, dexchlorpheniramine and Decongestants like phenylephrine are preferred for the treatment.

Dr prefer prescribing:

Goodminic syrup (>2yrs - 3 to 4 times a day)/drops (<2yrs - 3 to 4 times a day) {For allergy + congestion}

Goodminic-DX syrup (2 - 6yrs - 2.5ml three times a day; 6 - 12yrs - 5 to 10ml three times a day) {For allergy + congestion + cough}

Goodminic-P/P250 syrup (2 - 6yrs - 2.5ml three times a day; 6 - 12yrs - 5 to 10ml three times a day) {For allergy + congestion + Fever + cough}

4. Brand selection: The Doctors do recommend Goodminic due to following reasons:

- Lesser side effects
- Ease of administration
- Faster relief
- Safe for both children and adults.

5. switching & persistency stage: Due to availability of the drug products of Goodminic by GHC Pharmaceuticals in both syrup and drops dosage form, it can be easily administered to patients of any age and availability in various delicious flavors.

{Cough}

The following stages of patient journey are as follows: -

1. Awareness & Recognition: Symptoms: -

a). Dry cough – Hoarseness of voice, Coughing, Tickling in the throat

b). Wet cough - Sore throat, Congestion, Hoarseness, Coughing

2. Presentation & Diagnosis:

Mostly Diagnosed by physical examination and questionnaire by doctor.

In severe condition, Allergy, auto immune, Infection and Skin biopsy tests are done.

- **Dry cough** - Persistent coughing, hoarseness of voice and feeling of voice is observed in the patient

- **Wet cough** - Persistent coughing, tightness in chest, congestion, and hoarseness of voice is observed in the patient

3. Treatment:

- **Dry cough**- Majorly drug products containing anti-tussive like Noscapine, dextromethorphan and anti -histaminic like chlorpheniramine, promethazine is preferred.

Syrup formulation are mostly preferred as it provides soothing effect

Doctor Prefer prescribing: -

- ❖ **Goodminic syrup** (>2yrs - 3 to 4 times a day)/**drops** (<2yrs - 3 to 4 times a day) **{For allergy + congestion}**

- ❖ **Goodminic-DX syrup** (2 - 6yrs - 2.5ml three times a day; 6 - 12yrs - 5 to 10ml three times a day) **{For allergy + congestion + Dry cough}**

- **Wet cough**- Majorly drug products containing secretion enhancers like guaiphenesin, tolu balsam, ammonium chloride or mucolytics like ambroxol, acetyl cysteine is preferred.

Doctor Prefer prescribing: -

- ❖ **Goodminic syrup** (>2yrs - 3 to 4 times a day)/**drops** (<2yrs - 3 to 4 times a day) **{For allergy + congestion}**

- ❖ **Goodminic-P/P250 syrup** (2 - 6yrs - 2.5ml three times a day; 6 - 12yrs - 5 to 10ml three times a day) **{For allergy + congestion + Fever + cough}**

- ❖ **Goodminic LS syrup** (6 - 12yrs - 6ml three times a day) /**drops** (<10kg - 1 to 2ml three times a day) **{Wet cough + LTRI + Bronchoconstriction}**

- ❖ **Goodminic LS+ Syrup** (6 - 12yrs - 5ml three times a day; Adults - 5 to 10ml three times a day) **{Wet cough + Bronchoconstriction + LTRI}**

4. Brand selection & Access:

The doctors do recommend Goodminic due to following:

- Lesser side effects
- Ease of administration
- Faster relief
- Safe for both children and adults.

5. Switching & Persistency

Due to availability of the drug products of Goodminic by GHC Pharmaceuticals in both syrup and drops dosage form, it can be easily administered to patients of any age and availability in various delicious flavors.



GHC Drugs and Pharmaceuticals



Brand Plan

Brand Assigned: **Lidopent Gel**



Brand Objective (2021):

- Good quality for all
- Committed to empowering people to live healthier at every stage of life

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.

Neuropathic Pain:

Every year almost 10 million people in India are diagnosed with Nerve damage/ malfunction of the nervous system, which results in Nerve pain or Neuropathic pain

The symptoms may include:

- Stabbing spontaneous pain
- Loss of sleep
- Chronic sensation of feeling unpleasant
- Muscle cramps
- Loss of reflexes
- Weakness

If a person suffering from the symptoms above, must consult a Neurologist as he/she might be suffering from Neuropathic pain.

The Brand plan Includes:

(A)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 THEARAPEUTI CS	0.3	0.3	0.3	7.7	6.3
SENTIDOR 30 Gm Gel	LINUX LABORATORIE S	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

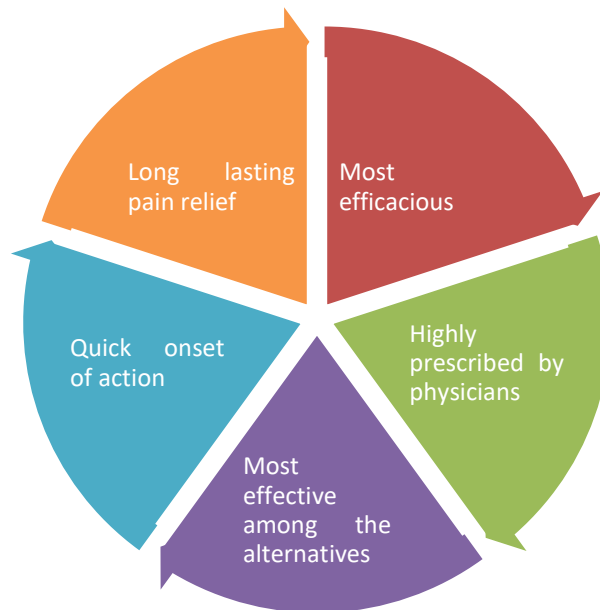
(B) Competition Landscape

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%

(C) SWOT Analysis



(D) 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:

❖ **Survey/ Polls**

Common Questions like:

- Do you feel spontaneous pain in your head or spinal cord? (yes/No)
- Have you ever suffered from any nerve related disease? (Yes/no)
- Are you not able to sleep well?
- According to you, scale from 1 to 5, How healthy you feel you are?

Can be asked & Information about the disease can be provided at the end of the poll or survey.

- ❖ **Video campaigns** containing animations can made be for the awareness of the disease:
 - Using attractive visual graphics, playing sound effects in the background to harness the powerful emotions and to tell the story & keeping the script of video, crisp & effective.

- ❖ **Celebrating special day**: it is the best way of reminding the physicians and the normal people about the presence of the company (Infographics Containing facts, special day celebrations).

- ❖ **Reputation management**: help the company to maintain the brand fame.

This can be done by updating the people and the physicians about the company's efforts towards:

- Sustainability
- New innovations
- Public health
- For their employees
- ❖ **Multiple posts** in various social media platforms like Instagram, Facebook, LinkedIn & YouTube for creating awareness towards the Neuropathic disease.
- ❖ **Infographics** (Containing facts, special day celebrations)
- ❖ **Hashtags**: It helps to reach your target audience, improve brand image, expand your customer base, and achieve greater engagement on your company's profiles.

LinkedIn Marketing:

- Set up and personalise 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

Email Marketing:

- 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

Field Visit

Key Learnings:

Sr. No	Name of the department	Date(s) of Visit	% Of Time Spent	Interacted with (Name and Designation)	Key learnings
1	Sales department	23 June	13.9%	Mr Pushpendra (Area manager, Chhattisgarh)	• Do's & Don'ts while Presentation or meeting with the doctor • Detailing about the company's brief & the products & the purpose of the call • Brief about the activities
2	Sales department	25 June	21%	• Dr. Indar Nathani (Paediatrician, Raipur) • Dr Aswini Agarwal (Paediatrician, Raipur)	

				• Dr KP Sarabhai (paediatrician, Raipur)	Performed by GHC, like Honour your health care program • Maintenance of proper etiquette & fully focussed attitude throughout the meeting with the doctor or the pharmacist • Prior knowledge about the product
3	Sales department	26 June	20.9%	• Dr Anup Verma, (Paediatrician, Raipur) • Dr Shantanu Verma, (Paediatrician, Raipur) • Dr Manoj Vaishnav, (Paediatrician, Raipur) • Dr Arun Kumar, (Paediatrician, Raipur)	
4	Sales department	27 June	16.7%	• Dr Rupesh Jain, (Paediatrician, Raipur) • Dr Govind Khandelwal, (Paediatrician, Raipur)	Developed several Soft skills LIKE: • The art of persuasion • Dealing with rejection • Verbal, communication & presentation skill • Punctuality and self-discipline
5	Sales department	28 June	22%	• Dr Prashant Kedia, (Paediatrician, Raipur) • Dr S Naidu, (Paediatrician, Raipur) • Dr Puja Dhupar, (Paediatrician, Raipur) • Dr Kuldeep Verma, (Paediatrician, Raipur)	
6	Sales department	29 June	16.7%	• Dr. Indar Nathani	

				(Paediatrician, Raipur) • Dr KP Sarabhai (paediatrician, Raipur)	
7	Sales department	30 June	12%	• Swapnil Nursing Home's Pharmacy	

Critical affecting factors:

- Lesser availability of the medicines in the market
- Higher competition
- Resistance from Competitor's prescribers

Conclusive learning:

I have completed my internship with GHC Drugs & Pharmaceuticals India Pvt. Ltd, which has crossed milestone of 1 Crore sales in within 2 months of the launch. I am happy to work as an intern with GHC Drugs & Pharmaceuticals and have received experience which will surely help me in future. The absolute guidance and concern of higher management, good working environment with immense cooperation from the staff of all departments especially the marketing & sales department facilitated in making my internship a wonderful learning experience in all aspects.

Internship duration offered to me was Eight weeks & was directly based on Digital marketing & sales work. Through the tasks given, I got to know different aspects of Marketing digitally & from field work, I was able to get develop my network as I was able to directly interact with Chemists of different areas & Renowned Pediatricians along with staff of Marketing-Sales, IT & communications of GHC Drugs & Pharmaceuticals.

Learning 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

Limitations:

- ❖ Travel restrictions & social-distancing mandates due to COVID-19 are causing interns to rethink for field work
- ❖ Lesser availability of products in the market due to Impact of Covid on Supply Chain Management
- ❖ Less number of existing field staff, around 45 across India.
- ❖ Sales given preference over product quality by the doctors.

Suggestions:

- The number of staff in the field must be increased to target additional number of doctors.
- The company should introduce creativity into the work, so that the employees can do their work passionately.
- Employees should be more involved in decision making to become more differentiated.