

SUMMER INTERNSHIP PRESENTATION



OUTLINE

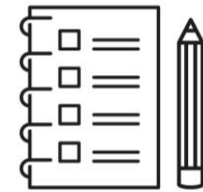
Objectives

Patient Journey

Annual Operating Plan - Etorigood

Brand Strategy – Digital Marketing

Field Work



OBJECTIVES :

- To learn the concepts of innovative and sustainable marketing ideas
- To learn how to make a Brand plan or the annual operating plan for the given product
- To know about the differences in marketing of OTC and Prescription drugs.
- To learn the real environmental experience from the field work
- To get insights from the Area Manager from the field of Marketing and Sales

Patient Journey For Bacterial Infections



Scarlet fever,
Worse ear pain,
Adverse reactions
on skin



AZIGOOD 100/200
is the solution for
bacterial infections
in infants and
children.

Broad-
spectrum
Macrolide
antibiotic

It can be used as daily
basis or until the disease
condition remains.
2.It can be used for
children (10mg/kg/day)
3.No side effects

Awareness &
Recognition

Presentation
& Diagnosis

Treatment
Selection

Brand
Selection

Brand
Access

Switching &
Progression

Skin infections – Cellulitis,
impetigo, and folliculitis
Throat infections – strep
throat
Ear infections – otitis

Tests of blood,
body fluids, or
tissue samples.
Culture test.

1. Routine
immunization
2. Antibiotics



Treats various
bacterial infections of
the GIT, lungs, throat,
skin, nose, eye and
ears




In Treatment of Bacterial Infections
AZIGOOD 100/200™ SUSPENSION
Azithromycin 100/200 mg/ 5ml
The Preferred Antibiotic

PATIENT JOURNEY FOR CALCIUM AND VIT-D DEFICIENCY

AWARENESS & RECOGNITION

The deficiency of calcium and vit-D in children causes RICKETS. Rickets softens the bones and causes bowlegs, stunted growth, and sometimes sore or weak muscles.

SYMPTOMS include:

- muscle spasms
- numbness and tingling in the hands, feet
- Fatigue and Tiredness
- Bone and Back Pain



PRESENTATION & DIAGNOSIS

Adverse symptoms:

- getting Sick or Infected Often
- Impaired Wound Healing
- Stunted growth
- Weak muscles

Diagnostic tests:

1. Vitamin D tests
2. Calcium blood test



TREATMENT SELECTION

Treatment selection involves the medications advised by physician. They include

- Healthy diet which includes vitamin rich foods
- Vitamin supplements etc.,.



BRAND SELECTION & ACCESS

GOOD D3 DROPS can be prescribed for –

- **Absorption of Calcium and Phosphate from the bowel**
- **Enhanced growth**
- **Stronger bones**

Why GOOD D3?

- Vitamin supplement
- Contains **Cholecalciferol**
- Available in orange flavour



SWITCHING & PERSISTENCY

1. It can be used as daily basis or until the disease condition remains.
2. It can be used for children (800IU/day for 8 weeks)
3. No side effects



In Treatment & Prevention of Vit. D & Calcium Deficiency

GOOD D3™ DROPS

For Healthier & Stronger Bones

Annual operating plan

Brand name : ETORIGOOD

“ ETORIGOOD T – Life begins where pain ends “



In muscular pain

ETORIGOODTM - T TABLET

Etoricoxib 60mg + Thiocolchicoside 4mg

Life Begins Where Pain Ends

USEFUL IN

- Osteoarthritis
- rheumatoid arthritis
- gouty arthritis



COMPOSITION

TABLET
 Etoricoxib 60mg
 Thiocolchicoside 4mg

DOSAGE

One tablet twice daily



Brand name :	ETORIGOOD -T
Brand launch date:	2021
Generic name :	Etoricoxib + Thiocolchicoside
Formulation:	60mg + 4mg
Packs:	1 * 10 TAB
Key Indication(s):	Relieves pain and relaxes the muscle
Target Market Segment (s):	osteoarthritis, rheumatoid arthritis and gouty arthritis

“ ETORIGOOD 90 – Life begins where pain ends “

Brand name :	ETORIGOOD 90
Brand launch date:	2021
Generic name :	5-Chloro-6'-methyl-3-(4-(methylsulfonyl)phenyl)-2,3'-bipyridine, ETORICOXIB
Formulation:	90 mg
Packs:	1 * 10 TAB
Key Indication(s):	Relieves pain and relaxes the muscle
Target Market Segment (s):	osteoarthritis, rheumatoid arthritis and gouty arthritis



In muscular pain

ETORIGOODTM 90 TABLET

Etoricoxib 90mg

Life Begins Where Pain Ends

USEFUL IN

- Osteoarthritis
- gouty arthritis
- rheumatoid arthritis

COMPOSITION

TABLET
Etoricoxib 90mg

DOSAGE

One tablet twice daily

10x10 Tablets
Etoricoxib Tablets
ETORIGOOD 90mg
Ciba Formulation Labs

IPM - ETORICOXIB MARKET

TOP 5 COMPANIES					
Row Labels	MAT VAL APR 20	MAT VAL APR 21	RANK	MS%	GR%
Total MARKET	582.4	631.8		100.0	8.5
ZYDUS CADILA - ZHL	83.8	97.9	1	15.5	16.9
SUN PHARMA LABORATORIES LTD.	74.2	80.7	2	12.8	8.8
MANKIND PHARMACEUTICALS LTD.	18.2	22.3	3	3.5	22.8
DR. REDDYS LABORATORIES LTD	14.9	16.9	4	2.7	13.5
ALEMBIC LTD	12.4	15.1	5	2.4	21.4

EXECUTIVE SUMMARY

Insights 2020

- There is an 8.5% growth in the etoricoxib market in the pharmaceutical industry(IPM).
- By considering the growth rate and market share we can say that there is a more probability to launch our product ETORIGOOD-T (60mg+4mg).
- GROWTH RATE (molecule)
- ETORIDOOD-T = 12.17%
- ETORIGOOD-90 = 7.44%

STRATEGY 2021

- To make ETORIGOOD the most preferred drug for arthritis in the Indian Market.
- Targeting more doctors using digital platforms with creative content and innovative strategies.
- Strategies include LinkedIn marketing, email marketing and awareness video content

SWOT Analysis for ETORIGOOD

Strengths



01

- Etoricoxib is more effective than other NSAIDS like celecoxib
- Wide range of therapy in arthritis and related diseases

Weakness



02

- New entry into market
- Very less market share

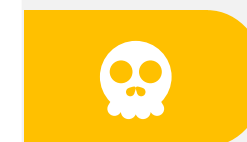
Opportunity



03

- Increasing Market trend
- Available in Combination drug

Threats



04

- Market players are coming with advanced technology & combinations
- Competition in market

LONG-RUN

ETORIGOOD : Key Strategic initiatives

Core Brand Strategy:- To make **ETORIGOOD** the most preferred drug for arthritis in the Indian Market



POM* - Prescription only medicine

Since , etoricoxib is a POM drug , patient-related activities are not possible

“ DIGITAL MAREKTING STRATEGIES....!! ”



SHORT-RUN

ETORIGOOD : Key Strategic initiatives



Core Brand Strategy:- To make **ETORIGOOD** the most preferred drug for arthritis in the Indian Market

1. LINKEDIN MARKETING

- ☒ objective
- ☐ strategy
- ☒ Target audience
- ☐ How is it working..?

2. EMAIL MARKETING

- ☒ objective
- ☒ strategy
- ☒ Target audience
- ☐ How is it working..?

3. Social media marketing with awareness video content

- ☒ FACEBOOK
- ☒ INSTAGRAM
- ☒ TWITTER
- ☒ Video content



GHC Drugs and Pharmaceuticals Private Limited

4d •

Please have a look: [#avoidfood](#) [#arthritis](#)



Which foods to avoid in arthritis disease conditions.... By GHC drugs and pharmaceuticals

www.ghc.ph · 1 min read

111

13 comments



Like



Comment



Share



Send

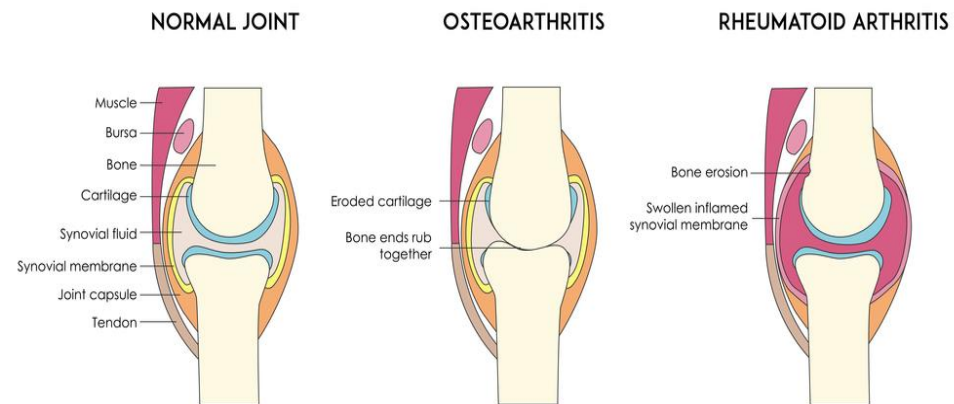
Himabindu Nayakanti likes this



GHC Drugs and Pharmaceuticals Private Limited

Do you know the difference between normal and arthritis joints..?

NORMAL AND ARTHRITIC JOINTS



140

14 comments • 1,877 views



Like



Comment



Share



Send

Flyer

This can be shown to doctors for a brief introduction about our product, its indication and also its composition

A collection of medical icons including a syringe, a pill, a bandage, a stethoscope, a medical bag, and a car with a cross, all in green and white colors, arranged around the top and sides of the flyer.

GHC DRUGS &
PHARMACEUTICALS PRESENTS

ETORIGOOD-T ETORIGOOD-90

THE MEDICATION USED TO TREAT
PAIN & INFLAMMATION IN
OSTEOARTHRITIS, RHEUMATOID
ARTHRITIS, ANKYLOSING
SPONDYLITIS

COMPOSITION (ETORIGOOD-T)
ETORICOXIB - 60MG
THIOLCHICOSIDE - 4MG

COMPOSITION (ETORIGOOD-90)
ETORICOXIB - 90MG

DOCTOR.123@GMAIL.COM

Detailing about our GHC product

Hello Doctor!!
GOOD MORNING
Hope you are safe and well in these unprecedented times!

I am Himabindu Nayakanti proudly representing **GHC DRUGS AND PHARMACEUTICALS**, where GHC stands for Good Health Care.

At GHC our vision is to provide G3 which stands for Good product, Good science & Good relationship, through H3 which means our purpose is Happiness, Culture in Helpfulness and belief is Honouring Healthcare Heros.. our mission is Good Quality for all...

So, today I'm here to brief you about our GHC new launches for arthritis.
DOCTOR in the treatment of pain and inflammation for Osteoarthritis, Rheumatoid arthritis , Ankylosing spondylitis, we present **ETORIGOOD-T** that contains etoricoxib 60 mg + thiocolchicoside 4mg and **ETORIGOOD-90** that contains etoricoxib 90 mg.
Etoricoxib (NSAID) selectively inhibits cyclooxygenase enzyme and inhibits the production of prostaglandins from arachidonic acid. **Etoricoxib** helps to reduce the pain and swelling (inflammation) in the joints and muscles.
Below I have added the visual aids of these products. Please look at it for reference.

So with all these benefits, please prescribe ETORIGOOD-T & ETORIGOOD-90 tablets to your next deserving patient.

Thankyou
Himabindu Nayakanti
GHC Drugs and Pharmaceuticals|

ETORIGOOD-90.jpg (288K) x

Sans Serif

Send





THANK YOU

A Doctor like you is the one who is behind so many smiles. Thank You for giving others the confidence to smile with sparkles.

FIELD WORK:

Although it was learning for Digital marketing and promotion, we got a chance to do field work along with Business Executive and Area Business Manager to get knowledge about the Brand Promotion physically. So, here I am showing the report of visits to the doctors. Only I visited to the doctors who are in Hyderabad region.

Key Learnings:

- Communication skills
- Proper detailing about the product
- What to say and what not to say
- Pinpoints that attract Doctors towards the Product

DOCTOR NAME	SPECIALITY	CLASS	LOCATION
Dr. M Ashok	Pediatrician	A+	Secunderabad
Dr. E N Purushothama Reddy	Pediatrician	A+	Secunderabad
Dr. M B Prasad	Pediatrician	A+	AS Rao Nagar
Dr. Sunil Kumar Reddy	Pediatrician	A	Uppal
Dr, Srinidhi thirunagari	Pediatrician	A	Dilshuknagar
Dr, Srinivaslu bonla	Orthopaedic	A	Hyderabad
Dr. Banu Prakash	Pediatrician	A+	Mehdipatnam
Dr. Venkateshwara Rao	Pediatrician	A+	Mehdipatnam
Dr. Mumthajuddin	Pediatrician	A	Mehdipatnam
Dr. Sameer	Consulting Physician	A+	Nagar Kurnool
Dr. Laxman	General Physician	A	Nagar Kurnool
Dr. K Ranjith Kumar	General surgeon	A+	Narayanpet
Dr. Viswanath	Surgeon	A+	Narayanpet
Dr. Geetha	Gynecologist	A	Narayanpet

Stay Home stay safe



THANKYOU

- HIMABINDU NAYAKANTI



HIMABINDU NAYAKANTI

MBA IN PHARMACEUTICAL MANAGEMENT

BATCH 2020-22

IIHMR UNIVERSITY, JAIPUR