

***“DEVELOPING AN EFFECTIVE BRAND PLAN
AND DIGITAL MARKETING STRATEGY FOR
ETORIGOOD”***

**Summer Training
at
GHC DRUGS & PHARMACEUTICALS
(11th May 2021 to 4th July 2021)**

**A Report
by
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Batch (2020-22)**



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ACKNOWLEDGEMENT

Firstly, I would like to thank my organisation, **Indian Institute of Health Management and Research (IIHMR-U), Jaipur** for giving me such a good opportunity in Summer Training, which helped me in improving my knowledge on the Digital Marketing of Brands.

Now, I would like to thank to **Mr. Prashant Bhamare (Head, Marketing and Sales)** and **Mr. Arun Kapoor (CMO and Corp. Communication)** for being such a great mentor and for guiding me throughout the internship. I am grateful for their presence and helping us out in making the presentations.

I express my deep sense of gratitude to my Team mentor **Dr. Sandeep Narula (Assistant Dean and Associate Professor, The IIHMR University)** for encouraging me to take part at this organisation GHC Drugs & Pharmaceuticals.

I am very much thankful to my Mentor **Dr. Ashok Peepliwal (Associate Professor, School of Pharmaceutical Management, IIHMR University)** for constant Support and Guidance.

Finally, I would like to thank my Team Members – **“TEAM HAWK”** for making this internship joyful and enjoyable by supporting each other.

HIMABINDU NAYAKANTI

MBA-PM (2020-22)

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1. Introduction

The title of this project is “**Innovation and Sustainability in HealthCare Sector**”. This project aims at the changes in the marketing strategies from conventional to digital and for these digital strategies, not only innovation but sustainable innovation is required to get success. GHC (Good Health Care) Drugs and Pharmaceuticals are provided to us in this project, and they have wide range of pharmaceuticals and I got to work with ETORIGOOD-Etoricoxib molecule, which is used in treatment of muscular pain.

1.1 Organization Profile

GHC Drugs and Pharmaceuticals is one of the quickest developing Indian drug organization, settled in Mumbai. GHC was set up in year 2020 with a goal to bring inventive and excellent prescriptions. GHC is committed to empowering people to live healthier at every stage of life. With one of our global centres in Mumbai, GHC have active pharmaceutical ingredient, oral solid dose and injectables facilities manufacture high quality medicines for global markets.

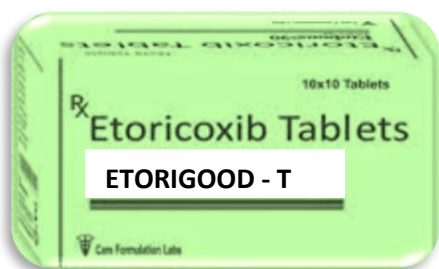


1.2 Product Overview

ETORIGOOD brand consists of molecule Etoricoxib, which is a medicine called a non-steroidal anti-inflammatory drug. It is also known as ‘NSAID’. Etoricoxib + Thiocolchicoside is a combination of two medicines: Etoricoxib and Thiocolchicoside, which relieves pain and relaxes the muscles. This is used in the treatment of muscular pain.

Etoricoxib eases pain and swelling (inflammation) in conditions like osteoarthritis, rheumatoid arthritis and ankylosing spondylitis, and it may also be used for short periods of time in gout.

Etoricoxib works by blocking the effect of a natural chemical called cyclo-oxygenase-2 (COX-2) enzyme. This enzyme helps to make other chemicals, called prostaglandins, in the body. Some prostaglandins are produced at sites of injury or damage, and cause pain and inflammation. By blocking the effect of COX-2 enzymes, fewer prostaglandins are produced, which means pain and inflammation are eased.



2. About the Project

This project is all about **making innovative strategies to sustain in the healthcare industry**. Each of us are allotted with different brands of GHC and we need to prepare a strategy for marketing these brands.

We started with collecting **multiple articles and journals** related to innovation, sustainability in healthcare sector. Then we studied them thoroughly and made presentations on them. Then we studied in depth about the diseases and the patient journey. We the team HAWK made a presentation on **Patient Journey** for all the diseases allocated to us.

Further on, we started to make **Digital Strategies** for the product allotted to us and finally we have done the complete marketing plan or the Annual operating plan for the given product.

Based on this plan we prepared content for the Product Promotion Strategy and **content for Digital Marketing**. The promotion of product is done on various **social media platforms** like Instagram, Facebook, Twitter, YouTube, Blogs, Email and LinkedIn.

Then we have been allotted with some area managers of GHC for the field work. After that, **Field work** with the field force was done to identify market scenario and promote product physically along with continuation of Digital promotion.

3. OBJECTIVES

- Preparation of Annual Operating Plan (AOP)
- Making Strategies for Digital Marketing
- Content for promoting digital marketing of products on social media platforms
- Field work

4. METHODOLOGY

Now, this project was distributed into 4 parts:

1. Patient Journey
2. Brand Plan
3. Digital Strategies and Content Creation
4. Field Work

4.1 Patient Journey

Patient journey is a term used to describe a patient's interaction with the healthcare system which starts with the patient developing symptoms, seeking information and eventually care from a healthcare provider and continues from there through diagnosis and treatment, to recovery, adjustment to a new way of life.

Patient Journey is generally explained in 5 steps:

Step 1: Awareness and Recognition

Step 2: Presentation and Diagnosis

Step 3: Treatment Selection

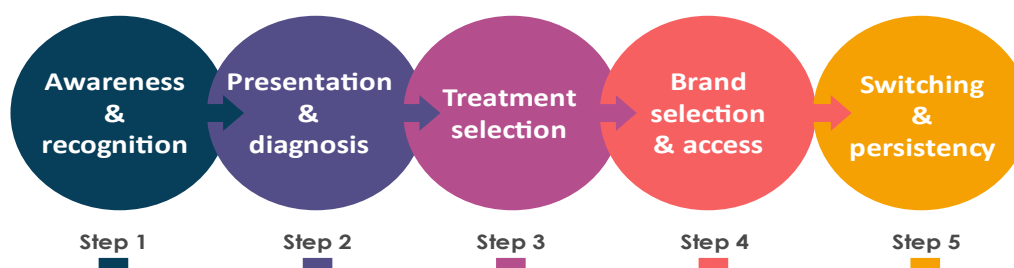
Step 4: Brand Selection and Access

Step 5: Switching and Persistency

I made A Patient Journey For

- Bacterial Infections in Paediatrics &
- Calcium and Vit. D Deficiency patients

Patient Journey For Bacterial Infections



Awareness and recognition:

The bacterial infections caused in infants and children are

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

Presentation & diagnosis:

Some of the adverse symptoms include

- Scarlet fever
- Worse ear pain
- Adverse reactions on skin due to infection

If these symptoms are seen then consult a doctor immediately. Some of the **Diagnosis Tests** include

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

Treatment selection:

Homecare followed by medications advised by physician. They include

- 1) Routine immunization
- 2) Antibiotics

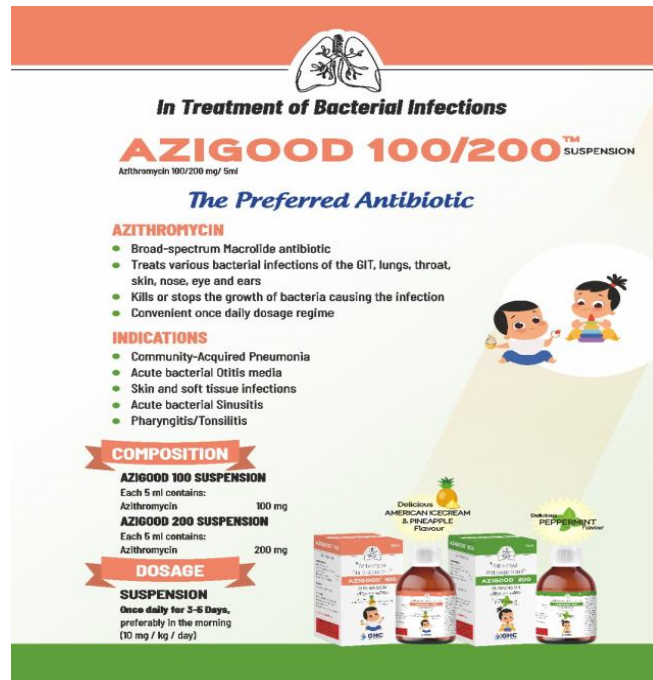
Brand selection and access:

AZIGOOD oral suspension is the solution for bacterial infections in infants and children.

AZIGOOD 100/200 can be prescribed for -

- Community-Acquired Pneumonia
- Acute bacterial Otitis media
- Skin and soft tissue infections

- Acute bacterial Sinusitis
- Pharyngitis/Tonsillitis



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: 100 mg Azithromycin

AZIGOOD 200 SUSPENSION
Each 5 ml contains: 200 mg Azithromycin

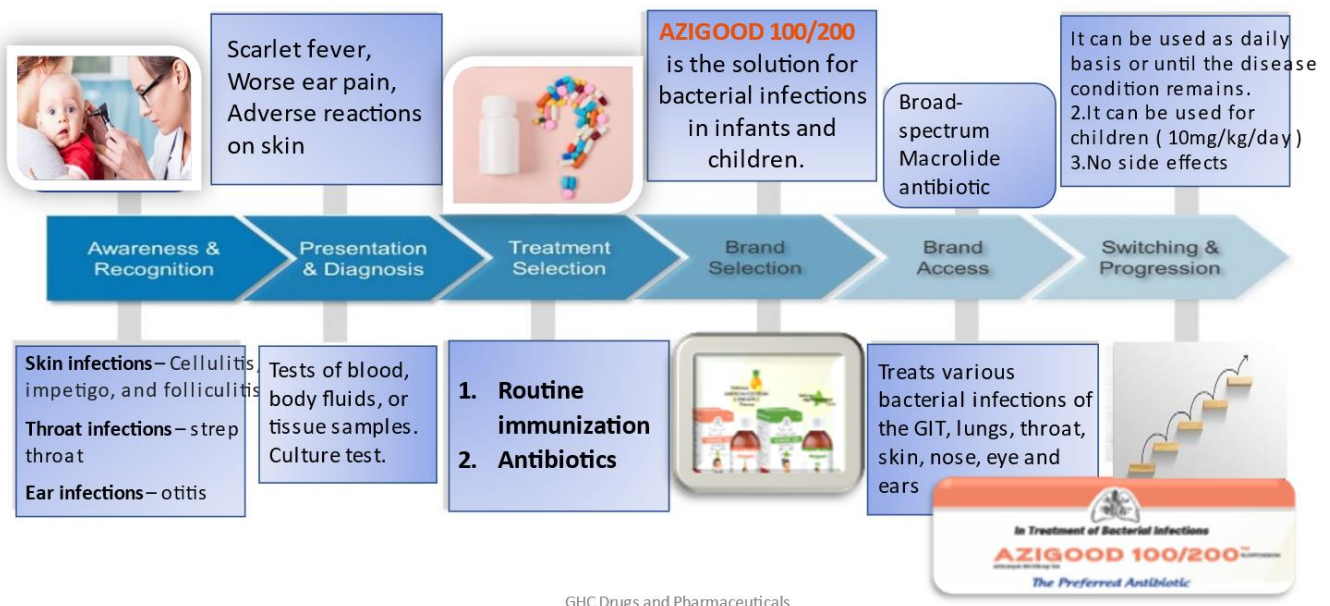
DOSAGE

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

Delicious AMERICAN ICECREAM & PEPPERMINT Flavours

SWITCHING AND PERSISTENCY:

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



PATIENT JOURNEY FOR BACTERIAL INFECTIONS

PATENT JOURNEY FOR CALCIUM AND VIT-D DEFICIENCY

Awareness and 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 of Hypocalcaemia (calcium deficiency) includes:

- confusion or memory loss.
- muscle spasms.
- numbness and tingling in the hands, feet, and face.
- depression.
- muscle cramps.
- weak and brittle nails.

Presentation & diagnosis:

Some of the adverse symptoms include

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

Diagnostic tests include:

1. Vitamin D tests
2. Calcium blood test

Treatment selection:

Treatment selection involves the medications advised by physician. They include

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

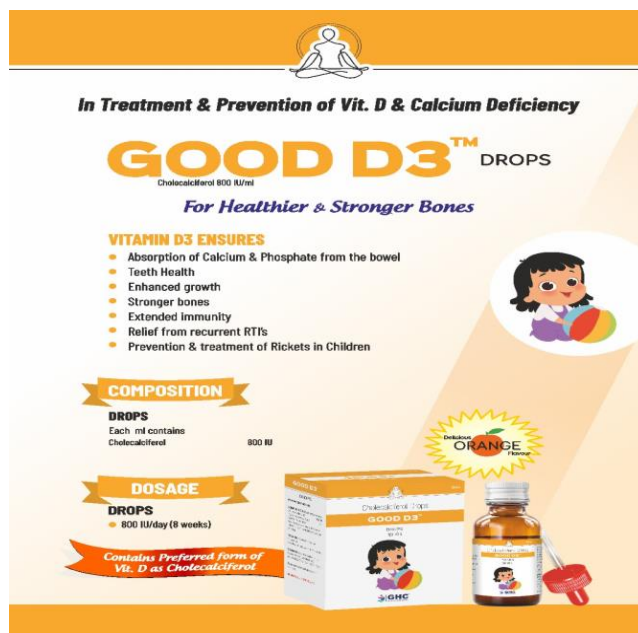
Brand selection and access:

GOOD D3 DROPS can be used in calcium and vitamin-D deficiency.

GOOD D3 DROPS can be prescribed for –

- Absorption of Calcium and Phosphate from the bowel
- Teeth health

- Enhanced growth
- Stronger bones



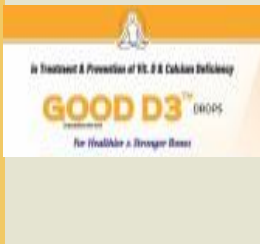
Switching And Persistency:

It can be used as daily basis or until the disease condition remains.

It can be used for children (800IU/day for 8 weeks)

No side effects.

PATIENT JOURNEY FOR CALCIUM AND VIT -D DEFICIENCY

AWARENESS & RECOGNITION	PRESENTATION & DIAGNOSIS	TREATMENT SELECTION	BRAND SELECTION & ACCESS	SWITCHING & PERSISTENCY
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. <u>SYMPTOMS include:</u> • muscle spasms • numbness and tingling in the hands, feet • Fatigue and Tiredness • Bone and Back Pain  	Adverse symptoms: • getting Sick or Infected Often • Impaired Wound Healing • Stunted growth • Weak muscles <u>Diagnostic tests:</u> 1. Vitamin D tests 2. Calcium blood test 	Treatment selection involves the medications advised by physician. They include • Healthy diet which includes vitamin rich foods • Vitamin supplements etc., 	GOOD D3 DROPS can be prescribed for • Absorption of Calcium and Phosphate from the bowel • Enhanced growth • Stronger bones <u>Why GOOD D3?</u> ▪ Vitamin supplement ▪ Contains Cholecalciferol ▪ Available in orange flavour 	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 

GHC Drugs and Pharmaceuticals

4.2 BRAND PLAN

Brand plan or annual operating plan of brand- ETORIGOOD consists of the following steps. Such as :

- ❖ Executive Summary
- ❖ Market Overview
- ❖ Situational Analysis – SWOT Analysis
- ❖ Brand Strategy-2021
- ❖ VA / Communication strategy

Here is the brand description mentioned in detail along with the self-made visual aid (VA). I have also given a catching line called “**ETORIGOOD T – Life Begins Where Pain Ends**” for my brand. The brand ETORIGOOD consists of 2 SKU’s. They are

1. ETORIGOOD T
2. ETORIGOOD 90

“ ETORIGOOD T – Life begins where pain ends “



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

ANNUAL OPERATING PLAN : ETORIGOOD

“ 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



ANNUAL OPERATING PLAN : ETORIGOOD

4.2.1 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
- 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

4.2.2 Indian Pharmaceutical Market (IPM)

I Analysed the Whole Market for Etoricoxib Molecule (ETORIGOOD) In the Indian pharma market.

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 LTC	74.2	80.7	2	12.8	8.8
MANKIND PHARMACEUTICALS LTC	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

This analysis shows that the major competitors or the **top 5 Brands** of etoricoxib molecule are:

1. Zydus Cadila
2. Sun Pharma Laboratories
3. Mankind Pharmaceuticals
4. Dr. Reddy's Laboratories
5. Alembic Ltd

This analysis shows:

- 📊 Highest market share is for Zydus Cadila with **15.5%**.
- 📈 Highest growth rate is for Mankind Pharmaceuticals with **22.8%**.

AWACS analysis- Market & Competition

COMPANY	MAT 19		MAT 20			MAT 21				
	MAT VAL APR 19	MS%	MAT VAL APR 20	MS%	GR%	MAT VAL APR 21	MS%	GR%	MAT VAL GR APR 21	MAT UNIT GR APR 21
TOTAL MARKET	265.86	100.00	275.68	100.00	3.69	302.75	100.00	9.82		
ZYDUS CADILA- ZHL	77.13	29.01	80.44	29.18	4.30	94.88	31.34	17.95	-	-
SUN PHARMA LABORATORIES LTD.	74.05	27.85	74.20	26.92	0.21	80.73	26.67	8.80	18.29	-19.45
MANKIND PHARMACEUTICALS LTD.	17.76	6.68	18.18	6.59	2.39	22.32	7.37	22.78	44.94	24.13
DR. REDDYS LABORATORIES LTD	14.41	5.42	14.86	5.39	3.12	16.86	5.57	13.49	22.94	5.22
ETORIGOOD (GHC Brand)										

PRICING ANALYSIS

TOP 3 COMPANIES FOR 90mg TAB						
RANK	COMPANY	MRP	MAT VAL APR 20	MAT VAL APR 21	MS%	GR%
	TOTAL MARKET		136.98	147.17	100	7.44
1	ZYDUS CADILA - ZHL	275.4	39.03	43.01	29.22	10.21
2	SUN PHARMA LABORATORIES LTD.	280	33.35	35.65	24.22	6.91
3	DR. REDDYS LABORATORIES LTD	139.75	9.00	10.89	7.40	21.06

TOP 3 COMPANIES FOR 60/4mg TAB						
RANK	COMPANY	MRP	MAT VAL APR 20	MAT VAL APR 21	MS%	GR%
	TOTAL MARKET		138.70	155.58	100	12.17
1	ZYDUS CADILA - ZHL	251.6	41.42	51.87	33.34	25.24
2	SUN PHARMA LABORATORIES LTD.	460	40.86	45.08	28.98	10.34
3	MANKIND PHARMACEUTICALS LTD.	168.19	12.62	15.55	10.00	23.26

PRICING ANALYSIS

The analysis of top 3 companies for different formulations has done and by this values we can calculate the pricing of our brand
ETORIGOOD – (Premium Pricing)
MRP
 1) 90mg : 231.71/-
 2) 60/4mg : 293.26/-

4.2.3 PRESCRIBER ANALYSIS:

- Prescription analysis or prescriber analysis is done to **identify the target customers** and to do **speciality targeting**.
- This type of analysis is also used for targeting and **positioning** of our brand in the market segment.

4.2.4 Competition analysis of Etoricoxib brands:

COMPETITION LANDSCAPE

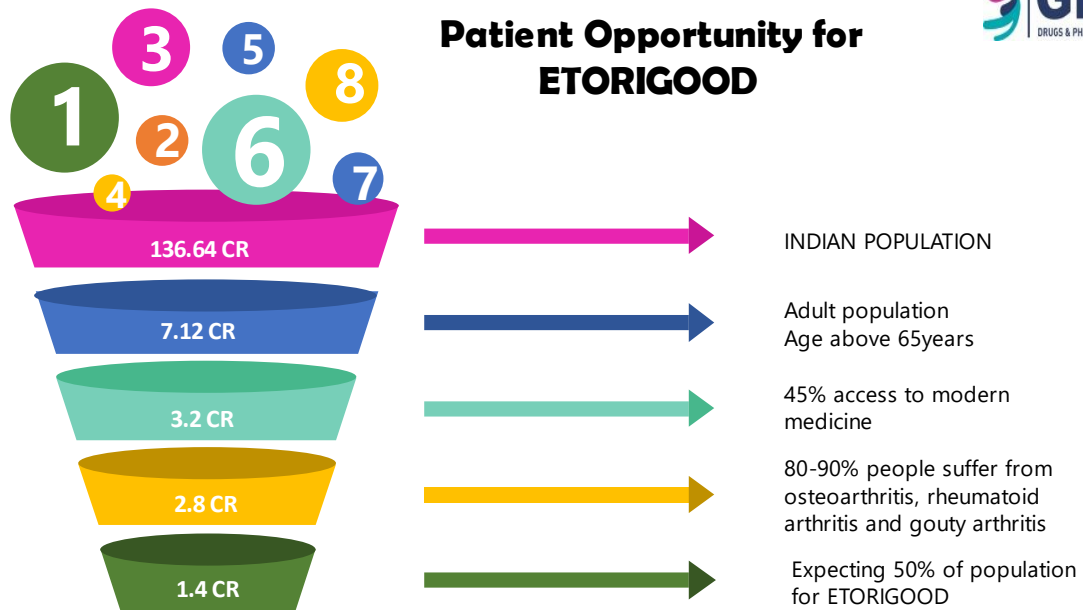
Company		ZYDUS CADILA	SUN PHARMA	MANKIND
BRAND NAME	ETORIGOOD	NUCOXIA	ETOSHINE	BRUTAFLAM
POSITIONING	osteoarthritis, rheumatoid arthritis and gouty arthritis	rheumatoid arthritis, osteoarthritis, gout, ankylosing spondylitis	RA, Osteoarthritis. Pain relief in gout, Ankylosing spondylitis	dental surgery, RA, osteoarthritis, gout, ankylosing spondylitis (swelling and pain in the spine)
DAILY COST OF THERAPY	26	25.16	46	16.81
KEY SPECIALITY	Orthopaedics, Consultant physicians, healthcare physicians	Orthopaedics, HCP's, CP's, general practitioners	Orthopaedics, HCP's, CP's, general practitioners	Orthopaedics, HCP's, CP's, general practitioners
PACKAGING	10 TAB	10 TAB	10 TAB	10 TAB
Key interpretation s from data analytics	-----	Value Growth of 25.24%	Value Growth of 10.34%	Value Growth of 23.62%



MARKET SUMMARY AND INSIGHTS

- Etoricoxib and Thiocolchicoside is the composition of the drug ETIROGOOD used in the patients suffering from ortho problems like rheumatoid arthritis and osteoarthritis.
- It is available in both Combination therapy and plain therapy.
- Film-coated tablets
- Patient engagement / awareness regarding their health has evolved a pivotal role in diagnosing & managing diseases & there stands the need to focus on this rising trend

PATIENT OPPURTUNITY AND TARGET MARKET – BRAND ETORIGOOD



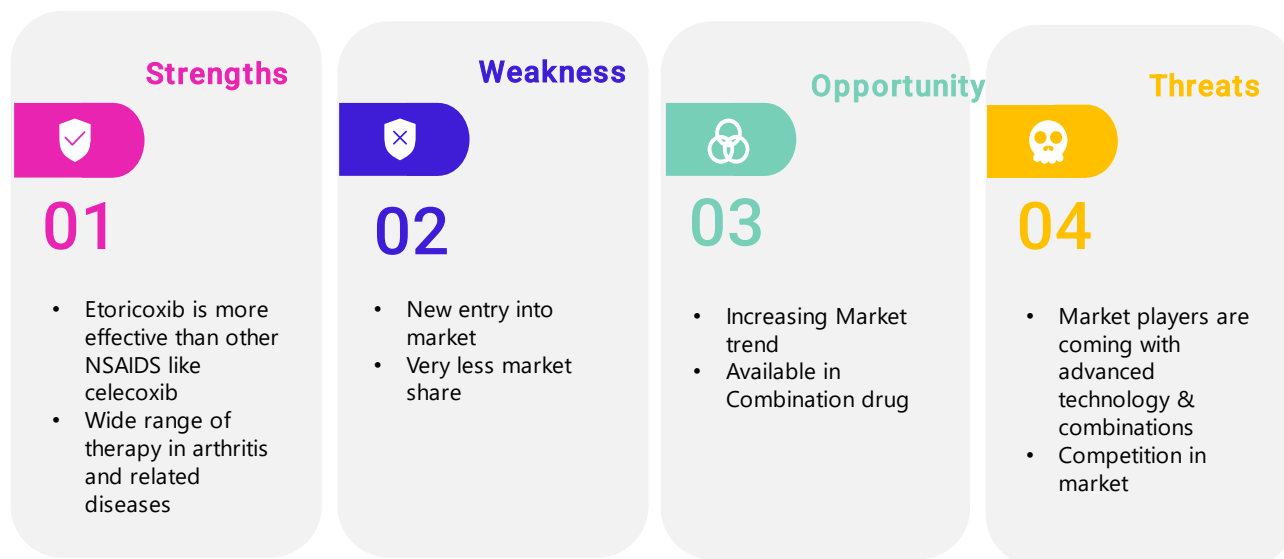
Target Market Segment
Ortho segment
Target Patients
Patients suffering from osteoarthritis, rheumatoid arthritis and gouty arthritis
Target Customers with numbers
General Physicians : 7506 orthopaedics : 5138 Consultant Physicians : 701 Healthcare physicians : 1080 Others : 450 Total : 14875
Patient Profile
adults above 45+ years



4.2.5 SWOT ANALYSIS:



SWOT Analysis for ETORIGOOD



ETORIGOOD:

KEY CHALLENGES	CRITICAL SUCCESS FACTORS
To make ETORIGOOD the most preferred drug for arthritis	Knowledge of the medication for physician
Using of various digital platforms to target the doctors and physicians	By using creative content and innovative strategies for the brand
Changing trend in advanced technology and competitive market	Understanding physicians prescribing behavior and patient choosing behavior

Communication strategy 2021:

Specialties:	Key Message (Communicated through VAF)	What will Work
Specialty 1: orthopaedics	- Safe formulation & helping millions in relieving pain - Deletes pain & inflammation and ensures relief - Provides pain relief in osteoarthritis, rheumatoid arthritis, and gouty arthritis	Simple & understandable language used in the VA
Specialty 2: Healthcare physicians		Pictorial representation is explanatory & is presentable
Specialty 3: General physicians		One common communication for all the targeted specialities

4.2.6 BRAND STRATEGY:

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

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

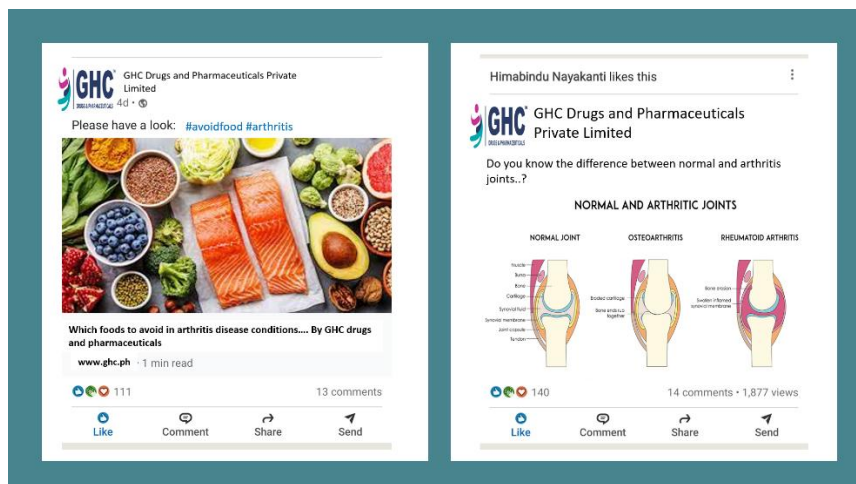
- ☒ FACEBOOK
- ☒ INSTAGRAM
- ☒ TWITTER
- ☒ Video content

Strategic Planning:

Now, It is quite challenging to promote pharmaceutical products on Social Media if it is not OTC (Over the Counter). Prescription Drug can't be promoted on Social Media sites directly. So, our goal was to target Consumers to make aware about the Disease and its therapy through GHC Drugs and Pharmaceuticals and by this we can make GHC Brand aware to general public.

Content Includes:

1. AWARENESS VIDEOS
2. INSTAGRAM / LINKEDIN / FACEBOOK POSTS
3. EMAIL CONTENT
4. INFOGRAPHICS
5. BLOGS etc.,

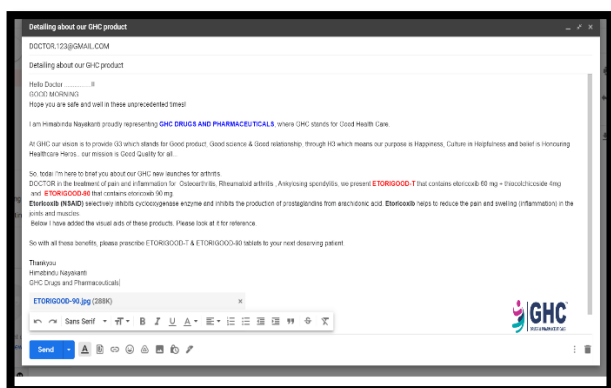




Flyer

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

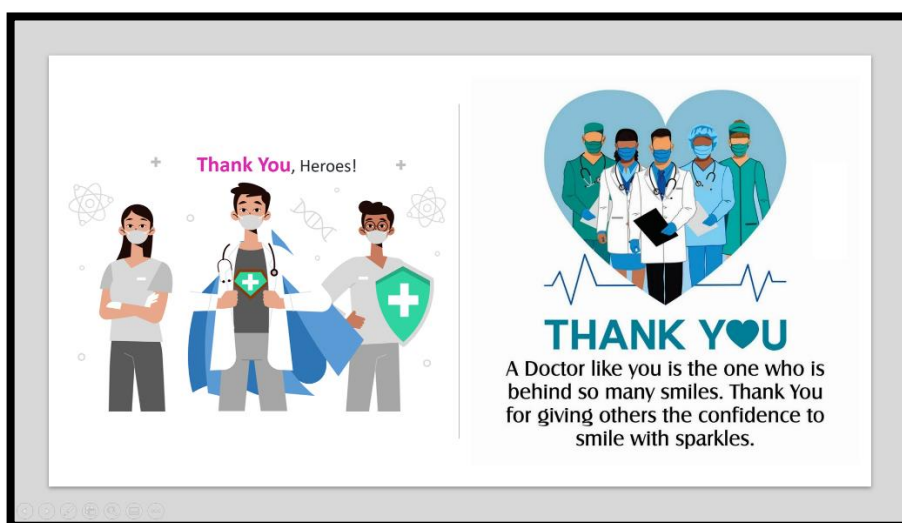




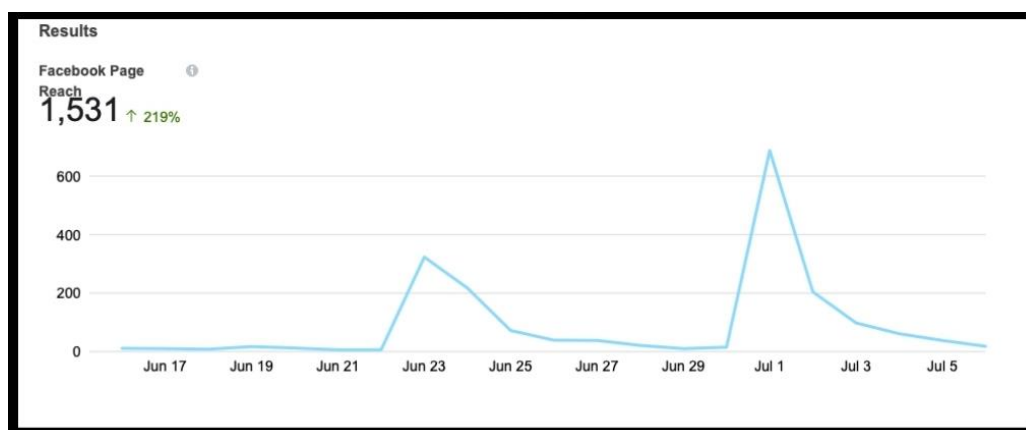
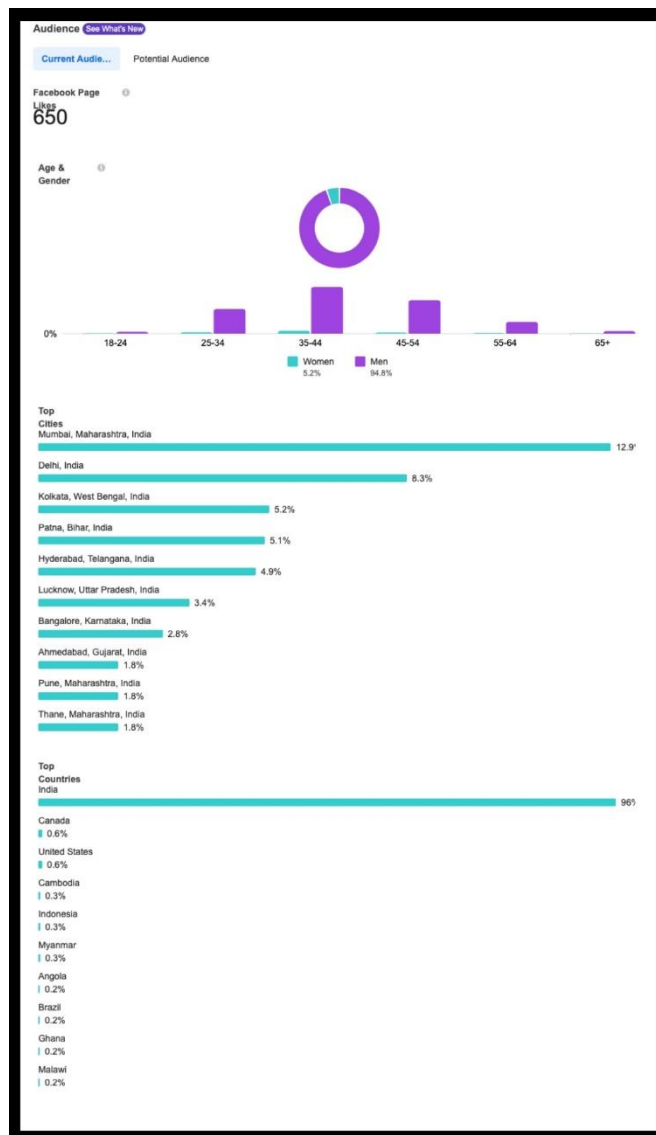
USE OF #HASHTAGS

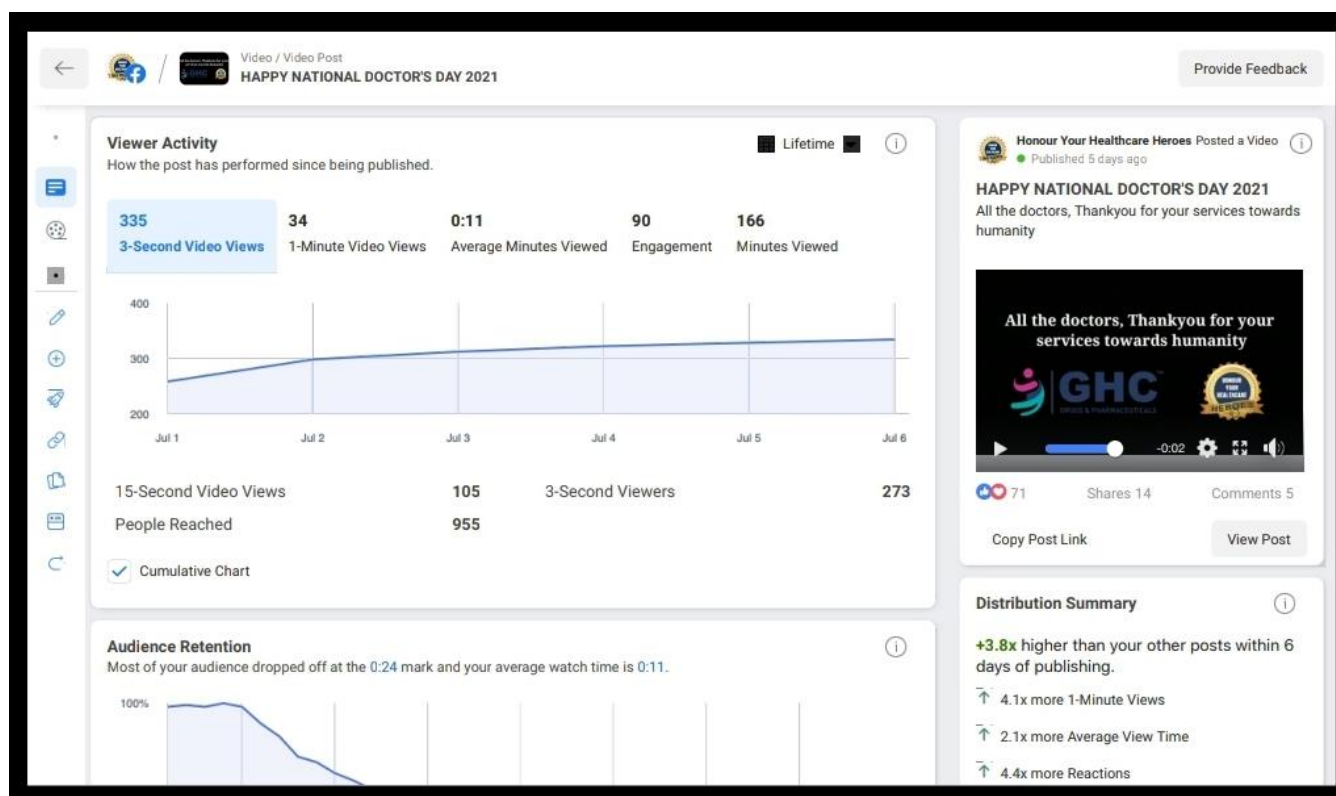


#rheumatoidarthritis
#digital marketing
#pharmaceuticals
#HEALTHCARE
#awareness
#education
#pharma
#rheumatologist
#doctors
#marketing



Outcomes of Digital Promotion of content:





5. 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.

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

Key Learnings:

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

6. Conclusion:

The aim of the above study is to understand the digital marketing strategy and various promotional tools for the brand ETORIGOOD which is an NSAID. The study started by understanding the deep knowledge about the cause of disease, symptoms and diagnosis tests. Understanding the brand and its molecule is majorly important. Competitive analysis was done to understand the competitors of muscle pain relievers in market. This brand can be used in various disease conditions such as Rheumatoid arthritis, Osteoarthritis, Ankylosing spondylitis, etc. Based on the disease condition patient journey was created to understand the problems which patient suffers. By the help of patient journey, it was observed that these conditions mostly occur in people aged 40-45+.

Main focus in brand plan was to make digital promotion strategies to promote the Brand as well as GHC drug and Pharmaceuticals on social media. With the goal of patient centricity and awareness and by various contents such as Videos, Posts, Infographics, Blogs, Facts etc. posted regularly on Facebook, Instagram, YouTube, LinkedIn which generates lead and make GHC as a brand aware. The main learning from it was that if brand is new, we need to be constant with posting relatable things on social media to make brand succeed.

Along with continuous promotion of Brand, Field study made clear about the market scenario. With the Field study, meeting doctors physically and promoting brands their helped to learn about the detailing of the product and how you can make doctors believe in brand.

So, to make brand succeed, constant work is needed along with great promotion strategies and all the knowledge about the therapy.

GHC Certificate:

GHC Drugs & Pharmaceuticals Pvt. Ltd.



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

24th July, 2021

To Whom Ever It May Concern

This is to certify, that Ms. Himabindu Nayakanti D/o Mr. N. Lakshmana Swami, student of Pharmaceutical Management (First Year) of IIHMR 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

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Regd. Off.:
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