LAUNCH & BRAND PLAN OF ALCIPRAM

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INTRODUCTION

Mission: Committed to the future of prophylaxis for mental sickness.
A small contribution towards the stress & anxiety management, and becoming the best prescribing Exercise for psychologists, neurologists & general practitioners'.
Vision: To be our customer's first choice of drug to stay happy all-day long.
Theme: When nightmares troubles you…
'A unique approach to save patients from mental sickness…'

OBJECTIVES

- To reach the highest peak of success in terms of revenue generation. T
- To launch and deliver a brand with the perspective of patients' physical & mental health..
- To cover 2 Crore of the market size in the initial year of launch.
- The purpose is to achieve brand loyalty and customer's satisfaction and

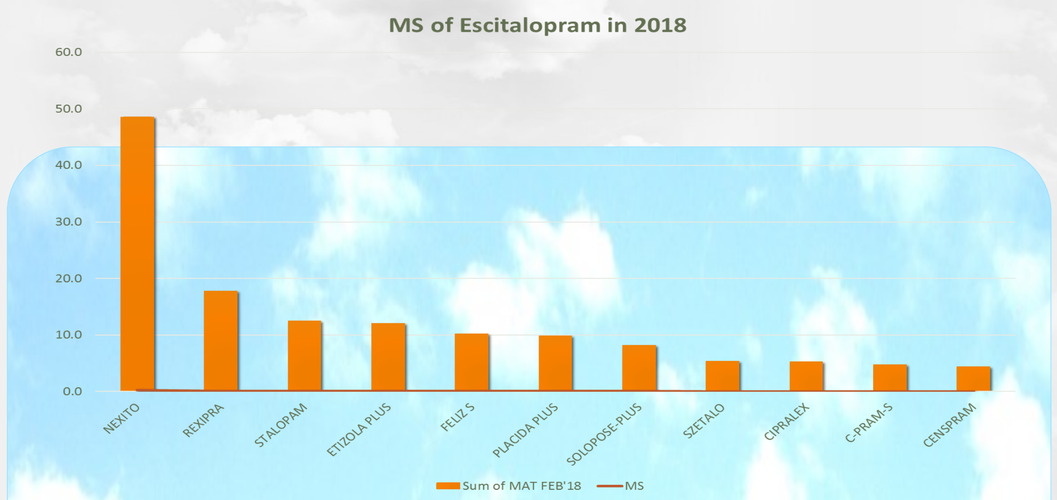
RESULTS AND FINDINGS

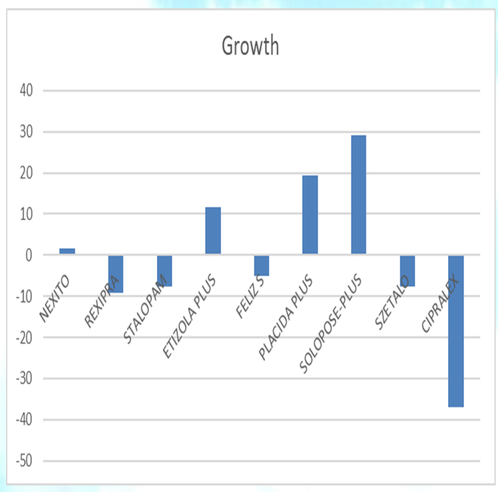
TOP 10 INDIAN BRANDS OF ESCITALOPRAM

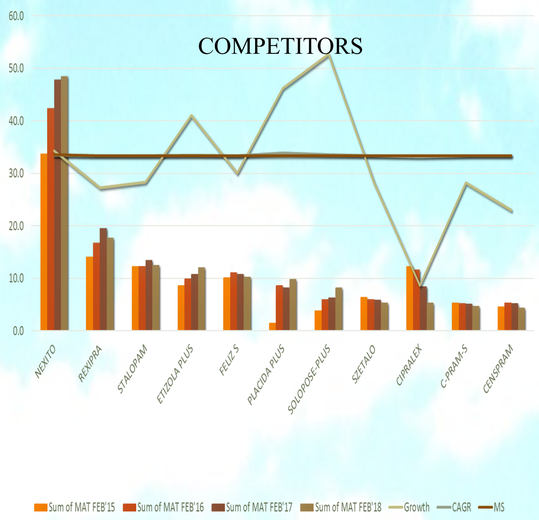
MARKET SIZE OF ESCITALOPRAM(2018) :- 190.5 Crore

Growth= -1.5

BRANDS	COMPANY	PRICE	Growth	CAGR	MS
NEXITO	SUN*	82.36	1.5	13%	26%
REXIPRA	INTAS PHARMA*	82.43	-9.1	8%	9%
STALOPAM	LUPIN LIMITED	88.5	-7.5	0%	7%
ETIZOLA PLUS	MACLEODS PHARMA	85	11.5	12%	6%
FELIZ S	TORRENT PHARMA*	78	-5.0	0%	5%
PLACIDA PLUS	MANKIND	70	19.3	85%	5%
SOLOPOSE-PLUS	MANKIND	70.71	29.0	28%	4%
SZETALO	ABBOTT*	68	-7.7	6%	3%
CIPRALEX	LUNDBECK	92.73	-37.1	-24%	3%
C-PRAM-S	TORRENT PHARMA*	82	-7.7	4%	3%



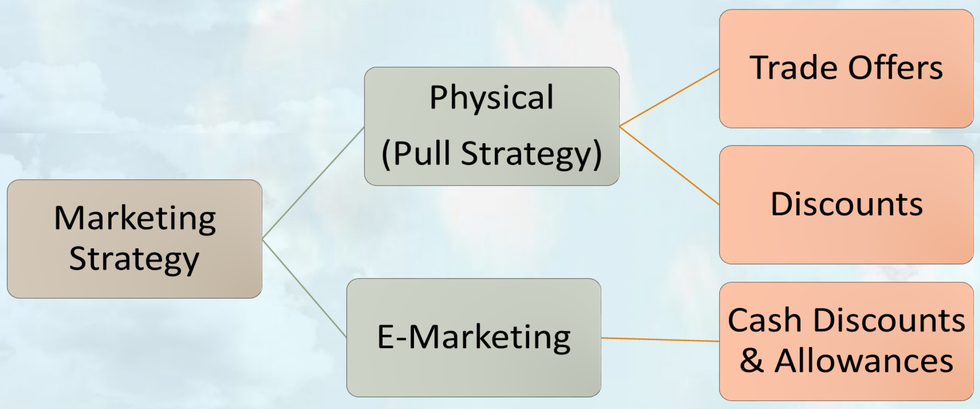




PROMOTIONAL STRATEGY

- ❑Personal Selling
- ❑Public Relations
- ❑Digital Platforms

STRATEGIES



SWOT

STRENGTHS
- Manufactured from CGMP certified equipment
- High quality of drug
- World-class process development labs
- Chemical and process development competencies
- Well trained workforce

WEEKNESS
- Late entrance in market
- Fragmented capacities

OPPORTUNITIES
- Increase prevalence of Disease
- High Market Value(2crore)
- Incredible export potential
- Decreasing market share of established drugs
- Increasing global demand for product indications

THREATS
- Growing competition from MNCs

INITIAL BUDGET PLAN AFTER THE LAUNCH

Quarter	No. of Doctors	No. of Visits	Total visits	Success Rate	Successful visits	R_X /Doctors	No. of R_X	No. of BEs'	Total R_X	Total sale strips
1st Quarter (3 months)	100	2	200	15%	30	2	60	100	6000	1200000x3=3 600000
2nd Quarter	100	2	200	20%	40	2	80	100	8000	1600000x3=4 800000
3rd Quarter	100	2	200	25%	50	2	100	100	10,000	20,00000x3=6 0,00000
4th Quarter	100	2	200	30%	60	2	120	100	12,000	24,00000x3=7 2,00000
TOTAL										2,160,0000

1 Quarter-3 Months

1 prescription-200/-

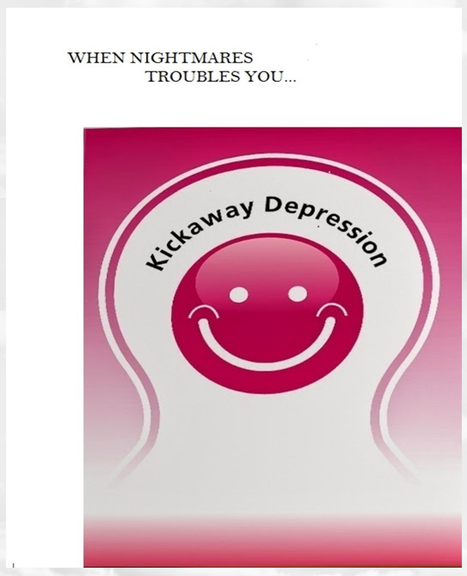
BRAND COSTING

Promotional Inputs	BUDGET AMOUNT
Samples	40,000
Leave Behind Literatures & Visual Aids	40,000
Gifts	50,000
Activities(CEMs, Health Campaigns)	70,000
Motivational Incentives	10000
Trade Offers	30,000
TOTAL BUDGET	240,000

BUDGET PLAN(Hypothesis for success)

Sales Force Planning	MR	WORKING DAYS	CALL/DAY	CALL/MONTH
Assumptions	1	20	10	200
	200	20	10	40,000

Doctors Classification	No. of Doctors	No. of visits to 1 doc/month
Psychiatrist	3000	3
Neurologist	3000	3
General Physician	4000	3
Total	10,000	



When Nightmares troubles you…

ALCIPRAM

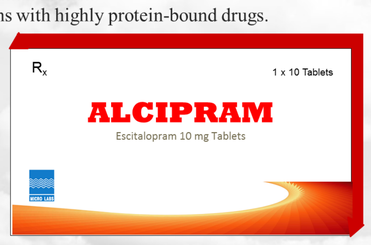
Escitalopram 10mg TABLETS

A unique approach to save patients from mental sickness…

Effective and well tolerated in the treatment of depression and anxiety disorders.

Rapidly absorbed and reaches maximum plasma concentrations in approximately 3-4 hours after either single- or multiple-dose administration.
The elimination half-life of escitalopram is about 27-33 hours and is consistent with once-daily administration.
Steady-state concentrations are achieved within 7-10 days of administration.
Low protein binding (56%) and is not likely to cause interactions with highly protein-bound drugs.

INDICATIONS:
- Generalized Anxiety Disorder (GAD)
- Major Depressive Disorder (MDD)
- Menopausal Hot Flushes
- Obsessive Compulsive Disorder (OCD)
- Panic Disorders
- Post-Traumatic Stress Disorder (PTSD)



VISUAL AID