

**Summer Training at
Micro Lab Pvt. Ltd., Gurgaon**

Brand Launch Strategies and Marketing Plan of Escitalopram

**By
Pragati Arora**

**Under the guidance of
Dr. Saurabh Kumar**

**MBA Pharmaceutical Management
2017-2019**

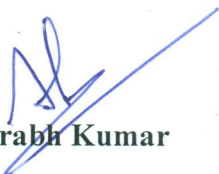
The logo for IIHMR University, featuring the letters 'IIHMR' in a large, bold, serif font, with 'UNIVERSITY' in a smaller, sans-serif font to the right. The letters are white and set against a dark purple rectangular background.
School of Pharmaceutical Management
The IIHMR University, Jaipur
2018

CERTIFICATE

This is to certify that **Ms Pragati Arora** has undergone summer training at **Micro Labs Pvt Ltd** on '**Brand launch strategies and Marketing plan of Escitalopram**' from 8th May 2018 to 2nd June 2018.

The candidate herself completed the project assigned to her during summer training. Her approach to the project was sincere and proactive. This summer training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish her success in all her future endeavors.



Dr Saurabh Kumar

Associate Professor

IIHMR University

Pharmaceutical Management



Dr Sandeep Narula

Dean-In-Charge

IIHMR University

Pharmaceutical Management



MICRO LABS LIMITED

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REGD. & CORPORATE OFFICE : # 27, Race Course Road, Bangalore-560 001, INDIA. website : www.microlabsltd.com

22nd June, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms Pragati Arora, student of IIHMR University, Jaipur has successfully completed summer internship from 8th May – 2nd June, 2018 at Micro Labs Limited.

It was pleasure to have you as management trainee at Micro Labs Limited, Gurgaon offer for *maximising* learning.

You did well & we appreciate your efforts in the areas of:

- Openness to learning.
- Commitment & adaptation on understanding the business concept & translating into project.
- Office administration & corporate etiquettes.
- Effectively prepared brand campaign under the guidance of the supervising executive.

Sharing info & further updating on digital marketing was a good initiative.

We wish you success for your future assignments.

With best wishes,

AUTHORISED SIGNATORY
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...Because health is in small details

ACKNOWLEDGEMENT

“I humbly owe the completion of this Summer Intern work to the almighty and my family whose love and blessing will be with me in every movement of my life” .

I would like to extend my sincere gratitude to **Mr. TAVINDER JIT SINGH**, President & Chief Business Officer, Micro Labs Ltd, Gurugram to provide me an opportunity to learn.

I am extremely thankful to my Project Mentor **Mr. Sumit Sharma**, Marketing Manager, Micro Labs Ltd Gurugram, for his valuable suggestions and support throughout the study, greatly eased my task of completing this work.

I would also like to pay my gratitude to his entire team of Micro Vision, Delhi who has helped me by sparing their valuable time, extend support and guidance to achieve my task successfully.

Next, I want to thank **Prof. SAURABH BANERJEE**, Associate Professor, IIHMR University, Jaipur, Rajasthan for sharing his expertise & knowledge with me.

I am very much indebted and thankful to colleagues of my office for their participation and cooperation. I would like to thank my family for supporting and standing with me in successfully completing the project.

DECLARATION

I hereby declare that this Summer Intern Project entitled “**Brand Launch Strategies And Marketing Plan Of Escitalopram**” submitted to IIHMR University, Jaipur in the partial achievement of requirements for the award of degree of MBA Pharmaceutical Management is a bonafide and genuine study carried out by me under the esteemed guidance of **Saurabh Banerjee**, Associate Professor, IIHMR University, Jaipur The extent of information gathered in the study is discussed in this Project report. This work is original and confidential.

**BRAND LAUNCH STRATEGIES
AND MARKETING PLAN OF
ESCITALOPRAM
(Learning at
MICRO LABS
International Division)**

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MICROLABS CORPORATE PROFILE



ABOUT THE COMPANY

“Micro Labs Limited is a multi-faceted healthcare organization with a proficient marketing team, state-of-the-art manufacturing facilities and R&D centers as per International standards which are robustly backed by a strong distribution network. Ranking 14th among prescriptions (as per SMSRC May 16') and 19th in sales (as per AWACS MAT May'16). Micro's brand portfolio includes some of the topmost brands in various specialties like Cardiology, Diabetology, Anti-infectives, Ophthalmology, Pain, etc”.

“The company is also at the forefront in social contribution, striving to be a model corporate citizen in terms of Environmental Protection & Social Initiatives with significant contributions in the areas of education and health.”

LETTER FOR NEW PRODUCT LAUNCH

Pragati Arora

MICROLABS LIMITED

Gurugram, India

Phone: +91-8859215518

Pin Code: 281067

Date- 15-May'2018

Sumit Sharma

MICROLABS LIMITED

Gurugram, India

Manager- Regional Marketing & Business

Subject- Market Analysis of a New Product

Dear Mr. Sumit Sharma,

I am pleased to inform you that we have come across to a new molecule named as CARIPRILL during market analysis. The product has been developed especially for patients with incurable diseases. The product has some unique features with distinctive shape than the other competing brands in the market.

Please allow us to present you the features of this product personally so that the marketing team on your guidance can start working on a new project of introducing the product and design the promotional tools as per your expectations as soon as possible.

We are looking forward to your response!

Thanks &Regards

Pragati Arora

Management Intern

MICROLABS LIMITED

Gurugram, India

LETTER FOR PERFORMANCE APPRAISAL

To

Sales Team

Date- 15-May'2018

Subject- Performance appraisal

Greetings!

Dear Salesforce,

This year has been eventful & challenging for all of us. We met the huge challenge of sale of new launched product and scaling up our business. However, you all are the crucial part of the success of this project. The sale performance is just beyond the company estimated targets.

On behalf of Micro's management, we would like to extend our appreciation for the amazing work done by you all. And so, the team will soon be informed of the incentives of this year.

We hope that you all continue to meet all challenges offered by us.

Wish everyone all the best!

Sincerely,

Pragati Arora

Management Trainee

MICROLABS LIMITED

Gurugram, India

Mobile: +91-8859215518

BRAND COSTING

This refers to the costs incurred in promoting and maintaining the brand among customers worldwide.

SOME MARKETING TERMS

Accomplishments:

This simply means the achievement of predetermined targets of company.

Primary Sales:

This refers to – Primary sales is the sales from a manufacturing company or national supplier to a city/state/region distributor or wholesaler.

Secondary sales:

When a distributor invoices the product to a retailer, the transaction is called as ‘Secondary Sales’. In this transaction, distributor keeps its margin and invoices the product at dealer price (also called as retailer price).

New Launches:

This refers to the sale of new branded products

Regulatory:

This includes the information regarding the number of approved drugs and drugs who are in pipeline for getting approval.

Tour & Travel Field Force:

It refers to the tour or travel covered by the sales team in order to increase the prescription of branded drugs along with maintaining the reputation of the company. Thus, they are the root of the company's growth.

Financial:

This department is responsible for managing expenses, profits and overall finance pertaining to the activities of company.

Brand Expense Power Brands:

This record includes the overall expenses incurred in selling and maintaining the powerful brands.

Attendance Record:

The overseas salesteam update their presence in the sheet.

Sample Utilization:

This record provides the data on how much sample is utilized in attending customers and where.

FF MSL coverage & attrition:

Data involves the overall market (Doctors, Retailers & others) covered by the salesteam and attrition rate of employees.

BRAND EXPENSES

- Manpower Cost (FF) - attribute to specific brand
- FF Tours Cost Including Station Cost
- CMEs/Medico Cost
- Promo Tools
- PR Cost
- Trade Offers (If Any)
- Salaries apportion from HO
- Others like Incentives

Manpower Cost:

Costs of the time and dedication of the sales force in the field referred to as manpower cost.

CMEs/Medico Cost:

Cost incurred in organizing any campaign like educational programmes pertaining to any medication, awareness of any disease and control of diseases etc.

FF Tours Cost:

This type of expenses is related with food and meal. When any dinner or lunch is organized for the clients or customers after a meeting with them are included in this cost. The station costs are the one that are funded to the speakers, salesperson who travel across the city, state or country for the business purpose.

Salaries Apportion:

This account the amount of salaries given to the employees working as a sales team by Manager.

SAMPLE OF BRAND COSTING

Enlisted below is the annual total budget of secondary sales of products of MICROLABS LIMITED, that are marketed in Cameroon.

Secondary Sales - Total Budgeted (2018)	2,300,240
Jan	115,012.01
Feb	195,520.42
Apr	207,021.62
May	218,522.82
June	207,021.62
July	207,021.62
Aug	207,021.62
Sept	184,019.22
Oct	218,522.82
Nov	218,522.82
Dec	115,012.01

CELEBID is the power brand of MICROLABS LIMITED in Africa with huge budget and market size.

Celebid	302,360.00	15118	25701	20121
% of Brand Expense to Sales	7.10%		8.58%	10.96%
Brand Expenses	21,472	1,706	2,206	2,206
Manpower Cost (FF) - attribute to specific brand	6,324.00	527	527	527
FF Tours Cost Including Station Cost	900.00	0	450	450
CMEs/Medico Cost/ sponsorship	2,736.00	228	228	228
Promo Tools	-			
PR Cost	5,500.00	450	500	500
Trade Offers (If Any)	-			
Salaries apportion from HO	6,012.00	501	501	501
Others like Incentives				

SURVEY OF ESCITALOPRAM BRANDS

S.no.	PHARMACY STORE	BRAND	COMPANY NAME	PRESCRIPTION (Month)	NET SALES (In strips)	Price
1	National Pharmacy	Censpram	USV	3	10-15 strips	20mg-125/-
2	New Deepanshi Medical store	Nexito Rexipra Censpram	Sun Phrama Intas Pharma USV	4-5	10 strps	Nex-5mg-46/- 10mg-82/- 20mg-124/-
3	Welcome India	Nexito	Sun Pharma	15-20	20	Nex. LLC- 94/- Nex Plus- 79/- 10mg- 82/- 20mg- 130/-
4	Good Morning Pharmacy	Nexito Rexipra	Sun Pharma Intas Pharma	10	50	Nexi- 5mg- 46/- 10mg- 82/- Rex- 10mg-82.43/-
5	Cyber City	Nexito Rexipra Censpram	Sun pharma Intas Pharma USV	10	30-40	Nex- 5mg- 46.48/- 10mg- 82.36/- Rex- 5mg-46.48/- 10mg-82.43/- Cens-10mg- 82.43/- Cens -93/- light
6	Medcity Medicure	Nexito Rexipra Censpram	Sun Pharma Intas Pharma USV	5-6	5-6	Nex- 10mg-82.36/- Rex- 10mg-82.43/-
7	Delhi Medical Store	Nexito Rexipra	Sun Pharma Intas Pharma	150	160 overall	Nex- 10mg-82.36 Rex- 10mg-82.43/-
8	Care and Cure Chemist	Nexito Censpram Neucita Atizola Ciprallex Tolopres Depran	Sun Pharma USV Alkem Intas Lundbeck Arena Ltd. Intas	80-90 30-40 10-20 5-7 5-7 3-4 1-2	70-80 40-50 20-25	Nex-10mg- 164.72/- Cens-10mg- 73/- Neu-10mg- 82.36/- Ati-0.5mg-44.60/- Cipra-10mg-124/- Tolo-10mg-26/- Dep-10mg-174/-
9	Sunrise Pharmacy	Nexito Censpram	Sun pharma USV	10-20	20-30	Nex-10mg-82.46/-
10	Gandhi Medical Store	Nexito Rexipra Censpram	Sun Pharma Intas Pharma USV	10-15 overall	40	Nex-10mg-82.36/- Rex- 10mg-82.43/- Cens-10mg-79/-
11	Balaji Pharma	Nexito Rexipra Stalopram	Sun Pharma Intas Pharma Lupin Limited	30	50-60	Nex-5mg-47/- 10mg-82.35/- 20mg-149/- Rex- 5mg-46.48/- 10mg-82.43/-
12	Medigreen Pharmacy	Nexito Censpram Feliz S	Sun Pharma USV Torrent Pharma	50	15-20 10-15 1-2	Nex-10mg-82.36/- Cens-10mg-78/- Feliz-10mg-78/- 5mg-44.62/-
13	Care Pharmay	Nexito Stalopram C-PRAM-S	Sun Pharma Lupin Limited Torrent Pharma	10-15	10-20	Nex-5mg-46.48/- 10mg-82.36/- Stalo- 10mg-88.50/- C-Pran-10mg-
14	Drug Mart	Nexito Rexipra Censpram	Sun Pharma Intas Pharma USV	5 3 2	60 20 15	Nex-5mg-46.48/- 10mg-82.36/- Rex-5mg-46.48/- 10mg-82.43/- Cens-5mg-44.36/- 10mg-78.96/-

BRANDING OF ALCIPRAM

Brand- ALCIPRAM

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...

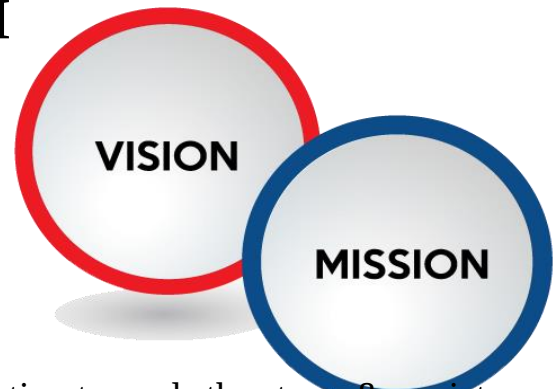
‘A unique approach to save patients from mental sickness...’

OBJECTIVE

The aim is to reach the highest peak of success in terms of revenue generation. We support product innovation and ALCIPRAM is one of them. The Brand is manufactured with the perspective of patients’ physical & mental health.

Although our product has competitive features and benefits to the medical patients of depression.

We assume our product 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 joy. And also building the strong position in the market in future.



TOP 10 BRANDS OF ESCITALOPRAM

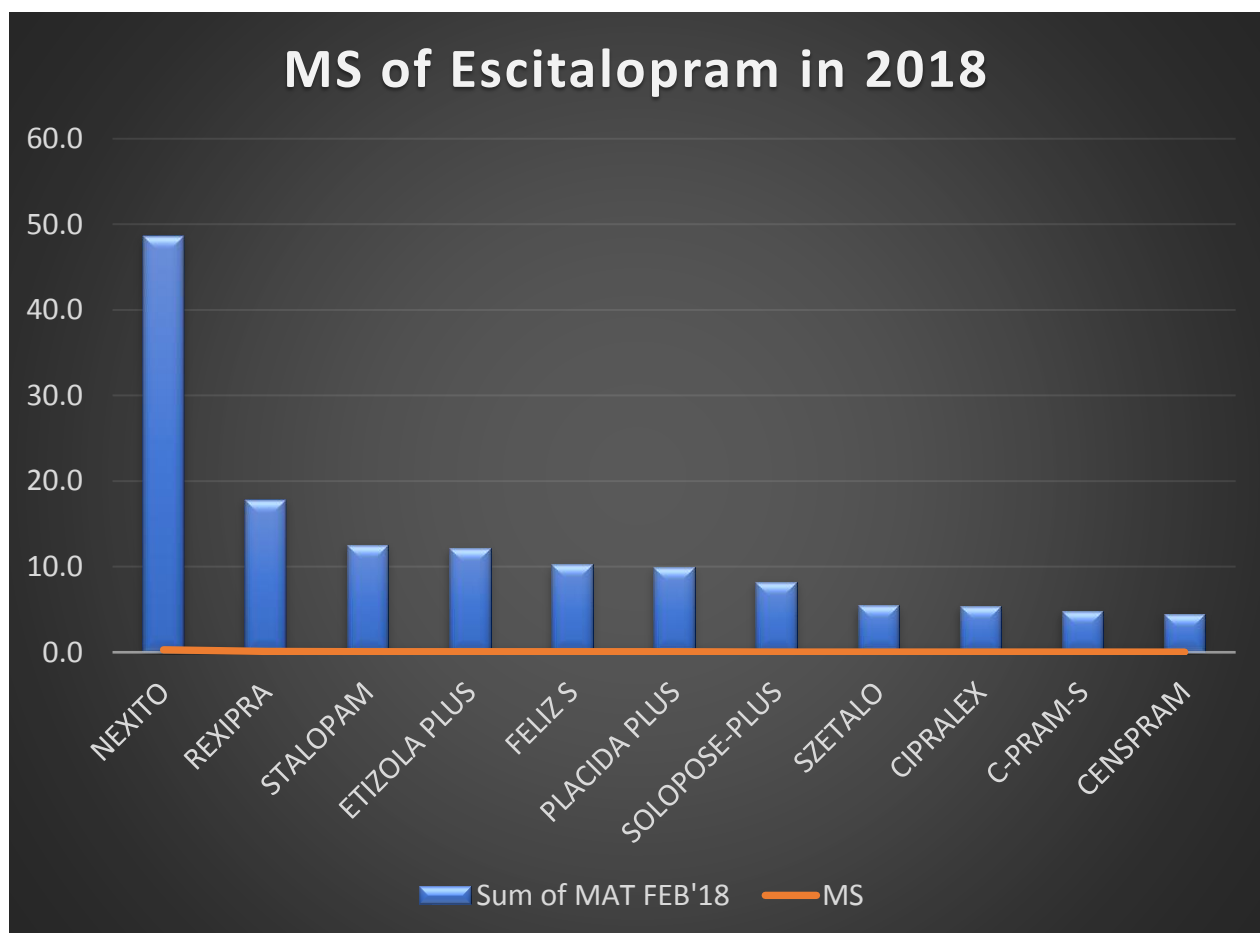
BRANDS	COMPANY	PRICE	Growth	CAGR	MS
NEXITO	SUN*	82.36	1.5	13%	26%
REXIPRA	INTAS PHARMA*	82.43	-9.1	8%	9%
STALOPAM	LUPIN LIMITED	88.5	-7.5	0%	7%
ETIZOLA PLUS	MACLEODS PHARMA	85	11.5	12%	6%
FELIZ S	TORRENT PHARMA*	78	-5.0	0%	5%
PLACIDA PLUS	MANKIND	70	19.3	85%	5%
SOLOPOSE-PLUS	MANKIND	70.71	29.0	28%	4%
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%

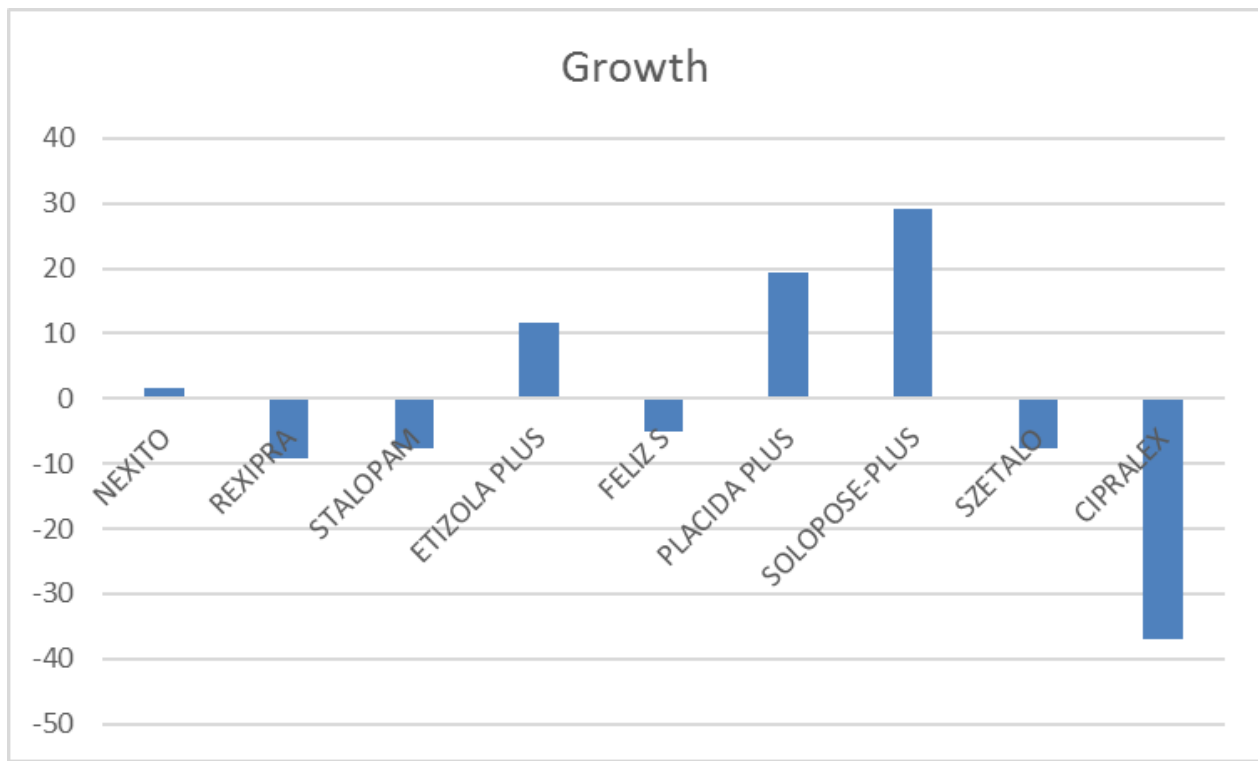
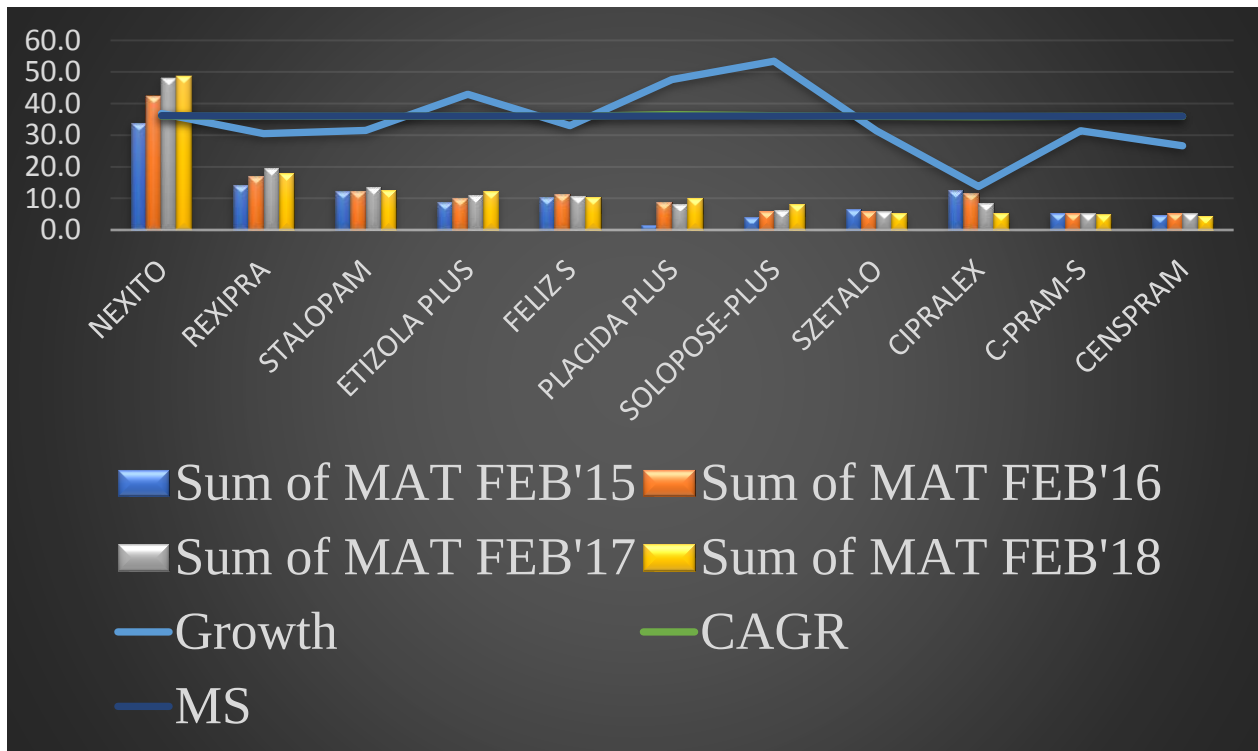
MARKET SIZE

MARKET SIZE OF ESCITALOPRAM (2018):- 190.5 Crore

Growth= -1.5

CAGR= 8%





FORECASTING

Escitalopram Market: Product Type Analysis

- Solution
- Tablet

Escitalopram Market: End User/ Applications Analysis

- Hospitals
- Clinics
- Individual Use

Escitalopram market:

Competitive Analysis

It consists analysis of key players with Market Value, SWOT analysis. Company profile

- Forest Laboratories(US)
- Lundbeck A/S(DK)
- Amneal Pharmaceuticals(US)
- Aurobindo Pharma(IN)
- Hetero Drugs(IN)
- Macleods Pharmaceuticals(IN)
- Silarx Pharmacueticals(US)
- Apotex(CA)
- Hikma Pharmaceuticals(UK)
- Jubilant Pharma(SG)
- Lupin Limited(IN)\

- Prinston Pharmaceutical(US)
- STI Pharma(US)
- TEVA Pharmaceutical(US)

SWOT ANALYSIS

STRENGTHS

- Manufactured from CGMP certified equipment
- High quality of drug
- Top development labs
- 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
-

MARKET SEGMENTATION

- Geographic:

All over India

Season of launching: Summers (Mid of May'2019)

- Demographic:

Age: Adults (18-55)

Gender: Both(male & female)

- Behavioral:

Potential users

New consumers

TARGETED CUSTOMERS

- ☐ Neurologists

- ☐ Psychologist

- ☐ General Physician

PROMOTIONAL STRATEGIES

PERSONAL SELLING

- ❑ Appoint talented business executives for the detailing of new launch to doctors
- ❑ Innovative brochures, leaflets & visual aid designing
- ❑ E-Detailing
- ❑ E-CMEs/Webinars

PUBLIC RELATIONS

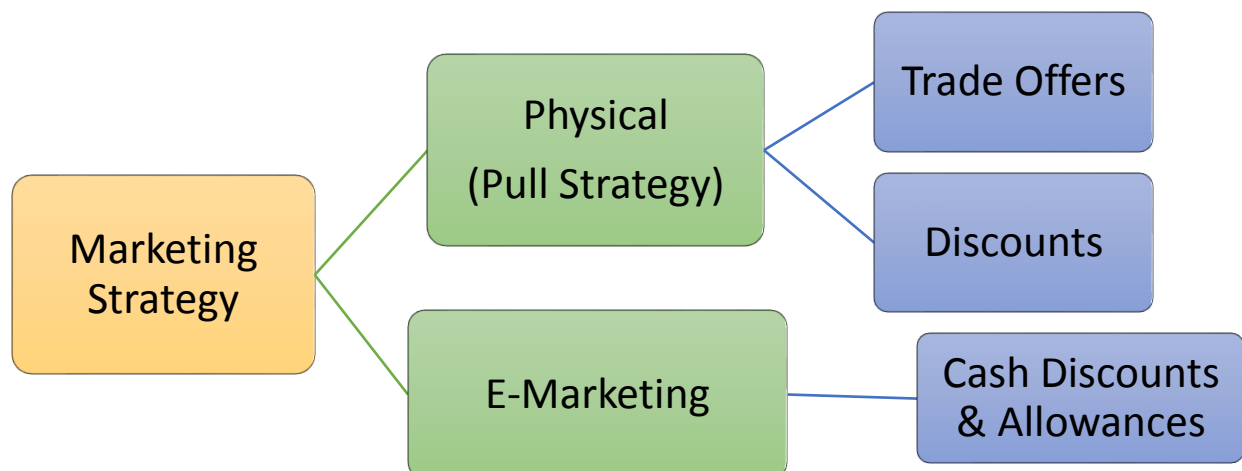
- ❑ Health checkup campaigns
- ❑ Wholesalers: 10% discount
- ❑ Customers: Male buyer- Calculator, happy emoji cartoon

Female-Shopping cards, Biotique lotions, Uber 1 free ride coupons

- ❑ Government: Swachh Bharat Mission
- ❑ Conference on CNS products Of Micro labs

DIGITAL PLATFORMS

Social Networking sites, Ads on google, Instagram, YouTube



ANNUAL BUDGET PLAN AFTER THE LAUNCH

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
100	2	200	15%	30	2	60	100	6000	1200000x3=3600000
100	2	200	20%	40	2	80	100	8000	1600000x3=4800000
100	2	200	25%	50	2	100	100	10,000	20,00000x3=60,00000
100	2	200	30%	60	2	120	100	12,000	24,00000x3=72,00000
									2,160,0000

1 Year=4 Quarter

1 Quarter= 3 Months (100 working Doctors)

1 prescription=200/-

BRAND COSTING

EXPENSES	BUDGET AMOUNT
Samples	40,000
Leave Behind Literatures & Visual Aids	40,000
Gifts	50,000
Activities (CEMs', Health Campaigns	70,000
Motivational Incentives	10,000
Trade Offers	30,000
TOTAL BUDGET	2,40,000

COMMUNICATION MESSAGE

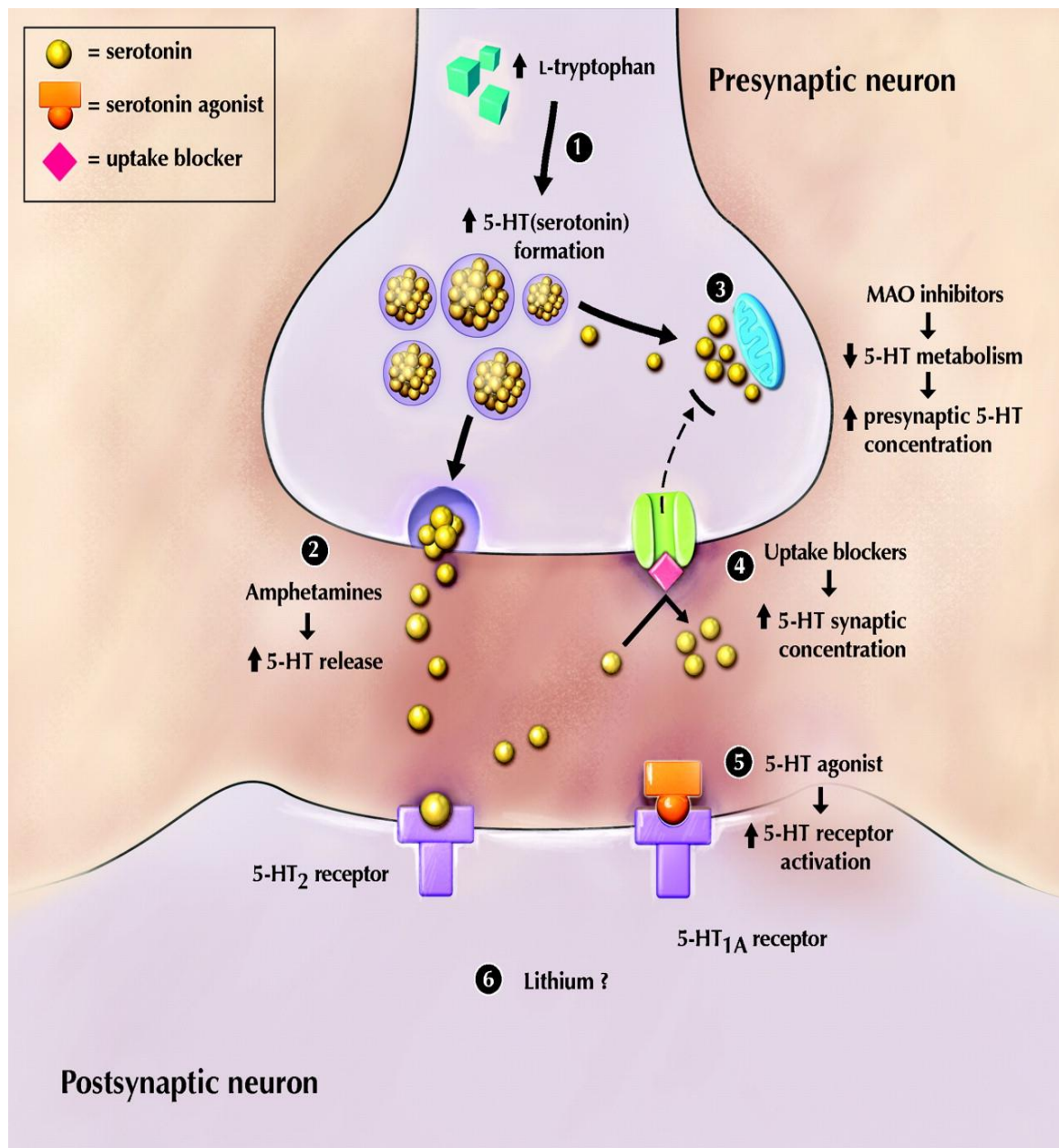
- ☐ Good Morning Doctor, I am (_____) from MICRO LABS Ltd., have come to present the new product 'ALCIPRAM' of my company
- ☐ It is the first line therapy for depression. However. Improvement will occur within the first week of administration.
- ☐ 'ALCIPRAM' contains Escitalopram oxalate 10mg which belongs to SSRIs which has ensures high tolerability and efficacy than any other drugs.
- ☐ Highly effective in the treatment of MDD & GAD
- ☐ Therefore, Doctor, the best suitable product for your patients suffering from mental sickness, seeking your valuable prescription support.
- ☐ Thankyou so much for your valuable time

MEDICAL INFORMATION

ESCITALOPRAM is an antidepressant of the selective serotonin reuptake inhibitor (SSRI) class, prescribed for major depressive disorder, generalized anxiety disorder, social anxiety disorder, or panic disorder (significant behavioral change). It increases the amount of serotonin, a natural substance in the brain that helps maintain mental balance.

INDICATIONS

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



SIDE EFFECTS

- **Gastrointestinal:** Nausea, diarrhea, increased appetite, taste disturbances.
- **Central Nervous System:** Sleeplessness, fatigue, drowsiness, unusual excitement, confusion.
- **Heart:** Fast or irregular heartbeat, postural hypotension.
- **Genitourinary:** Impotence, ejaculation disorder.
- **Miscellaneous:** weight gain, fever, and severe muscle stiffness

PACKSHOTS



VISUAL AIDS



ALCIPRAM

Escitalopram
10mg TABLETS

- SSRI is the First-line treatment for depression
- Superior antidepressant tolerability & efficacy than other SSRIs
- Maintains the mental balance by increasing the serotonin levels in brain
- FDA approved drug for panic disorders and major depressive disorders

Major Depressive
Disorder (MDD)

Obsessive
Compulsive
Disorder (ODD)

Generalized Anxiety
Disorder (GAD)

**When Nightmares
Troubles you...**

ALCIPRAM 10

Escitalopram 10 mg Tablets

- **An antidepressant**
- **Works by restoring the balance of certain natural substances (Neurotransmitters such as serotonin) in the brain**
- **Improve your feelings of well-being and energy level and decrease nervousness**

- ♦ **Anxiety**
- ♦ **Depression**
- ♦ **Obsessive compulsive**
- ♦ **discorder**



Over come depression & Anxiety

MARKETING TESTING (POST MARKETING QUESTIONS)

1-What were the side-effects while using ALCIPRAM 10mg Tablet?

- No Side Effect
- Headache
- Insomnia (difficulty in sleeping)
- Fatigue
- Nausea

2-How do you take ALCIPRAM Tablet?

- With food
- Empty stomach
- With or without food

3-How much was the improvement?

- Excellent 33%
- Average 42%
- Poor 25%

4-Please rate ALCIPRAM 10mg Tablet on price

- Not Expensive
- Average
- Expensive

5-What are you using ALCIPRAM Tablet for?

- Depression
- Anxiety disorder
- Phobia
- Others