

OBJECTIVE : To launch the brands ECIPILIM (Sodium Valproate) and TOPILEPSY (Topiramate) in the market.

INTRODUCTION :

- A seizure is a sudden, uncontrolled electrical disturbance in the brain.
- Most seizures last from 30 seconds to two minutes.
- Epilepsy is also defined as having "two or more unprovoked seizures," according to Johns Hopkin Medicine.

TYPES OF EPILEPSY

- Idiopathic-** There is no apparent cause.
- Cryptogenic-** The doctor thinks there is most probably a cause, but cannot pinpoint it.
- Symptomatic-** The doctor knows what the cause is.

SODIUM VALPROATE

- It is the medication primarily used to treat epilepsy and bipolar disorder and to prevent migraine headaches.
- It can be given intravenously or by mouth.

TOPIRAMATE

- Topiramate is used to treat epilepsy in children and adults, and it was originally used as an anticonvulsant.

ECIPILIM (Sodium Valproate)

SWOT Analysis of Sodium Valproate :

STRENGTH It shows rapid action. It has a wider therapeutic index. It has better tolerability. It has 3 mechanism of action: • blocks Sodium channel. • enhancement of GABA inhibition. • blocks t-type calcium channels.	WEAKNESS It shows severe side effects. • hair loss • weight gain • upper abdominal cramps • liver toxicity
OPPORTUNITIES By increasing awareness among the consumers, the market of the molecule can be increased.	THREATS • Regulations by the government. • High cost can result in shift to other molecule.

MARKET ANALYSIS :

Moving Annual Total of Sodium Valproate	Unit MAT of Sodium Valproate
MAT FEB'18 = 99.1 crores	Unit MAT FEB'15 = 21368.25
MAT FEB'17 = 99.9 crores	Unit MAT FEB'16 = 23390.20
MAT FEB'16 = 95.6 crores	Unit MAT FEB'17 = 23548.82
MAT FEB'15 = 85.2 crores	Unit MAT FEB'18 = 25518.29

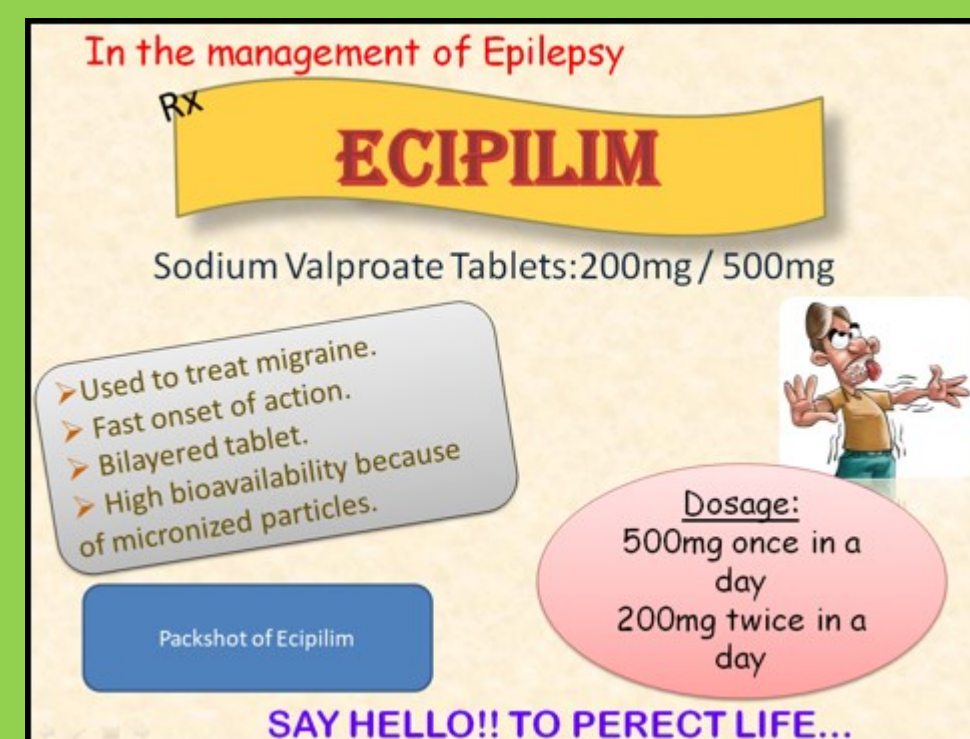
Month wise trend of Sodium Valproate (all values in crores)

YEAR	2014	2015	2016	2017	2018
MONTHS					
JANUARY		7.3	8.0	7.9	9.1
FEBRUARY		6.9	7.9	8.1	8.4
MARCH	6.4	7.0	7.9	7.9	
APRIL	7.2	8.2	8.5	8.2	
MAY	7.3	7.8	8.7	8.0	
JUNE	6.6	7.9	8.2	7.6	
JULY	7.1	7.9	8.3	6.9	
AUGUST	6.9	7.7	8.9	8.7	
SEPTEMBER	7.3	8.2	8.4	8.5	
OCTOBER	7.2	8.2	8.4	8.3	
NOVEMBER	7.3	8.0	8.1	8.8	
DECEMBER	7.6	8.8	8.4	8.7	

BUDGET :

Scientific gifts by MR's	₹ 2 lakhs
By Area Sales Manager	₹ 1 lakh
By Regional Sales Manager	₹ 75,000
Digital Marketing	₹ 50,000
CME's	₹ 6 lakhs
Display Items (visual aids, leaflets, reminder cards, journals, pamphlets)	₹ 9.5 lakhs

VISUAL AID :



TOPIRAMATE (Topilepsy)

SWOT Analysis of Topiramate :Month wise trend of Topiramate

STRENGTH • It is used in two types of seizures. Partial Seizure Generalized Seizures • It is used to treat migraine. • Other than seizure it is also used in weight loss therapy in combination with Phenanthrene.	WEAKNESS • If patients are taking Topiramate for a long term then, it can lead to eye problems and if left untreated, then it can cause permanent vision loss. • It causes side effects like: Aggression Depression Agitation Apathy
OPPORTUNITIES • It has high chances of growth, as people are not much aware about it.	THREATS • As this is the new brand, so it is difficult to convince doctors to prescribe it. • Due to its severe side effects, people are becoming reluctant.

MARKET ANALYSIS :

Moving Annual Total of Topiramate	Unit MAT of Topiramate
MAT FEB'18= 54.1 crores	Unit MAT FEB'15 = 7507 crores
MAT FEB'17= 52.9 crores	Unit MAT FEB'16 = 7785.2 crores
MAT FEB'16= 47.5 crores	Unit MAT FEB'17 = 8136.5 crores
MAT FEB'15= 44.1 crores	Unit MAT FEB'18 = 7685.8 crores

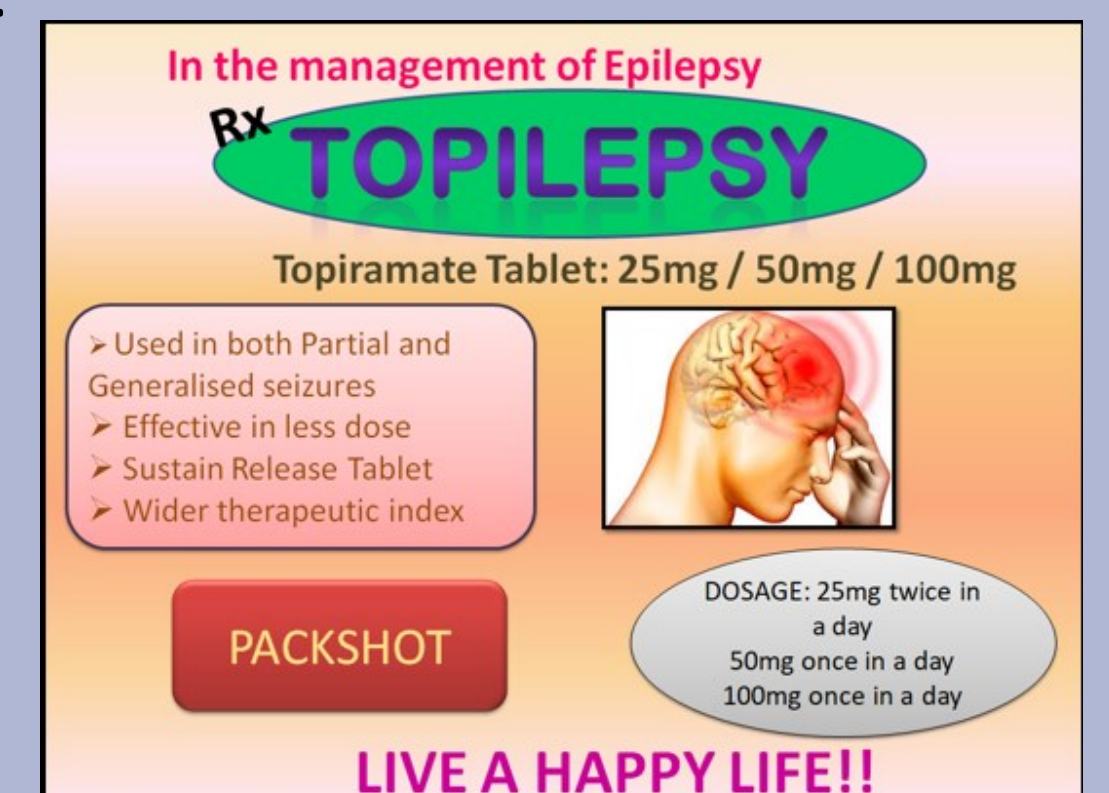
Month wise trend of Topiramate (all values in crores)

YEAR	2014	2015	2016	2017	2018
MONTHS					
JANUARY		3.9	4.1	4.7	4.6
FEBRUARY		3.7	4.1	4.5	4.3
MARCH	3.2	3.6	4.1	4.6	
APRIL	3.7	4.1	4.4	4.7	
MAY	3.7	3.5	4.2	4.7	
JUNE	3.4	3.5	4.3	4.2	
JULY	3.7	4.5	4.4	3.9	
AUGUST	3.7	4.0	4.4	4.8	
SEPTEMBER	3.7	4.1	4.5	4.6	
OCTOBER	3.6	4.0	4.4	4.7	
NOVEMBER	3.8	3.8	4.3	4.7	
DECEMBER	4.0	4.2	4.9	4.5	

BUDGET :

Scientific gifts and Sampling	
For MR's	₹ 3 Lakhs
For ASM's	₹ 2 Lakhs
For RSM's	₹ 1 Lakh
Digital Marketing	₹ 20,000
Visual aids, Leaflets, Reminder cards	₹ 8,000
CME's and Company meetings	₹ 3 Lakhs

VISUAL AID :



ACTION PLAN :

- First, the customers will be targeted geographically
 - Urban Areas
 - Rural Areas
- In Urban areas, the doctors can be divided into different categories:
 - Most Important
 - Important
 - Less Important
- Total 70 doctors in urban area will be taken, which will include 10 most important doctors, 25 Important doctors and 45 Less Important doctors.
- In Rural areas, main hospitals and doctors for the business will be targeted.

MARKETING CAMPAIGN:

- The focus can be divide into main customers like :
 - Civil Hospitals
 - Private Hospitals
 - Corporate Hospitals
 - Army Hospitals
- Awareness and value can be created in the doctor's mind by telling the benefits of the molecule.
- Something related to the molecule can be given to the doctor as a reminder.
- CSR activities can also be performed.

MARKETING CAMPAIGN :

- The marketing campaign can be done by doing different activities.
 - In-cabin
 - In-clinic or hospital
- In-cabin activities can be done by showing videos to the doctors related to the product.
- In-clinic or hospital activities can be done by performing activities related to the product for the staff members and the people around.
- It can be done by arranging CME's.
- It can also be done by providing free samples to the doctors.

ACTION PLAN :

- The promotion of the product can be done by two different ways:

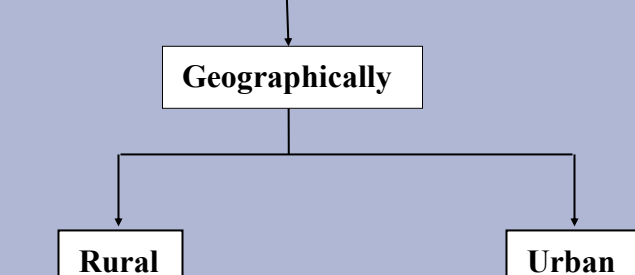


DIGITALLY

- At first, a page will be created on some social network site where doctors are available.
- Then, the doctors which are key opinion leaders will be targeted more.
- Emails will be sent to all the doctors.
- Those emails will have the link of the content related to the molecules, which will be beneficial to the doctors also.
- This way, the doctor will show interest towards the product.

PHYSICALLY

- Customers will be targeted:-



- In rural areas, the focus will be on the doctors who are the most popular.
- In urban areas, the focus will be on the doctors who are the key opinion leaders.