

“A Strategic Analysis of Competitive Positioning and Growth Opportunities for Lulinol (Luliconazole) in the Indian Topical Antifungal Market”

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Introduction

- ✓ India faces a surge in fungal infections, intensified by climate, self-medication, and resistance.
- ✓ The competitive Indian antifungal market is complicated by irrational steroid use and poor adherence.
- ✓ Luliconazole's potent, once-daily action offers a promising solution for efficacy and patient compliance.
- ✓ Galcare Pharma's Luninol is strategically positioned to deliver strong clinical results and ease of use.

Luliconazole

- Luliconazole is a modern imidazole antifungal with a unique structure, offering broad-spectrum effectiveness against various fungal pathogens.
- **General Information:**
Contains Luliconazole (1% w/w)
- **Marketer:**
Galcare Pharmaceutical Pvt Ltd
- **Storage:**
Store below 30°C



Objectives of the Study

- ✓ Assess Lulinol's market position and doctor awareness.
- ✓ Compare Lulinol vs. top brands (Lulifin, Lulibet, etc.).
- ✓ Understand prescriber behavior and treatment patterns.
- ✓ Identify growth areas and strategic recommendations.



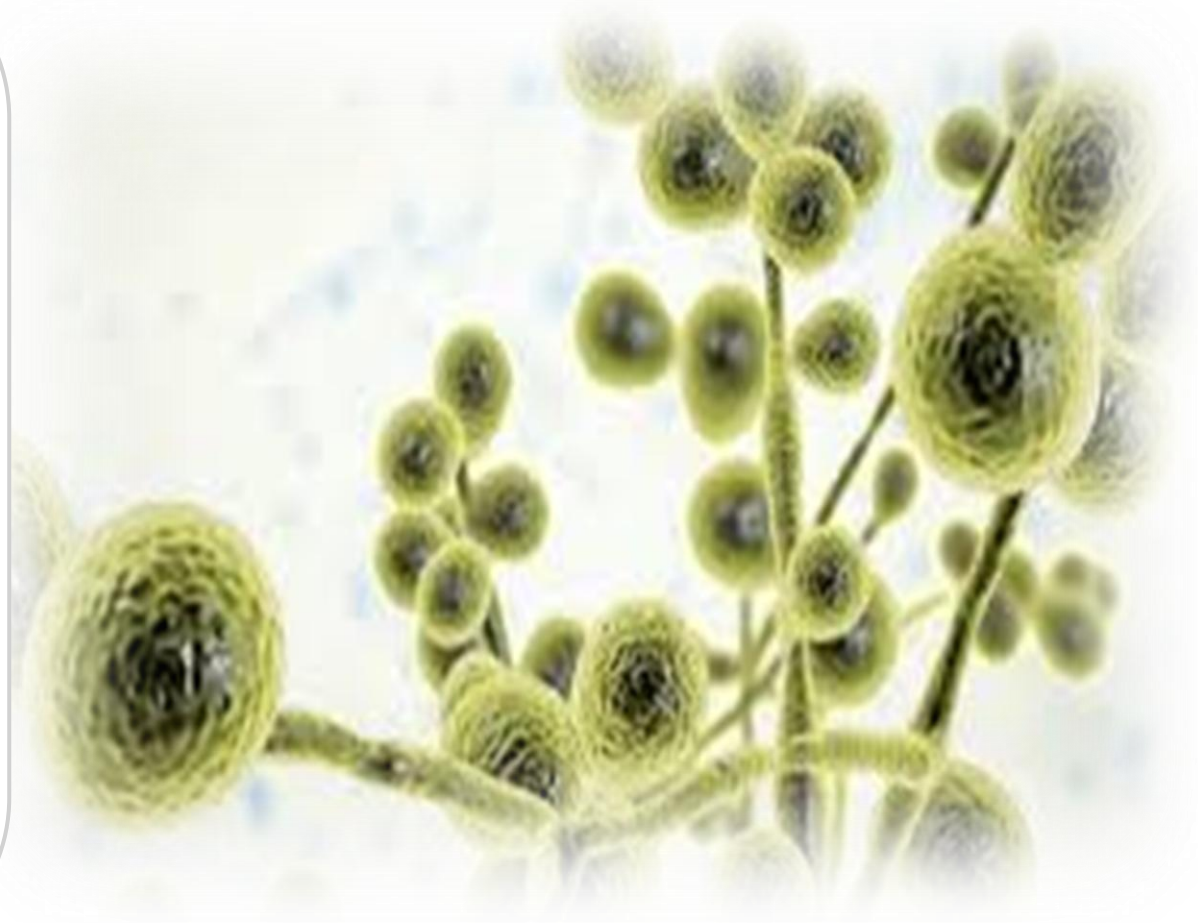
Company Overview

- ✓ **Vision:** accessible care, scientific trust-building.
- ✓ **Lulinol:** entry into topical antifungal market.
- ✓ Focused on dermatology, gynecology, lifestyle disorders.
- ✓ Affordable, patient-centric, ethical pharma brand.



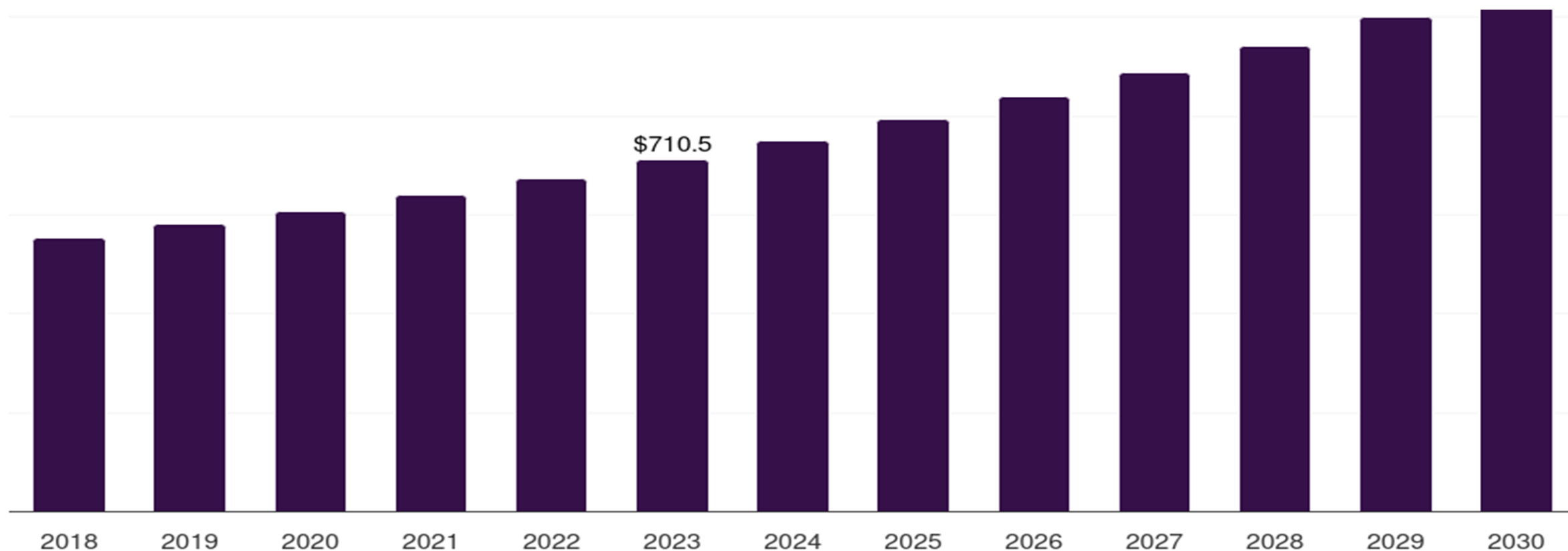
Market Landscape

- ✓ Topical antifungal market worth hundreds of crores.
- ✓ Drivers: rising infections, awareness, newer drugs.
- ✓ Barriers: misuse, low compliance, irrational combos.
- ✓ Major players: Sun (Lulifin), Glenmark (Lulibet), Torrent.

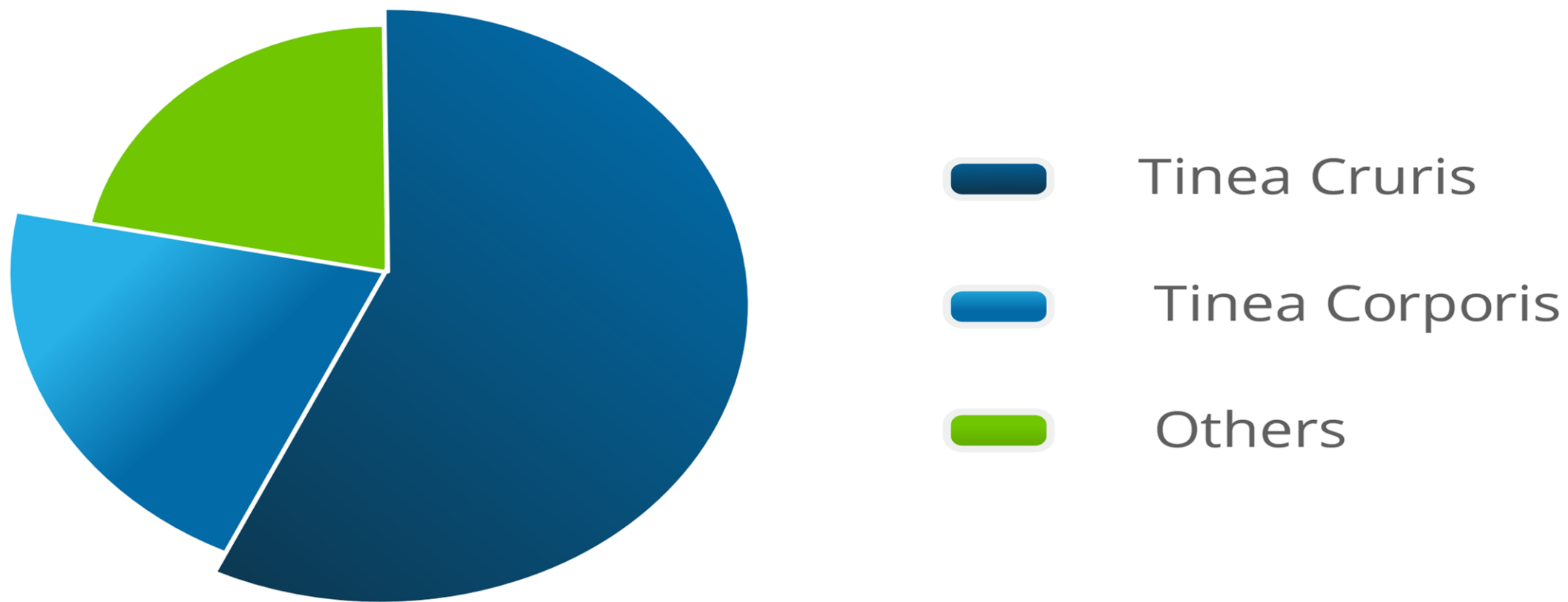


India Antifungal Drugs Market Size 2024-2030

The antifungal drugs market in India is expected to reach a projected revenue of US\$ 1,061.9 million by 2030. A compound annual growth rate of 6% is expected of India antifungal drugs market from 2025 to 2030.



Global Luliconazole Market Share By Application, 2033



Product Analysis

- ✓ Formulation: Luliconazole 1%, once-daily, short course.
- ✓ USP: non-steroidal, safe, effective, affordable.
- ✓ Pack: 10g, priced for rural/urban balance.
- ✓ Promotion: CMEs, doctor visits, samples, literature.



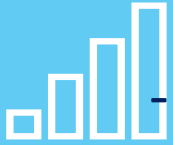
Competitor Benchmarking

Brand Name	Company	Brand Recall (from survey)	Common Indication	Strengths
Lulinol	Galcare	Medium	Tinea corporis/cruris	Affordable, moderate awareness
Lulifin	Sun Pharma	High	Broad fungal infections	High trust, strong clinical recall
Lulibet	Glenmark	Moderate	Tinea corporis/cruris	Reputed company, known efficacy
Luliderm	Cipla	Low	Limited recall	Distribution strength
Lulican	Intas	Very low	Limited mention	Requires visibility improvement

SWOT Analysis

Strengths

- Effective molecule with good penetration



- Patient-friendly dosage

Weaknesses

- Moderate brand recall among prescribers



- Limited promotional visibility

Opportunities

- Growing antifungal resistance prompting shift to newer molecules
- Market expansion to semi-urban and rural areas



Threats

- Aggressive competition from established brands like Lulifin
- OTC misuse and steroid-based combinations



Strategic Growth Opportunities

- ✓ ***Expand into Tier-2 and Tier-3 Cities***

Target underserved regions with high fungal infection prevalence to increase brand reach.

- ✓ ***Launch Combination Therapies***

Introduce Luliconazole-based fixed-dose combos to address broader dermatological conditions.

- ✓ ***Strengthen Dermatologist & Digital Engagement***

Build brand loyalty through KOL partnerships and tele-dermatology platforms.

- ✓ ***Enter Emerging International Markets***

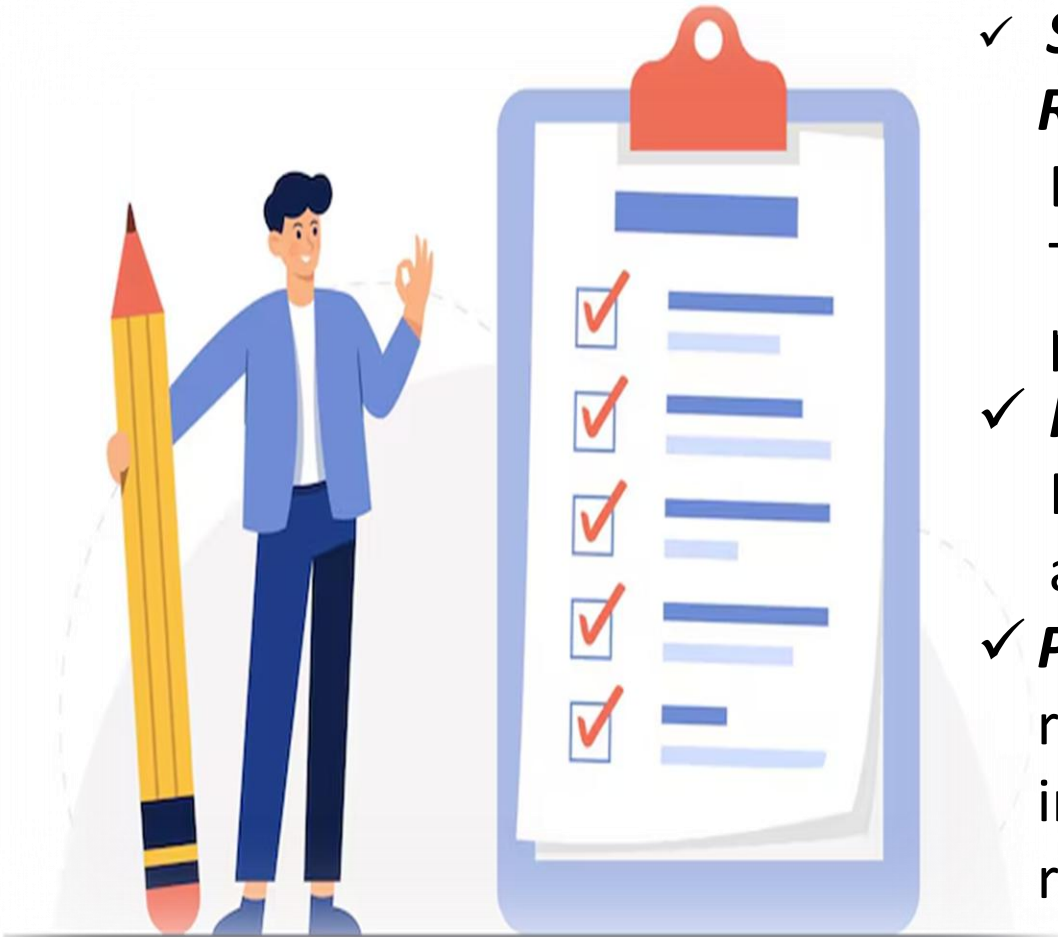
File for registration in South-East Asia to tap similar disease profiles and expand exports.

Regulatory and Compliance Strategy for Lulinol

- ✓ Ensure Timely DCGI Updates & Compliance
Maintain alignment with CDSCO guidelines for product stability, safety, and labelling.
- ✓ Prepare for eCTD Dossier Submissions
Standardize documentation for easier regulatory approvals in global markets.
- ✓ Monitor and Comply with Pharmacovigilance Norms
Establish robust ADR reporting systems to ensure ongoing product safety post-launch.
- ✓ Adhere to Labelling & Packaging Mandates
Ensure all SKUs meet current domestic and export regulatory packaging requirements.



Conclusion



- ✓ ***Strengthen Field Force in Underpenetrated Regions***

Deploy additional medical representatives in Tier-2/3 cities to boost Lulinol's market access and prescriptions.

- ✓ ***Initiate Product Lifecycle Extension Activities*** Begin R&D for Luliconazole-based combination products and explore pediatric-friendly formulations.

- ✓ ***Prepare for International Market Expansion*** Start regulatory dossier preparation for priority countries in South-East Asia and initiate partnerships with regional distributors.