

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

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By

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Title: Competitive Positioning and Strategic Growth Analysis of Lulinol (Luliconazole) in the Indian Topical Antifungal Market.

Introduction: Luliconazole is a modern antifungal agent from the imidazole group, featuring a distinct chemical structure. It is classified under the azole category of antifungals, which are recognized for their effectiveness against a wide range of fungal pathogens.

Brand Name: Lulinol Cream

Generic Name: Luliconazole

Manufacturer: Galcare Pharmaceutical Pvt Ltd

Indication: Luliconazole, most commonly available as a 1% topical cream, is prescribed for treating superficial fungal infections of the skin. It is particularly effective against dermatophyte infections caused by *Trichophyton rubrum* and *Epidermophyton floccosum*.

Mechanism of Action: Luliconazole inhibits lanosterol 14- α -demethylase, blocking ergosterol synthesis—an essential component of fungal cell membranes. This disruption compromises membrane integrity, leading to cell leakage and death, especially in *Trichophyton* species.

Dosage: Luliconazole 1% cream is applied once daily.

- For tinea cruris and tinea corporis: apply for 1 week.
- For interdigital tinea pedis: apply for 2 weeks.

Apply a thin layer over the affected area and nearby skin. Continue usage as directed to fully eliminate the infection and avoid recurrence.

Side Effects: Luliconazole is usually well-tolerated. Mild, local reactions may include- Skin irritation, redness, itching, burning, or dryness.

Less commonly, it may cause: Contact dermatitis or, rarely, cellulitis.

Serious allergic reactions (e.g., swelling, hives, breathing difficulty) require immediate medical attention.

Precautions: For external use only. Avoid eyes and mucous membranes; rinse if contact occurs.

- Use during pregnancy or lactation only if essential, as safety isn't well-studied.
- Do not use if allergic to luliconazole or its ingredients.
- Complete the full treatment course to prevent recurrence, even if symptoms improve.
- Drug interactions are rare due to minimal absorption, but potential enzyme inhibition exists with large-area application.

Contraindications: Known hypersensitivity or allergy to luliconazole or any component of the cream. Generally, not recommended for use in children under 12 years of age for most indications, as safety and efficacy have not been fully established.

Background: Fungal Infections in India

Fungal skin infections, especially dermatophytosis (tinea), are a growing health concern in India due to the hot, humid climate that favors fungal growth. Widespread misuse of steroid-containing creams worsens infections, causing chronic, resistant cases. Improper antifungal use and incomplete treatments have led to rising drug resistance, requiring newer agents like luliconazole. Poor hygiene, low awareness, and sharing personal items further spread infections. Tight clothing and inadequate drying after sweating also contribute. These factors cause frequent relapses, making fungal infections persistent and difficult to control.

Research Question:

How can Galcare Pharma strategically position and grow its brand Lulinol (Luliconazole) to gain a competitive advantage in the Indian topical antifungal market?

Objectives:

1. To analyse the current market landscape and competitive environment for topical antifungal products in India.

2. To evaluate the positioning and performance of Lulinol in comparison to competing luliconazole brands.
3. To identify key factors influencing prescription trends, brand preference, and patient compliance in the antifungal segment.
4. To assess the strategic opportunities and challenges for Galcare Pharma to expand its market share in the luliconazole category.
5. To recommend actionable growth strategies for strengthening Lulinol's brand equity and market penetration.

Hypothesis: Galcare Pharmaceutical's strategic positioning of Lulinol (Luliconazole) positively influences its competitive advantage and drives market growth in the Indian topical antifungal segment.

Study Tools: Market surveys, interviews with physicians, analysis of secondary data, and patient feedback.

Duration of Study: The study will be conducted over a period of 03 months.

Sample Size: 50 General physician, Dermatologist who is currently prescribing and involved in decision-making processes.

Sampling Technique: Multi-stage sampling approach, including convenience sampling and purposive sampling. Purposive sampling will be used to select dermatologist who have experience with or have shown interest in lulinol cream This technique ensures that participants have relevant experience and insights into the adoption and utilization of lulinol cream.

Data Collection Procedure: Data collection through surveys, interviews, questionnaires, focus groups, and review of industry reports.

1. Quantitative Data: An online survey will be distributed to dermatologist, capturing information on their preferences, the factors influencing their brand selection, and their perceptions towards Lulinol.

2. Qualitative Data: Semi-structured interviews will be conducted with a subset of the survey participants (around 20 prescribers) to explore in-depth insights into their attitudes, experiences, and suggestions for effective sales and marketing strategies.

Ethical Considerations:

- Obtain informed consent from all participants, ensuring they are aware of the study's purpose and their right to withdraw at any time.

- Ensure confidentiality and anonymity of the participants by assigning codes to their responses instead of using identifiable information.
- The study will be reviewed and approved by an ethics committee to ensure adherence to ethical standards in research.

Implications of Research: This research will provide Galcare pharmaceuticals with valuable insights into the needs and preferences of dermatologist, facilitating the development of more effective sales and marketing strategies for Lulinol. By understanding the factors that influence prescriber's decisions, Galcare can tailor its approach to better meet their needs, potentially increasing the adoption rate of Lulinol. Moreover, this study will contribute to the broader field of pharmaceutical marketing, offering evidence-based strategies that can be applied to similar contexts, enhancing the efficiency and effectiveness in the sector.