

Brand Plan for Ebasin (Ebastine IP)



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About Organization

Micro Labs Limited is a global pharmaceutical company focused on research, manufacturing, and marketing of high-quality medicines. Operating in 50+ countries, it offers a diverse portfolio across key therapies like cardiology, diabetology, and ophthalmology. With advanced R&D and WHO-GMP-certified facilities

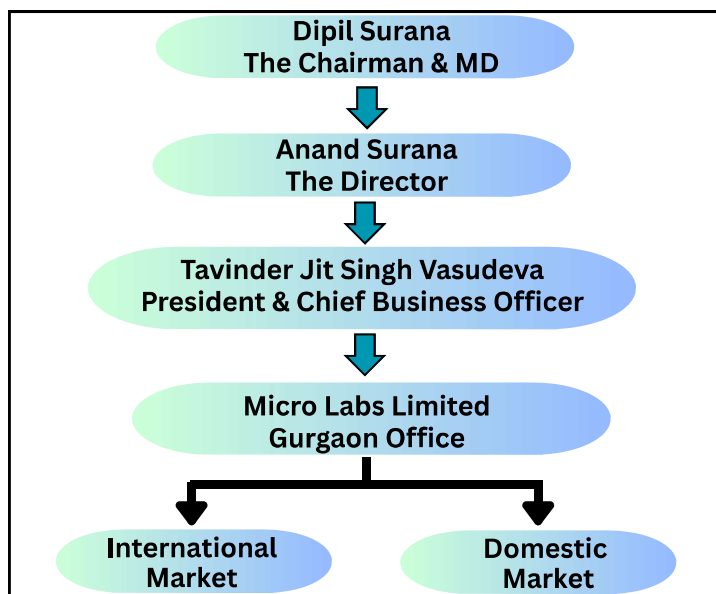
Mission

To enhance global health by providing affordable, accessible, and high-quality pharmaceutical products through innovation, integrity, and a commitment to excellence in patient care.

Vision

To be a trusted global leader in healthcare by delivering innovative and affordable medicines that improve the quality of life for people everywhere.

Organizational Structure



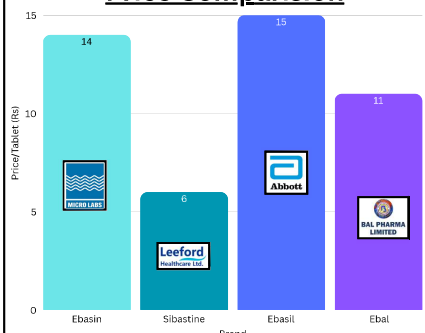
Visual Aid

Visual Aid illustrating the benefits of Ebasin (Ebastine IP) for allergic conditions. It shows a hand with 5 fingers representing 5 problems: Sneezing, Watery Eyes, Runny Nose, Urticaria, and Allergic Rhinitis. A single finger points to the solution: 1 Solution. The product is shown as EBASIN EBASTINE TABLETS IP (2 X 7 X 10). Variants listed: Ebasin 10mg, Ebasin 20mg, Ebasin ODT 10 mg, and Ebasin 60ml Suspension. Icons indicate Non-Drowsy, Globally Accepted, and Reduced Side Effects.

SWOT Analysis

S	- Non-sedative second-generation antihistamine with a good safety profile - Recognized efficacy
W	- Limited awareness among general practitioners - Availability of multiple generics options
O	- Growing incidence of allergic diseases due to pollution and lifestyle changes. - Increased demand for non-drowsy antihistamines in the working population.
T	- Intense competition - Price sensitivity - Regulatory restrictions

Price Comparison



Key Learnings
Corporate Etiquette
Personal Branding
Brand Planning
Neuromarketing
LBL's Significance
Market Survey
Therapy Switchover

Suggestion

Ebastine can be effectively promoted through physician engagement, retail-level promotions, patient testimonials.

Challenges Faced

Co-operation of the pharmacists during the market survey