



University mentor
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Brand Planning and Launch of Cosklot Reg

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About Organization

Eris Lifesciences Ltd is a publicly listed Indian pharmaceutical company and a leading player in the domestic branded formulations market. Ranked #20 in the IPM and it has established a leading presence in its core cardio-metabolic franchise in just 17 years from inception.

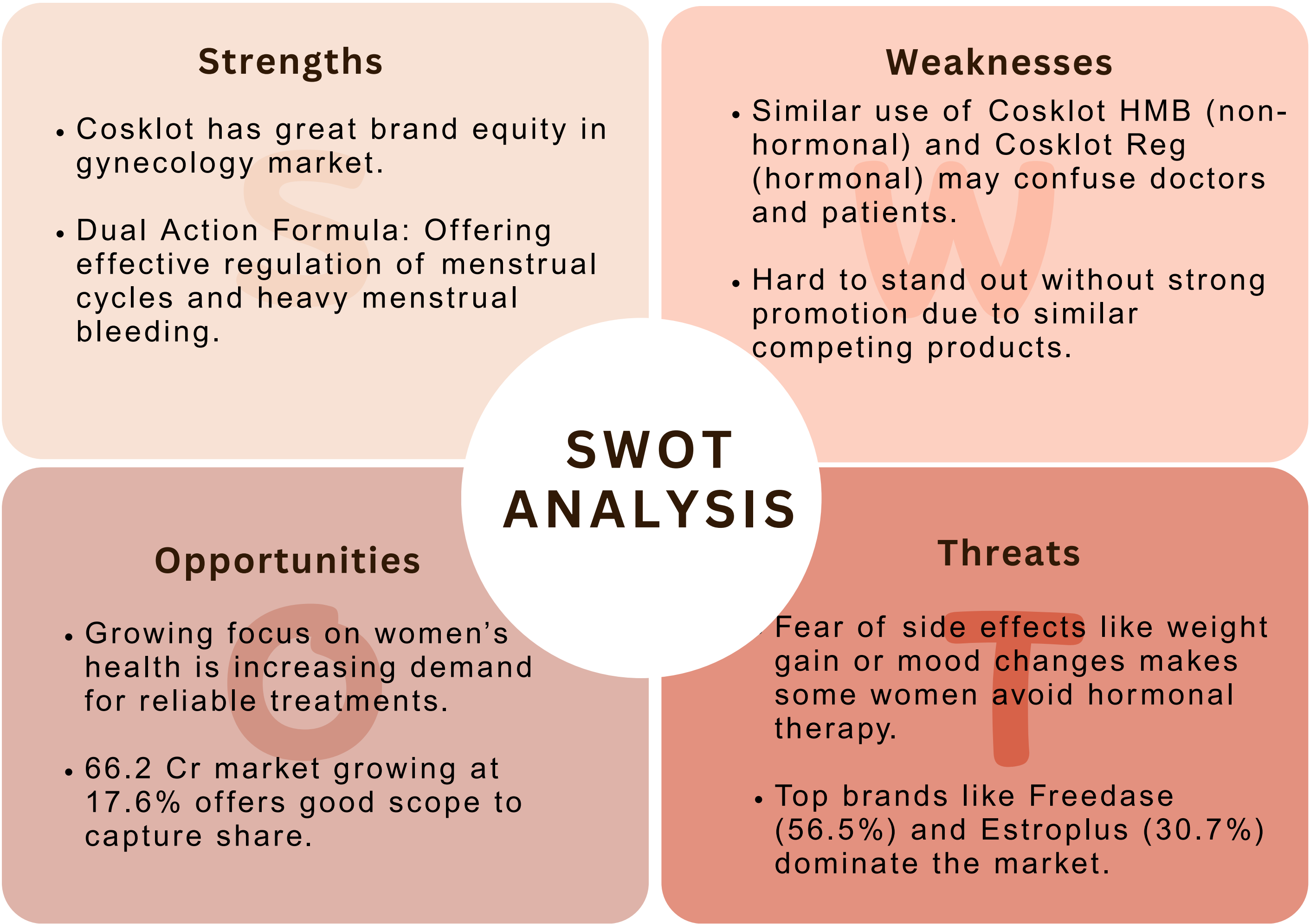
Vision

It focuses on innovation and commitment to addressing unmet medical needs, ensuring accessibility to crucial healthcare solutions for patients across various segments.

Mission

It aims to be a leading player in the pharmaceutical industry by delivering high- quality, affordable medicines.

Swot Analysis



Product Profile

- **Brand name:** Cosklot reg.
- **Contains:** Dienogest 2mg + ethinyl estradiol 30mcg.
- **Dosage form:** Tablet (OD).
- **Route of Adminstration:** Oral.
- **Indication:** Cosklot reg is indicated for the treatment of Heavy menstrual bleeding and for menstrual cycle regulation

Packshot



Challenges

- Aligning ideas and plans with different teams (sales, design, medical affairs) and gathering their feedback.
- Managed short timelines to study market data and develop actionable strategies.
- Creating promotional content that is both compliant and impactful for the field force.

Learnings and outcomes

- Learned to design a brand plan, Visual aids, promotional inputs.
- Experienced how PMT supports field force with effective communication tools
- Understood competitor analysis through market data.
- Learned how campaigns are structured, financially planned, and implemented in actual market conditions.

Usefulness

- Skill development and practical experience
- Networking for future opportunities.
- Applied theoretical knowledge to real world scenarios.

Theoretical Knowledge v/s Practical Exposure

	Team dynamics	Market application	Data handling
Theoretical knowledge	Group assignments and discussions in academic.	Studied concepts such as the 4Ps, STP, and consumer behavior.	Practiced data analysis using example datasets and Excel tools.
Practical exposure	Collaborated with sales team to take follow up from field.	Applied the 4Ps while dealing with real-world challenges like limited budgets and local competition in different regions	Collecting field data and use AWACs & SMSRC data for analysis

Suggestions

- Field visits can help to understand the real market dynamics.
- More frequent and aggressive campaigns can improve brand visibility.

Market overview

- Total Gynaec market is 11302 cr.
- Total market of this combination is 66.2 cr growing at 17.6% in value.

Direct Competitors

BRANDS	COMPANY	MRP
FREEDASE	SUN*	580
ESTROPLUS	ALEMBIC	565
DELSY	KOYE	565
CESTEL	TORRENT	636