



BRAND PLAN FOR TOFANIB MOLECULE TOFACITINIB 5/11MG TABLETS

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Stream- MBA (PM-16)

Brief history and description about organization

Galcare Pharmaceutical Pvt. Ltd. was incorporated in the year 2008 with an objective to provide quality innovative therapeutic solutions. The guiding principle at Galcare is pursuit of “Excellence through People & Innovation”. This dictum forms the basis of all thinking & action at Galcare.

We at Galcare strive hard to retain & build on the goodwill and trust of the medical fraternity earned by us . The basis of which is consistently exceeding customer expectations & keeping patients' interest on-top. Practitioners across varied medical specialties patronize our formulations & recognizing our status as a prominent prescription-oriented company. There are many “a first time in India” introductions to our credit. Our marketing innovation expertise is well recognized within the industry.

Mission

Galcare strives to enhance people's health by offering quality therapeutic solutions. They achieve this through continuous innovation and excellence in their products. Values Excellence Pursue excellence through people and innovation. Trust-Build and retain trust among the medical fraternity. Customer-Centric Approach-Consistently exceeds customer expectations.

Vision

Our vision is to be celebrated as a premier and beloved leader in the dermatology sector in India, Ignition Positive information and groundbreaking innovation for a brighter tomorrow.

Product Profile:

- Brand name: - TOFANIB
- Generic name: - Tofacitinib
- Strengths: -5mg and 11 mg
- Class: - Janus Kinase Inhibitor (JAK Inhibitor)
- USP: - Trusted, convenient oral JAK inhibitor for rapid symptoms relief and diseases control.

Mechanism of Action:

JAK Inhibitor: Reduces inflammation via cytokine signaling disruption

TOFANIB (Tofacitinib) is a selective JAK inhibitor Inhibits JAK1 and JAK3 enzymes involved in cytokine signaling

Blocks inflammatory pathways, reducing immune cell activity.

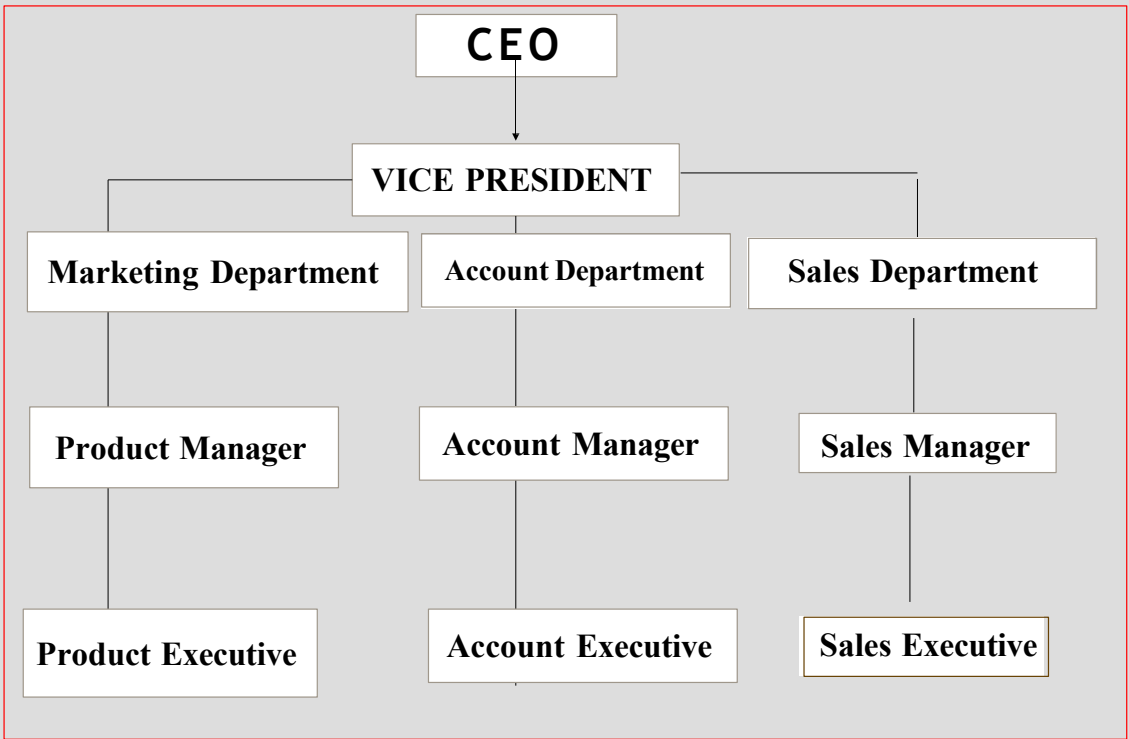
Safety & Monitoring:

Avoid with biologic DMARDs

Regular CBC, LFTs needed

Use caution: elderly, smokers, CVD patients

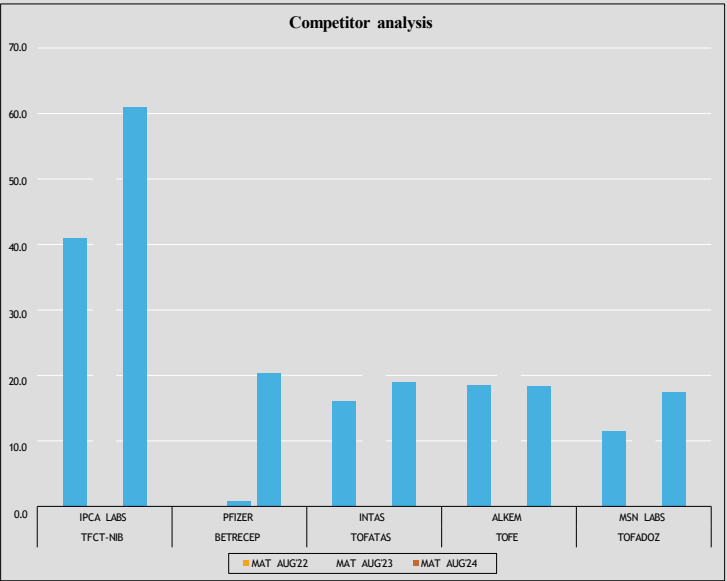
Organisation Structure



Total Market size of Tofacitinib 5/11mg tablets according to IMS data In 2024 in Rs327 Cr, in 2023 Rs242.9 Cr & in 2022 is Rs163 Cr .

Competitor analysis

Brands	Company	MAT 24 in Cr
TFCT-NIB	IPCA LABS	61.0
BETRECEP	PFIZER	20.3
TOFATAS	INTAS	18.9
TOFE	ALKEM	18.3
TOFADOZ	MSN LABS	17.5



Procedure of Launch	
Phase	Activities
Pre -Launch	Conduct market research, establish branding, create marketing plans, Train sales team, set up distribution channels, Ensure regulatory compliance
Launch	Organize launch event, optimize websites for e-commerce, activate sales channels, Set up customer support
Post Launch	Track performance metrics (KPIs), Collect customer feedback, improve product and marketing strategies, Follow up with customers

REGULATORY REQUIREMENTS FOR LAUNCH OF TOFANIB

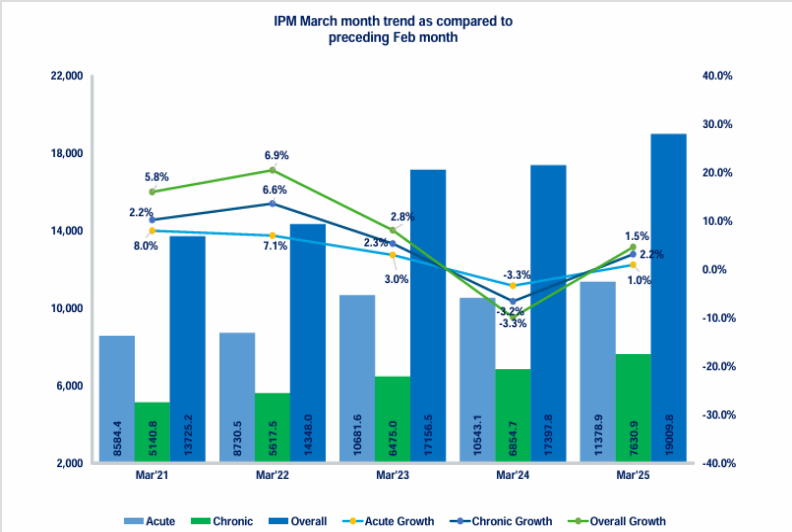
- Registration:** Obtain approval from the Central drug control standard organization (CDSCO) by submitting Clinical data of my product.
- Sales and Distribution License:** Secure a sales and distribution license for the marketing and distribution of the product in the region.
- Labeling and Packaging:** Ensure compliance with CDSCO guidelines for labeling and packaging, including accurate product information, clear instructions for use, and explicit identification of the manufacturer and distributor.
- Pharmacovigilance:** Establish a pharmacovigilance system to monitor and report any adverse events

❖ MARKETING CAMPAIGN TOFANIB 5 & 11

- Brand Communication**
Good morning doctor
My name is Namit Kumar from GALCARE pharmaceuticals. On world Arthritis awareness day, celebrated on October 12th, 2025, I request you to consider prescribing **TOFANIB**, GALTRE trusted **TOFANIB 5mg & 11mg** tablets for autoimmune diseases. TOFANIB, a Janus kinase (JAK inhibitor), offers rapid symptom relief, better disease control and convenient oral administration.
- Available in
- TOFANIB 5mg: Pack of 10 tablets.
- TOFANIB 11mg: Pack of 10 tablets.
- TAGLINE: TOFANIB- Trusted, convenient oral JAK inhibitor for rapid symptoms relief and diseases control.**

Monthly Growth Trends –Mar’25

Overall IPM market size: 19009.8 Crore



Except Mar’24 when both acute and chronic segments sale was lower in March as compared to Feb; March sale has always been higher than Feb sale as shown in above chart.

PRICING:

Strength	Per tablet Price	Remarks
TOFANIB-5	₹24	15-20% below market leaders, improves affordability for chronic uses
TOFANIB-11	₹54	Competitive with lower-end market players economical for long-term therapy.

Sales Projection

Year	Sale target (RsCr)	Market share %	Assumptions
2025	Rs5 Cr	+1.5%	Debut of the products and focused awareness.
2026	Rs12Cr	+3.7%	Aggressive market expansion.
2027	Rs18Cr	+5.5%	Established market presence achieved.



PACK SIZE

University Mentor: Dr. Kajal Sitlani
(Assistant professor IIHMR University)
Organisation Mentor: Mr. Shubham Saini
(Product Executive, Galcare pharmaceutical)



SWOT Analysis

Strength	Weaknesses
- Oral formulation improves patient convenience and compliance. - Proves efficacy in RA, PsA, AS and UC with early symptom control. - Establish market awareness of JAK inhibitor - Indian autoimmunity market is expanding quickly.	- Limited differentiation in a crowded market - Requires regular lab monitoring (CBC, LFTs, etc.) - Safety concerns: infection risk, thrombosis, cardiovascular risk.
Opportunity	Threats
- Increases RA prevalence, especially among women and urban population. - Demand for alternative to injectable biologics. - Expansion into off label and research indications (e.g., Vitiligo, Sarcoidosis). - Educating physicians about the early use of DMARDs in patients who have failed them.	- Intense competition from established brands (TFCT-NIB, Betrecep, etc.) - Price-sensitive market with emerging generic player. - Regulatory scrutiny around JAK inhibitors safety profile. - Patients are hesitant due to infection and malignancy warnings.

Key Learning from Internship

PRACTICAL EXPOSURE	THEORETICAL UNDERSTANDING
Hands-On Experience: Direct engagement in tasks like RCPA, business communications, and marketing campaigns.	Knowledge Base: Learning foundational concepts, principles, and frameworks in brand communication and marketing strategies through mentorship and research.
Real-Time Problem Solving: Activities like data collection, LBL preparation, and market analysis.	Conceptual Frameworks: Understanding analysis methods like SWOT, PEST, and STP for strategic planning and decision- making.
Skill Application: Analyzing graphs and reports to apply theoretical knowledge in market trends and strategies.	Analytical Skills: Developing the ability to interpret data and make informed decisions, forming the basis for practical tasks like business communication and marketing campaigns.

Challenges faced during internship

- The most challenging task was to perform RCPA in field and the analyze the market data to get the complete information.
- I faced difficulties while creating a brand plan and conducting several analysis such as SWOT, PESTLE, 4Ps analysis.
- I had to complete all my assignments within the allocated time, which made time management another challenge

Usefulness of Internship

- Exposure to the procedures and products of the pharmaceutical industry.
- Opportunities for networking with professionals in this field.
- Improve my resume with relevant work experience.
- Improve my skills in areas like creating brand plans, conducting market campaigns, and preparing brand communication.
- I gained extensive information regarding field activities such as performing RCPA and pitching our product to healthcare professionals.

Learnings during an Internship

- Developed proficiency in corporate etiquette through professional interactions and adhering to company standards and protocols.
- Enhanced professional communication skills through practice and experience in diverse workplace interaction.
- Gained analysis of RCPA data and understanding of brand planning concepts and strategies for the TOFACITINIB molecule.

Suggestions / Recommendations

- Encourage intern to regularly improve their skills through networking, mentorship, and staying informed about industry trends in brand planning.

Brand Name
Molecule-
TOFACITINIB Brand
Name- TOFANIB
Indication: -
- Rheumatoid arthritis. - psoriatic arthritis - Vitiligo - Psoriasis.