

The Market Research Analysis and Brand Plan of Molecule Gastrovan (Vonoprazan)

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Stream- MBA PM

Organization- Microlabs Limited

Microlabs Limited

Microlabs Limited, established on September 7, 1978, generates around INR 500 crore in revenue. The company features internationally compliant manufacturing facilities and R&D centers, ranking 14th in prescription medications and 19th in sales. Notably recognized for its DOLO brand, Microlabs has a strong portfolio in cardiology and diabetes, holding the 11th position in cardiovascular products.

Vision

Micro labs aspires to not only be the finest, but also pioneer in the creation, production and distribution of high end pharmaceutical goods. Micro labs wants to produce medicine of greatest caliber and sell it at reasonable price.

Aspiration

Micro Labs helps to provide through high quality pharmaceutical drugs and to create strong brands in all therapeutic categories.

Organization structure



Basic strength and values

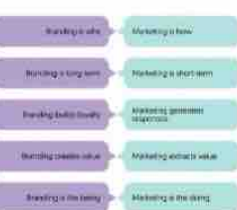
Strengths

- Empathy
- Adaptability

Values

- Generosity
- Punctuality

Branding VS Marketing



How to build yourself as a Brand?

- Self discovery
- Online presence
- Target Audience
- Networking
- Consistency
- Personal development
- Monitor
- Adapt
- Work

Role of Etiquettes in Corporate

- Netiquettes
- Dinning table manners
- Use of good gestures posture

How to be a good listener?

- Maintain Eye contact
- Ask questions
- Limit your talking
- Show non verbal signs of listening, i.e nodding
- Paraphrase to confirm understanding

A BRAND PLAN OF MOLECULE VONOPRAZAN

Brand Name: Gastrovan
Generic Name: Vonoprazan
Company Name: HelixBio Pharma Pvt. Ltd.
Tagline: "Relief That Starts Fast, Lasts Longer."
Therapeutic Area: Gastrointestinal (GI) Disorders
Dosage Forms: Tablets (10 mg and 20 mg).

Brand Objectives




Tablet
GASTROVAN
(Vonoprazan)
"Relief That Starts Fast, Lasts Longer"
Available in 10mg/20mg
Rapid onset of action - within 30 to 60 minutes
Therapeutic Class: Potassium-Competitive Acid Blocker (P-CAB)
Indications:
• GERD (Gastroesophageal Reflux Disease)
• Peptic Ulcers
• H. pylori Eradication

SWOT Analysis

Strength - Fast relief (within 60 mins) - fits urban, working-class lifestyle - Emotion-driven branding (neuromarketing: color, tagline, stories) - Targets GERD-prone demographics (25-65 yrs, urban, stressed professionals) - No cold-chain needed - reduces logistics costs - Digital-friendly - suitable for online promotions & teleconsultations	Weaknesses - Premium pricing may limit access for lower-income patients - New brand - lower awareness compared to well-known PPIs - Limited penetration in rural or less tech-savvy regions - Subscription model may not suit all patients
Opportunities - Urban GERD cases rising - large target market - Visual storytelling & neuromarketing help build strong brand recall - Digital channels -> low-cost, wide-reach - Monthly pack model ensures consistent revenue - Income class targeted can afford value-based premium pricing	Threats - Strong competition from existing PPIs and OTC antacids - Price-sensitive users may shift to cheaper generics - Dependence on doctors' support and CME engagement - Regulatory restrictions in advertising prescription drugs

Mechanism Of Action

The first-in-class potassium-competitive acid blocker (P-CAB) launched in India. Unlike PPIs, it does not require activation in acidic pH and starts acting within 60 minutes. It reversibly and competitively blocks the H⁺/K⁺-ATPase enzyme in gastric parietal cells, leading to rapid suppression of gastric acid secretion.

STP Marketing

- Segmentation:**
 - Chronic GERD patients
 - NSAID/aspirin-induced ulcer patients
 - H. pylori-positive gastritis/dyspepsia patients
 - Individuals experiencing acid rebound post-PPI use
- Targeting:**
 - Adults (25-65 years), urban lifestyle
 - Prescribers: Gastroenterologists, internists, GPs
 - Premium hospitals, chain pharmacies, and digital health platforms
- Positioning:**
 - "Gastrovan: Next-gen acid suppression for modern lives."
 - Positioned as a breakthrough in acid control for patients who need fast, consistent, and long-term protection.

Market research survey- Vonoprazan

Drug Brand	Company	Type	Price	Prescriptions
Vonoprazan Brands	La Renon, Mankind, Dr. Reddy's	P-CAB	Rs.150-199	4-6
Voltapraz-20	Sun Pharma	P-CAB	Rs.199	1-3
Vaciloc-20	Cadila Pharma	P-CAB	Rs.150	5-7
Civono	Cipla	P-CAB	Rs.134	7-9
Sompraz L	Sun Pharma	PPI	Rs. 320	16-20
Rabiet-IT	Lupin	PPI	Rs.326	12-14
Pantakind	Mankind	PPI	Rs.84	12-15
Rebov-DSR	Medcover Pharma	PPI	Rs.120	15-18

- Sompraz L is the most widely prescribed and premium PPI.
- Vonoprazan-based P-CABs dominate in availability and usage.
- Mankind, Sun Pharma, and Dr. Reddy's have the strongest presence across surveyed pharmacies.
- Affordability + Brand Reputation (like Pantakind from Mankind and Becosules from Pfizer) influence high prescription volume.

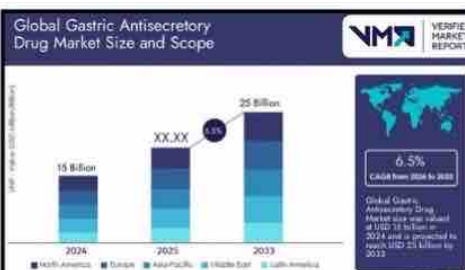
Competitor Analysis

Brand Name	Molecule	Company	MRP (₹)
Sompraz	Esomeprazole	Sun Pharma	₹320.00
Vono-20	Vonoprazan	Dr. Reddy's	₹150.00
Voltapraz-20	Vonoprazan	Sun Pharma	₹199.00



Conclusion

Gastrovan (Vonoprazan) stands out due to its fast onset, food-independent dosing, and effective results in PPI failures. Positioned at an affordable MRP, it offers strong value in a competitive market. The brand's promotion through ethical marketing, scientific communication, and pharmacy outreach has built positive awareness. Survey responses show high prescription potential, indicating strong acceptance. With the right strategies, Gastrovan can capture a significant share in the acid-suppression therapy market.



Learnings during Internship

- The best thing I have learned from micro labs about self care strengths values and how much physical health is important for us.
- I have learned power of etiquettes in corporate culture.
- I have learned how to make impactful brand plan.
- I have learned about marketing and branding.
- I got exposure of international marketing

Usefulness of Internship

- As i am always eager to going to the marketing, sales, branding etc. i am sure that whatever i have learned from this 2 months will helps me in my future endeavors.
- Under the guidance of tavinder sir we learned the value of life and how we can make it more successful.
- I saw the conversion to my 1st year academics module to practice exposure! learned almost everything about brand plan and market research.

Challenges faced during Internship

As it was online internship the main challenge I have faced to lack of continuous guidance although our mentors helped us a lot sometimes it is getting difficult to study about molecules like vonoprazan as we can't get exact data

Suggestion

As the internship was online although we learned a lot but didn't get exposure of field work so i would like to suggest to please give atleast 2 week exposure to next interns

Thankyou note

At last, I would like to thanks my Mentor Himadri sir for always supporting me. A big thank to Mr Tavinder sir for guidance & at last I would also like to thanks my family members and my dear friends to always helps me.