

STP

- Salt Name:- Brivaracetam
- Brand Name:- **BRIVACALM**
- The Rational of Proposed name:
- The brand name "**BRIVACALM**" gives the clear connection as "**BRIVA**" connects to the API and "**CALM**" connects to the core therapeutic activity of the molecule that is treatment of seizures.
- The Calm Effect help in emotional reassurance that a patient will seek peace of mind and improved quality of life.
- Moreover name is smooth , easy to remember as it give a calm sounding effect that may be trusted by Physicians

To continually raise the benchmark of excellence in every aspect of operations from manufacturing and R&D to patient education and healthcare professional engagement. Organisation foster a culture that values inclusivity, collaboration, and continuous growth.

Threat

- **Regulatory Hurdles:** Stringent regulatory approvals and pharmacovigilance requirements could delay new indications or formulations.
- **Market Saturation:** The anti-epileptic market is competitive with several generics and alternatives (Lacosamide, Oxcarbazepine, etc.).

- **Political:-** Government initiatives in India like Ayushman Bharat promotes access to neurological care. Pricing strategies and profitability are affected by government policies by NPPA which controls pricing and reimbursement policy. Improving market access can be achieved through beneficial reimbursement.
- **Economical:-** Epilepsy market in India is growing on a good scale from \$25 Million in 2024 to projected \$106 Million by 2035 with CAGR of 14%. Generic entry in India will drive volume-based growth in cost sensitive area.
- **Society:-** In India majority of the cases of epilepsy are between 15-49 age group which is the most economic productive segment. Social stigma around epilepsy reduces diagnosis and treatment rate which can be main challenge in rural areas.
- **Technology:-** Increase in digital health awareness and using technological advancement like use of seizure tracking apps will improve patient engagement and adherence. Use of e-prescriptions, Tele Neurology and digital platforms can improve diagnosis and prescribing rates.
- **Environment:-** Using Eco Friendly packaging and supply chains ensure pharma companies to reduce carbon footprint.
- **Legal:-** Brivaracetam key patent expiry enables the entry of generic version in Asia specifically in India. India sees no patent protection on molecule that do not meet "novelty" under Section 3(D) of Indian Patent Act Making easier for generic launch.

- Staying engaged in virtual meetings and discussions; it was more challenging compared to in-person interactions.
- Time management was another challenge because working from home came with many distractions that affected both focus and productivity

- Some guidance regarding market could have been provided.
- More knowledge regarding market could've been provided so that the working on field can be easier.
- Sales, marketing, and logistics teams can provide crucial insights and ensure smooth operations. Their on-the-ground efforts can help us understand market dynamics, customer needs, and competition, enabling effective strategy execution and fostering brand growth and customer satisfaction.
- More visits to the organization are required so that proper knowledge and experience of market can be gained, which will help in future.

- **Personal Development**
 1. Learned business etiquette, netiquette, and body language to adopt a professional corporate behaviour and enhance interpersonal effectiveness.
 2. Emphasised table manners and formal networking to understand the power of first impressions and boost confidence in social-business settings.
 3. Focused on consistency, authenticity, and professionalism in communication and appearance to build a strong personal brand.

1. Applied strategic tools like PESTEL analysis and Porter's principles to understand brand positioning in competitive markets.
2. Developed a comprehensive brand plan for Brivacetam, combining theoretical frameworks with practical pharmaceutical marketing insights.
3. Explored design psychology, including the use of colour, fonts, and layout in LBLs to influence consumer perception and brand recall.

