

## BRAND PLAN OF TACROLIMUS MOLECULE (TACTIS)

Stream - MBA PM

Roll no. - 0628

Organization – Galcare Pharmaceuticals

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### Galcare Pharmaceuticals

Galcare was incorporated in 2008. Head office of Galcare is located in Jaipur. The main objective of the company is to provide Innovative Therapeutic Approach. The Portfolio of the organization is described as follows:

- The portfolio is majorly based on Dermatological Products, but it contains the Neuropsychiatric products as well.
- The company is Famous for the brands like PYNOMAX.

### VISION

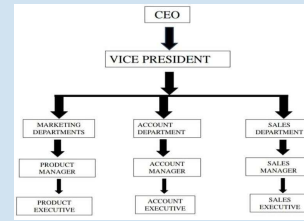
Our Vision is to be celebrated as a Premier & beloved leader in the Dermatology sector of India, Igniting Positive Transformation and groundbreaking innovation for a brighter tomorrow.

### MISSION

Galcare strives to enhance People health through offering quality Therapeutic Solutions. They achieve this through continuous innovation and excellence in their products.

### Organization structure

Our organization follows a well-structured functional design mentioned as below:



The Marketing Department Drives Brand Visibility & Sales Secures Customers & Revenue.

### Basic Strengths and Values

#### Strengths

- Empathy
- Adaptability

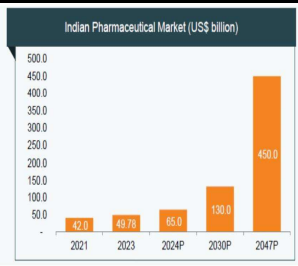
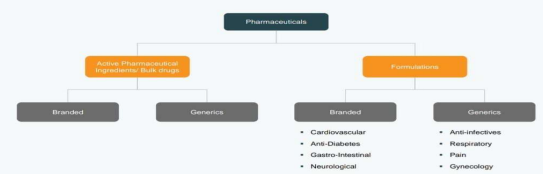
#### Values

- Generosity
- Punctuality

### Role of Time Management in Corporate

- Enhancement of Productivity
- Improvement in Decision making
- Boosts Work Life balance

### Structure of pharmaceuticals sector in India



### 7 P's In Marketing

- Product
- Price
- Place
- Promotion
- People
- Process
- Physical evidence

### Learnings during Internship

- The best thing i have learned from Galcare is about self-care, strengths, values and how much time management 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.
- Exposure of RCPA & Doctor survey.

### 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 2.5 months will help me in my future endeavors.
- Under the guidance of shubham 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.i learned almost everything about brand plan and market research.

### Challenges faced during Internship

The main challenge for me was about adapting the work culture and the Time management aspect. Understanding new rules, meeting the expectations and deadlines belongs to the effective time management, adaptability and professional discipline during my internship period of 2.5 months.

### Thank you note

At last I would like to thanks my Mentor Mr Shubham sir for always supporting me and providing a continuous guidance to me. At last, I would also like to thanks my mentors, family members and my dear friends to always helps me.

How to build yourself as a **BRAND**?  
Self discovery ► Online presence ► Target audience ► Networking  
Consistency ► Personal development & visibility ► Monitor ► Adopt  
Work ,Work , Work,

## Brand Plan Of Tacrolimus Molecule (Calcineurin Inhibitor)

- Corporate company – **Galcare Pharmaceuticals.**
- Rationale- "Tis" is a suffix used to represent inflammation and here "Tac" represents Tacrolimus molecule and since this molecule is indicated for Atopic Dermatitis, therefore Tactis is kept as a brand name.
- Brand Tag line- **"Say Goodbye to Eczema".**
- Tacrolimus is an Immunosuppressant molecule.
- Tactis brand has a composition of 0.1% w/w Tacrolimus in the form of an Ointment.

## In Atopic Eczema

**Tactis**  
Tacrolimus 0.1% w/w Ointment

Tacrolimus is an Immunosuppressant which acts by inhibiting Calcineurin pathway

Tacrolimus Ointment 0.1% w/w  
**Tactis**

Say Goodbye to Eczema...

### Mechanism Of Action

Inhibition of the Calcineurin enzyme inhibits the Calcineurin Pathway, which leads towards the suppression of the immunity.

Tacrolimus Ointment 0.1% w/w  
**Tactis**

| STRENGTH                                                                                                                                                                                                                       | WEAKNESS                                                                                                                                                                                                                                                                                                                                      |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Non-steroidal therapy</li> <li>Effective in steroid-phobic patients</li> <li>Long-term use possible</li> <li>Limited players in the market vs steroids</li> </ul>                       | <ul style="list-style-type: none"> <li>High cost as compared to steroids</li> <li>Slow symptom relief initially</li> <li>Boxed warning (black box) in the US</li> <li>Off-label use in vitiligo</li> <li>Limited awareness among general practitioners</li> </ul>                                                                             |
| OPPORTUNITY                                                                                                                                                                                                                    | THREAT                                                                                                                                                                                                                                                                                                                                        |
| <ul style="list-style-type: none"> <li>Growing awareness about steroid side effects</li> <li>Rising prevalence of atopic dermatitis</li> <li>Market expansion in vitiligo therapy</li> <li>Pediatric segment growth</li> </ul> | <ul style="list-style-type: none"> <li>Strong indirect competition from steroids (Doctors still prefer steroids as first-line therapy due to low cost)</li> <li>Emerging competitors (Pimecrolimus (Elidel)</li> <li>Biosimilars or cheaper generics)</li> <li>Regulatory concerns (Cancer warnings affect prescribing confidence)</li> </ul> |

## SWOT ANALYSIS

### suggestions

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

### Connecting Dot's

In marketing, "connecting the dots" refers to identifying and understanding the relationships between various elements to create a cohesive and effective strategy.

## COMPETETOR ANALYSIS

### a. Direct Competition

| MOLECULE   | BRANDS    | PACK DESCRIPTION                     | COMPANY            | PRICE (RS) |
|------------|-----------|--------------------------------------|--------------------|------------|
| TACROLIMUS | TACROZ    | TACROZ OINT 0.1 % 10 G x 1 (FORT)    | GLENMARK PHARMA    | 550        |
| TACROLIMUS | TECUM     | TECUM OINT 0.1 % 10 G x 1            | KLM LABS           | 390        |
| TACROLIMUS | TAKFA     | TAKFA OINT 0.1 % 20 G x 1 (FORT)     | INTAS PHARMA*      | 398        |
| TACROLIMUS | IMOGRAP   | IMOGRAP OINT FORT 0.1 % 30 G x 1     | CANDRA LIFESCIENCE | 634        |
| TACROLIMUS | TACROVERA | TACROVERA OINT 0.1 % 15 G x 1 (FORT) | ALKEM              | 615        |

### YOY Trend Analysis

| BRANDS    | MAT AUG'22 | MAT AUG'23 | MAT AUG'24 | Growth (%) of MAT AUG'23 | Growth (%) of MAT AUG'24 |
|-----------|------------|------------|------------|--------------------------|--------------------------|
| TACROZ    | 19.3       | 21.0       | 21.6       | 8.81                     | 2.85                     |
| TECUM     | 2.2        | 3.5        | 3.9        | 62.52                    | 11.04                    |
| TAKFA     | 2.5        | 3.2        | 3.8        | 27.95                    | 18.88                    |
| IMOGRAP   | 2.8        | 3.4        | 4.2        | 18.29                    | 24.83                    |
| TACROVERA | 2.8        | 3.2        | 3.4        | 14.87                    | 4.15                     |

### MOM Trend Analysis

| BRANDS    | AUG'22 | AUG'23 | AUG'24 | Growth (%) of AUG'23 | Growth (%) of AUG'24 |
|-----------|--------|--------|--------|----------------------|----------------------|
| TACROZ    | 1.7    | 1.8    | 2.0    | 6.6                  | 9.3                  |
| TECUM     | 0.3    | 0.3    | 0.3    | 11.7                 | -14.9                |
| TAKFA     | 0.3    | 0.3    | 0.4    | 32.0                 | 1.4                  |
| IMOGRAP   | 0.3    | 0.4    | 0.3    | 36.0                 | -28.9                |
| TACROVERA | 0.3    | 0.3    | 0.3    | -11.0                | 11.4                 |

### b. Indirect Competition

| MOLECULE               | BRANDS   | PACK DESCRIPTION            | COMPANY         | PRICE (Rs) |
|------------------------|----------|-----------------------------|-----------------|------------|
| MOMETASONE FUROATE     | MOMATE   | MOMATE CREAM 0.1 % 20 G x 1 | GLENMARK PHARMA | 292        |
| PIMECROLIMUS           | PARCOMA  | PARCOMA CREAM 1 % 10 G x 1  | AJANTA PHARMA   | 633        |
| HYDROCORTISONE ACETATE | CUTISOFT | CUTISOFT CREAM 1 % 15 G x 1 | IPCA LABS       | 155        |

### YOY Trend Analysis

| BRANDS   | MAT AUG'22 | MAT AUG'23 | MAT AUG'24 | Growth (%) of MAT AUG'23 | Growth (%) of MAT AUG'24 |
|----------|------------|------------|------------|--------------------------|--------------------------|
| MOMATE   | 25.0       | 28.0       | 30.3       | 12.04                    | 5.21                     |
| PARCOMA  | 11.4       | 13.1       | 14.6       | 14.88                    | 11.52                    |
| CUTISOFT | 6.3        | 7.6        | 8.4        | 21.03                    | 11.05                    |

### MOM Trend Analysis

| BRANDS   | AUG'22 | AUG'23 | AUG'24 | Growth (%) of AUG'23 | Growth (%) of AUG'24 |
|----------|--------|--------|--------|----------------------|----------------------|
| MOMATE   | 2.4    | 2.5    | 2.5    | 6.4                  | -0.8                 |
| PARCOMA  | 1.2    | 1.2    | 1.3    | -2.1                 | 11.9                 |
| CUTISOFT | 0.5    | 0.6    | 0.7    | 21.6                 | 13.9                 |

## Market size of Tacrolimus

| MARKET SIZE |      |      |                 |                 |
|-------------|------|------|-----------------|-----------------|
| 2024        | 2023 | 2022 | GROWTH 2024 (%) | GROWTH 2023 (%) |
| 112         | 104  | 96   | 7.69            | 8.33            |

### Market size (Cr)

Prevalence of Eczema in Adults is around 2-10% at global level and 1-3% in India.

Tacrolimus is Contraindicated in Immunocompromised patients, Patients with skin infections & in hypersensitivity reactions.