

The Market Research, Analysis & Brand Plan of a New Drug
(Topiramate as Topisure)

Name: Baswa Nandini
Roll No: 0625
Stream: MBA PM-16

Faculty mentor: Dr.Rahul Sharma
Industry mentor: Mr. Tavinder Jit Singh Vasudeva



MICROLABS LTD

Micro Labs was founded in 1973 by the late G. C. Surana. The company remains family-led, with Dilip Surana serving as Chairman and Managing Director, and Anand Surana as Whole-Time Director as of 2025. Micro Labs is a technology-driven pharmaceutical company with advanced manufacturing across key therapeutic areas like Cardiology, Diabetology, Neurology, Dermatology, and more. Committed to affordable innovation, the company supports Make-in-India, while contributing to education, healthcare, rural upliftment, and sustainability. With a focus on R&D, digital healthcare, and commercial excellence, Micro Labs aims to drive global health impact and long-term growth.

Vision & Core Values:

Micro Labs is driven by a vision to deliver quality, ethical, and people-centric healthcare solutions. With global accreditations, the company ensures top-tier quality, upholds ethical governance, and fosters a collaborative, inclusive work culture focused on continuous excellence.

Business Values:

Micro Labs aims to expand therapeutic innovations through strong R&D in APIs and formulations, delivering affordable, high-quality medicines. The company prioritizes global growth, environmental sustainability, and community impact through healthcare and scientific education initiatives.

Organization Structure



LEARNING AND VALUES ADDITION

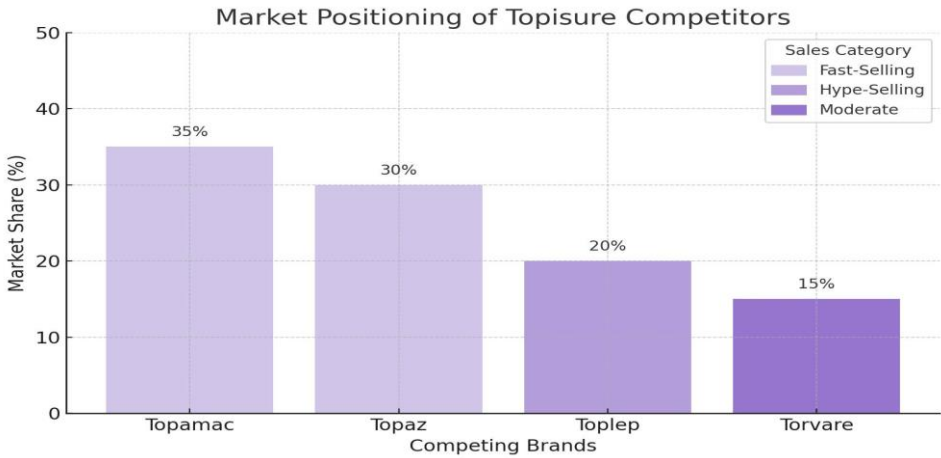
Product Profile

- Topiramate (Topisure) is a CNS drug categorized under antiepileptics.
- It is available in oral tablet form with strengths of 25 mg, 50 mg and 100 mg.
- The route of administration is oral, ensuring ease of use and patient compliance.
- Its mechanism of action involves blocking sodium channels, enhancing GABA activity, and inhibiting excitatory neurotransmission, which helps stabilize neuronal activity.
- Topisure is primarily used for the treatment of epilepsy and for preventing migraine attacks.
- Topisure is primarily used to treat epilepsy, including partial-onset seizures, generalized tonic-clonic seizures.
- It is also approved for the prevention of migraines, helping reduce their frequency and severity. Additionally, it is sometimes used off-label for conditions like bipolar disorder, neuropathic pain, and weight management, under medical supervision.

Market Survey

1.Key Direct Competitors (Generic Topiramate Brands in India):

Brand Name	Company	Strengths	Limitations
Topamac®	Johnson & Johnson	Premium brand, strong legacy, high trust among neurologists	Expensive, limited digital engagement
Topaz®	Intas Pharmaceuticals	Aggressive pricing, wide availability	Generic image, lower brand loyalty
Toplep®	Sun Pharma	Pan-India reach, neurologist support	Less patient-facing branding
Torvate®	Torrent Pharma	Extensive CNS portfolio	Less topiramate-focused campaigns



Market Size:

- According to IQVIA, the market size of Topiramate tablets in the U.S. was approximately USD 111.47 million (Moving Annual Total as of December 2024)

Pestel Analysis

Political factor:

- Govt. schemes like Ayushman Bharat drive rural neuro-care demand.
- DPCO restricts pricing flexibility for generics like Topiramate.
- Make-in-India policies support local manufacturing and innovation.

Economical factor:

- Healthcare market growing at ~18% CAGR boosts diagnosis & therapy access.
- Urbanization and rising middle class increase CNS care demand.
- Price wars among generics affect profit margins and differentiation.

Social factor:

- Awareness of epilepsy & migraine reduces stigma, boosts treatment-seeking.
- Low patient compliance in CNS needs HCP-led education & support.

Technological factor:

- Rise of e-health tools like tele-neurology enhances reach.
- E-detailing & CRM enable cost-effective HCP engagement.
- AI adherence tools & smart packaging offer brand differentiation.

Legal factor:

- CDSCO compliance is mandatory for manufacturing & promotion.
- Ethical, science-based promotion needed due to Rx drug ad rules.
- Weak IP laws for generics limit exclusivity, protection.

Environmental factor:

- Eco-friendly packaging gaining importance in pharma.
- Strict norms for chemical waste disposal in bulk drug units.
- Need for sustainable sourcing in future procurement planning.

SWOT Analysis

Strength

- Dual use: epilepsy & migraine.
- Clinically proven molecule.
- CNS-focused branding & digital reach.

Weakness

- New brand, low recall.
- Limited initial market reach.
- Generic, no exclusivity.

Opportunity

- Growing CNS market in India.
- Digital HCP engagement.
- Scope for custom/ER formulations.

Threat

- Strong branded competition.
- Reliance on specialist prescriptions.
- Side effects & pricing regulations.

Challenges Faced

- Field-Level Data Collection Constraints
- Balancing Communication and Time Management
- Limited Mentor Availability for Timely Validation

Note:

The internship also strengthened my skills in negotiations, data-driven planning, and professional communication shaping for a career in pharmaceutical brand management

Linking Theory:

My internship connected classroom theories like SWOT, 4Ps, PESTEL, STP, AIDA with real pharma marketing projects. I applied Strategic Management, Digital Marketing, and HR skills in brand planning, digital campaigns, and teamwork, gaining practical pharmaceutical brand management experience.

Positioning

Element	Details
1. Brand Name	Topisure
2. Market Definition	CNS segment – Epilepsy and Migraine management
3. Customer Target	Neurologists, General Physicians, and patients with chronic CNS conditions
4. Insights	Dual-indication therapy with strong efficacy, safety, and compliance support
5. Metabolism	Hepatic metabolism via hydroxylation, hydrolysis, and glucuronidation
6. Duration of Action	Approximately 24 hours (supports once-daily dosing)

Key Learnings

- My Internship at Micro Labs, I applied STP, AIDA, and 4Ps in real pharma projects like Topisure and Ebastine. I gained insights into digital campaigns and competitive analysis..

Suggestion

- Limited hands-on exposure due to remote working environment impacted practical engagement opportunities.
- Strengthen digital skills via practical use of pharma CRM, analytics, and live campaign tools.

Visual aid

TopiSure – Sure from the Start!

Broad-spectrum antiepileptic with GABA enhancement and glutamate inhibition.

Weight-neutral to weight-loss profile

- Pediatric-friendly sprinkle form
- Cognitive balance with controlled titration
- No hepatic enzyme induction (safe in polytherapy)

AFFORDABLE

TopiSure™ TOPIRAMATE

Indications (mono & adjunctive therapy)

- Epilepsy (mono & adjunctive therapy)
- Migraine prophylaxis
- Bipolar disorder (off-label use)

Adverse Effects

- Cognitive slowing
- Paresthesia
- Weight loss
- Kidney stones
- Metabolic acidosis

Scan QR Code → Dosing guide, adherence tips, lifestyle advice

TopiSure 25 Topiramate 10 Tablets

TopiSure 50 Topiramate 10 Tablets

TopiSure 100 Topiramate 100 Tablets

TopiSure Sprinkle 15 mg 30 Capsules