

BRAND PLAN FOR BILACARE MOLECULE BILASTINE 20/40MG TABLETS

Brief history and description about organization

Founded in 2008, Galcare Pharmaceutical Pvt. Ltd. focuses on delivering advanced therapeutic solutions, particularly in dermatology and neuropsychiatry. Guided by the philosophy of *"Excellence through People and Innovation,"* the company emphasizes quality and patient-centric care.

Galcare has earned the trust of healthcare professionals by consistently offering effective, prescription-based products—many being firsts in India. With strong marketing expertise and a focus on innovation, Galcare remains a reliable name in the pharmaceutical 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.

Brand Name: Bilacare
Molecule: Bilastine
Indications:

- Allergic rhinitis
- Chronic urticaria
- Skin allergies (*off-label*)
- Eye irritation (*off-label*)

Product Profile

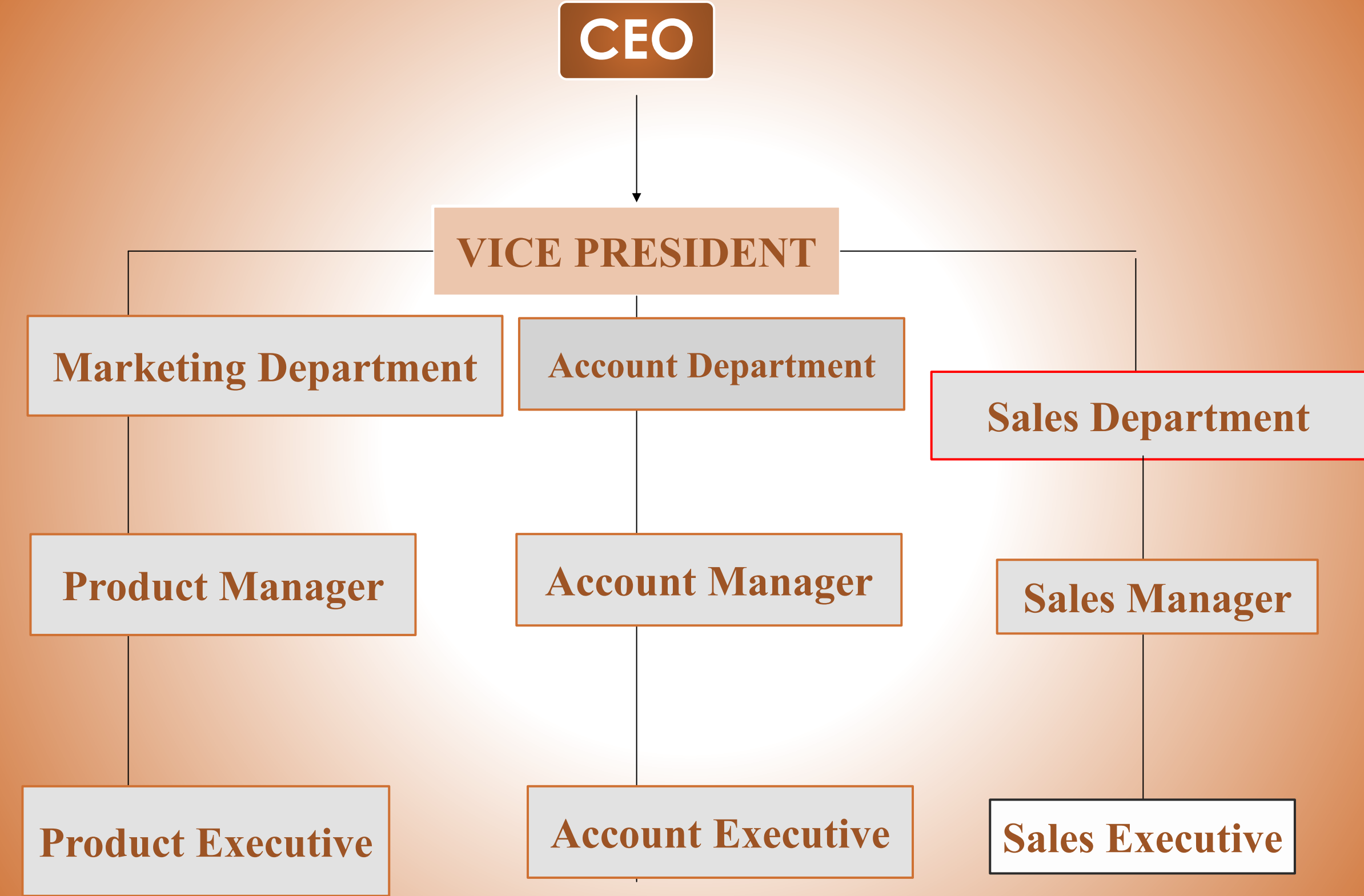
Brand Name: Bilacare
Generic Name: Bilastine
Strengths: 20mg and 40mg
Class: Second-generation, Non-sedative Antihistamine
USP: Fast-acting, non-drowsy oral antihistamine for long-lasting allergy relief with excellent patient compliance
Mechanism of Action:
Bilastine is a peripheral H1 receptor antagonist that blocks the effects of histamine, a key mediator in allergic responses.

- Selectively inhibits peripheral H1 receptors
- Does **not cross the blood-brain barrier**, avoiding sedation
- Offers **24-hour efficacy** with once-daily dosing

Safety & Monitoring:

No hepatic/renal adjustment, minimal interactions. Long-term use safe with supervision. Monitor compliance and symptom improvement.

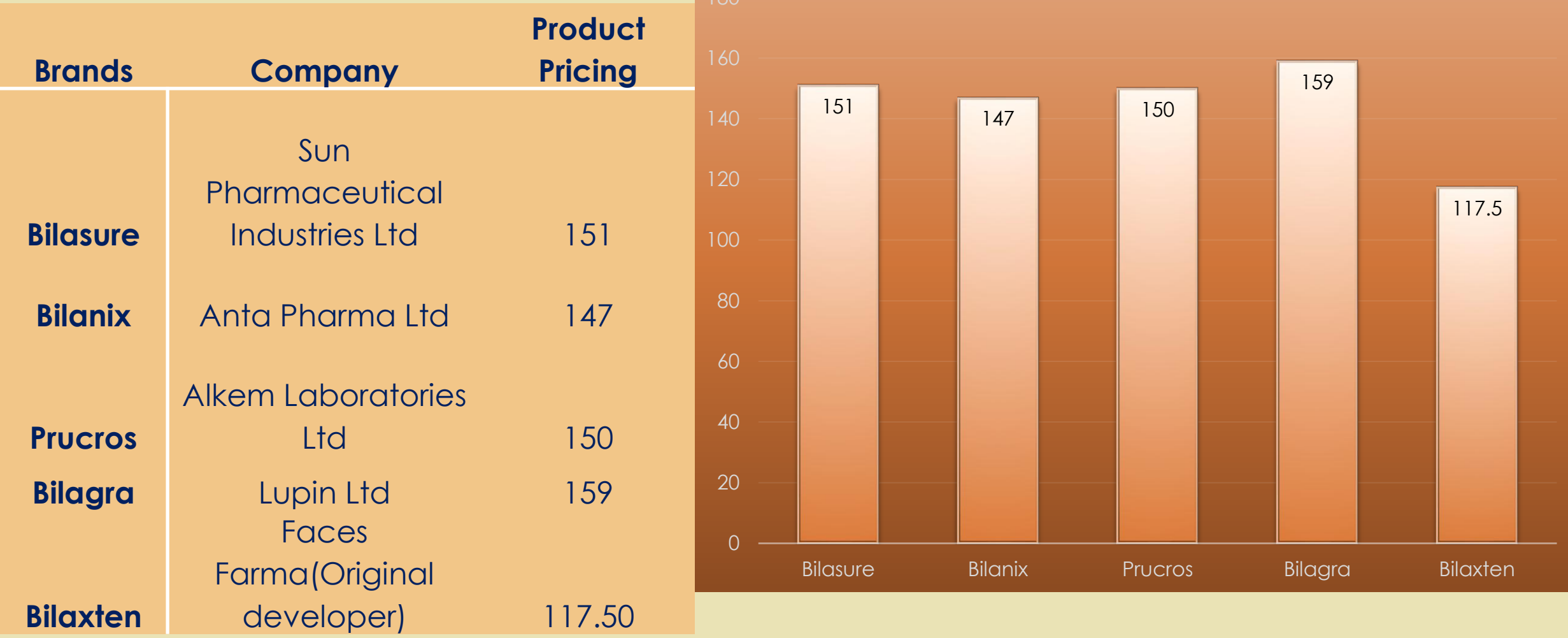
Organisation Structure



Total Market Size of Bilastine (20mg/40mg tablets):

According to IMS data, the Bilastine market has grown steadily, reaching ₹154.3 Cr in 2024, up from ₹140.4 Cr in 2023 and ₹119.2 Cr in 2022.

Competitor analysis



Procedure of Launch

Phase	Activities
Pre -Launch	Gather market insights, craft brand identity, prepare promotional materials, train 120 sales reps, and ensure smooth supply chain and regulatory compliance.
Launch	Initiate doctor outreach with samples and visual aids, boost visibility through digital CMEs and in-store branding, and distribute patient education content.
Post Launch	Monitor key performance indicators, gather prescriber feedback, continue awareness efforts, and strengthen presence through ongoing follow-ups and regional expansion.

REGULATORY REQUIREMENTS FOR LAUNCH OF TOFANIB

- CDSKO Approval:**Submit clinical data and obtain product registration.
- Licensing:** Acquire sales and distribution permits.
- Labeling & Packaging:** Follow CDSKO norms for dosage, instructions, and manufacturer info.
- Pharmacovigilance:**Establish adverse event monitoring and reporting system.

❖ MARKETING CAMPAIGN

Bilacare Marketing Campaign

Theme: *World Allergy Week (June 29 – July 5, 2025)*

Campaign: “*Allergy-Free India – Powered by Bilacare*”

Communication:

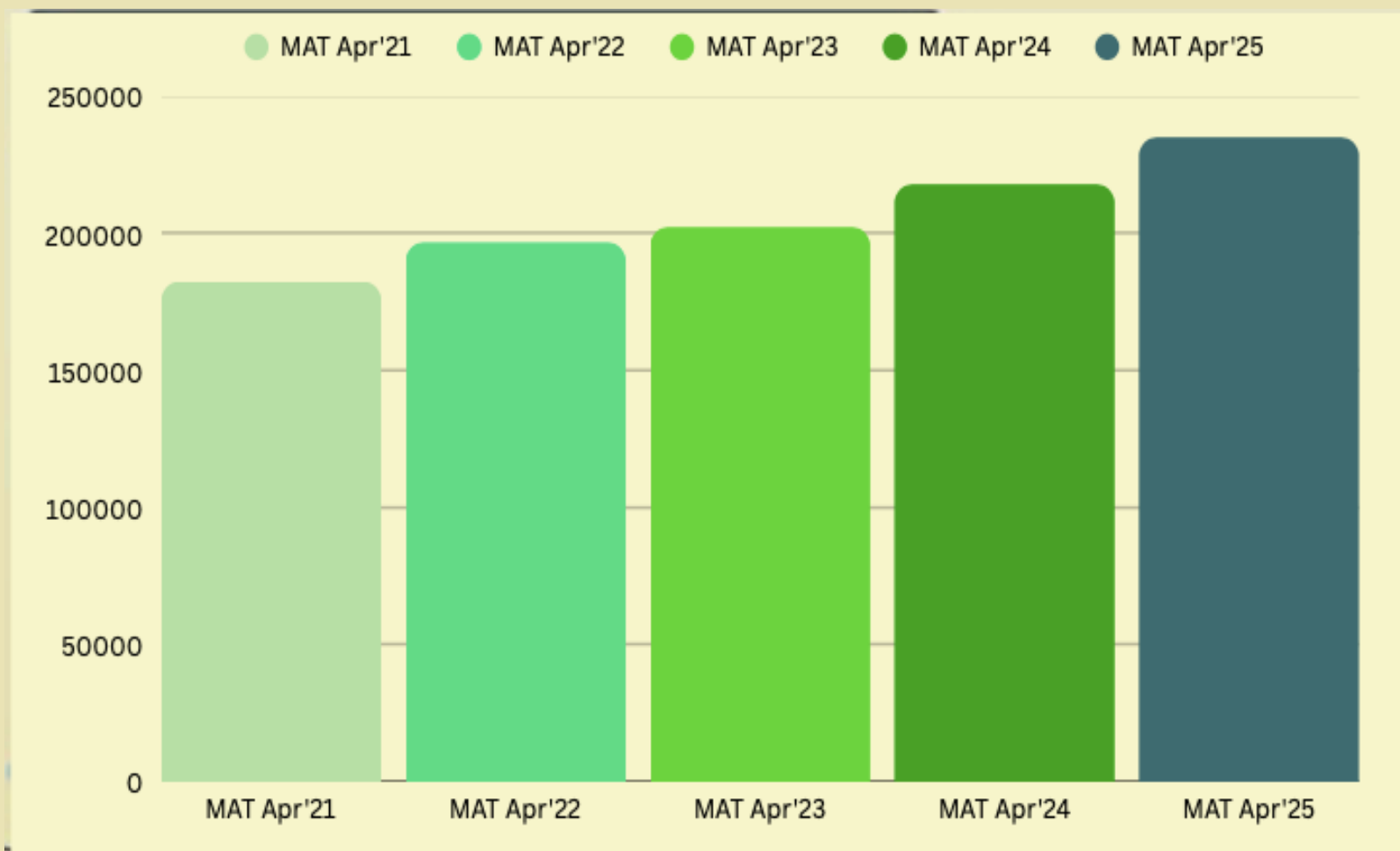
Good morning doctor, I’m Anand Raj from Galcare Pharmaceuticals.

As allergies like rhinitis and urticaria impact daily life, consider Bilacare, our once-daily, non-sedating antihistamine with fast, long-lasting relief.

Available in: 20mg & 40mg packs (10 tablets each)

Tagline: Bilacare – Relief That Keeps You Awake, Not Life

Overall IPM market size: 2,34,773 Crore



PRICING:

Strength	Per tablet Price	Per Strip Price	Remarks
BILCARE 20MG	₹11.00	₹110.00	Priced lower than top brands; enhances access for routine allergy care.
BILCARE 40MG	₹19.00	₹190.00	Competitive pricing; ideal for moderate to severe allergy relief.

Sales Projection

Year	Sale target (RsCr)	Market share %	Assumptions
2025	₹12.96 Cr	~1.1%	National launch year; 120 ABEs; target 13,000 doctors; 70% dermatologists; PTS ₹74.25/128 for 20/40 mg; ~2.7 lakh strips planned
2026	₹16.20 Cr	~1.4%	25% growth; improved Rx conversion from awareness campaigns; retention from early adopters; expansion in ENT segment; digital + field synergy
2027	₹19.44 Cr	~1.4%	20% growth; deeper market penetration; loyalty-building; strong post-launch branding; repeat Rx from chronic urticaria & AR segments



PACK SIZE

SWOT Analysis

Strength	Weaknesses
• Non-sedating, 24-hour relief with rapid onset and high compliance. • Backed by global clinical data, ideal for active lifestyles.	• Late market entry with low initial recall; • needs strong prescriber re-engagement.
Opportunity	Threats
• Growing demand for non-drowsy, once-daily antihistamines. • Expansion scope in dermatology, ENT, and future combinations.	• Intense generic competition, physician inertia, and regulatory pricing pressure.

PRACTICAL EXPOSURE	THEORETICAL UNDERSTANDING
Actively participated in RCPA activities, doctor interactions, and field promotions for Bilacare.	Gained a solid foundation in marketing frameworks such as SWOT, PEST, and STP through mentorship and study.
Contributed to brand communication, including crafting leave-behind literature (LBLs), campaign messaging, and awareness materials for World Allergy Week.	Applied these tools to assess Bilacare’s brand strengths , market challenges, and growth opportunities.
Collected and analyzed market data to develop actionable strategies for positioning Bilacare in the antihistamine segment.	Strengthened data interpretation and strategic thinking skills, translating theoretical concepts into real-world pharmaceutical marketing practices.

MARKET CAMPAIGN

Focused on promoting awareness, efficacy, and affordability of Bilacare through targeted CMEs, OPD posters, QR-code videos, and pharmacy engagement kits. The campaign aimed to position Bilacare as a trusted, non-sedating solution for daily allergy relief.

Challenges faced during internship

- Conducting RCPA in real-world field conditions and extracting actionable market insights was a key challenge.
- Faced initial difficulty in structuring brand plans and applying analytical tools like SWOT, and 4Ps effectively for Bilacare.
- Managing time efficiently was demanding due to the need to complete multiple tasks within tight deadlines.

Usefulness of Internship

- Gained hands-on experience in brand planning and positioning for **Bilacare**.
- Conducted RCPA and presented the product to healthcare professionals.
- Learned practical aspects of pharmaceutical marketing and field operations.
 - Enhanced skills in campaign execution and brand communication.
- Networked with industry professionals, adding strong value to my resume.

Learnings during an Internship

- Gained practical understanding of brand planning strategies and market analysis by working on Bilacare, including interpretation of RCPA data and positioning in the competitive antihistamine segment.
- Improved professional communication and corporate etiquette through field coordination, team interactions, and adherence to brand promotion protocols during campaign activities.

Suggestions / Recommendations

- It is recommended that company managers provide interns with hands-on opportunities to apply brand planning strategies in real-life projects, enhancing their practical understanding.
- Interns should be encouraged to develop professionally through active networking, mentorship, and keeping up with current trends and best practices in brand management.