



# **SAROJINI NAIDU VANITA PHARMACY MAHA VIDYALAYA**

College for Women Tarnaka, Secunderabad.

(Sponsored by the Exhibition Society,

**Affiliated to Osmania University, Approved by PCI**

**ISO : 9001:2015 Certified Institution**

**NBA Accredited B.Pharmacy Course**

Ref.: SNVPMV/

Date : 17-06-25

## **CIRCULAR**

**Dear Faculty and Students**

**Subject:** Guest Lecture on "Product Promotion Strategies: Case Studies Presentation"  
by Mrs. N. Alekhya Pratap – 20th June 2025

The Department is organizing a **Guest Lecture on "Product Promotion Strategies: Case Studies Presentation"** by Mrs. N. Alekhya Pratap, Academic Director, Aksara Vaagdevi International School, on **20<sup>th</sup> June 2025** at the **SNVPMV Auditorium**. All faculty members and students are cordially invited to attend and actively participate in this insightful session. The lecture will provide practical insights into real-world marketing techniques and offer a deeper understanding of how case-based strategies are applied in product promotion. This event aims to bridge academic learning with industry practices, enhancing the practical knowledge base of participants.

**(Dr. T. Mamatha)**  
**Principal**



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### **Comprehensive Report on**

## **Product Promotion Strategies: Case Studies Presentations.**

**Organized by:** Sarojini Naidu Vanita Pharmacy Maha Vidyalaya, Tarnaka

**Date:** 20.06.2025

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**Venue:** Auditorium, SNVPMV Campus

**Guest speaker:**

Mrs. N. Alekhya Pratap, Academic Director, Akshara Vaagdevi International School.

**Program Coordinator:**

Dr. Koppala. R. V. S. Chaitanya, Associate Professor, Department of Pharmacology.

Mr. D. Suresh, Assistant Professor, Department of Pharmacology.

**Panel of Evaluators:**

Dr. N. Srinivas, Director, SNVPMV

Dr. M. Sreekanth, Associate Professor and Head, Pharm.D

Dr. Shiva Rama Krishna, Assistant Professor.

**Audience:**

Final Year B. Pharmacy, III & IV Year Pharm.D Students

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### **1. Introduction**

As a part of the curriculum for the subject **Pharma Marketing Management**, an innovative and interactive academic activity was organized for the VIII Semester B. Pharmacy students under the esteemed guidance of **Mrs. N. Alekhya Pratap**, Academic Director, Akshara Vaagdevi International School. The session was meticulously coordinated by **Dr. K.R.V.S. Chaitanya**, Associate Professor, and was aimed at stimulating real-world marketing environments to foster creativity, strategic planning, and cross-functional coordination among future pharmaceutical professionals.



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GRADE



### GUEST LECTURE ON

## Product Promotion Strategies: Case studies Presentations

### GUEST SPEAKER

**Mrs. Alekhya Pratap**

Academic Director  
Akshara Vaagdevi International School



**20-06-2025**



**10:00 AM Onwards**



**SNVPMV, Auditorium**



### PRESIDED BY

**Dr. B. Prabha Shankar**

Chairman, SNVPMV

### PROGRAM CO-ORDINATORS

**Dr. K.R.V.S.Chaitanya**

Assoc. Professor  
Dept. of Pharmacology

**Mr. D.Suresh**

Assistant Professor  
Dept. of Pharmacology

**Dr. B. Haarika**

Vice - Principal  
SNVPMV

**Dr. T. Mamatha**

Principal  
SNVPMV

**Dr. N. Srinivas**

Director  
SNVPMV

**Sri B. Hanumanth Rao**

Hon.Secretary  
SNVPMV



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## Overview of the Event

The students of VIII Semester were divided into two teams, each tasked with conceptualizing and developing their own pharmaceutical or cosmetic product. The objective was to simulate a real-time product launch and present their strategies in front of a live audience and expert evaluators.

The audience included Final Year B. Pharmacy students, as well as III and IV Year Pharm.D students. The event was evaluated by a panel of esteemed academicians:

- **Dr. N. Srinivas**, Director, SNVPMV
- **Dr. M. Sreekanth**, Associate Professor and Head, Pharm.D
- **Dr. Shiva Rama Krishna**, Assistant Professor.

## Welcome Address

The program commenced with a warm and gracious welcome address delivered by Dr. T. Mamatha, Principal of SNVPMV. She extended a special welcome to Mrs. N. Alekhya Pratap, acknowledging her contributions to academic excellence, and her vision in integrating business acumen with pharmaceutical sciences. The Principal highlighted how Mrs. Alekhya's support has consistently bridged industry relevance and academic rigor.

## PRESENTATION

### **Team One – Cosset: Herbal Ubtan Face Mask**

**Tagline:** *“Indulge in Beauty”*

**Brand Positioning:** *“Rooted in Ayurveda, Backed by Science”*

**Vision:** To deliver holistic skincare inspired by tradition and validated by science.

### **Departmental Roles & Contributions:**

- **R&D – Preethi Pooja:** Described meticulous ingredient selection, including neem, tulsi, sandalwood, and Multani mitti. Emphasis was placed on compatibility with Indian skin types and climatic conditions.
- **Production – Sobiya Begum:** Detailed the manufacturing process with a focus on hygienic practices and eco-friendly batch production.
- **HR & Quality Control – Saistutee Panda:** Elaborated on hiring practices emphasizing skill and sustainability, while ensuring stringent quality control and stability testing.
- **Marketing & PR – Sparsh Kumar, Ujwala Pawar, Syeda Nudrath Fatima, Sana Khatun:** Presented a comprehensive marketing plan incorporating digital strategy, influencer campaigns, and sustainability outreach.



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## Marketing Strategy Highlights:

- **USP:** 100% natural, chemical-free; biodegradable packaging; tailored for Indian consumers.
- **Digital Media Plan:**
  - *Instagram Reels:* DIY face mask routines
  - *UGC Campaigns:* #GlowWithNature
  - *SEO Blog Strategy:* Ayurvedic skincare for acne-prone skin
- **e-Commerce Optimization:** Flipkart and Amazon listings with attractive offers and bundling
- **Offline Placement:** Ayurvedic outlets, salons, wellness boutiques
- **Social Responsibility:** Employing rural women, tree-planting campaigns (1 tree for every 100 units sold)

## Company's marketing strategy for the product as follows:

### 1. Brand Positioning: "Rooted in Ayurveda, Backed by Science"

They emphasized a blend of traditional Ayurvedic wisdom and modern dermatological standards.

#### USP (Unique Selling Proposition):

- 100% natural and chemical-free with eco-friendly & sustainable packaging
- Locally sourced herbs (e.g., neem, Tulsi, sandalwood, Multani-mitti)
- Suitable for Indian skin tones and climatic conditions.

### 2. Target Audience:

- **Primary:** Women aged 18–35, urban and semi-urban areas, skincare conscious
- **Secondary:** Men (growing grooming awareness), and Gen Z interested in natural, Instagrammable self-care rituals.

### 3. Digital Marketing Strategy

#### Social Media Marketing:

- Before/After videos of users with skin improvements.
- **Reels:** DIY mask-mixing rituals, morning skincare routines.
- **UGC Campaigns:** Encourage customers to share their glow-up stories using a branded hashtag (e.g., #GlowWithNature).
- **Influencer Collaborations:** Partner with micro and Nano influencers in beauty and wellness.

#### SEO + Blog Content: Topics:

- "Best Herbal Face Masks for Acne-Prone Skin", "Ayurvedic Skincare Routine for summer".
- Build a blog library to establish credibility and improve search visibility.

#### Amazon & Flipkart Storefronts:

- Optimize listings with keywords like "chemical-free face mask," "natural skin care," "Ayurveda face pack powder".
- Offer combo packs, free applicator brushes, or trial sizes.



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**Team one's Product Presentation and marketing strategies on 20-06-25 at SNVPMV**



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### **4. Product & Packaging Innovations**

- Eco-friendly jars or kraft paper pouches with resealable zippers.
- Include how-to cards in English and regional languages.
- Offer customizable kits (e.g., choose 3 powders based on your skin type).

### **5. Offline Strategy (Optional but Valuable):**

- Placement in Ayurvedic stores, salons, and boutique wellness shops.
- Collaborate with dermatologists or Ayurvedic doctors for endorsements.

### **6. Influencer & Celebrity Endorsements:**

- Reach out to TV celebrities or wellness YouTubers for longer-term brand ambassadorships.

### **7. Testimonials & Trust Building:**

- Highlight real customer reviews with photos.
- Create “Skin Diaries”—a weekly feature on your Instagram showcasing customer journeys.

### **8. Social Impact & Sustainability Angle:**

- Support local women in herb sourcing or packaging.
- Run a “Green Skin, Green Earth” campaign (plant a tree with every 100 masks sold).

### **9. Pricing & Offers:**

- Mid-range pricing to compete with chemical-laden products from large brands.
- Offers like First-time buyer discount & Subscription model & monthly packs with savings) and festival sales.
- The team then presented their product, shared their justification on the budget.
- Lastly, they shared an advertisement for their product.

### **Live Demonstration:**

The team concluded with a budget presentation and a creative advertisement reel that visually captured the product's essence and brand personality.

## **Team Two Presentation – B-Plan: Daily Use Moisturizer**

**Tagline:** “*The Best Plan for Beautiful Skin*”

**Positioning:** A clean, effective skincare essential for modern lifestyles.

### **Departmental Roles & Contributions:**



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- **HR & QC – B. Likhitha:** Shared team-building efforts, emphasizing collaborative culture, task accountability, and quality assurance checks at every stage.
- **R&D – D. Nikhitha:** Described the formulation comprising jojoba oil, glycerin, and vitamin E. Special care was taken to create a lightweight, non-comedogenic product suitable for year-round use.
- **Production – A. Bhumika:** Explained the production flow using semi-automated filling systems to ensure consistency and reduce contamination.
- **Marketing & PR – B. Akanksha and C. Poojitha:** Presented a minimalist, emotionally resonant campaign using lifestyle aesthetics and influencer partnerships.

### Marketing & Brand Strategy:

- **Product Characteristics:** Fast-absorbing, non-greasy, suitable for daily wear under makeup or SPF.
- **Target Audience:** Young professionals (18–40), both genders, with busy schedules.
- **Pricing Model:** Introductory pricing at ₹49 (MRP ₹94), with combo offers and referral discounts.
- **Emotional Branding:** Campaigns depicting real-life scenarios of modern skincare challenges and simplicity in self-care.
- **Media Outreach:** PR kits to bloggers, collaborations with lifestyle magazines, and digital skincare diaries.

### Core Team:

- **HR & QC:** B. Likhitha
- **R&D:** D. Nikhitha
- **Production:** A. Bhumika
- **Marketing & PR:** B. Akanksha, C. Poojitha

### Brand Introduction

BPlan introduces a thoughtfully crafted skincare product that reflects innovation, modern lifestyle needs, and a commitment to natural beauty. The brand is built on the philosophy that skincare should be simple, safe, and effective. With an emphasis on hydration and daily nourishment, this product represents a balanced combination of nature and science. BPlan offers a clean and trustworthy skincare solution for people seeking long-term skin health.

### Product Highlight

The moisturizer is light in texture, quick to absorb, and ideal for daily use without leaving any greasy residue. It contains a potent blend of hydrating ingredients that work together to improve skin texture, maintain moisture levels, and promote a natural glow. This product helps combat dryness, dullness, and mild irritation, making it suitable for regular application throughout the year. Its soothing formula is designed to feel comfortable on all skin types.



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**Team second's Product Presentation and marketing strategies on 20-06-25 at  
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## Target Audience

BPlan is developed for **all genders**, specifically targeting adults in the **18 to 40 age group**. The product is ideal for young professionals, students, and self-care enthusiasts who value skincare as part of their lifestyle. The brand understands the fast-paced routines of today's users and offers a simple yet effective skincare plan to keep skin hydrated, protected, and naturally radiant every day.

## Pricing Strategy

The product is positioned as an affordable yet premium skincare solution. BPlan is priced at **₹94 for a 30ml tube**, offering value for both new and experienced skincare users. During its launch phase, a limited-time **introductory offer** brings the price down to **₹49**, encouraging first-time trials. Promotional bundles such as **Buy 2, Get 1 Free** are also part of the marketing plan, designed to increase reach and retention during the early stages.

## HR Contribution

Led by **B. Likhitha**, the HR department played a critical role in forming a productive and creative team. Efficient team recruitment, defined departmental roles, and collaborative work environments allowed for seamless communication and faster decision-making. HR also initiated internal feedback systems that helped teams stay on track with deadlines while encouraging creativity and ownership of responsibilities. Also held with QA & QC responsibilities.

## Research Insights

Headed by **D. Nikhitha**, the R&D team invested time in studying the compatibility of ingredients, absorption levels, and long-term effects on different skin types. Ingredients like **jojoba oil**, **vitamin E**, and **glycerin** were carefully selected and balanced to ensure deep hydration without causing irritation. The result is a non-comedogenic, smooth formula suitable for daily use, even under makeup or sunscreen.

## Production Process

The production line, managed by **A. Bhumika**, followed a structured and hygienic workflow from raw material handling to packaging. Automated filling machines ensured batch consistency and reduced errors. Eco-conscious packaging methods were used to align with modern sustainability standards. The production team worked closely with QC to reduce delays and avoid material wastage while meeting strict deadlines.

## Marketing Strategy

Marketing was driven by **B. Akanksha**, who focused on connecting emotionally with users through storytelling. The launch campaign highlights the simplicity and confidence BPlan offers. Instagram



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ads, short-form reels, and influencer skincare routines help build awareness. Marketing visuals were carefully curated to reflect clean beauty aesthetics, emphasizing glow, self-care, and skincare as part of a modern, balanced life.

### Public Relations

The PR team, also managed by **C. Poojitha**, coordinated beauty blogger partnerships, digital press kits, and media coverage in lifestyle magazines. BPlan gained visibility through editorials, influencer reviews, and collaborative interviews that reinforced the brand's credibility. Product gifting and email campaigns were used to build strong first impressions and get early feedback from the skincare community.

### Vision Forward

Looking ahead, BPlan plans to expand into a full skincare line, including **cleansers, serums, and sun protection products**. The brand will continue to prioritize clean ingredients, minimalistic formulas, and sustainable packaging. The vision is to become a trusted companion in everyone's skincare journey, offering not just products but a long-term plan for beautiful, healthy skin.

### 5. Extended Q&A Session: Interactive Discussion with Students and Evaluators

Following the product presentations, a vibrant **interactive Q&A session** was held, allowing the audience and evaluators to probe deeper into the conceptual, strategic, and practical dimensions of each team's work. This segment brought out the presenters' ability to think on their feet, justify their decisions, and demonstrate a robust understanding of marketing dynamics.

#### Team One: COSSET – Herbal Ubtan Face Mask

##### Student Questions:

##### Q1. Ms. N. Naga Lakshmi (IV Year Pharm.D):

*"You mentioned your product is suitable for Indian skin types. How did you arrive at that conclusion during your R&D phase?"*

##### Response (Preethi Pooja – R&D Head):

*We conducted a comparative analysis of Indian skin concerns such as excess sebum, pigmentation, and sensitivity to environmental pollutants. Our ingredient selection—like neem and Multani mitti—was informed by both Ayurvedic texts and dermatological studies. We also did small-scale user trials among peer groups to validate compatibility.*

##### Q2. Ms. M. Navya (IV Year Pharm.D):

*"How will you address the perception that herbal products are slow-acting or less effective?"*



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### Response (Marketing Team – Syeda Nudrath Fatima):

*That's a common misconception. Our branding tackles this directly: 'Rooted in Ayurveda, Backed by Science'. We highlight both tradition and clinical data. Influencer campaigns will demonstrate visible results over time with before-after testimonials. We'll also publish blogs to educate customers on long-term skincare benefits of herbs versus instant chemical fixes.*

### Q3. Ms. Aisha Tabassum (III Year Pharm.D):

*"What would be your contingency plan if online sales don't perform as expected?"*

### Response (Sparsh Kumar – PR Lead):

*We're not relying solely on digital. We've planned an offline strategy—tie-ups with Ayurvedic clinics, salons, and boutique wellness stores. Additionally, we'll initiate community stalls during festivals and college fests to gain visibility. Diversification is key to de-risking our launch.*

### Evaluator Questions:

### Q4. Dr. N. Srinivas (Director, SNVPMV):

*"Your USP emphasizes local sourcing. How do you plan to ensure consistency and supply chain integrity as you scale?"*

### Response (Sobiya Begum – Production Head):

*We've identified licensed herb growers in Telangana and Chhattisgarh. Raw material will be procured through fixed-seasonal contracts to prevent price fluctuation and quality variation. Our QC team will conduct organoleptic and microbial testing per batch. For scalability, we're evaluating partnerships with FSSAI-certified suppliers.*

### Q5. Dr. M. Sreekanth (HoD, Pharm.D):

*"Give us a brief breakdown of your marketing budget and expected ROI."*

### Response (Ujwala Pawar – Marketing):

\*Our initial marketing budget is ₹30,000:

- ₹10,000 for influencer onboarding
- ₹7,000 for digital ad campaigns
- ₹5,000 for offline sampling
- ₹8,000 for packaging design and content creation\*

*Assuming sales of 500 units in the first quarter at ₹95 per unit with 40% profit margin, our ROI is expected to break even within 4 months.*

### Q6. Mrs. N. Alekhya Pratap (Guest of Honour):

*"Your packaging claims to be eco-friendly. Is it biodegradable or recyclable, and how do you plan to communicate this to consumers?"*



**Response (Saistutee Panda – QC & HR):**

*We use kraft paper pouches with water-based printing, fully compostable within 3–6 months. We're also exploring PLA-coated containers for premium kits. Educational inserts inside the packaging and social media reels will explain how to dispose of them responsibly, enhancing our green brand appeal.*

**Team Two: BPlan – Daily Use Moisturizer**

**Student Questions:**

**Q1. Ms. T. Madhuri (IV Year Pharm.D):**

*"The skincare market is saturated with moisturizers. What makes your product stand out?"*

**Response (D. Nikhitha – R&D Head):**

*We designed a lightweight, fast-absorbing, non-comedogenic formula. Many mass-market moisturizers use petroleum derivatives; we use natural emollients like jojoba and vitamin E, which hydrate without clogging pores. Our minimalist packaging and price-accessible strategy are also designed to appeal to young urban users.*

**Q2. Ms. K. Varshika (III Year Pharm.D):**

*"What's your plan to handle customer retention beyond initial purchases?"*

**Response (C. Poojitha – PR Head):**

*Our CRM strategy includes monthly email skincare tips, reorder discounts, and personalized skincare calendars. Also, we plan to roll out a 'Glow Tracker' via QR code on the product, which helps users monitor skin improvement over 4 weeks—encouraging habitual use.*

**Evaluator Questions:**

**Q3. Dr. Shiva Rama Krishna (Senior Faculty):**

*"How do you justify your introductory pricing without compromising perceived brand value?"*

**Response (B. Akanksha – Marketing Head):**

*₹49 is a 'penetration price'—used to capture attention, especially among first-time buyers. The packaging remains premium. Once trust is built, we'll shift to ₹94 MRP. The psychology is simple: reduce barrier to entry, and let the product experience drive loyalty.*

**Q4. Dr. M. Sreekanth (HoD, Pharm.D):**

*"If your product gains traction, what's your next step in brand expansion?"*

**Response (B. Likhitha – HR & QC):**

*We plan to launch complementary products such as a gentle cleanser, SPF moisturizer, and under-eye serum—forming a complete skincare routine. We'll maintain ingredient integrity while scaling*



*production. Our HR team will also onboard formulation consultants to ensure safety across categories.*

**Q5. Mrs. N. Alekhya Pratap (Guest Speaker):**

*"How does your branding reflect emotional connection beyond product function?"*

**Response (B. Akanksha – Marketing):**

*Our campaign focuses on moments of simplicity—a student preparing for an interview, a teacher unwinding after work. The tagline “The Best Plan for Beautiful Skin” implies structure in chaos, peace in routine. We also feature diverse models to emphasize inclusivity, simplicity, and self-acceptance.*

**Conclusion of Q&A Session**

The session showcased the presenters’ preparedness, cross-functional knowledge, and ability to defend strategic choices with data and empathy. The evaluators commended the teams for their clarity, confidence, and business-oriented thinking. The students from the audience were equally appreciated for their insightful, challenging questions that added value to the academic discourse.

**6. Guest Address by Mrs. N. Alekhya Pratap**

**Topic:** *Strategic Insights into Product Mix and Marketing Decisions in the Pharmaceutical Sector*

Mrs. N. Alekhya Pratap, Governing Body Member and Chairman of Vaagdevi International School, delivered a thought-provoking and insightful guest address that seamlessly connected textbook principles with real-world pharmaceutical marketing. Drawing from the key elements of product strategy and production mix, her session helped students conceptualize how a product evolves from an idea to a market success.

Her talk was structured around **three strategic pillars**:

**A. Understanding the Product Beyond Tangibility**

She began by redefining what a *product* means in a modern marketing context—far beyond just a tangible item. According to her:

“A product is not just what is manufactured; it is a combination of the **core benefit**, **actual product**, and the **augmented services** that shape the customer’s entire experience.”

- She emphasized how **pharmaceuticals are not just pills or syrups** but solutions to health problems—backed by trust, reputation, support services, and emotional reassurance.
- By referring to brands like *Starbucks* and *Disney*, she illustrated how businesses now sell **experiences** that resonate emotionally with consumers, which is equally applicable in healthcare branding.



**Speaker Mrs. N. Alekhya Pratap interacting with students on 20.06.25 at SNVPMV**



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## **B. The Layers of Product Strategy: From Core to Augmentation**

Mrs. Alekhya explained the **three-level product model**:

1. **Core Benefit:** The fundamental solution provided. E.g., in the case of a moisturizer, it is hydration; in pharma, it's relief or cure.
2. **Actual Product:** The formulation, packaging, brand name, and features that differentiate it from competitors.
3. **Augmented Product:** Services like after-sale consultation, helplines, educational leaflets, and digital support that elevate the customer experience.

She related this to both student products:

- *Cosset* offered a rooted Ayurvedic identity and a customer journey through eco-packaging and authenticity.
- *BPlan* focused on minimalist design with future potential in customer engagement features like “Glow Tracker.”

## **C. Strategic Product Mix in Pharma Marketing**

Highlighting the **four dimensions of product mix—width, length, depth, and consistency**, she urged students to think about how a brand can evolve:

- **Width** – Expand into adjacent lines (e.g., from skincare to suncare)
- **Length** – Add variants within a category (e.g., oily skin/moisturizer for sensitive skin)
- **Depth** – Introduce multiple versions of the same product
- **Consistency** – Ensure uniform brand values, design, and quality across all lines

She linked these strategies to real pharmaceutical practices, such as:

- **Product lifecycle management** (from development to post-marketing surveillance)
- The role of **branding** in building prescriber and patient loyalty
- The growing emphasis on **Total Quality Management (TQM)** to ensure regulatory compliance and customer satisfaction

## **D. Product Management in the Pharmaceutical Industry**

Mrs. Alekhya also provided students a real-world perspective on **product management roles** in pharma companies. She highlighted the interdisciplinary nature of the role, requiring:

- **Scientific understanding** (drug safety, indications)
- **Regulatory alignment** (adherence to DCA, FDA, and CDSCO norms)
- **Strategic marketing** (targeting HCPs, leveraging CME sessions, and digital platforms)



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She introduced roles like **Product Manager**, **Brand Manager**, and **Group Product Manager**, encouraging students to envision their careers beyond traditional pharmacy roles.

### Conclusion of the Address

In her closing remarks, Mrs. Alekhya Pratap emphasized the importance of **customer-centric thinking** and **ethical marketing** in today's competitive and sensitive healthcare market. She praised both student teams for presenting products that reflected thoughtful segmentation, brand differentiation, and sustainability.

“A great product isn't just made in a lab—it's built with empathy, strategy, and the customer in mind.”

Her session served not only as an academic deep-dive but also as an inspirational roadmap for aspiring product managers and healthcare marketers in the making.

### 7. Vote of Thanks

The event concluded with a heartfelt **Vote of Thanks by Dr. K.R.V.S. Chaitanya**, who acknowledged the valuable presence and contributions of the evaluators, guest speaker, student teams, audience, and organizing committee. He especially praised the students for their creativity, confidence, and collaboration, highlighting how such experiential learning activities are integral to professional readiness.

### 8. Conclusion

This event served as an exemplary model of academic engagement and real-world simulation. It provided students a platform to think like entrepreneurs, act like professionals, and present like industry leaders. The presentations reflected not only textbook understanding but also strategic innovation, critical thinking, and effective communication. Both *Cosset* and *BPlan* emerged as promising product models, demonstrating that the future of pharmaceutical marketing is in competent hands.