



Winning the OTC/OTX Game

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Agenda

Executive Summary

OTC/OTX Landscape

UC Credentials

Executive Summary: Trends in OTC/OTX

- Globally, the OTC/OTX space continues to grow at a rate faster than the rate of growth of the overall pharma market. India too is witnessing similar trends
- The concept of self-care is evolving in developed and developing countries, including India. Particularly, three factors are driving the OTC/OTX market in India:
 - Increasing self-medication
 - Conversion to OTC/OTX on the back of reduced prescription sales
 - A shift from traditional perception about drugs
- The impending OTC/OTX policy is further expected to drive adoption of the same in India
- Complementing this growth is the emergence of digital business models in the consumer wellness space. Globally, and in India, this space has attracted significant investments recently
- Globally, marquee brands are leveraging digital approaches to engage with key stakeholders
- Digital first brands are gaining traction with startups leading the way

Executive Summary: Implications for pharma companies

- 1 Re-examining its portfolio using a rigorous Rx to OTX/OTC switch approach
- 2 Building a compelling portfolio of products with depth (across indications) and relevance for "user / consumer" specific positioning
- 3 Examining brands for "crossover" capabilities to leverage incumbent brand equity
- 4 Building deep channel relationships, especially with retailers in markets of relevance
- 5 Leveraging digital approaches to drive dominance with social media, consumer forum and channel app
- 6 Using digital innovations in packaging to authenticate the product and build D2C relationships
- 7 Exploiting synergies
- 8 Examining its organisation for critical roles including trade teams, digital marketing roles



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