

## Orbees Medical Case Study

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### ***India market strategy for an active wound care product***

#### **Client Need**

The Client, a mid-size company with several wound care products and significant operations in China and United States, was planning to enter India. The client had chosen a botanical ointment delivered with or without a device as their first product in Indian market. The product has been marketed for 20 years and is now sold in 23 countries as a topical pharmaceutical. The company wanted to reproduce its tremendous clinical and commercial success in India.

The client was planning to set up a fully owned subsidiary in New Delhi, India, and was considering partnership options for strategic marketing and distribution in India after the regulatory approval in India. The client engaged Orbees Medical to conduct due diligence on Indian wound care market, develop a market model, and devise an optimal go-to-market strategy.

#### **Orbees Solution**

Orbees carried out primary and secondary research to collect data for the following:

- The size and the structure of the wound care market in India
- The market dynamics and forces that influence the market
- The patient care path and treatment options
- The perception of doctors and patients perception about wound care in India
- The distribution network in India
- The regulatory landscape in India
- The competitors, their products, positioning, and pricing
- The marketing and distribution strategies followed by other wound care products in India

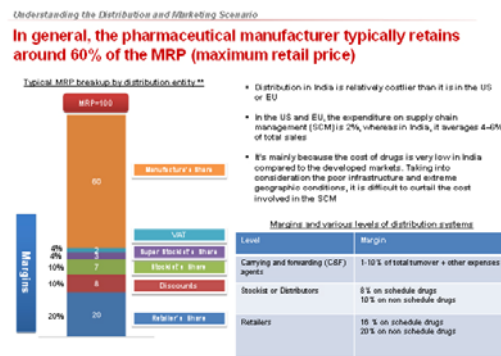
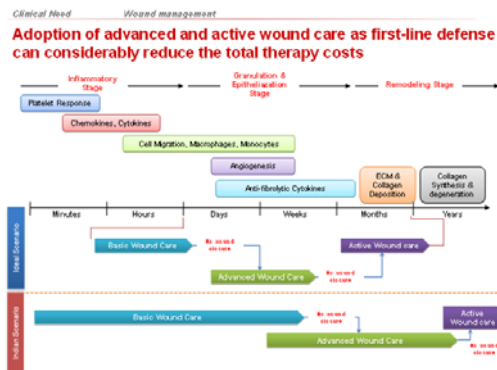
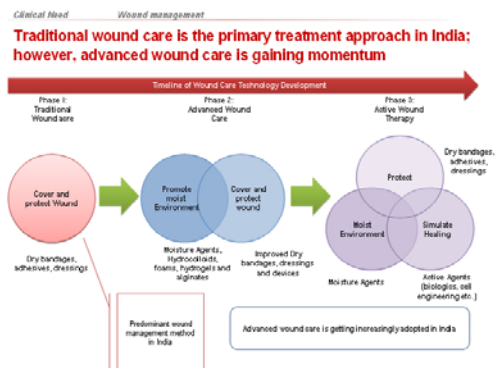
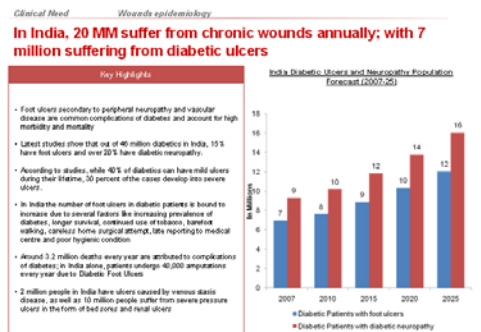
#### **Orbees Deliverables**

Orbees Medical concluded that although the incidence rates of acute and chronic wounds are high in India, the market is not very large for novel therapies; the traditional low-cost wound care products are still the choice of treatment at present. However, advanced and active wound care products are increasingly being introduced in the market and are gaining market share. Most of the multinationals own the marketing of their products and use multiple distributors to cover various regions of India. The distribution in India is getting more organized and manufacturer retains up to 60% of the manufacturer retail price (MRP).

The report also included an in-depth competitive analysis and a market model. A pricing analysis was also carried out for the wound care ointment based on various factors such as product positioning, competitive pricing, and product's perceived value. The deliverables included:

- A PowerPoint deck with extensive analysis and recommendation
- The transcripts of the physician and distributors interviews
- Market Model and Pricing analysis

## Orbees Deliverable Sample Slides



### Indian Wound Care Products Matrix

