



NOVARTIS - CASE STUDY

Over-the-Counter (OTC) is a world leader in the research, development, production and marketing of self-medication products that do not require prescriptions. Our products are designed for the in-home treatment and prevention of medical conditions and ailments as well as the enhancement of overall health and well-being.

The main OTC product categories are analgesics, cough, cold, allergy, gastrointestinal, skin care and smoking-cessation treatments, as well as mineral supplements.

Novartis India launches Otrivin in a Nasal Spray format in India in the OTC category; Otrivin Nasal Spray, priced at Rs 44 for a 10 ml spray bottle, will be available at chemist stores. It can be bought without a prescription; Otrivin will now be available as a topical nasal decongestant in a modern easy-to-use direct acting spray format, used for the relief of nasal congestion in cases of common cold, sinusitis and rhinitis; The nasal spray can also be used as a dropper; Otrivin acts locally inside the nose resulting in relief from blocked nose within 2 minutes and works for as long as 10 hours helping a person with a blocked nose to keep pace with his/her normal routine

Otrivin has been the market leader in the Nasal Decongestant category, and has been trusted by health care professionals for several decades. It is now available as an OTC nasal decongestant in **spray form** that acts directly by constricting the blood vessels in the nasal tissues leading to relief from nasal congestion. **Otrivin formulation comprises of Xylometazoline 0.1%** and is indicated for the symptomatic relief of nasal congestion due to colds, seasonal and perennial allergic rhinitis and sinusitis. The product is positioned to be a part of the cough/cold and allergies segment, an estimated **Rs 1,550 crore** market in India. Of this, the nasal decongestion segment is about **Rs 110 crore**.



KEY OBJECTIVES

- Enhance corporate image of NOVARTIS INDIA
- Create awareness about OTRIVIN SPRAY
- Lineage
- Business segments
- Core customers
- Capabilities
- Competitive strengths
- Benefit to clients
- Create a recall/preference for Otrivin Spray among customers

CHALLENGES

- The pharma industry is extremely technical in nature
- Few journalists with right knowledge levels
- Already a established brand challenge was to re launch in different format.

STRATEGY

- Pro- active PR efforts to establish Otrivin's relationship with key pharma business media influencers
- Sought opportunities to pitch Otrivin strengths and perspective on industry trends
- Leveraged strength in reference able customers across industry verticals
- Leveraged thought leadership to drive discussions/coverage on the pharma industry

RESULTS

- Raised the desired awareness about Otrivin Spray
- Achieved quality and quantity proactive media placements
- Communicated key messages to stakeholders
- Created a Otrivin favorable core media group



MEDIA CLIPS

Novartis
 Novartis India Limited is expecting 3-5 per cent growth in the Market Share with the launch of Otrivin Nasal Spray. The nasal decongestion segment in the country is about Rs 110 crore. Current market share of Otrivin is approximately 27 per cent. "Otrivin nasal spray will help people manage their common cold symptoms more efficiently through a direct acting solution. It acts locally inside the nose within 2 minutes and works for as long as 10 hours," said Vineet Singhal, OTC BU Head India for Novartis.

Novartis India launches Otrivin
 Novartis India Ltd has launched Otrivin in a Nasal Spray format. Otrivin Nasal Spray will be available over-the-counter at chemist stores and is priced at Rs 44 for a 10 ml unit.

HEALTHCARE
 You can look as well as feel good with these new products

NASAL SPRAY

NOVARTIS India Limited - OTC Business Unit launched Otrivin in a Nasal Spray format. Otrivin will now be available as a topical nasal decongestant in a modern easy-to-use direct acting spray format. Priced at Rs 44 for a 10-ml unit, Otrivin Nasal Spray is available at all chemist stores.



Otrivin Nasal Spray

NOVARTIS India launches Otrivin in a Nasal Spray format in India in the OTC category. Otrivin Nasal Spray, priced at Rs 44 for a 10 ml spray bottle, will be available at any medical stores. It can be bought without a prescription. Otrivin will now be available as a topical nasal decongestant in a modern easy-to-use direct acting spray format, used for the relief of nasal congestion in cases of common cold, sinusitis and rhinitis.



The Telegraph
Business Telegraph
CORPORATE BRIEFS
Otrivin spray
 Novartis India has launched Otrivin in a nasal spray format in India. A 10ml spray bottle of Otrivin is priced at Rs 44.

THE FINANCIAL EXPRESS
Focus East
Otrivin Nasal Spray
 Novartis India Ltd-OTC Business Unit has launched Otrivin in a nasal spray format. Otrivin will now be available as a topical nasal decongestant in an easy-to-use direct acting spray format in India. 10ml of Otrivin Nasal Spray costs Rs 44.

Launched
 Novartis India launched Otrivin in a Nasal Spray format in India in the OTC category. Otrivin nasal spray, priced at Rs 44 for a 10 ml bottle, will be available at chemist stores. It can be bought without a prescription. Otrivin will now be available as a topical nasal decongestant in a modern easy-to-use direct acting spray format, used for the relief of nasal congestion in cases of common cold, sinusitis and rhinitis.

New nasal spray launched
 TIMES NEWS NETWORK
Lucknow: Novartis India Ltd has launched Otrivin in a nasal spray format. Otrivin will now be available as a topical nasal decongestant in a modern easy-to-use direct acting spray format in India. The OTC nasal decongestion segment comprises remedies ranging from balms to tablets, inhalers and nasal drops. In the case of Otrivin nasal spray, in order to apply the medication the consumer needs to hold his head upright and simultaneously spray the medication in a nostril and inhale.

Nasal spray launched
LUDHIANA: Novartis India Limited- OTC business unit, part of Novartis' operations in India, launched Otrivin in a nasal spray format. Otrivin will now be available as a topical nasal decongestant in an easy-to-use format in India. Otrivin nasal spray will be available over-the-counter (OTC) at chemist stores and is priced at Rs 44 for a 10 ml unit. Otrivin in a nasal spray format is positioned to be part of the cough/cold and allergies segment, an estimated Rs 1,550 crore market in India. — TNS

Biz Clip