

CASE STUDY



Client

An India based medicine manufacturing and marketing company wanted to enter the Indian medicine market with innovative products in different therapeutic and treatment segments for the first time.

Challenges

- The marketing team had to look at identifying products based on various partnership models available, create business cases on a product to product basis to decide on priorities and decide on products to satisfy the immediate, medium and long term business demands.
- Their regulatory, formulation, production and marketing teams had reached a roadblock in deciding on how to identify and get identified products to market optimally in terms of a regulatory strategy.
- The organization requested Vyomus to help the teams identify parameters which could be used to identify and decide on products, design and implement regulatory strategy for each of the products decided upon and create a business case from the regulatory perspective for each and every product decided upon.

Solution

- Vyomus Consulting created a team of senior consultants (with experience in clinical, market strategy, market analysis, drug development, therapeutics) under a Project Manager who acted as a single point of contact for this engagement
- Vyomus Consulting assisted the customer in deciding on various parameters to help them identify and decide on the type of products they could enter the market in-line with their immediate, medium and long term business strategy
- Vyomus Consulting assisted the customer in identifying various partnership approaches available, product specific optimal regulatory strategy, exact product categorization, create product specific business cases
- Vyomus Consulting helped the customer include various, critical vendor selection parameters, identify the quality and quantity of data that is required to garner regulatory approval in India.

Results

The customer has identified and decided upon various products to be launched in India, understood the various partnership and regulatory pathways available to launch products in India and based on this, has aligned selected products to immediate, medium and long term business goals.



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Science Based Business Consulting
for Development of Therapeutics,
Devices & Diagnostics

VYOMUS CONSULTING specializes in providing product commercialization and regulatory advise to marketers and manufacturers of biopharmaceutical products. From discovery to commercialization, we design and implement "**Science Based Optimal Business Solutions**" tailored to overcome Therapeutic & Product Development Challenges.