Urivex (Solifenacin + Mirabegron) - Brand Plan Summary

# Project Overview

Urivex is a proposed pharmaceutical brand combining Solifenacin (an antimuscarinic) and Mirabegron (a β3-adrenergic agonist) to treat Overactive Bladder (OAB). This strategic brand plan highlights market opportunities, brand positioning, marketing strategies, and financial projections relevant to the Indian pharmaceutical industry.

# Key Objectives

* - Introduce a combination therapy for enhanced OAB symptom control.
* - Create a brand that is empathetic, reliable, and discreet.
* - Capture 10% of the Indian Solifenacin market over 10 years.

# Brand Identity

* - Brand Name: Urivex
* - Tagline: "Freedom from Frequent Urges"
* - Brand Personality: Empathetic, Reliable, Discreet
* - USP: Dual-action, once-daily dosage with privacy-conscious branding

# Target Audience

* - Primary: Urologists, Gynecologists, General Physicians
* - Patients: Adults 40+, particularly women and Type 2 diabetics with OAB

# Market Opportunity

* - Indian OAB Market (2024): ₹23.5 Cr
* - Growth Rate: ~15% CAGR
* - Competitors: Sun Pharma (Solicept), Cipla (Solifen), Astellas (Vesicare)

# PESTEL Highlights

* - Political: CDSCO regulation, generic promotion by government
* - Economic: High affordability, growing market
* - Social: Aging population, social stigma around OAB
* - Technological: Digital health and telemedicine integration
* - Environmental: Manufacturing sustainability, waste disposal
* - Legal: Patent expiry enables generic entry, strict compliance standards

# SWOT Summary

* - Strengths: Dual-action efficacy, once-daily compliance, empathetic positioning
* - Weaknesses: New combination brand; awareness building required
* - Opportunities: High unmet need, digital awareness campaigns
* - Threats: Intense price-based competition in generics

# Marketing & Sales Strategy

* - Product: Oral tablets (5 mg, 10 mg), potential ER/CR variants
* - Price: Affordable pricing with savings programs
* - Place: Retail chains, hospitals, online pharmacy channels
* - Promotion: HCP-focused CME, digital marketing, patient education kits
* - CSR Campaigns: Bladder Health Awareness Week, Female Wellness Clinics

# Digital Strategy

* - Website with symptom checker
* - WhatsApp refill reminders
* - Influencer marketing via YouTube/Instagram

# Financial Projections

* - Year 1 Target: 1% Market Share (~₹1.5 Cr)
* - Year 5 Target: 5% Market Share (~₹7 Cr+)
* - Year 10 Goal: 10% Market Share (~₹28 Cr+)
* - Price per strip: ₹130; 1 strip/month average usage

# KPIs to Track

* - Increase in Rx Count
* - Market Share Growth
* - Digital Campaign Engagement
* - Doctor Conversion Rate

# Conclusion

Urivex represents a patient-focused and digitally driven approach to managing OAB in India. With strategic differentiation, empathetic branding, and multi-channel engagement, Urivex is positioned to become a preferred brand for physicians and patients alike.