

# Cureva Lifesciences Pvt. Ltd.

## Product Associate Assignment

### **Submitted by:**

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**Role Applied:** Junior Product Associate (Trainee / Full-Time)

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### **Submitted to:**

**HR Department**

Cureva Lifesciences Pvt. Ltd.

Chhattisgarh, India

## Task 1 — Product understanding

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**Product chosen:** Cureva Paracetamol 500 mg (OTC analgesic & antipyretic)

**Doctor (clinical, concise) :**

Cureva Paracetamol 500 mg is a reliable analgesic/antipyretic for mild–moderate pain and fever management. Indicated for headache, musculoskeletal pain, dental pain and febrile illnesses; safe when used within recommended dosing (max 3–4 g/day in adults depending on guidelines). Emphasize predictable onset, well-established safety profile versus NSAIDs for patients with GI sensitivity, and clear dosing for renal/hepatic compromise. Provide clinical datasheet and PK highlights on request.

Distributor (business, volume & margins):

Position Cureva Paracetamol 500 mg as a high-turnover OTC staple: low-cost, high-repeat purchase with wide consumer demand across seasons. Propose competitive MRP and margin schemes, launch introductory discounts, and stockist incentives (bulk rebates, credit terms). Highlight strong reorder velocity, simple shelf management, and potential cross-sell with cough/cold and nutraceutical ranges.

Retail pharmacist (patient-facing, practical):

For counter counselling: recommend dosing guidance for adults and children (age-appropriate formulations), warn on overdose and alcohol interaction, and suggest when referral to physician is required (persistent fever >3 days, signs of liver dysfunction). Provide attractive shelf talker (pack benefits), small sample packs for trial, and quick FAQ sheet for OTC queries.

## Task 2 — Market analysis (comparison table)

**Competitor chosen:** Dolo 650 (Micro Labs) — a widely used paracetamol 650 mg tablet (composition and typical retail price references shown).

Field	Cureva Paracetamol 500 mg(Proposed)	Dolo 650(Micro labs)
<b>Brand name</b>	Cureva Paracetamol 500 mg	Dolo 650
<b>Composition</b>	Paracetamol 500 mg (acetaminophen)	Paracetamol 650 mg
<b>Suggested retail price</b>	₹8–12 per strip of 10 (~₹0.8–1.2/tablet) — positioned as value brand (intro pricing).	Market examples show ~₹1.5–2.0 per tablet (varies by retailer).
<b>Target audience</b>	OTC consumers seeking affordable, everyday pain/fever relief; pharmacies, clinics, schools	OTC consumers preferring established national brand; hospitals and retail chains.
<b>USP</b>	Value pricing + Cureva brand trust; clear counselling materials; smaller pack sizes for impulse buys	Strong national brand recognition; perceived higher dose (650 mg) for faster relief.
<b>What Cureva can do</b>	Competitive pricing, pharmacist loyalty programs, clear dosing leaflets, seasonal co-promotions (flu/cold packs), and targeted doctor sampling to capture institutional orders.	

### Source :

- Apollo Pharmacy
- 1mg
- PharmEasy

## **Task 3 — Marketing idea (campaign) — “*Relief that’s Right* — *Anywhere, Anytime*” (digital + field hybrid)**

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**Concept:** Integrated OTC launch campaign combining pharmacist trust, consumer awareness, and field sampling:

- (a) “Pharmacist First” program (in-pharmacy POS + loyalty),
- (b) local clinician sampling for small clinics
- (c) digital micro-campaign for parents & working adults (short explainer reels + search ads on “fever relief” queries).

**Target audience:**

**Primary:** retail pharmacists & OTC consumers (18–55). Secondary: general practitioners at local clinics and small hospitals.

Platform / Tactics:

- **Field:** free starter stock and strip samples to pharmacies; shelf-talkers + quick dosing cards.
- **Medical:** sample packs + one-pager safety/dosing datasheet for GPs/clinics.
- **Digital:** 15–30s reels on “when to take paracetamol” (education), SEO landing page for product info, and geo-targeted ads in launch cities.
- **Trade:** distributor introductory margins and quarterly reorder rebates; pharmacist referral incentives.

Expected outcome (3 months): 20–30% reorder from pilot pharmacies, 10–15k sample trials, top-3 search presence for local “fever relief” queries, and measurable uplift in OTC sales in pilot districts. (KPIs: reorder rate, sample-to-sale conversion, digital CTR & landing page conversions.)

## Task 4 — Communication check (email to potential distributor)

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**Subject:** Distribution opportunity — Cureva Paracetamol 500 mg (OTC) — request to discuss

Dear [Distributor name],

I'm Jagadeesh on behalf of Cureva Lifesciences. We're launching Cureva Paracetamol 500 mg, an affordable OTC analgesic positioned for high repeat demand across pharmacies and clinics. We're offering competitive margin structures, introductory stock support, and marketing collateral to drive rapid shelf adoption.

I'd value 20 minutes to discuss distribution terms and a pilot roll-out in your territory. Are you available for a call this week? I can share product dossiers, pricing, and proposed promotional plans in advance.

Warm regards,

Jagadeesh N.

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## Product flyer or Instagram post concept for any Cureva product

**Cureva**

### Relief that's Right – Fast. Safe. Affordable

- Paracetamol 500 mg – Fast relief for headaches, fever & body pain
- Safe when used as directed
- Small pack for on the-go-needs
- Clear dosing leaflet

Scan for dosing leaflet

Available at your local pharmacy –  
Ask for Cureva 500