

# Cureva Lifesciences Pvt. Ltd.

## Product Associate Assignment

### About Cureva Lifesciences

Cureva Lifesciences Pvt. Ltd. is a growing pharmaceutical and nutraceutical company based in Chhattisgarh, focused on improving human health through innovative, reliable, and affordable healthcare products. Our portfolio includes branded formulations such as CuraKid DS, Blissiva Lotion, and a range of general, pediatric, and nutraceutical products.

### Assignment Overview

This assignment is designed to evaluate your understanding of the pharmaceutical market, product positioning, and marketing creativity. Please read the instructions carefully and submit your answers in PDF or Word format within the given deadline.

#### ***Task 1: Product Understanding (10 Marks)***

Pick one product segment from the following:

- General Medicines
- Pediatric Range
- Nutraceuticals
- Skincare (e.g., Blissiva Lotion)

Explain in 200–250 words how you would describe this product to a doctor, distributor, and retail pharmacist — adapting your communication style for each.

#### ***Task 2: Market Analysis (10 Marks)***

Choose one competing brand in the same category (e.g., Mankind, Cipla, or Sun Pharma product). Prepare a short comparison table including:

- Brand name
- Composition
- Price
- Target audience
- Unique selling points (USP)
- What Cureva can do better

#### ***Task 3: Marketing Idea (15 Marks)***

Propose one creative marketing campaign or idea (digital or field-based) for Cureva Lifesciences to promote the selected product. Describe:

- Concept
- Target audience
- Platform (e.g., social media, clinic branding, samples, etc.)
- Expected outcome

#### ***Task 4: Communication Check (5 Marks)***

Write a short email draft (maximum 150 words) to a potential distributor introducing Cureva Lifesciences and inviting them to discuss product distribution opportunities.

### Submission Details

- Format: PDF or Word file
- Filename: YourName\_Cureva\_ProductAssociate\_Assignment
- Submit within 3 days of receiving this assignment.
- Email to: contact@curevalifes.in, hr@curevalifes.in

## Evaluation Criteria

Parameter	Weightage
Product & Market Understanding	30%
Creativity & Innovation	30%
Communication Skills	20%
Presentation & Clarity	20%

## Bonus (Optional)

Design a 1-page product flyer or Instagram post concept for any Cureva product — include slogan, visual idea, and key benefits.

— Cureva Lifesciences Pvt. Ltd.

Contact: contact@curevalifes.in | hr@curevalifes.in