

hype among the medical fraternity in the market which discuss about the functional value of the product to the doctors. There are some brands which operates in the lower section of the same quadrant serving more towards the price as a key driving factor. The market here is a very price sensitive and where great volumes are available. Especially stocking doctor segment where they dispense product which available in their clinic or dispensary. Brands like Belcid, Antiget, Maxajet etc., operates heavily in the segment which continuous fights for sales is observed.

Digene as a brand which is stuck in the middle of both Gaviscon and low priced brands. Brand needs to find clear destination how it moves in future. Michel Porter in his book called “Competitive Advantage: Creating and sustaining superior performance” mentioned that trying to "hedge your bets" by following more than one strategy. One of the most important reasons why this is wise advice is that the things you need to do to make each type of strategy work appeal to different types of people.

“By strengthening the scientific image and in-clinic relevance of DIGENE Gel, while initiating consumer centric initiatives in Tablets and Newer formats, DIGENE will retain its equity while revitalizing the image with contemporary audience and scale up to lead the antacid category”. Anurag concluded the meeting while endorsing that Digene would be reinforced to a new category of a target market to meet the unmet need of “the casual sufferer”. He also made clear instructions to support the entire value chain of Abbott to succeed the repositioning strategy (Minutes of the meeting- Abbott archives 2013)

Also visit insight of case study following revealed inputs could be concluded. Based on the theoretical aspect, Martin Lindstrom author of “Brand revitalization principles 2014” book revealed that four types of repositioning could take place based on the “Market “and “Product. At this scenario it is revealed that the product being kept unchanged and market changed (casual sufferer) where the product was not positioned earlier. Based on that, this case study revealed “market repositioning” principle where product was kept unchanged while taking the product to a novel market.

Case study also provides an example of evidence based on decision making, where decisions are being based on the real time data by both market and product level. Since it was found that brand becomes obsolete and no relevance to ethical level backed by continuous loss of market shareand