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Ipca Laboratories Limited appoints CreateID8 for Brand Strategy and Design

Mumbai, 27th, June 2017: CreateID8, a strategic [brand design](#) agency and a division of WITS Interactive (a leading Mumbai-based DesignTech agency) have bagged the creative strategy, communications design and execution mandate for Ipca Laboratories Limited. Ipca is a pharmaceutical company manufacturing over 350 formulations and 80 [APIs](#) for various therapeutic segments in India and internationally. Under the mandate, CreateID8 will work with the product and marketing teams across the various SBUs to not only construct an effective and engaging brand communication strategy that will fuse Ipca’s innovative and diverse portfolio, but also redesign all their product packaging across the various product lines to standardize and [align](#) them with the recently laid guidelines by The Ministry of Health. Speaking on the win Mr. Hitesh Jain, Founder & CEO - CreateID8 and Group CEO of WITS Interactive said "As a group, WITS Interactive has been associated with Ipca Laboratories for almost a decade now, working closely with them in creating effective brand communication solutions across a medium. When CreateID8 was given the responsibility of standardizing the product packaging as per the stringent guidelines, we welcomed the opportunity as it was both a challenge and a natural extension of our rebranding mandate to create product packaging which is not only in sync with the set guidelines but also adheres to the brand philosophy""

Mr. Prashant Godha [Executive Director](#) - Ipca Laboratories Limited said "Our [association](#) with the WITS Interactive group spans over a decade where not only have they been instrumental in rebranding the Ipca brand to be in sync with our business objectives and growth strategies, but through their division Terrawits, they also extended the brand philosophy to our corporate office by redesigning it to be in sync with our [brand identity](#). Recently we decided to extend our association with CreateID8 to redesign our entire product packaging to be in sync with our brand positioning. CreateID8 are the custodians of our brand philosophy and their expertise in the pharma branding domain enables them to understand and execute the requirements accurately."

About Ipca Laboratories Limited

A fully-integrated Indian pharmaceutical company manufacturing over 350 formulations and 80 APIs for various therapeutic segments. These are produced right from the basic stage at manufacturing facilities endorsed by the world's most discerning drug regulatory authorities like US-FDA, UK-MHRA, EDQM-Europe, WHO-Geneva and much more.

Ipca is a therapy leader in India for antimalarials with a market share of over 34% with a fast expanding presence in the international market as well. We also lead in DMARDs (Disease Modifying Anti-Rheumatic Drugs) treatment for rheumatoid [arthritis](#). We have leading brands in 5 therapeutic areas, with 4 of our branded formulations being ranked among the Top-300 Indian brands by ORG-IMS.

Their top 10 brands are Zerodol (Aceclofenac + combinations), Lariago (Chloroquine), HCQS (Hydroxychloroquine), Perinorm (Metoclopramide), Rapither (Artemotil), Tenoric (Atenolol + Chlorthalidone), Lumerax (Artemether + Lumefantrine), Etova (Etodolac), Malirid (Primaquine) and Folitrax (Methotrexate). The international client roster includes global pharmaceutical giants like AstraZeneca, GlaxoSmithKline, Merck, Roche and Sanofi-Aventis; most of whom we have been partnering over the years

About CreatID8

CreateID8 ([www.createid8.com](#)) is a strategic brand design agency focused on creating unique possibilities through specialized branding, design and design strategies which inspire brands to move forward through lasting user experiences. CreateID8 has been incubated by WITS Interactive, a Mumbai-based DesignTech agency with offices in Munich and London.

About WITS Interactive

WITS Interactive ([http://www.wits-interactive.com](#)) is a DesignTech Agency working across digital, print, film and offline medium to provide integrated communication strategies to its clientele. The WITS Interactive Group through its divisions; WITS Interactive Technology (Mobile app and web development services), [Black](#) Pepper (Exhibitions, Events & Retail Design), Terrawits (Spatial and Environmental Design Solutions), GoPhygital (Experiential solutions through AR, VR, MR) and CreateID8 (Strategic Brand Design Agency) works across the entire spectrum of brand communication and engagement right from brand identity creation to brand engagement and evolution.

With 80 people across 3 offices in Mumbai, Munich, and London, WITS Interactive has worked with companies across verticals like media & entertainment houses, publishing, pharma and healthcare, manufacturing, gaming and [advertising agencies](#) to effectively deliver the right communication solutions since its inception in 2000. ★★★★★

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