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## Ipca Laboratories appoints CreateID8 for brand strategy and design

India Infoline News Service | Mumbai | June 28, 2017 11:17 IST

CreateID8, a strategic brand design agency and a division of WITS Interactive have bagged the creative strategy, communications design and execution mandate for Ipca Laboratories Limited.

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CreateID8, a strategic brand design agency and a division of WITS Interactive 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".

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.

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