

Title: - Building Healthcare Brand in Post COVID-19 Era

Submission By: - Sayali Shashikant Dighe

Email ID: - Sayalidighe31@gmail.com

Contact Number: - 7506122318/ 9967509448

Building Healthcare Brand in Post COVID-19 Era

With dizzying speed the pandemic covid-19 swiped the world has affected the general well-being as well as health globally but considering the world economy is on downhill journey. Right from economy to social life everything is impacted severely by this unexpected pandemic, it would be difficult to imagine that domain of marketing in general, branding and consumer behavior particularly would remain unharmed. Producers may require re-customizing their products to survive. As an obvious and major toll of the pandemic is scale and scope of branding in post covid era. On other hand some new trends in delivery, supply and marketing as well as demands and consumption have consolidated. This pandemic intensified adoption of digital platforms in each of the aspect of transactions from ordering to services and clearing payments. The marketing and branding enterprises need to contextualize their creativity and output in the same breath. They may actually need two distinct strategies to survive through the Covid-19 crisis and to compensating prosper beyond that.

The crisis will result in long term psychological shift in how we do things. For marketers it is imperative to lead with agility and adapt changes to win consumer's trust.

Factors to be consider while building brand-

Key steps to build the brand is

- Research your target audience and your competitors.
- Pick your focus and personality.
- Choose your business name.
- Write your slogan.
- Choose the look of your brand (colors and font).
- Design your logo.
- Apply your branding across your business and evolve it as you grow.

1. Figure out your place in the market

Before you start making any decisions about your brand, you need to understand the current market: who your potential customers and current competitors are.

There are many ways to do this:

- Google your product or service category and analyze direct and indirect competitors that come up.
- Check sub-reddits that relate to your customers and eavesdrop on their conversations and product recommendations.
- Talk to people who are part of your target market and ask them what brands they buy from in your space.
- Look at the relevant social media accounts or pages your target audience follows and are receptive to.
- Go shopping online or offline and get a feel for how your customers would browse and buy products.

make a note of:

1. Who your “lowest hanging fruit” customers are—the ones you could most easily sell to.
2. Who your top of mind competitors are—the brands that are established and known in the market.
3. How your customers speak and what they talk about—the interests they have and the language they express them in. It’s important to have a handle on this before moving forward as it will inform what your brand should focus on and how it can position itself apart from competitors

Define your brand’s focus and personality

- Your brand can’t be everything to everyone, especially at the start.
- It’s important to find your focus and let that inform all the other parts of your brand as you build it.
- Here are some questions and branding exercises to get you thinking about the focus and tone of your brand.

A. What's your positioning statement?

A positioning statement is one or two lines that stake your claim in the market. This isn't necessarily something you put on your website or business card—it's just to help you answer the right questions about your brand.

B. What words would you associate with your brand?

- One way to look at your brand is as if it was a person. What would he or she be like? What kind of personality would your customers be attracted to?
- This will help inform your voice on social media and the tone of all your creative, both visual and written.
- A fun and useful branding exercise is to pitch 3-5 adjectives that describe the type of brand that might resonate with your audience. I compiled this list of traits to help you get started.

C. What’s Company’s Name?

- What's in a name? Depending on the kind of business you want to start, you can make the case that your name matters very little or it matters a lot.
- As we've said before, a brand is so more than a name. The personality, actions, and reputation of your brand are really what give the name meaning in the market.
- But as a business owner, your company's name is probably one of the first big commitments you have to make. It'll impact your logo, your domain, your marketing, and trademark registration if you decide to go that route (it's harder to trademark generic brand names that literally describe what you sell).
- Ideally, you want a business name that’s hard to imitate and even harder to confuse with existing players in the market. If you have any plans to expand the product lines you offer down the road, consider keeping your business name broad so that it's easier to pivot than if you choose brand name based on your product category. Product whether fashion, pharmacy, devices, appliances all must be consider while deciding the company name

D. Pick brand’s colors and fonts

- Once you've got a name down, you'll need to think about how you'll visually represent your brand, namely your colors and typography. This will come in handy when you start to build your website.

E. Write a Solgan

- A catchy slogan is a nice-to-have asset—something brief and descriptive that you can put in your Twitter bio, website headline, business card, and anywhere else where you've got very few words to make a big impact.

Strategies for Companies to Launch Brand

1. Changing narrative

- Research indicates that consumers expect more mindfulness from brands in this tough time by addressing larger issue than being opportunistic. They expect brands to communicate around the purpose and values of company. This trend is expected to prevail post the pandemic too. So brands will gravitate to empathetic communication to connect with consumers on deeper level. The age of “service with a smile” has arrived truly and alone will define the success of brands.
- In parallel one can adopt “cautiously optimistic approach” that will shape growth.
In post covid-19 era one could adopt wave of “New beginning” campaign. It will almost be along the lines of forge new future. Many can take inspiration from how mankind overcame setbacks such as The Great Depression, or even economic recession of 2007-08 to reassure consumers that the human race is mentally equipped to emerge at top of any challenges they face, including COVID-19 with reinstating positivity.
- Governments and Brands across the globe can come together to build and reinforce economies that requires mollycoddling. Going solo would make it difficult and the smart ones will reinvent their business models in the immediate future Eg: - Foodtech companies delivering groceries during these times to make digital payments to grow their business.

2. Greater realization for safety

- Priority to wellness and health, fear of unemployment and disruption in routine caused by COVID has instilled the idea of saving for a rainy day in mind of consumers and will reflect through their behavior.
- Safety is the main concern of this era right now and it must be priority of each brand irrespective of whether there is vaccine present or not.
- Brands that tick checkpoints in this tough time by way of doing social good or enabling a better tomorrow will surely uptick in demand and yield fruitful results in post COVID era.

3. Resilience will bear fruit
 - The post COVID-19 era will test the true resilience of brands and their ability to scale. Brand should anchor communication around fundamental messaging and align strategies quickly will pierce and witness growth.
 - Human beings believe in one thing- something to hold onto or hope for a better tomorrow and that's what shapes us.

How healthcare brand can be built in Telemedicine era

After decades of slow growth, it took just 2-3 months of COVID-19 impact for telemedicine to take off. Even if not the first preference in recent months telemedicine emerged as only option for connecting with providers. Even if medical treatment may never return back to how it was before, if we do return to some kind of normalcy within the next year, will the momentum of connected health be unstoppable? We think it can but only if two things occur: 1) Regulatory relaxation continues 2) People choose to try or continue using telemedicine.

Conditions which can affect future patient choice

1. Habit
 - In 2019 TIME reported on survey which found around 10% of Americans used telemedicine. However in month march of 2020 telemedicine usage reached up to 50% according to CNBC article. Also regardless of pandemic spike, it is human nature to regress to habit. Unless there are satisfactory experience the reality is that in post COVID -19 era new users of telemedicine will forget the few times they had a phone or video appointment with doctors and go back to normalcy.
2. Experience
 - The elderly patients may averse to technology and changes even if they would be benefitted from its convenience. Another misconception is telemedicine is impersonal.
 - Certainly after so many months of quarantine people will crave in-person connections. However an American Telemedicine Association CEO Ann Mond Johnson highlights that there are many in-person appointments where doctor does not lay a hand on patient. In those instances some people may actually find face to face video meeting or direct call satisfying.
3. Trust
 - Despite recent large trial of telemedicine, Modern Healthcare reported that around 30% of the population have delayed seeing doctor during the pandemic, which means only three people have not recognized telemedicine as a viable alternative during the crisis.
 - The common concern of privacy and confidentiality in telemedicine need to be attenuated

A. Get your healthcare branding in order

It is important for dedicated healthcare brands to define their brand to develop awareness and support engagement during telemedicine era. In this look tone and feel of organization plays an important role in all essential chemistry of first impression as well as in cultivating a sense of

familiarity and credibility. Moreover the surge in brand development during post covid era will accelerate competition. Anyone finding about brand via paid or organic search needs to be assured of brand's credibility and be compelled to continue exploring our offers from the instant they hit home page.

B. Create and nurture a loyal consumer following

A spectrum of marketing activities will require to be implemented to achieve sustained awareness and patient engagement. These may range in level of investment and effort depending on situation and goals of brand. The pandemic has put the spotlight on telemedicine and with that will come a rush of telemedicine solutions to the category. There will be successes and failures but one thing is for sure- those that thrive will be the brands that develop a strategic marketing plan, and that follow through on building their patients habits, trust and experience.

Defining and Analyzing Competitions

In order to launch brand companies must prepare competitive analysis reports. Each of which gives you different lens through which performance can be viewed. Relative to your competition:

- Benchmarking performance
Benchmarking your website performance against competitors' websites helps you understand how well is good enough. Because success varies depending on the industry, type of site, or campaign, a clear understanding of industry norms ensures that your perception of success is realistic. Benchmarking can help you refine your content marketing, SEO, social media, email marketing, and online advertising tactics by understanding how people are finding and engaging.
- Comparing Annual Sales
- SWOT analysis

Profile of Your Company should be made

In this SWOT analysis can be include for example

- Description about brand
History of companies, main branches
- Missions, financial
- Values
- Strategies
- R & D
- Business overview
- Manufacturing Facilities
- Product Range

Another main competition for brands is generic companies

Hence considering all the threats, opportunities marketing and business plan should be plan. To analyze the competition surveys can be conducted, feedback from pharmacies can be used.

Understanding Need of customers and unearthing demands

1. Collect direct feedbacks from customers. Customers feedback is one of the easiest ways to find out what customers like , want and dislike
2. Keep eye on competitors and analyze competition
3. Create a “ Customer Needs Statement”
4. Plan how to implement customer needs into your operations

Things to be consider

1. New consumer demands emanating from the changed scenario are not catered to nor are being satisfied fully through current offerings by marketers. In a crisis situation like COVID-19 two kind of consumer needs that is need for affiliation and need for change are inevitable. These associate needs arise from free time due to imposed quarantine. Customers during lock down are looking for experiences that are newer and varied to escape inherent monotony of limited social interaction and movements. It is exactly where the creativity and ingenuity of marketers are put to test. Now, they have to discern and uncover ways and means to reach their existing and prospective consumers who are forced to be confined within four walls at least for some more time.
2. After all, the efficacy of all the promotional tools and marketing communications is going to be determined by the level of psychological connect and social bonding that graduated from short-run acquaintance to sustained loyalty in the long run. As an immediate fallout of this pandemic, a sudden spurt in the buying and consumption of at least daily essentials like groceries, medical supplies and supplements in the short-run spurred by panic buying. However, consumers may exhibit a ‘wait and watch’ attitude” for buying of consumer durables and luxuries. Besides, when the consumers are allowed to pivot from the *status quo*, they tend to try out new consumption patterns and test out new things in the altered conditions. For instance, there would be steep spike in demand for newer and emergent teaching-learning processes as both the teachers and the taught are left with no other choice. Likewise, other examples are soliciting advice of medical professionals and legal consultants online which earlier consumers were hesitant.

Brand Personality

Role of med-tech platforms in building the brand

As covid-19 continues to reshape the healthcare system many medtech companies are arguing over whether to launch and how to drive launch excellence in this changed market.

An exceptional performance comes from two rules- 1. Better before cheaper- Rather than competing on price companies should focus on achieving sustainable success 2. Revenue before cost- The advantage of high revenue is more valuable and durable

Med-tech platforms can offer benefits such as

- Increased sales and margins from current portfolio
- Enhancing patient experiences
- Opportunities to create new portfolios of services
- Improving care quality
- Improving company's brand image
- Expanding market footprint
- Using data to create value
- Building new partnerships

Health platforms will be foundation on which future collaboration, improvement and tracking are built. They'll drive the shift from pure business to service businesses during post COVID era.

Nature and dynamic of Retail Pharmacies

As many states begin to ease the lock-down restrictions, community pharmacies will begin to experience large turnouts of customers. Long queues occasioned by the social distancing measures will be a normal sight in most community pharmacies.

Current Practices Followed by Retail Pharmacies

- The pharmacy staff should brace themselves not only for the huge turnouts but also be well prepared to give adequate COVID-19 education that borders on prevention, preparedness, response, and recovery.
- In the post covid-19 era, pharmacists will be expected to bring to bear the maximum doses of their wealth of knowledge. There continues to be several calls across various states for expanded roles and provider status for pharmacists. Although this goal is yet to be fully realized achieved, the designation of pharmacies as centers for testing and administering of COVID-19 tests is big a step in the right direction. Community pharmacists will soon be seen in PPE and we must be ready to see physical changes, such as plexiglass barriers, the next time we visit our local community pharmacy. Considering all these changes that are likely to be seen in the not too distant future, pharmacists and the pharmacy staff may soon experience burn out if measures are not put in place. Specialty pharmacies are another group within the pharmacy industry that has also been affected by COVID-19.

Challenges Face by Pharmacies during and post COVID -19

1. The management of drug shortages due to the unavailability of manufactured products and source materials around the globe. Even though specialty pharmacists may not have the same level of face-to-face interaction with patients as community pharmacists do, they are expected to have their fair share of increased workloads as the lockdown is gradually eased across various states.

2. In the future, specialty pharmacies and their proven distribution model will continue to expand thanks to the novel medications in the pipelines of most biotech and pharmaceutical companies.

In order to understand current strategies we took interview of nearest pharmacy shop:-

Pharmacy Name: - Satnam Pharmacies, CBD Belapur

Pharmacist: - DRx. Tanveer Singh Oberoi

A. How nature and practice of pharmacies changed?

- There no variety of prescriptions for pharmacist to brush up there knowledge. Just supplements and immunity boosters are getting sells. Maximum people are buying medicine online which are leads to huge lose to pharmacies with no digital platforms

B. What your competitors are doing to increase sell during pandemic?

- They're focusing more on general items like chips, biscuit and stuff

C. What are different approaches you are using to do business?

- Digital marketing – like taking orders on whatsapp, calls. Giving customers free home delivery.

D. Now if you are adopting digital marketing approach then will it be carry forward even in post covid19 era?

- No we will be focusing more on normalcy. We will encourage consumers to buy medicines from shop rather than online by giving them quality services, benefits and offers.

How Pharmacies can help in brand building

- Pharmacies plays an important role in building brands because this is the most critical factor which help us to connect with consumers, give us feedbacks also promote products.
- Brands can approach pharmacies and collaboratively can work to build brand reputation.
- Like OTC medicines are mainly prescribed by pharmacist. Same way pharmacist can help us to build consumers by giving them an alternative. The main concern is at distribution site as shortage of medicines can force pharmacist to recommend another alternative and it will result in loss of consumer.
- By giving pharmacies benefits offers to promote your brand, if it is an online site then asking them to place an advertisement under new trend offers, products.
- Giving pharmacies goodies or hygiene kits with brand logo as token of appreciation for sales or on launching new product giving them kits along with product and leaflets or books describing product details.
- Placing templates or hanging in pharmacies which will easily grab attention of people.

As this global pandemic has affected many local businesses the healthcare system or key holders in healthcare system should work together in order to support each other and overcome this hurdle.

Changed Dynamics of Patients-Doctor and Pharmacist

During COVID-19 the entire dynamic between patients-doctors and pharmacist has changed. Like patients opted or have to adopt virtual appointments. Even if patients prefers in-personal way of treatment doctors or physician are more towards virtual screening and prescription in order to maintain social distancing. In case of pharmacies and patient, around 60% of population chooses online shopping of medicines and home delivery with online payments. In Post covid-19 this dynamic would like to change based on research everyone would like opt direct treatment and shopping while small percentage are tend to go for online shopping and treatments . Hence in order to build an effective healthcare brand priority should be given equally to digital marketing as well as normal tactics.

In order to understand changed dynamics I have interviewed our family Doctor

Dr. Priya Dighe (B.H.M.S) ID: - priyadighe1001@gmail.com

1. What platform are you choosing right now virtual treatment or direct contact?
 - Surely in order to keep social distance virtual prescriptions and treatments is what I am practicing right now.
2. Do you think virtual analysis and treatment is as effective as normal treatment?
 - No, It is surely not that effective as sometime it requires proper analysis observations of reaction which is difficult in virtual meetings and therapies. Patients sometimes miss out something very important during describing conditions and hence there are high chances of reactions or misinterpretation
3. Do you think this changed dynamic will last post COVID-19 era as well?
 - No in fact all will come back to normalcy because since decades we are used to this normal easy life and hence digital is just temporary option.

How can big data bring in better customer intelligence?

The big data, online surveys will help us understand customers and consumers perspective. The outcome of this analysis or surveys will result in understanding and selecting strategies to apply which platforms should be choose, what are needs of customers, what are their expectations. Based on this analysis the whole marketing plans, brand personality can be finalize.

Skills of medical representative

1. Medical representative act as a connecting link between pharmacies, doctors and healthcare brands.

2. Medical representative is the person who describes brand, new offers, give justification or solve question of costumers and also proves how our product is best over competitors.
3. During post COVID-19 era medical representative is the person who will play major role of interacting, following up with costumers, doctors. Medical representative require skills to handle the ground level work as well as must have hands on digital work to interact with doctors or others virtually.

Media Strategies

Why Digital Marketing is important in for brands?

Using digital marketing brands will be able to communicate with consumers in this pandemic COVID-19. Brands are able to create and craft their reputation using media and online reviews. Not only brands can describe why their company is better but also can attest previous customers to their quality of products and services.

The pandemic has brought unprecedented limitation to marketing. The social distancing and quarantine has resulted in outdoor marketing irrelevant. There are a lot of limitations and possible approach is to switch to virtual world and using digital marketing strategies, using media. There are many questions like why should businesses direct their marketing budget towards digital? What is it about digital marketing? Hence let's just look at Pros of digital strategies.

1. Adaptable and agile: - Digital marketing helps businesses to increase agility in their marketing efforts.
2. Personalized and direct: - Biggest strengths of being online are able to interact with consumers on one to one basis. COVID-19 has impacted world differently some areas are relatively safer than those called as Red zones. This is where online takes lead.
3. Dynamic content creation: - Because of modern marketing tools, the creation of digital content is easier than other formats. However there should be balance on marketing budget when it faces axe.
4. Constant Evolution: - Product launches started to happen virtually using augmented reality filters. The virtual world is populated with marketing campaigns.

Enhanced digital marketing presence and changes in perception

In post COVID psychology of consumers, perception of brands are going to change hence strategically attempting to bring the positive impression on consumers towards our brand and sustaining it for long –run competitive advantage is the main aim. For example “Facebook” is providing the free digital training to SMEs or “Amul” promoting social distancing and hygiene using various posters, altered logos with mask, drawings, and symbols in advertisements. Research reports suggest that around 66 days are required for altered behavioral pattern of

consumers to become a new habit. This is going to act as a powerful tool for marketers engaged in designing marketing communication approaches. Hence sales communication experts and consultants suggest applying “tri-component attitude model” – cognitive (knowledge), conative (behavior) and affective (evaluation) component in all future market-focused messages.

The digital marketing has increased potential to track and unearth the consumer’s psyche by enhancing the data analytics power. Many consumers today are glued to social media, TV and tend to view online videos during covid-19. Any statistical data and analytics related to home-bound activities of consumer would provide an insight into changed consumption habits for efficient targeting. For instance millennial currently watch selective in choice of ads that are put up on medium they use. Hence alternatives like YouTube, Facebook, Twitter, Instagram etc.

How Media Strategy Will help in brand building

A. To Build Awareness

- Reminding patients or traditional medical providers of your brands option using regular channels which we have established i.e. letter, text, mail, phone calls. Sending periodic reminders defining indications and circumstances for which they can try our product first.
- Access information on websites and in online directory listings and highlight any specialty or offer.
- Hospitals and office-based practices should have visual displays about available product. Especially a waiting room is a perfect place for promoting products. Be sure to include details such as services, offers and feature cost savings, if applicable.
- Feature explainer videos on your products services and include real patient testimonials if you can.
- Take advantages of the in person visits to personally assure quality, safety and other benefits of trying your offering.
- Having blog or website is not enough. To move the needle on awareness considers implementing paid marketing to target large key groups. You can test or pilot a targeted paid program to determine what works and then scale to need.
- By sponsoring competition such as e-poster competitions, seminar in association with pharmacy colleges, medical colleges which will help in building awareness.

B. Develop Trust

- Develop trust as a go to expert with curated and original content through an e-newsletter or blog and activities on social platforms. Consider topics for streaming on Facebook Live, Twitter chat, webinar, etc. and promote them and your brand appropriately.

- Offer online virtual open houses to introduce your brands have attendees meet the doctors, MRs, retailers demonstrate how your brand works and answer questions.
- Reinforce trust and drive attention to your website using topical videos, e-books, checklists, FAQs etc.
- Consider implementing visible review ratings, this will keep staff accountable and provide metrics.

C. Sustain and grow utilization

- Nurture the connection with consumers through periodic emails and text as well as information on important health news.
- Create a welcoming and informative onboarding experience for new consumers.
- Personalize consumer experience through follow ups.
- Implement a tasteful referral program such as committing to donate to one of health related charities

Brand Identity

Main factor which helps to identify certain brand is the logo of company. In order to attract more attention masks, safe distance, hygiene this aspect can be considered while designing brand logo. Like amul right now is using picture and drawing with masks so to make social awareness as well promoting own product. This kind of strategy will help to broaden the network as well. In post covid era of brand building companies can use slogans or lines such as new beginning, start from where we left, normalcy is new trend. This kind of lines will generate positive attitude towards normalcy. A company logo is probably one of the first things that come to mind when you think about building a brand and for good reason. It's the face of your company after all, and could potentially be everywhere that your brand exists. Ideally, you'll want a logo that's unique, identifiable, and that's scalable to work at all sizes (which is often overlooked). Consider *all* the places where your brand's logo needs to exist, from your website to your Facebook Page's profile picture to even the little "favicons" you see in your current browser tab. If you have a text logo as your Instagram avatar, for example, it'll be almost impossible to read. To make your life easier, get a square version of your logo that has an icon element that remains recognizable even at smaller sizes.

Way Forward

- This crisis creates an opportunity for brands to instantly go virtual which in a normal scenario would have taken years. Brands need to think like as a customer and try to assess the emotional upside they may be experiencing in these turbulent times. Societal Marketing Perspective maintains that companies are better off in a stronger, healthier society that incorporates ethical behavior and social responsibility. Hence, brands should not focus on short term gains but see how they emerge as socially responsible.

- Brands can explore opportunities even in times of adversity by strengthening their social media presence. Making an intelligent use of data and analytics would help marketers take evidence-based decisions in the realm of consumer behavior. For instance: about seventy percent of the content online in US newspapers and articles these days has the word COVID. It is important for brands to be able to assess with the help of analytics, whether the use of term COVID and its context is actually helpful in market communication. At present, what the marketers should be focusing on is not just *surviving* during crisis but maintaining consumers' perceptions through successful positioning strategies for building and sustaining a credible brand image far beyond the crisis

References:-

1. <https://brandequity.economictimes.indiatimes.com/news/industry/coronavirus-impact-tips-on-how-brands-should-respond-find-out-what-should-brands-do-to-sail-through-the-corona>
2. <https://www.aumcore.com/blog/2019/08/28/digital-marketing-strategies-for-healthcare-brands-in-2020/>
3. <https://blog.upes.ac.in/role-of-digital-marketing-in-a-post-covid-world/#:~:text=The%20fundamental%20purpose%20of%20marketing,a%20social%20responsibility%20and%20d>
4. <https://pubmed.ncbi.nlm.nih.gov/17412059/>
5. <https://www.medialogic.com/blog/healthcare-marketing/telemedicines-future-after-covid-19-healthcare-marketing-tips/>
6. <https://www.accenture.com/in-en/insights/life-sciences/digital-platforms-medical-technology>
7. <https://www.zs.com/insights/launching-into-the-new-reality-how-covid-19-is-reshaping-medtech-s-launch-strategy>
8. <https://futuremedicineindia.com/abbott-launches-its-digital-health-service-acare-platform-in-india/>
9. <https://www.pharmacytimes.com/news/short--and-long-term-impact-of-covid-19-on-specialty-community-pharmacies>
10. <https://blog.alexa.com/competitive-analysis-example-get-started/>
11. (Abdullah, Lefferts and Snyder, 2013) Abdullah, F., Lefferts, M. and Snyder, G. (2013) 'The three rules in medical technology', *Delloite University Press*.

Name of Person Interviewed	Designation	E-mail ID
DRx. Tanveer Singh Oberoi	Pharmacist (Retail pharmacist)	Obeboy23@gmail.com
Dr. Priya Dighe	General Physician	dr.priyadighe@gmail.com

Virality Factor

Name of Student	Email ID
Akshata. P. Devadiga	Akshata.devadiga1997@gmail.com
Aditya Soni	Aditya.soni45@nmims.edu.in
Tejashree Shirke	Tejshrees00@gmail.com
Akshada Mhaske	Akshadamhaske99@gmail.com
Shrutika Patkar	Shrutip1898@gmail.com
Himanshu Sharma	Sharmahimanshu533@gmail.com
Yogesh Nimbalkar	Nimbalkary815@gmail.com
Prajakta Desale	Prajktadesale123.p@gmail.com
Tanvi Parmar	Tanviparmar177@gmail.com
Sweta Bhanushali	Swetabhanushali32@gmail.com