

Investigating the World of ILD Market Research at Cipla



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About Cipla

Cipla is a leading pharmaceutical from India with presence across the world. It was established in 1935 as Chemical Industrial & Pharmaceutical Laboratories Ltd and changed to its current name in 1984. The company has a vast portfolio with more than 1,500 products in the market. The company’s business is divided into three strategic units - APIs, respiratory and Cipla Global Access. Its largest market is India, followed by Africa and North America.

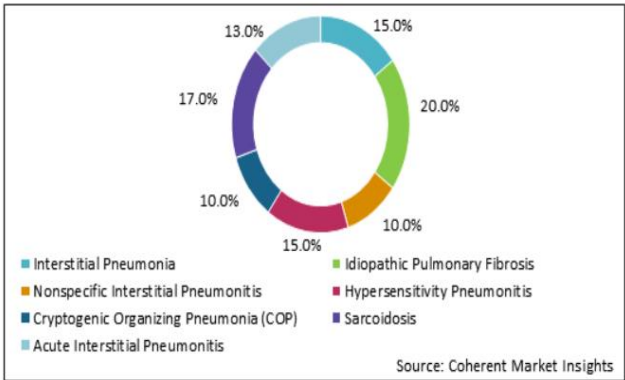
Vision

To become a centre of excellence in the manufacturing of quality, affordable and newer medicines.

Mission

To be a leading global healthcare company which uses technology and innovation to meet everyday needs of all patients.

Types of ILDs



Objective

To collect data from Pulmonologists of Mumbai on their preference between Pirfenidone and Nintedanib.

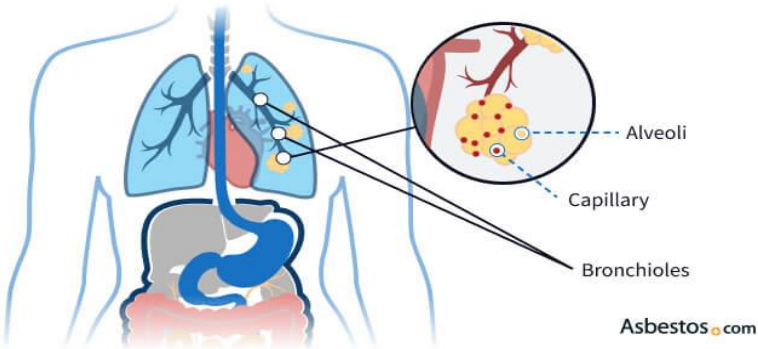
SWOT Analysis



About the Disease

Interstitial Lung Disease (ILD) refers to a group of lung disorders characterized by inflammation and scarring (fibrosis) of the interstitial tissue that supports the air sacs in the lungs. ILD encompasses various conditions, including idiopathic pulmonary fibrosis (IPF), sarcoidosis, hypersensitivity pneumonitis, and others.

Interstitial Lung Disease



About the molecule

Pirfenidone and Nintedanib are two medications approved for the treatment of idiopathic pulmonary fibrosis (IPF), which is the most common and severe form of ILD.

Competitors of Pirfenidone

Brand Name	Manufacturer
Fibrodone 200 mg	Lupin
Fibroresp 200 mg	Glenmark
Pirfenex 200 mg	Cipla
Pirfetab 200 mg	Zydus cadilla
Spiropirf 200 mg	Koye Pharmaceuticals

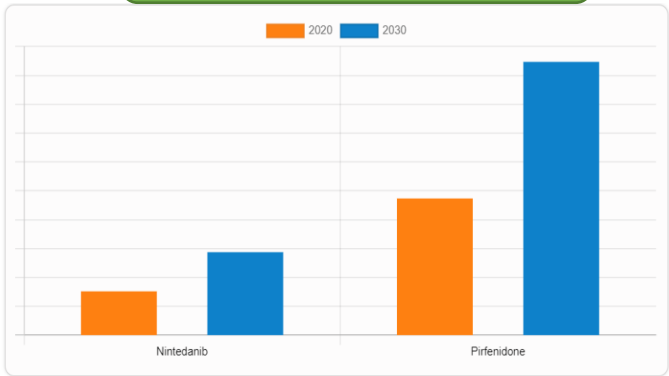
Competitors of Nintedanib

Brand Name	Manufacturer
Mantedanib 150 mg	Mankind
Idofnib 150 mg	Lupin
Nintib 150 mg	Cipla
Nintena 150 mg	Sun Pharmaceuticals
Nindanib 150 mg	Glenmark
Nindev 150 mg	Zydus Cadila

Learning outcomes

- Understanding the market size and growth of Nintedanib and Pirfenidone.
- Understanding how the internal sales team of the ILD portfolio works.
- Collecting information and data from various Pulmonologist of Mumbai.
- Time management and interpersonal skills

Global rise by 2030



Pirfenidone segment holds a dominant position in 2020 and would continue to maintain the lead over the forecast period.

Suggestions and Recommendations

Companies should create programmes that offer full support to ILD patients, including access to inexpensive treatment alternatives, and counselling services.

Theory VS Practical

- Theoretical knowledge is based on ethereal notions, ideas, and principles.
- The theoretical information offered by university academics gave me insight about how a brand is established.
- Practically working on field and collecting information about the brand.

Challenges faced

- Covering entire Mumbai.
- Not all the doctors were responsive.