

About the Company:

In 1935, Cipla was founded by Khwaja Abdul Hamied as 'The Chemical, Industrial & Pharmaceutical Laboratories' in Mumbai. Cipla has a vast portfolio with more than 1,500 products in the market. I has 34 manufacturing units in 8 locations across India and a presence in over 80 countries. The company's business is divided into three strategic units – APIs, respiratory and Cipla Global Access. Cipla has a global presence with India focusing on therapeutic areas including Respiratory, Anti-infectives, Cardio-metabolic, Gastro and Urology. Other countries include USA (Respiratory), Europe (respiratory, oncology), and South Africa (HIV medicines)

Vision

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

Mission

To sustainably avail affordable and efficacious medicines in order to improve the quantity and quality of life.

SWOT Analysis

STRENGTH

- Developed positive image by providing support to cancer patients by issuing drugs at low cost.
- 3rd position in the Indian market
- A foremost player in anti-infective and anti-asthmatic formulations
- Has a strong employee force of over 20000
- Skilled workforce

WEAKNESSES

- High dependence of a few key products
- Workload is high and employee turnover is also high

OPPOURNITIES

- It can venture into many disease medication
- They can use Viramune generic to achieve higher growth
- Growing demand
- New therapy approaches
- Growing income and growing attention to health

THREATS

- High cost of discovery new products and few discoveries.
- Prices of medicines rises.
- The government companies provide free medicines
- High competition

Objective of the Project:

The objective of this market research project was to gather insights from 80 cardiologists regarding their knowledge, practices, and perceptions related to pulmonary arterial hypertension (PAH). PAH is a chronic and progressive disease characterized by high blood pressure in the arteries of the lungs, which can lead to heart failure if left untreated.

The survey was designed to collect information on the following key aspects:

- Awareness and Knowledge
- Treatment Approaches
- Diagnostic Practices
- Perceived Challenges

Pharmaceutical industry

Market size of India pharmaceuticals industry is expected to reach US\$ 65 billion by 2024, and ~US\$ 130 billion by 2030.



PAH Market Size

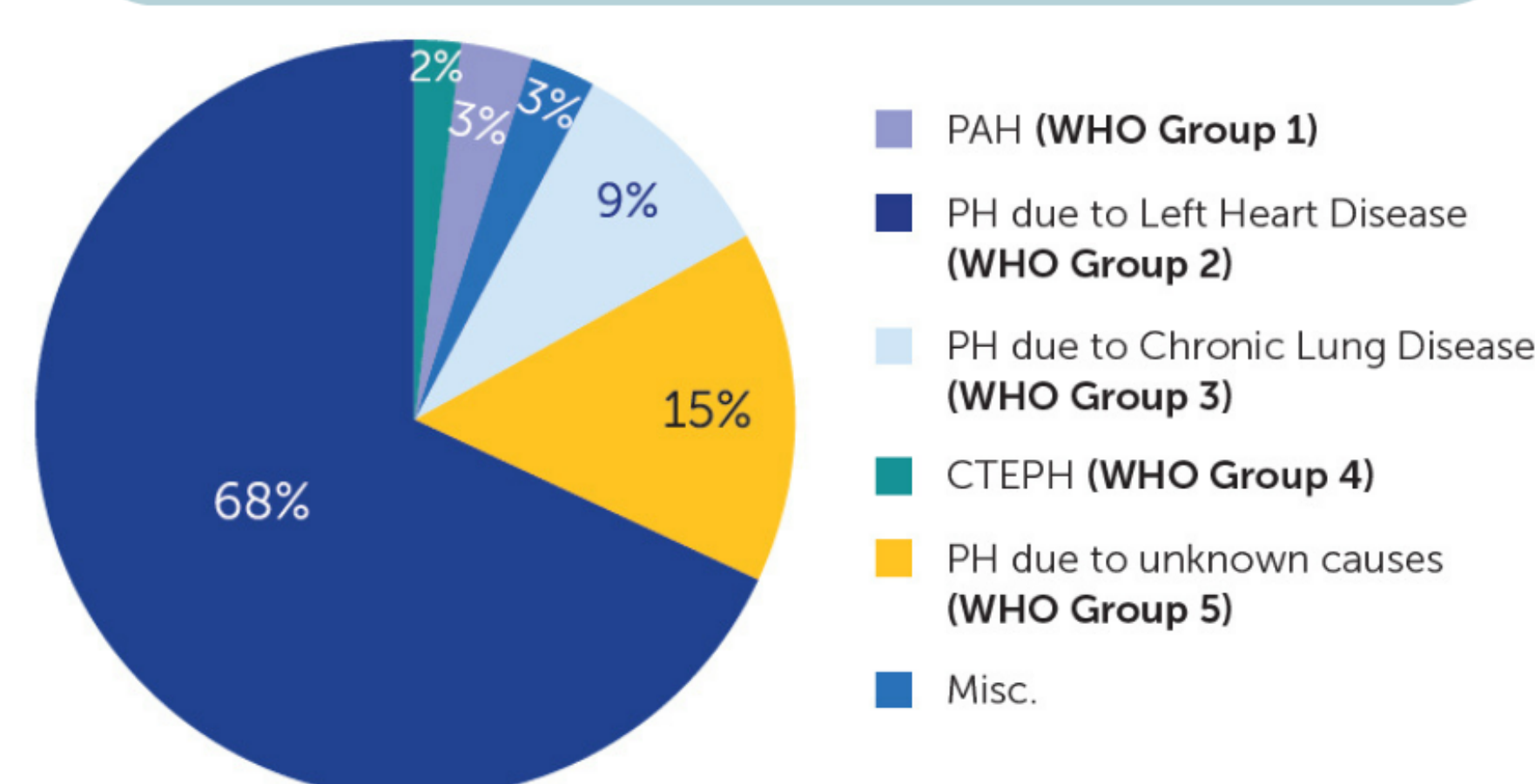
Market Size Value in	US \$7,369.89 Million in 2021
Market Size Value by	US \$10,889.08 Million by 2028
Growth rate	CAGR of 5.8% from 2022 to 2028

Leading Pharma Therapies

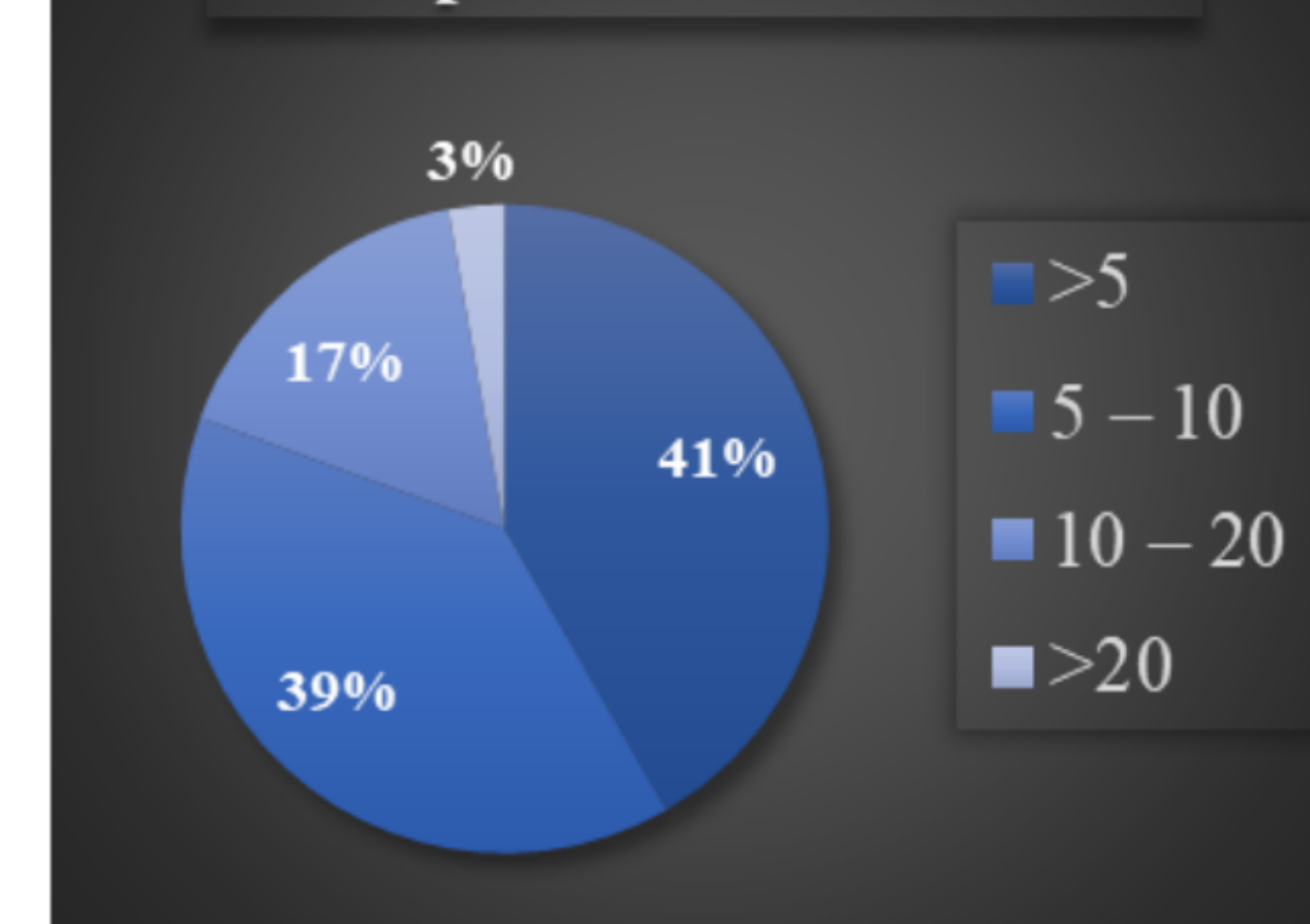
MAT Growth in March 2023

Therapy Areas	MAT Growth (%)	Market Share (%)
Cardiac	10%	13%
Anti-infectives	9%	13%
Gastro-Intestinal	11%	12%
Anti-Diabetic	6%	9%
Vitamins	7%	9%
Respiratory	13%	8%
Pain	12%	7%
Derma	16%	7%
Neuro / CNS	12%	6%

Bifurcation of PAH patients



PAH patient in a month



MAT Jan 2023

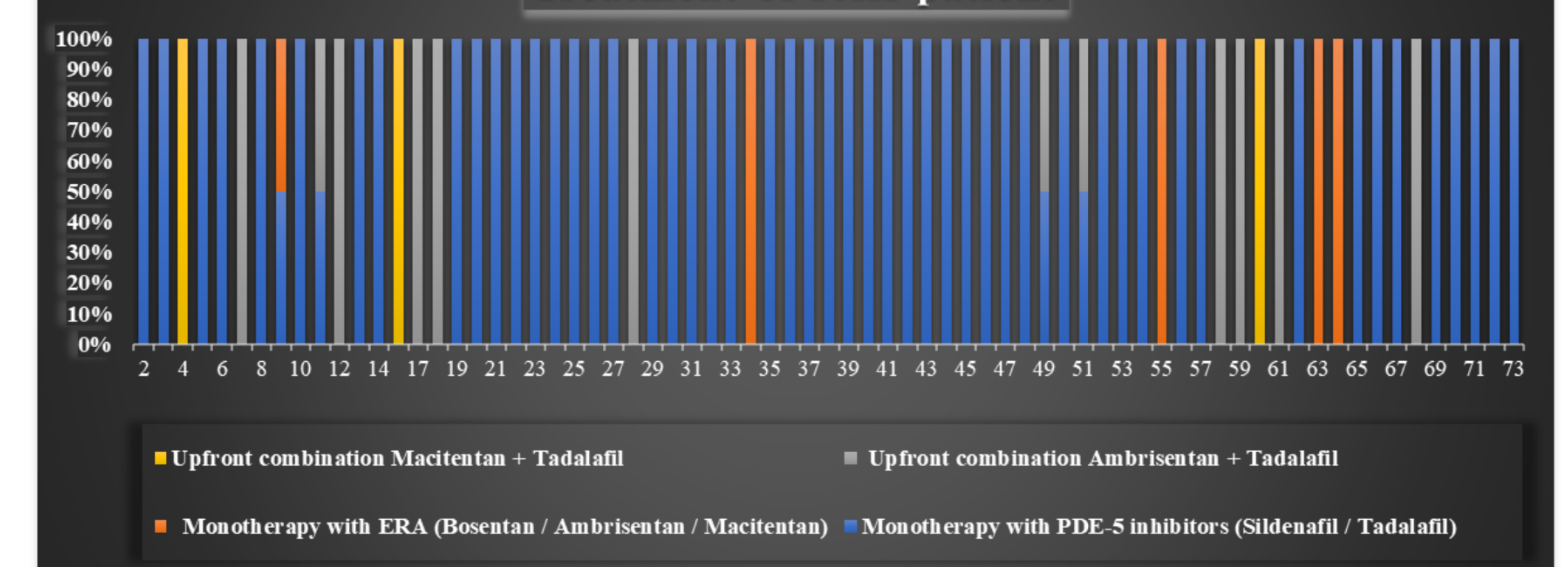
Company	Molecule	Sale	Growth
Cipla	Assurans	23.6 Cr	2.70%
Lupin	Vasosure	3.1 Cr	18.80%
MSN	PAH	12.4 Cr	4.70%



Other Molecules:



Treatment of PAH patient



Challenges Faced

Respondent engagement, Scheduling difficulties, Travelling problem, waiting for doctors, reject to fill survey, weather condition

Learnings during Internship

Time Management and Organization, Communication and Interpersonal Skills, Understanding the Healthcare Landscape, Problem Solving and Adaptability, Data Analysis and Reporting

Usefulness of Internship

Knowledge expansion, Research skills development, Networking opportunities, Contribution to the medical community

Suggestions for Organization

Establish a clear project plan, Seek guidance and feedback

Difference between practical exposure and theoretical exposure

Practical exposure gave me hands-on experience and direct engagement in real-world activities, while theoretical exposure focused on knowledge and understanding gained through study and research.

Both practical and theoretical exposure were valuable in their own ways and complement each other to provide a comprehensive understanding of a subject or project.