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INTRODUCTION

Bharat serums and vaccines limited is a leading biopharmaceutical company. Its belief is 'Bringing life to life' is anchored to a passion that has made us preserve, protect and enhance quality of life.

For over 5 decades now, BSV have used scientific resources to develop a range of biological, biotech and pharmaceutical products. Today, they influence patient outcomes in the therapeutic areas of Women's health and Critical Care and UII-IVF, they have the privilege of being a partner of choice. Advent International, a global private equity firm has endorsed its faith in commitment towards bringing life to life.

VISION

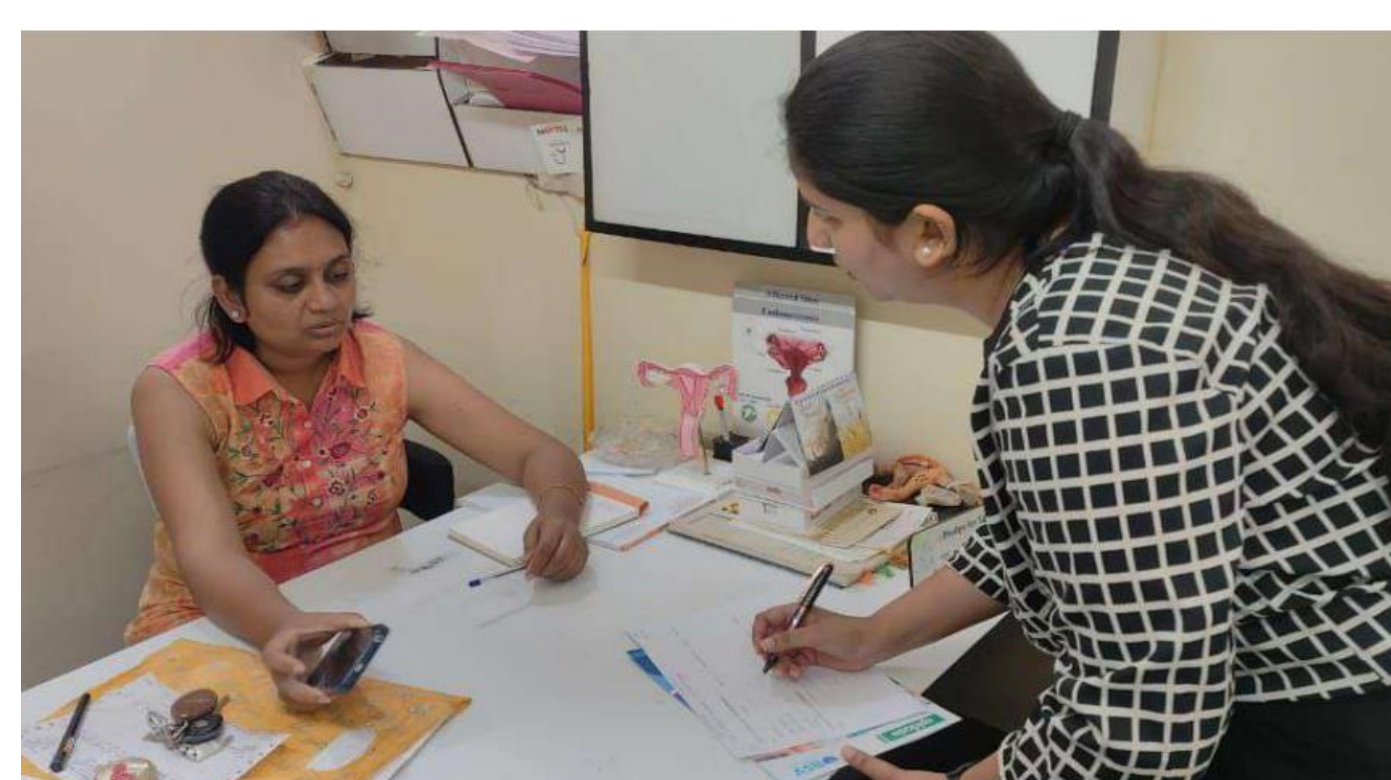
To be a global leader in healthcare by pioneering innovative solutions, ensuring patient well-being, and making a lasting impact on human lives.

MISSION

To make a positive impact on patients' lives by providing them with effective and affordable healthcare solutions. Through continuous research, development, and manufacturing excellence, we strive to address unmet medical needs and contribute to a healthier future for all.

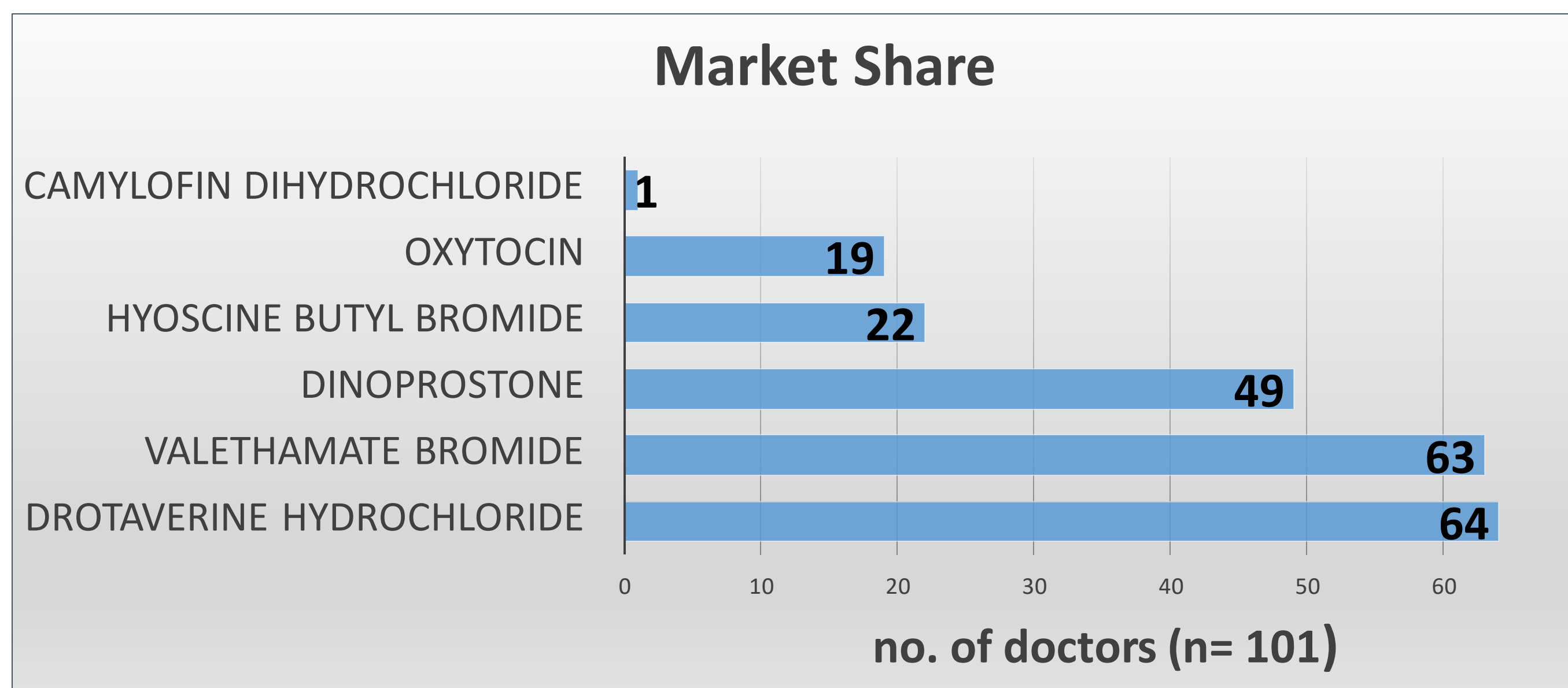
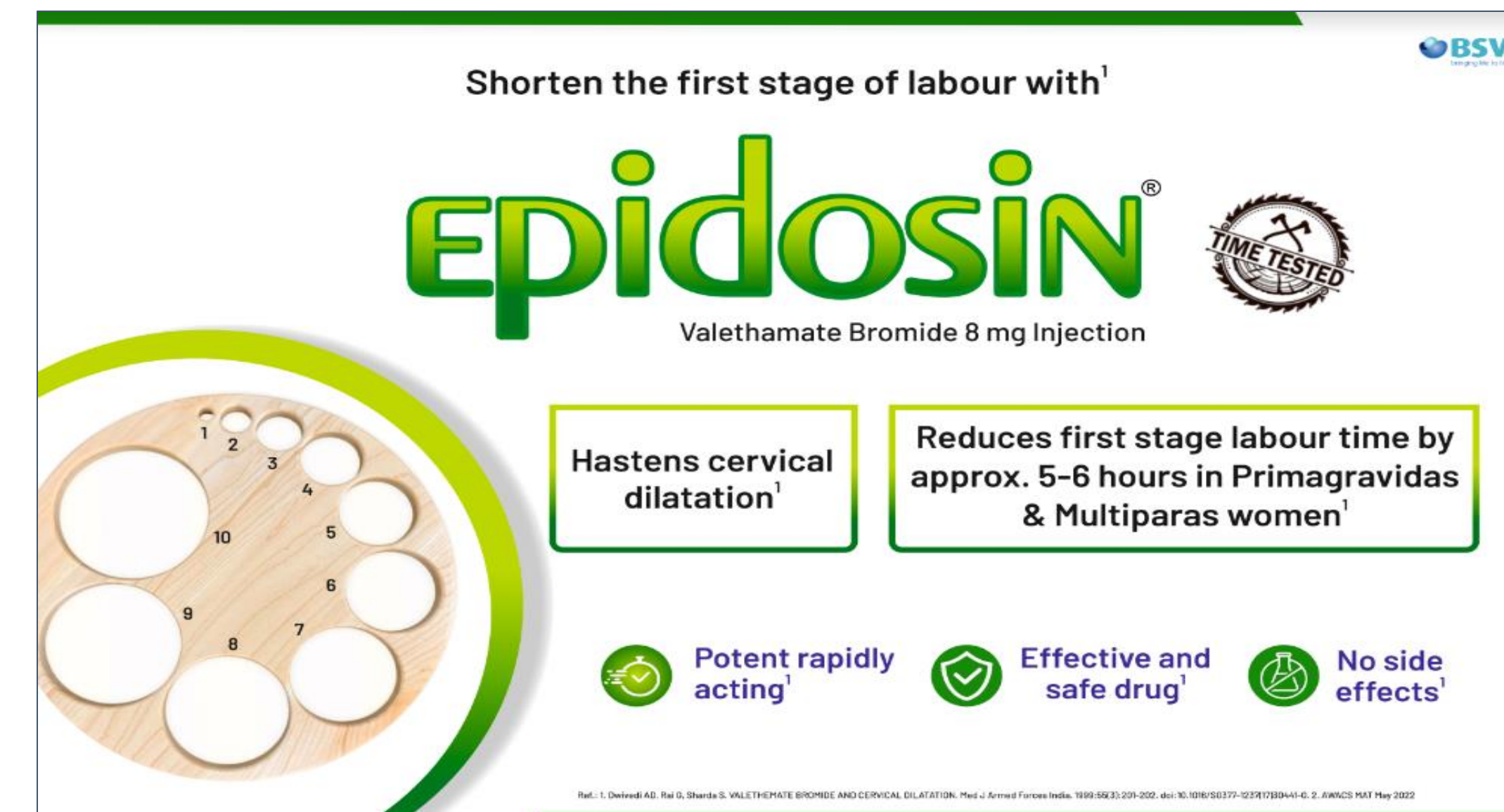
RESEARCH METHODOLOGY

- ❖ Study Design: A market survey was conducted using a structured questionnaire administered to 101 gynaecologist & Obstetrician doctors across Mumbai, Navi Mumbai, Thane and Palghar area.
- ❖ Participant Selection: Gynaecologist & Obstetrician doctors with varying levels of experience, were included in the survey to ensure a representative sample. It was a Non probability convenience sampling.
- ❖ Data Collection: The research involved data collection from primary sources. The primary data is collected through open and close ended questionnaire focusing on various aspects of cervical dilatation.
- ❖ Statistical Analysis: Descriptive statistics and data visualization techniques were employed to analyse the survey results.



CHALLENGES FACED DURING INTERNSHIP

Restricted access for outsiders and medical representatives in certain hospitals and clinic, limited data sharing sometimes by doctors, lack of cooperation from nurses during survey and extensive travelling.



Theoretical understanding in marketing

Knowledge of marketing principles and strategies, provided a conceptual foundation for informed decision making and the design of effective marketing approaches.

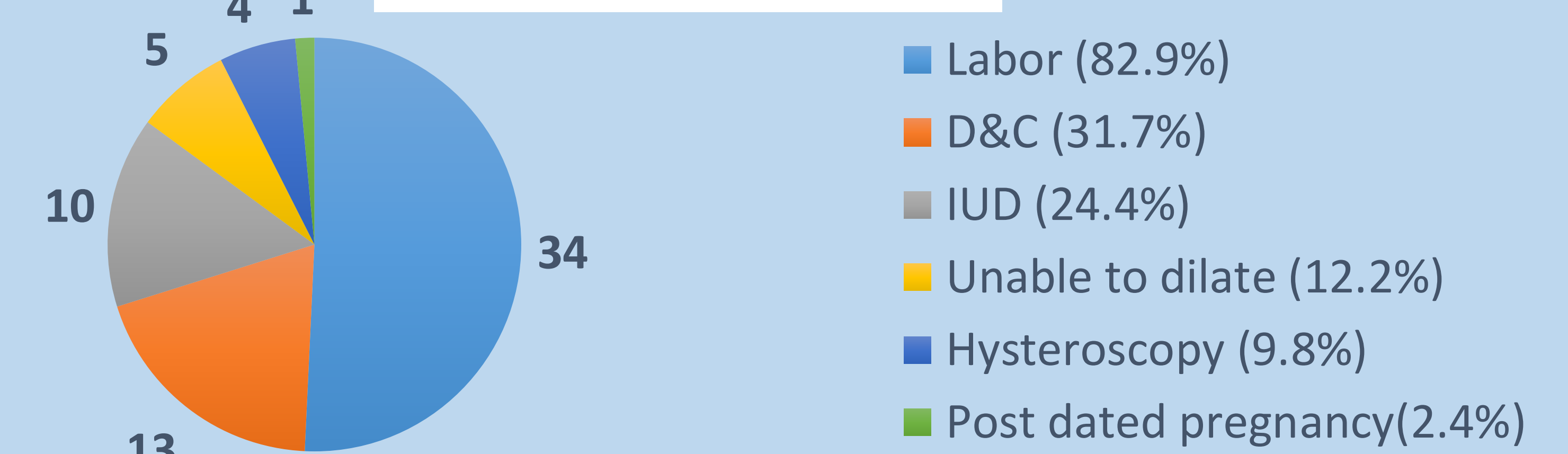
Practical Exposure in marketing

Hands on experience gained through real life interactions with doctors, enabling me to develop skills and adapt to diverse scenarios.

SUGGESTIONS

- ❖ Recent observations show medical professionals using Cerviprime gel, containing dinoprostone. Our company, BSV, also offers Primigyn gel with dinoprostone. Dinoprostone is seen as a low side-effect medication. Instead of persuading doctors to stop using dinoprostone, we can focus on promoting Primigyn as a better alternative. By highlighting its effectiveness and safety, we can encourage more doctors to consider Primigyn gel.
- ❖ Conversations with medical practitioners reveal that cervical dilators are important for labor and other procedures like D&C, hysteroscopy, and IUD insertion. This allows us to position our Epidosin brand for these diverse medical conditions. By highlighting Epidosin's versatility, we can make a strong case for its use in a wider range of gynecological procedures. This targeted approach taps into the increasing demand for cervical dilators in different clinical scenarios, maximizing market potential and establishing our brand as a comprehensive solution.

Uses of Cervical Dilators



STRENGTHS

1. Established reputation in the pharmaceutical industry.
2. Robust research and development capabilities.
3. Strong manufacturing facilities for high-quality products.
4. Extensive distribution network for global reach.

OPPORTUNITIES

1. Growing demand for cervical dilatation procedures worldwide.
2. Untapped market potential in emerging economies.
3. Scope for innovative product development and differentiation.
4. Collaborations with healthcare professionals and institutions.

SWOT

WEAKNESSES

1. Limited brand recognition in the cervical dilatation market.
2. Potential challenges in market penetration due to competition.
3. Need for targeted marketing strategies to create awareness.

THREATS

1. Intense competition from existing and new market players.
2. Stringent regulatory requirements and approvals.
3. Price sensitivity and cost constraints.
4. Rapidly evolving medical technologies and alternatives.

CONCLUSION

- ❖ The study aimed to investigate cervical dilatation, including opportunity, preference, and prescription behavior. Valuable insights were gained through the analysis of these aspects.
- ❖ Doctors' prescription behavior in the cervical dilatation market involves a combination of established drugs (Drotaverine hydrochloride and Valethamate bromide) and a growing preference for alternative options like Dinoprostone, which offers improved safety profiles.
- ❖ Doctors consider factors such as side effects, timing of administration, and route of administration when making prescribing decisions.
- ❖ Understanding doctors' preferences for Dinoprostone and concerns regarding Epidosin can help the company develop effective strategies and consolidate its position in the cervical dilatation market.
- ❖ The opportunities for Bharat Serums and Vaccines Limited include promoting their brand Primigyn gel as the preferred choice among doctors, positioning Epidosin as a versatile solution for various gynecological procedures, and leveraging their existing market awareness and knowledge to consolidate their position in the cervical dilatation market.