



STUDY & ANALYSE THE POSSIBILITIES OF LAUNCH OF NEW MOLECULE IN THE SPACE OF CONSTIPATION

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Brief History

Lupin was founded by Dr. Desh Bandhu in 1968. Lupin Limited has grown into one of the largest pharmaceutical companies in India and has a significant global presence. Today, it is one of the largest generic pharma company by revenue globally. In addition to that the companies key focus areas include pediatric, cardiovascular, anti-infectives, diabetology, asthma and anti-tuberculosis.

Vision

"To be An Innovation Led, Transnational Pharmaceutical Company"

Mission

"To transnational pharmaceutical company through the development & introduction of wide portfolio of branded & generic products in key market"

Values

-Integrity
-Passion for Excellence
-Teamwork
-Entrepreneurial Spirit
-Respect & Care
-Customer Focus

Organization Structure

Sales

National Sales Manager
Zonal Sales Manager
Regional Sales Manager
Area Sales Manager
Marketing Executive/MR

Marketing

President
Vice - President
General Manager
Deputy General Manager
Product Management Team

Strengths

- Strong marketing presence
- Wide product portfolio covering various therapeutic segments
- Global presence

Weakness

- Dependency on key market

Opportunities

- Emerging market
- Strategic partnerships & acquisition
- Increasing demand of generic drug

Threats

- Intense competition in the field
- Pricing pressure

Research Objective :- To analyse the possibilities of launch of new molecule (Plecanatide) in the space of constipation by reviewing the existing treatment option through market research.

Introduction :- It is indicated for the treatment of chronic idiopathic constipation as well as for constipation pre-dominant irritable bowel syndrome in the patients 18 years of age & older.

MOA :- Plecanatide and its active metabolite bind to GC-C and act locally on the surface of the intestinal epithelium. Activation of GC-C results in an increase in both intracellular & extracellular concentration of cGMP.

Plecanatide

Plecanatide is being use in US as brand name Trulance tablets, (for oral use) but it is not being used in India. Lupin Ltd. is the first company to launch plecanatide as the treatment of CIC in India soon.

It stimulates the secretion of Cl & bicarbonate into the intestinal lumen, mainly it activate the cystic fibrosis transmembrane conductance & regulates ion channel, resulting in increased intestinal fluid & accelerated transit.

Survey on Chronic Idiopathic Constipation

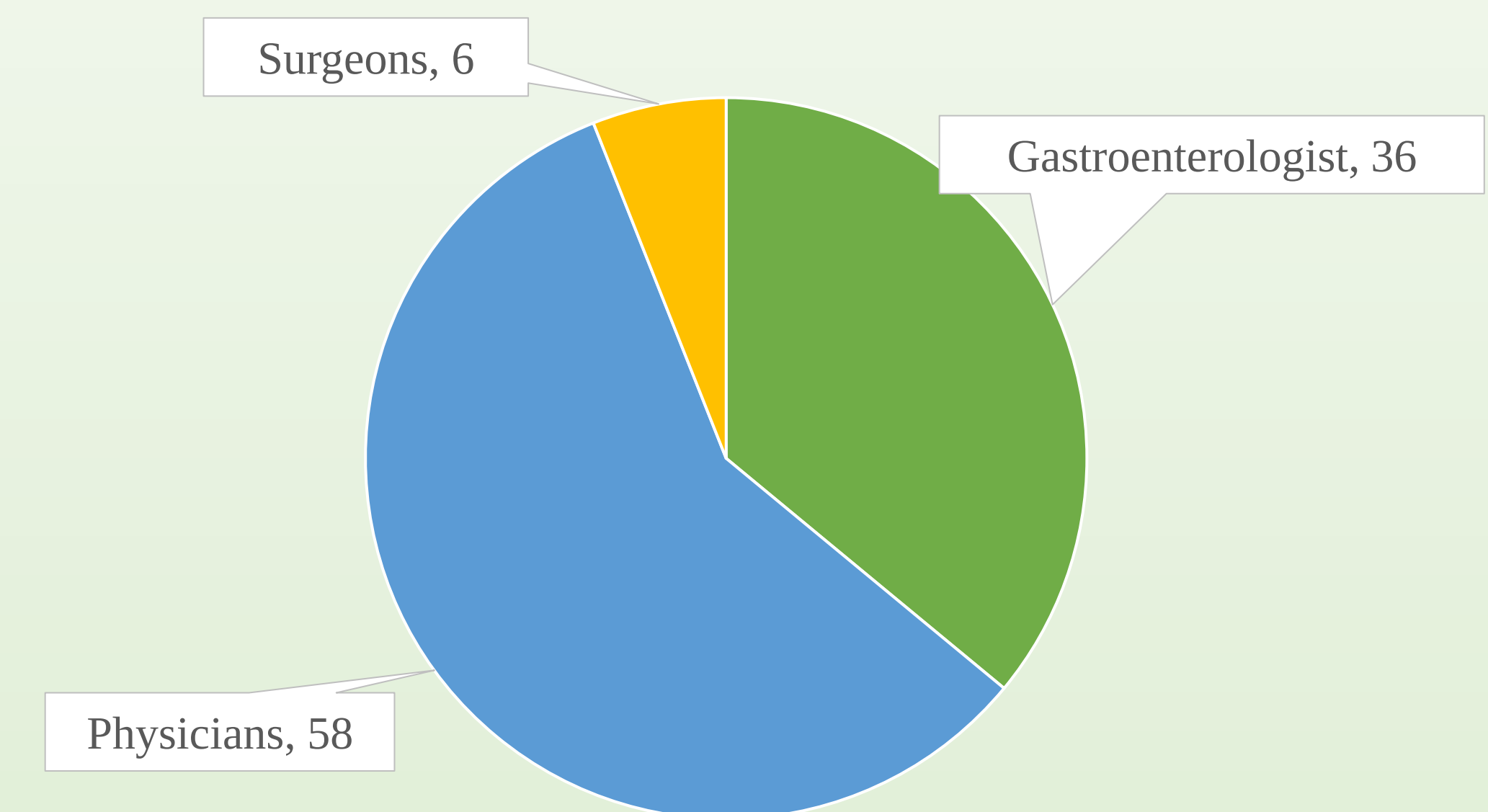


Fig. :- Number of survey perform as per the profession

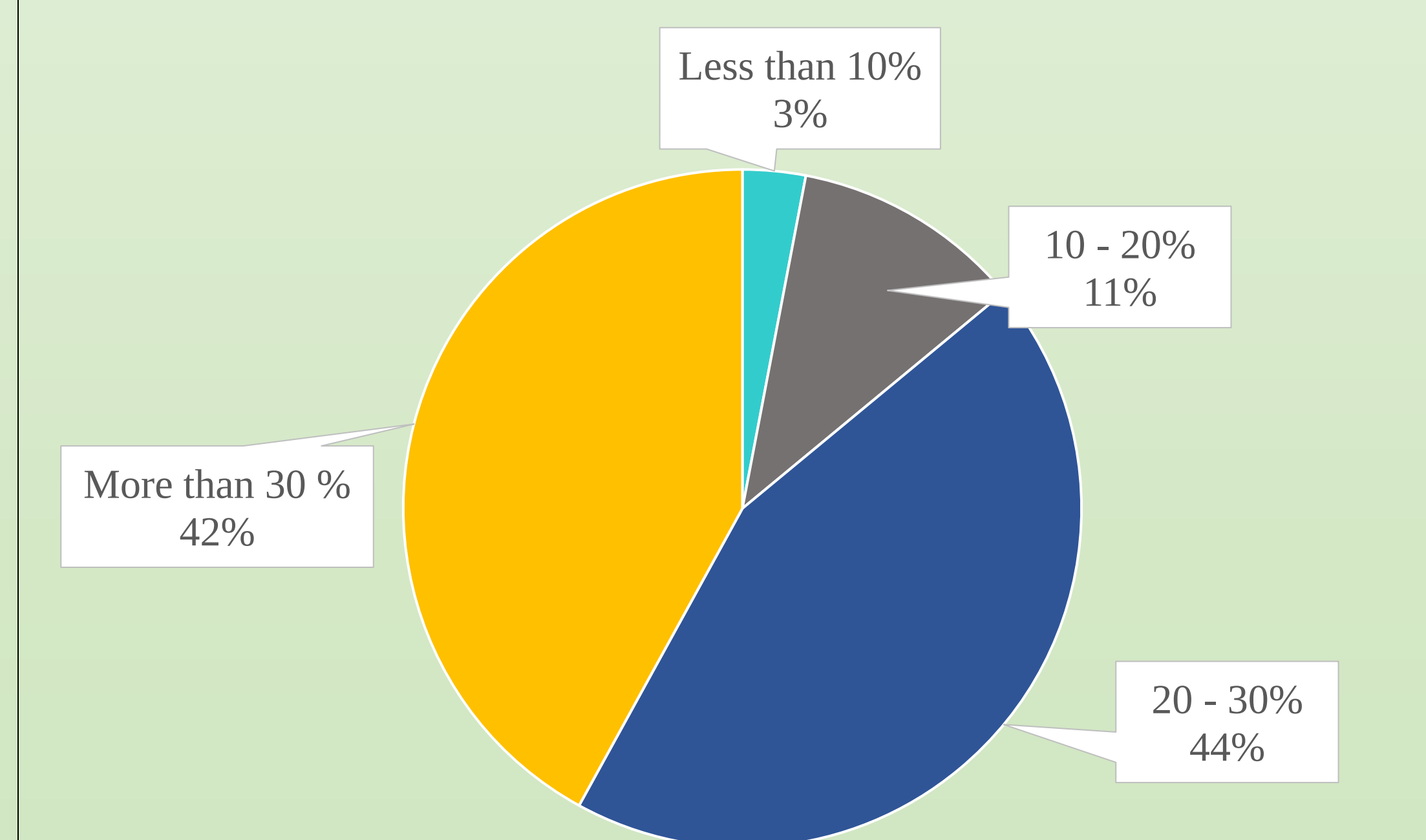
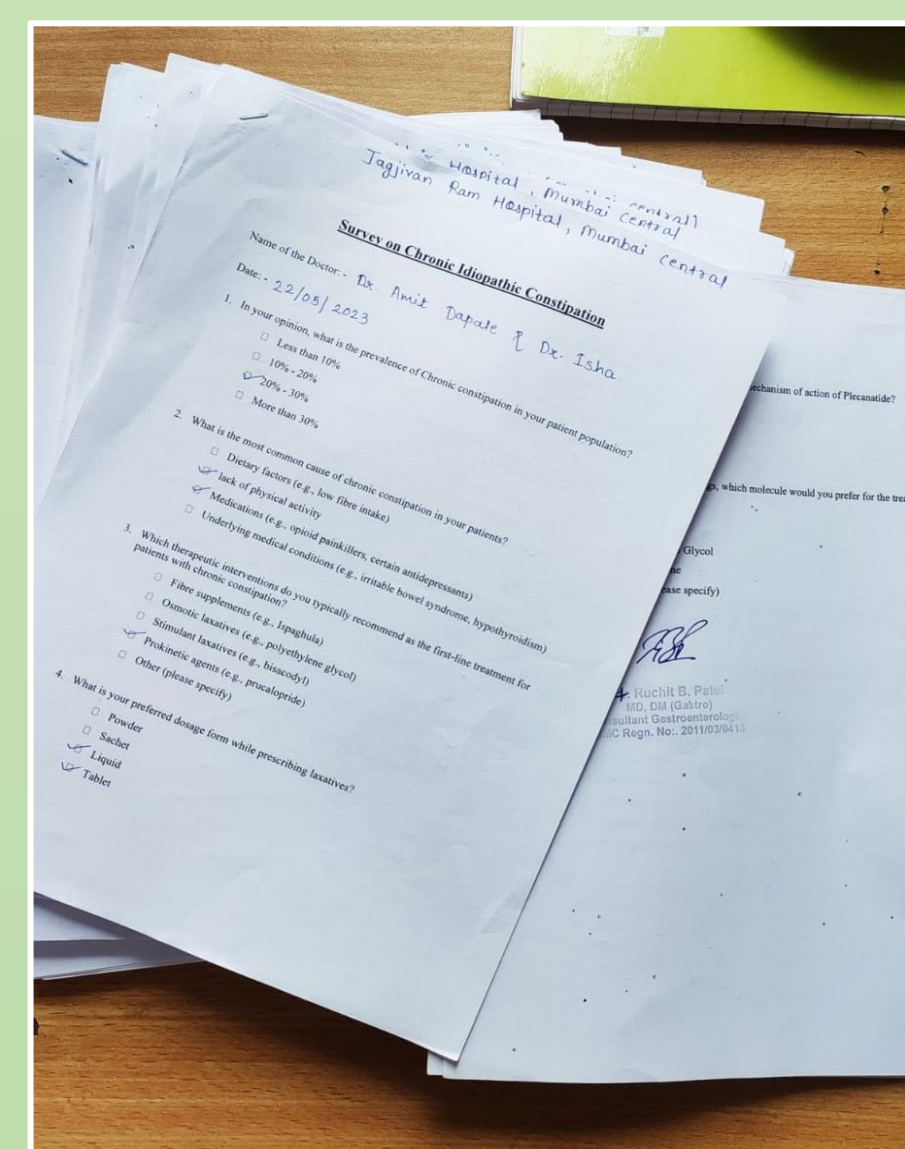
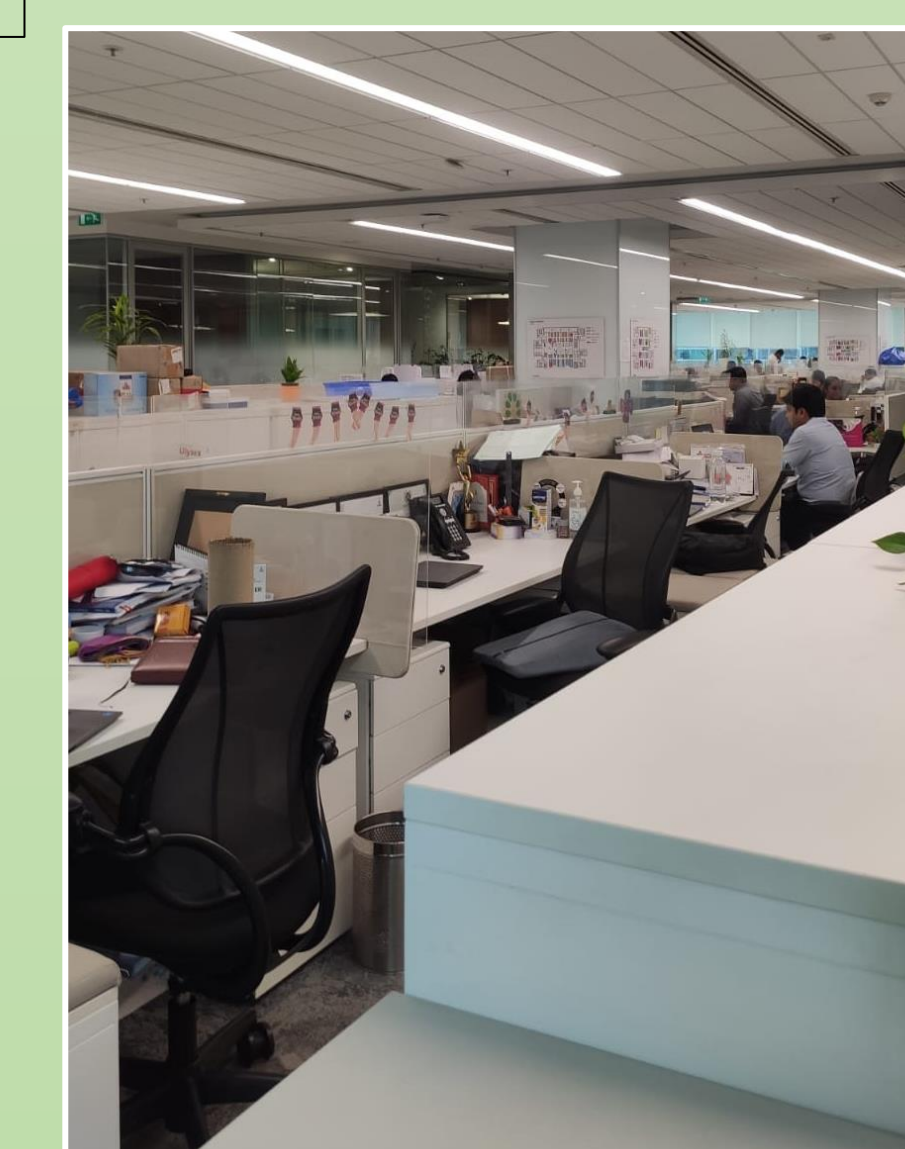


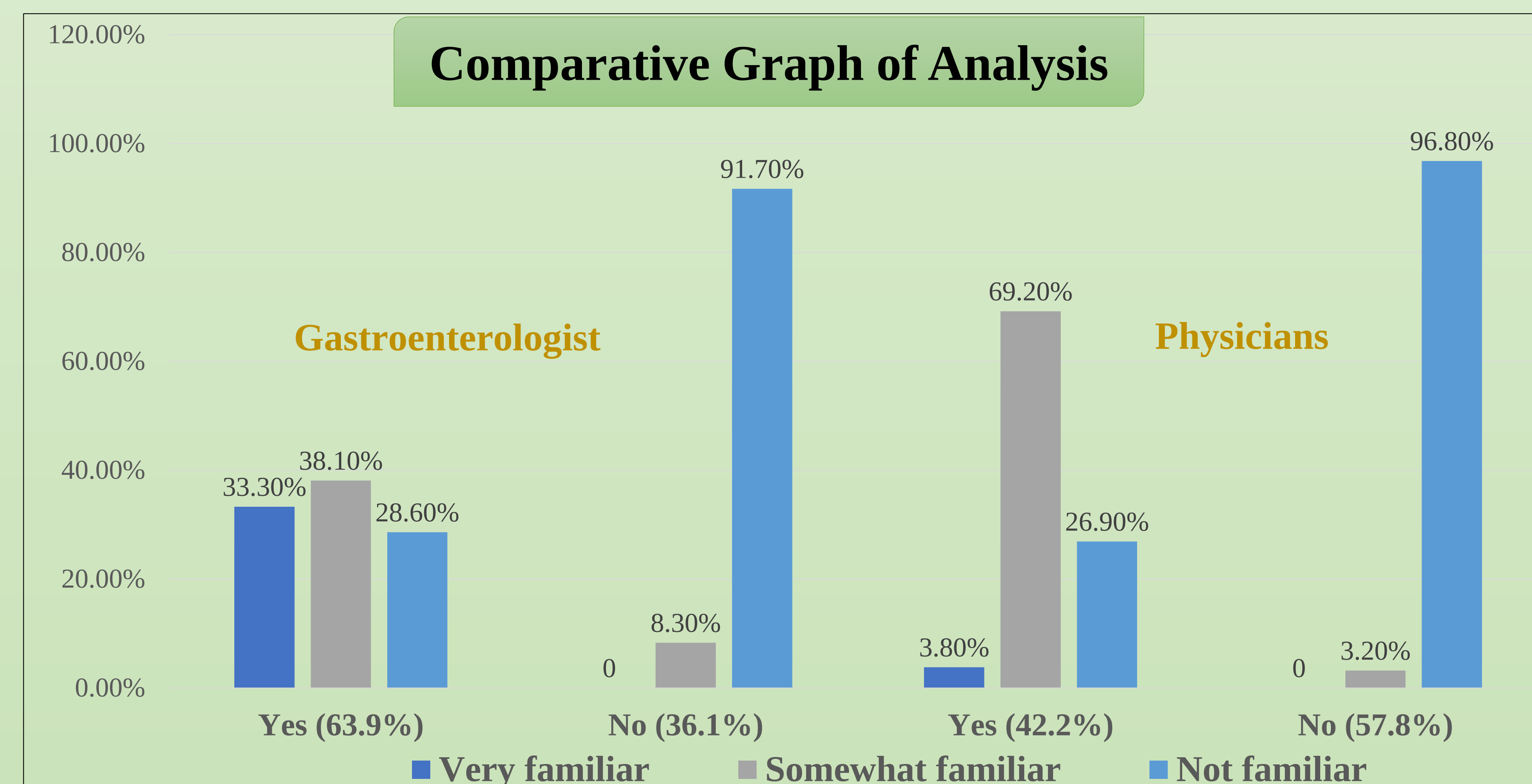
Fig. :- Prevalence of chronic constipation in the patient population noted from the survey performed

Usefulness of Internship

1. Industry Exposure
2. Networking Opportunities
3. Personal Growth



Comparative Graph of Analysis



Q. Have you heard about the molecule Plecanatide for the treatment of chronic constipation?

Q. How familiar are you with the mechanism of action of Plecanatide?

Fig. :- Most of the gastro specialist are aware about the molecule plecanatide but they are not familiar with its MOA.

Suggestions to organization

- **Comparative studies** between Prucalopride and Plecanatide to demonstrate the advantages and efficacy of Plecanatide as a second-line treatment for chronic constipation
- **Providing educational material** to doctors & patients
- **Pricing strategy :-** Consider penetration pricing as a viable option to quickly gain market share and establish the new molecule's presence