

Market assessment about ILD to various pulmonologists at Cipla Ltd, Hyderabad

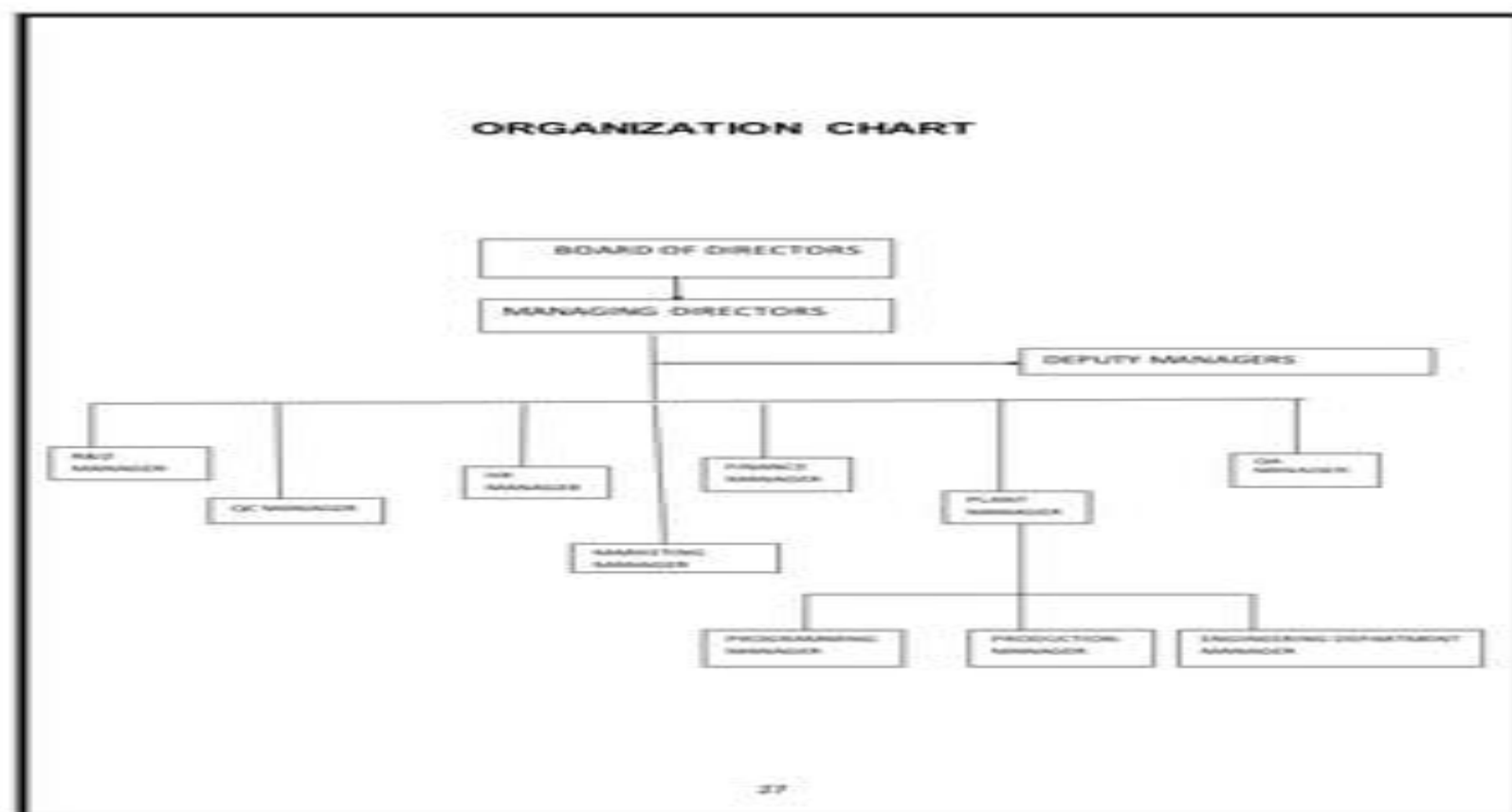
Vision:

“To build a healthier & hence a better world

Mission

“Cipla mission is to be a leading global healthcare company which uses technology and innovation to meet everyday needs of all patients.”

Organization Structure



Brief History:

- “Cipla Limited is a prominent Indian multinational pharmaceutical company headquartered in Mumbai, India. Established in 1935, Cipla has grown to become one of the largest pharmaceutical companies in India and has a strong global presence. Cipla is known for its wide range of high-quality and affordable pharmaceutical products that cover various therapeutic areas, including respiratory, cardiovascular, oncology, anti-infective, central nervous system, and many others
- Cipla's Respiratory division offers a comprehensive range of respiratory medications and devices. They develop inhalers, nebulizers, and other delivery systems that allow patients to administer medications directly to their lungs, ensuring targeted and efficient treatment. Their product portfolio includes bronchodilators, corticosteroids, combination therapies, and rescue inhalers, catering to the diverse needs of respiratory patients. In addition to producing innovative respiratory therapies, Cipla's Respiratory division focuses on research and development to introduce new and improved treatment options

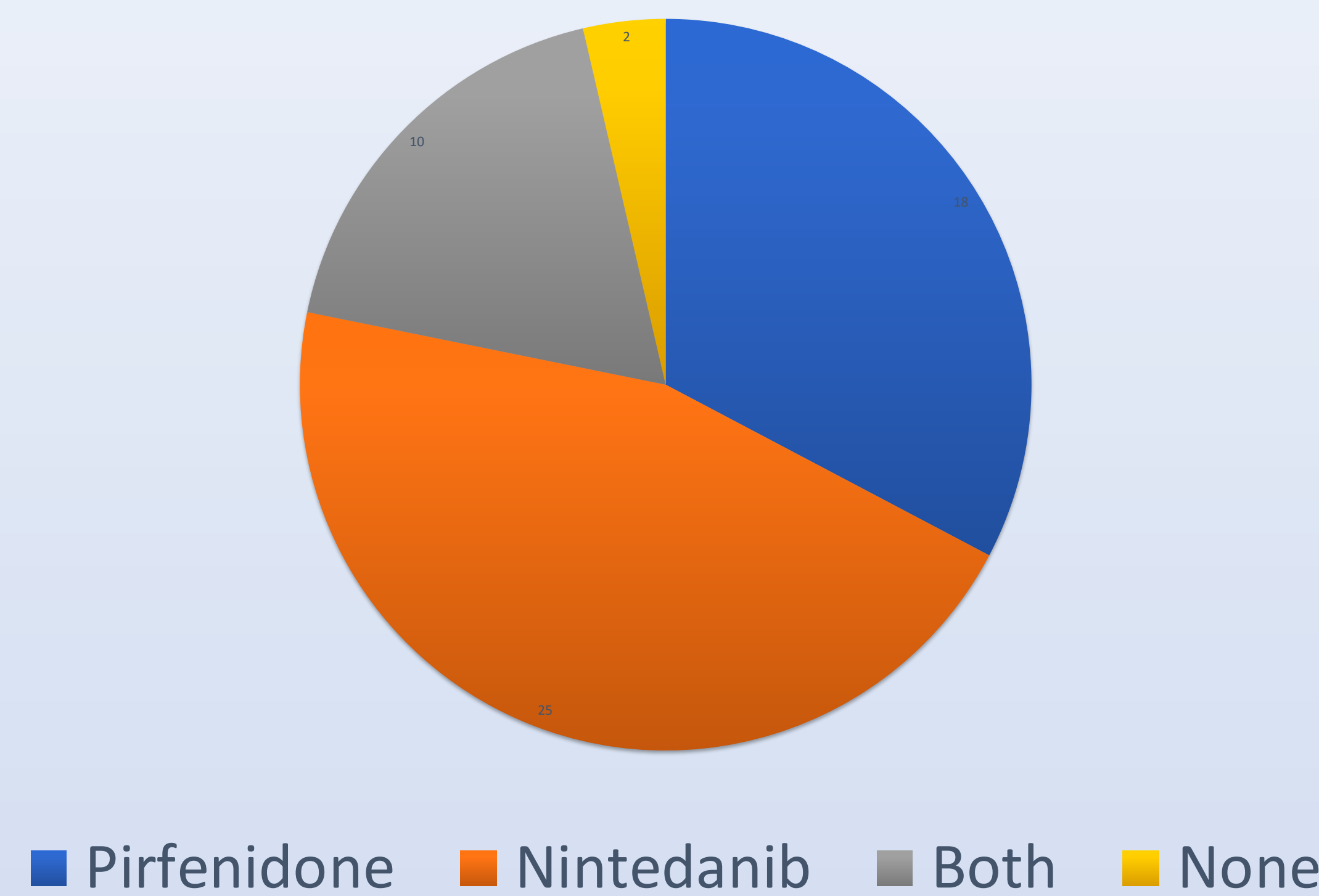
Introduction to the Project

- To collect the data from Pulmonologists of Hyderabad & their preference among Pirfenidone and Nintedanib.
- Their perception about this combination
- Medium they prefer for spreading awareness related to ILD.

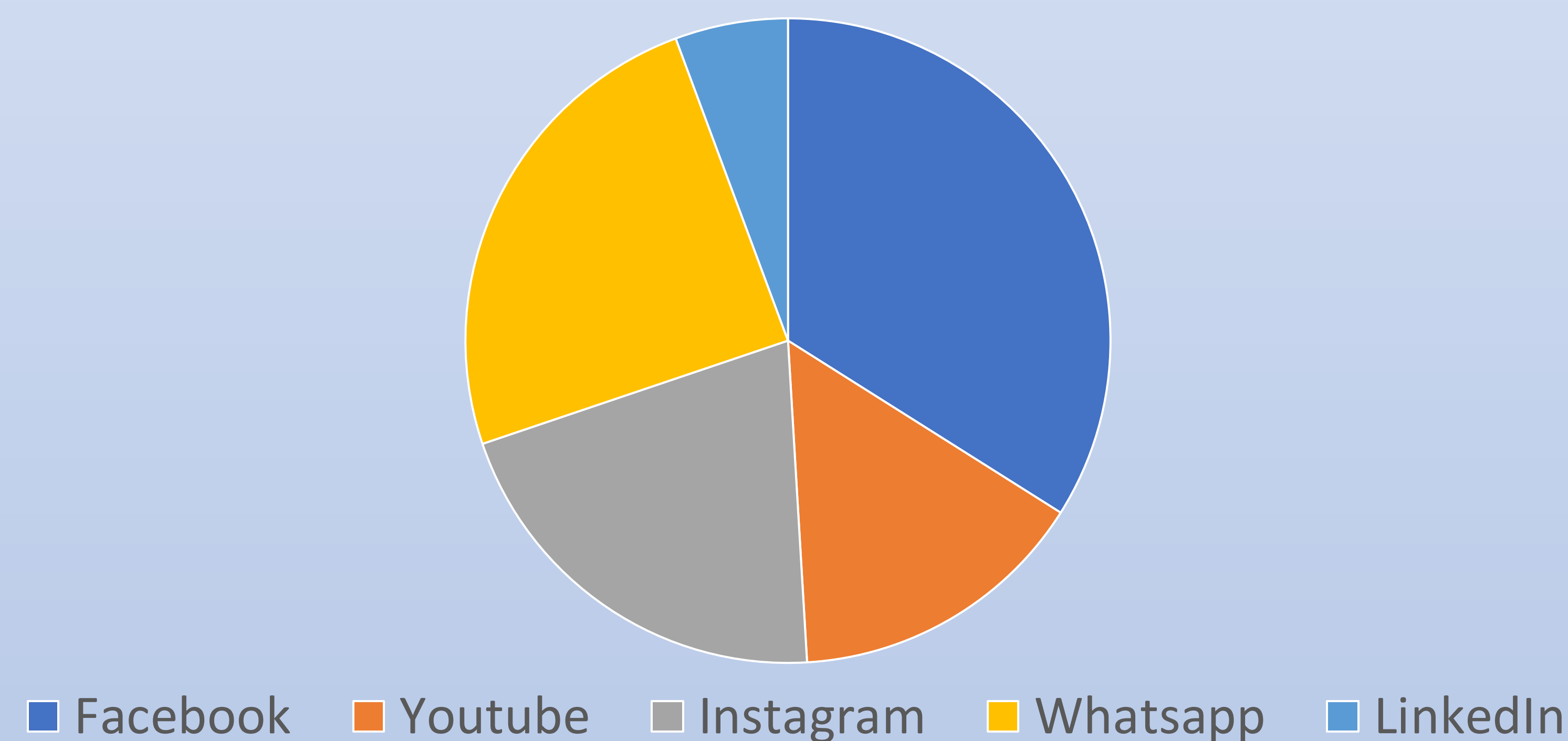
Methodology

- The market survey undertaken is an example of a descriptive research since the overall research design is rigid and pre-planned all throughout our study.
- Structured Questionnaire is used and framed in a way so as to derive maximum information from the pulmonologists of Hyderabad regarding ILDs and their preferred molecule among Pirfenidone and Nintedanib, their perception about this combination and which medium they prefer for spreading awareness related to the disease.
- **Data Collection Method:** Data was collected through means of a structured questionnaire. The structured questionnaire was designed covering only open ended and questions.
- It was aimed to derive maximum information from the Pulmonologists of Hyderabad.
- Data was also collected from various sites on the internet, the sources are mentioned in the reference section.
- **Sample size:** 55 doctors
- **Time period:** 2 months

Comparision between Pirfenidone & Nintedanib



Comparision of Social media channel preferred



Learning and value Additions done during internship:

- I learnt about the ILD its types, treatment options, incidence & prevalence rates, market size in India & worldwide, upcoming molecules in ILD market
- I visited many hospitals and did a market survey about ILD, which molecules are the pulmonologists are preferring.

Usefulness of internship:

- During this period of the internship I have interacted with pulmonologists & learned about Pirfenidone & Nintedanib.
- I have learnt about ILD market in Hyderabad, which molecules are the pulmonologists are preferring
- Social media channel preferred by the doctors to create awareness

Challenges faced during internship:

- Problem was faced while meeting the doctor & scheduling the meeting
- Waiting for the doctors to meet & complete the survey
- Doctors having a deeper knowledge about the molecules & disease

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Name of Industry Mentor: Mr. Nidhish Gaurav

Organization Name: Cipla Ltd, Hyderabad

Strengths

Product Portfolio
Low-Cost Drugs for Cancer Patients
Strong Brand Portfolio
Good Training Programmes

Weakness

Rivalry
Dependent on the Indian Market

Opportunities

Expansion
Develop in Emerging Countries
Merging and acquisitions

Threats

Regulations
Intense Competition
Exchange rate fluctuations
Competition from Generic Medicines