

Name: Sonika Tanwar

Roll No: 0448

Course & Batch: MBA PM 14

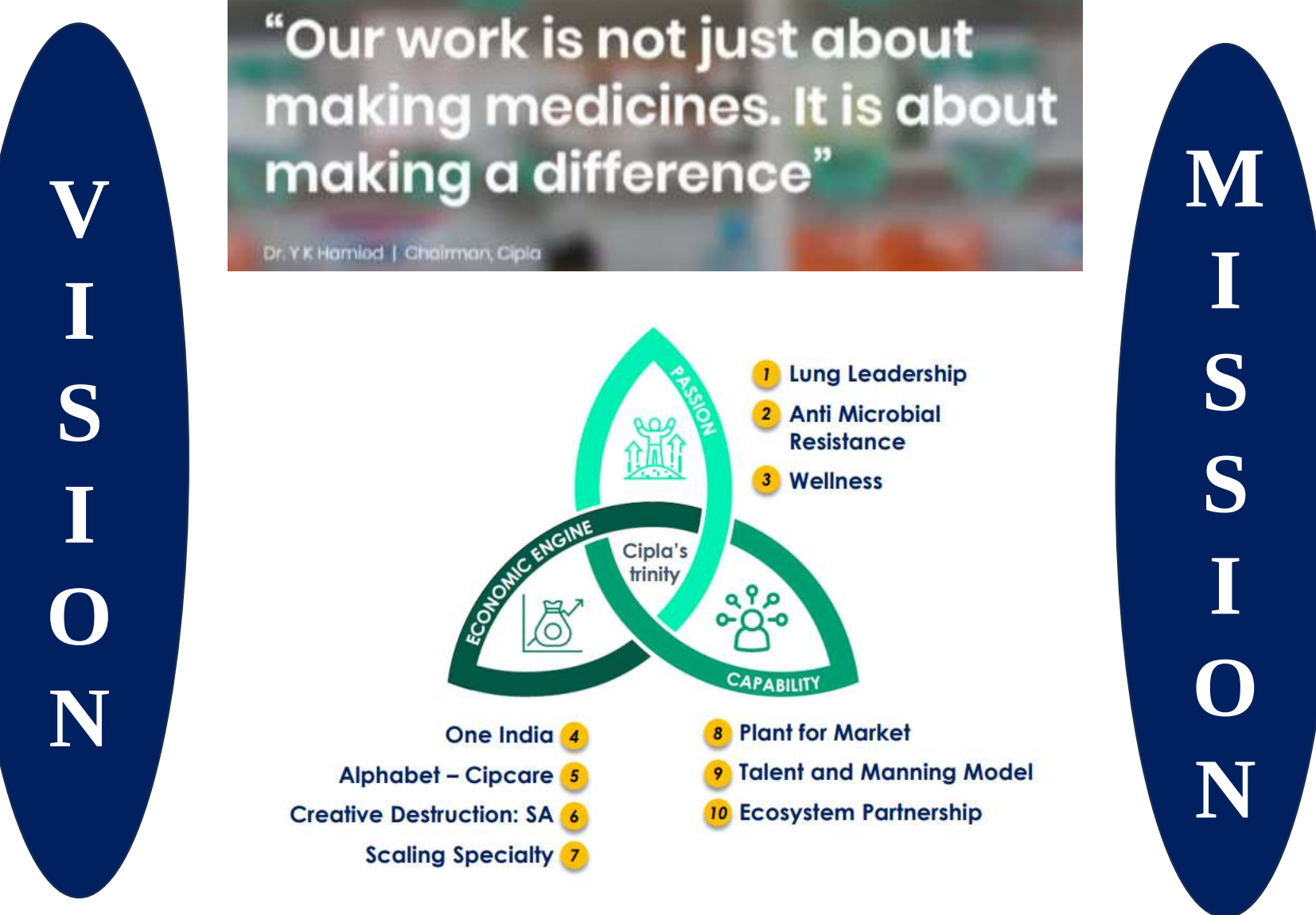
Faculty Mentor: Dr. Saurabh Banerjee

Industry Mentor: Mr. Nidhish Gaurav

Brief history and description about the organization

- **Cipla Limited** is an Indian multinational pharmaceutical company, headquartered in Mumbai.
 - It primarily develops medicines to treat respiratory disease, cardiovascular disease, arthritis, diabetes, depression, and many other medical conditions.
 - It has 47 manufacturing locations across the world and sells its products in 86 countries.
 - It is the third largest drug producer in India.
- | | |
|------|---|
| 1935 | ☞ In 1935, Cipla was founded by Khwaja Abdul Hamied as 'The Chemical, Industrial & Pharmaceutical Laboratories' in Mumbai. |
| 1984 | ☞ In 1984, The name of the company was changed to 'Cipla Limited'. |
| 1989 | ☞ Yusuf Hamied became Chairman in 1989. |

Organization vision and mission

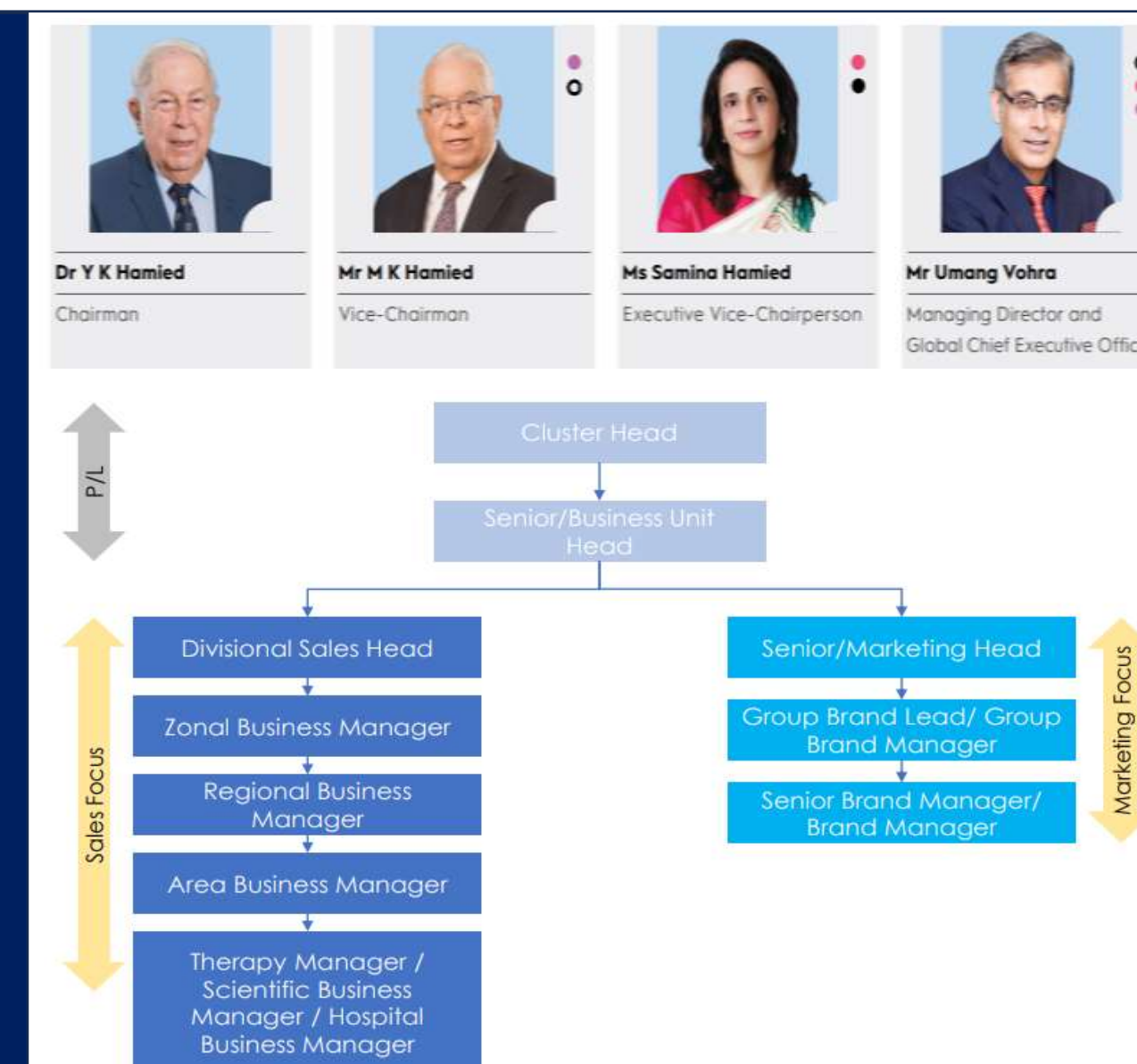


The OneCipla Credo

Our core values guide every conversation, organisational decision and anchor the actions of our employees. We constantly revisit them and recalibrate strategies to stay ever-relevant to our stakeholders.

- ♥ PURPOSE - INSPIRED
 - 👍 RESPONSIBILITY - CENTERED
 - 💡 INNOVATION - DRIVEN
 - ⚖️ INTEGRITY & TRUST - ANCHORED
 - 🏆 EXCELLENCE - FOCUSED
- global pharmaceutical firm that consistently Cares for Life and delivers on its commitment to all our stakeholders- patients, regulators, customers, partners, employees, investors and community.
- This is our OneCipla Credo.

Organization structure

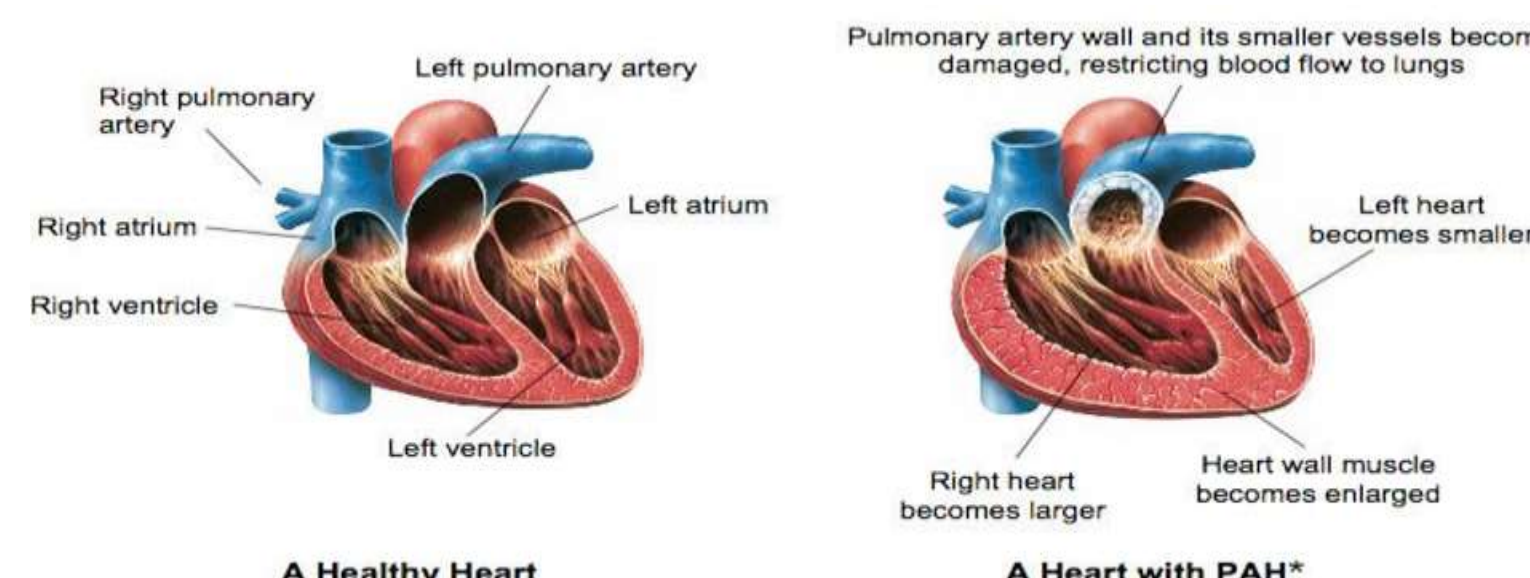


Definition of Pulmonary Hypertension

Normal mean Pulmonary Arterial Pressure (mPAP) is 8-20 mmHg and Pulmonary Vascular Resistance (PVR) is 2 WU at rest.

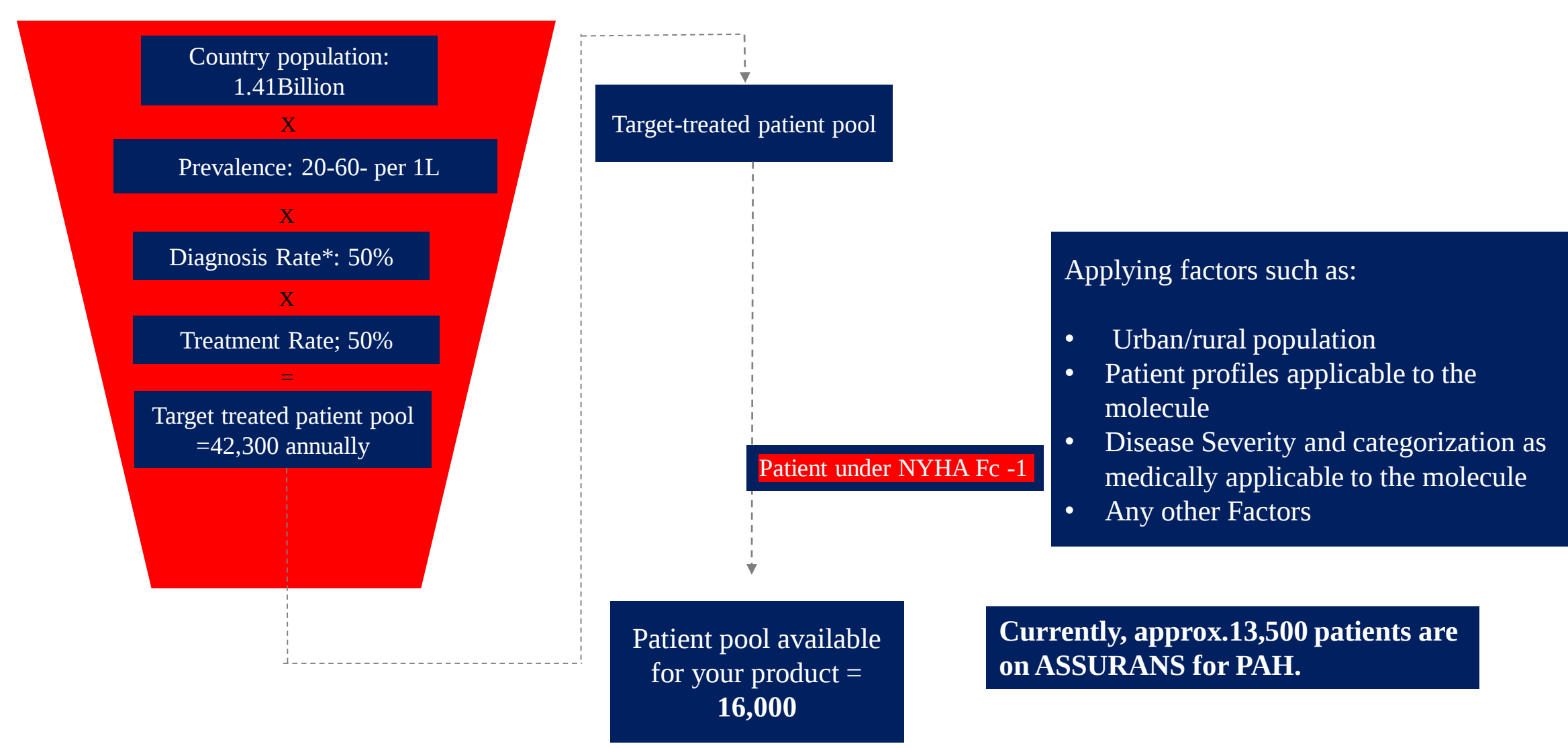
When mPAP >20 mmHg and PVR >2 WU at rest, then the condition is known to be Pulmonary Hypertension.

Yet, the efficacy of drugs approved for Pulmonary Hypertension has only been demonstrated in patients with mPAP ≥25 mmHg and PVR >3 WU.

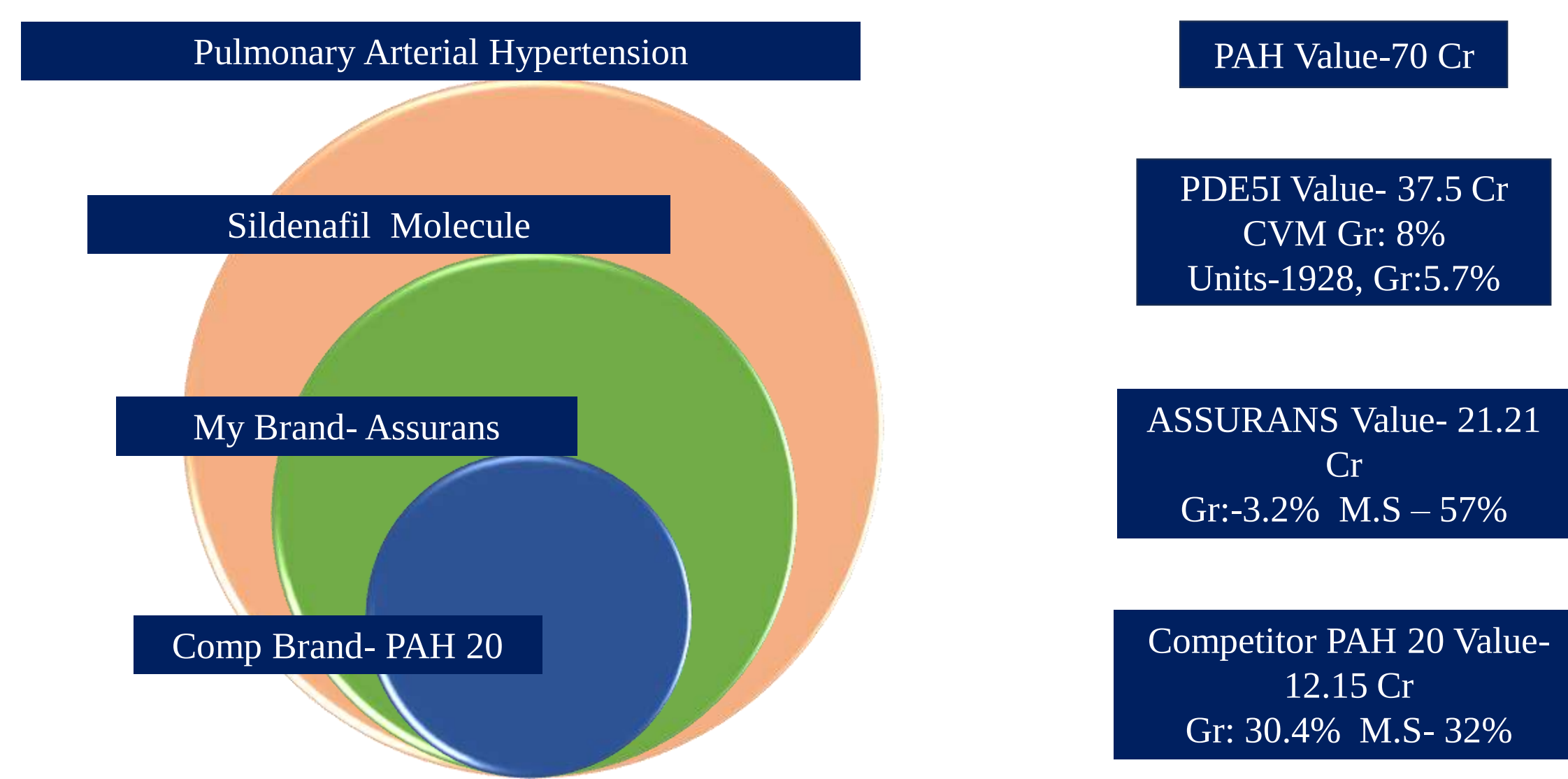


*approx. 50% diagnosis rate according to Kerala pro registry data.

Patient Flow



Market Overview

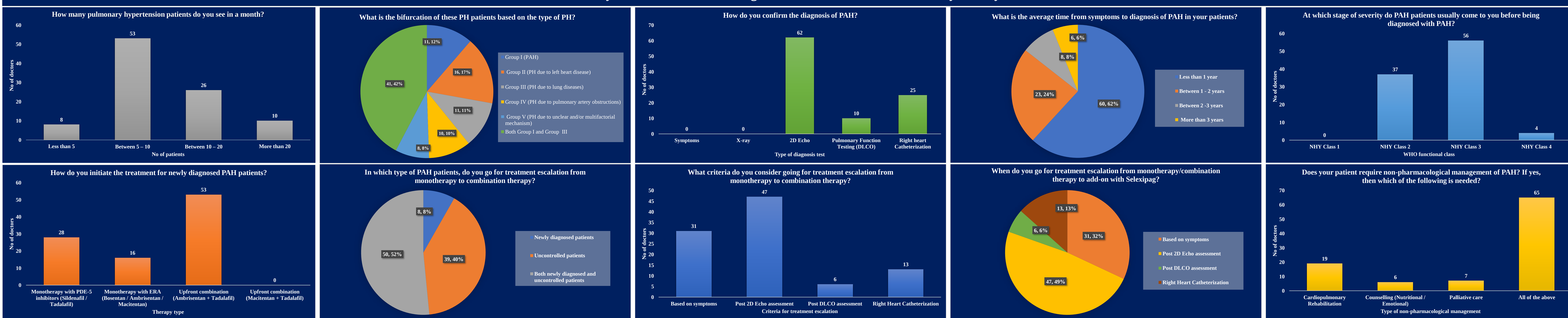


Competition Overview – IQVIA (MAT)

Market	Company	Rank	Value (INR Cr)					Volume (000)		
			Value	MS%	Gr% (YOY)	3 yr CAGR	G/L over last period	Units	MS%	Gr%
Cipla brand	Assurans	1	21.21	57%	-3.2%	1%	-1.8%	13435	48.7%	-7.3%
Comp 1	PAH-20	2	12.15	32.4%	30.4%	13%	30.3%	11472	41.6%	23.6%
Comp 2	Vasosure	3	3.05	8.1%	15.8%	9%	18.5%	1566	5.7%	6.8%

Assurans is the market leader with 57% MS and needs to maintain its absolute leadership by gaining and converting new prescriptions with the growing market.

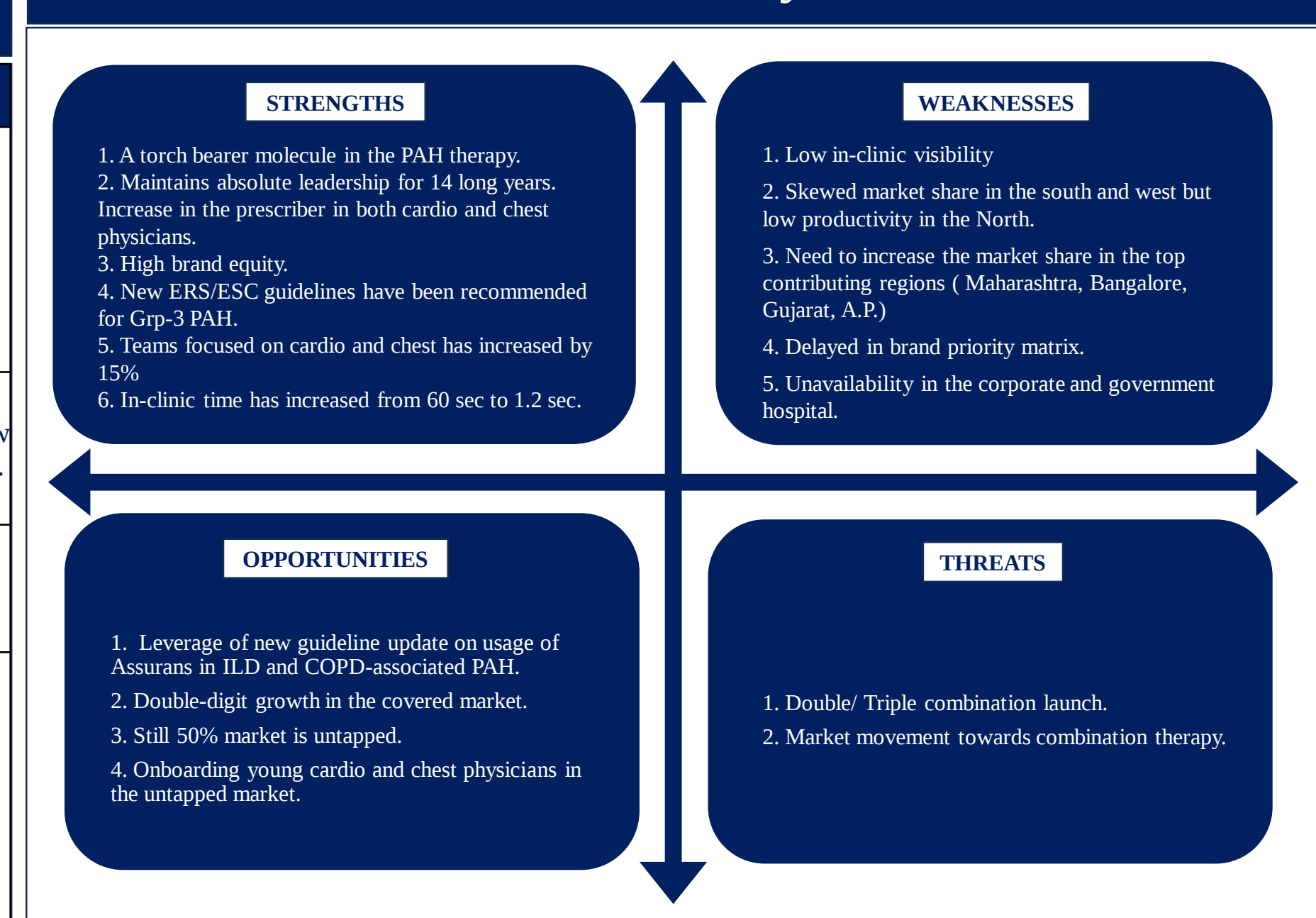
Analysis which was done using the data I collected from Primary Survey



Difference between practical exposure and theoretical understanding

S. No.	Parameters	Practical	Theoretical
1.	External Market Data Analysis	We got the IMS and SMSRC Data and analyzed where our brand lies and where competitors brand lies and got to know what the various heads in those data are.	We don't get this data anywhere on the internet.
2.	Internal Market Data Management	How data is managed in the company – Primary Data, Secondary Data, RCPA Data, and Sales Data.	We are not aware of how these data are managed.
3.	Digital Marketing	Exposure to different Digital Platforms like Cipla Med, Cipla Assist, and THB.	We are not aware of these digital platforms.
4.	Marketing Campaigns	These are launched for creating awareness among the customers – e.g., "Tuffies" was launched to target pediatrics. Many such programs are there like "Berok Zindagi", "Breath Free", etc.	We are not aware of these marketing campaigns.

SWOT Analysis



Challenges faced during the internship

- ✓ Here are some of the challenges faced during the internship:
- We faced difficulty in meeting the doctors, they didn't use to give time to us.
- Since it was a new place for us, so we found difficulty in finding out the hospitals and clinics.
- After reaching hospitals, it was difficult to find out where exactly the department and doctors are.
- We had to do an anonymous survey and not on behalf of Cipla, so we could not work with the sales team and doctors really don't entertain new faces.
- As we knew very less scientific content, so sometimes there was difficulty in communicating with doctors as they are highly knowledgeable.
- Sometimes doctors used to doubt that we are from some or the other company.
- It used to take a lot of time in traveling from one place to another since traffic in Bangalore is too much.

Learnings of internship

- ✓ Here are some key learnings of the internship:
- Pharmaceutical Industry Knowledge
- Marketing Strategies and Campaigns
- Compliance and Regulatory Considerations
- Product Launches and Lifecycle Management
- Collaboration and Cross-Functional Work
- Digital Marketing and Data Analysis
- Ethical Considerations

Usefulness of internship

- ✓ Internships are incredibly valuable for several reasons:
- Practical Experience
- Industry Exposure
- Skill Development
- Networking Opportunities
- Resume Enhancement
- Self-Discovery and Career Exploration
- Confidence Building

Suggestions

