



- Mankind Pharma was incorporated in 1991 and actively started its operations in 1995 with the contributions of two brothers, Mr. Ramesh C. Juneja and Rajeev Juneja with only 53 Medical Representatives and Managers.
- Today Mankind Pharma is one of the top 5 leading pharmaceutical companies in India.
- Mankind Pharma focuses on a variety of therapeutic segments such as Cardio, Antibiotics, Gastro, OTC, etc..

MISSION

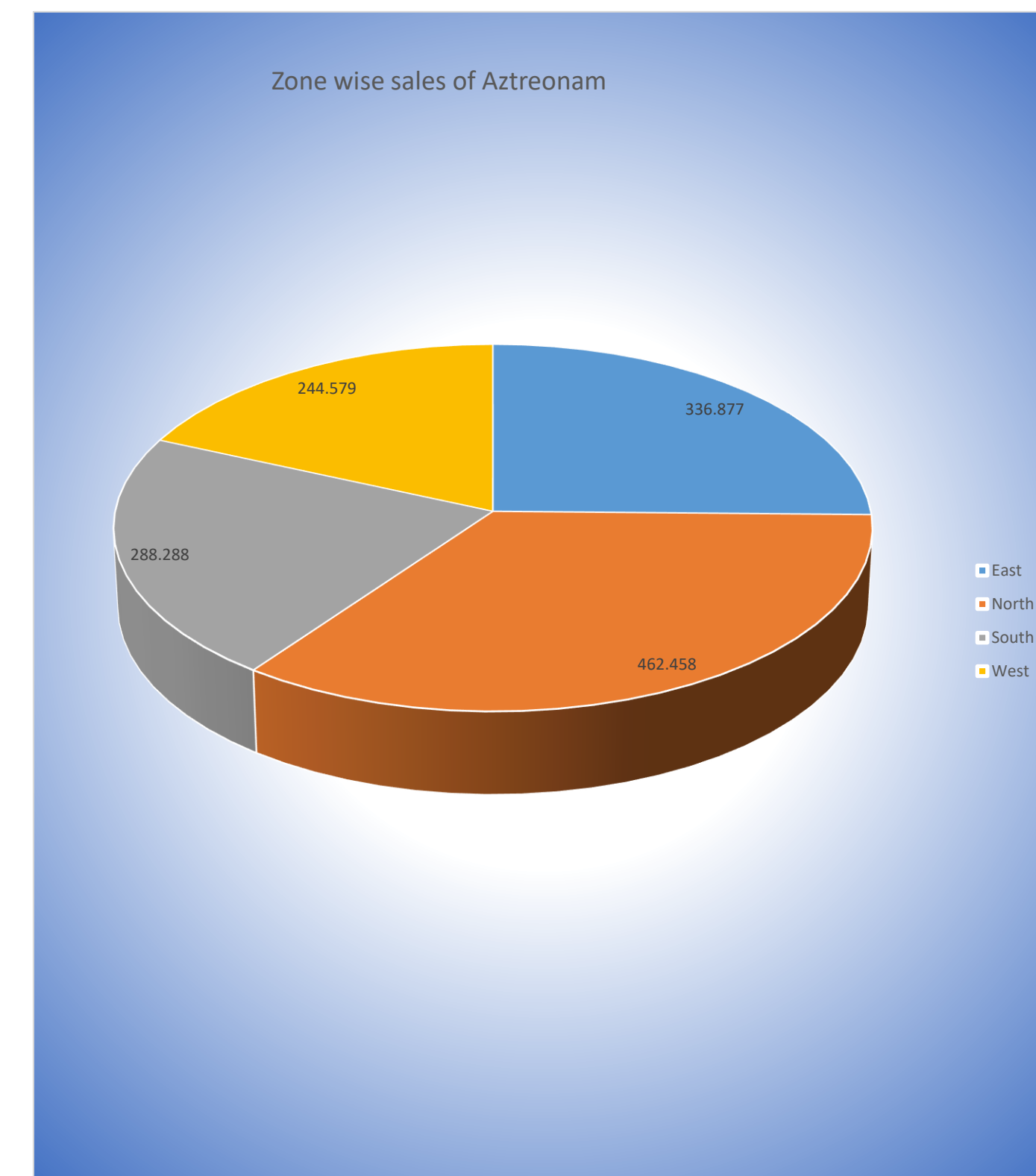
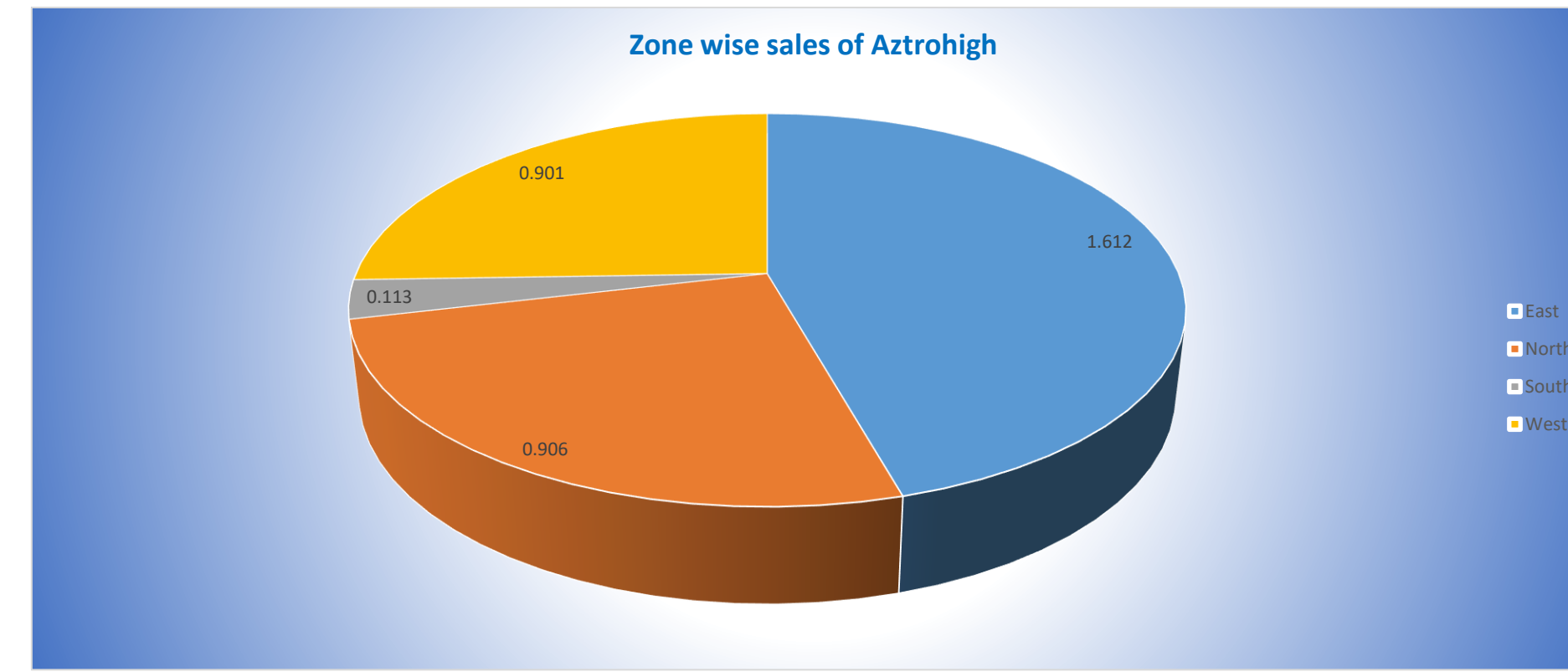
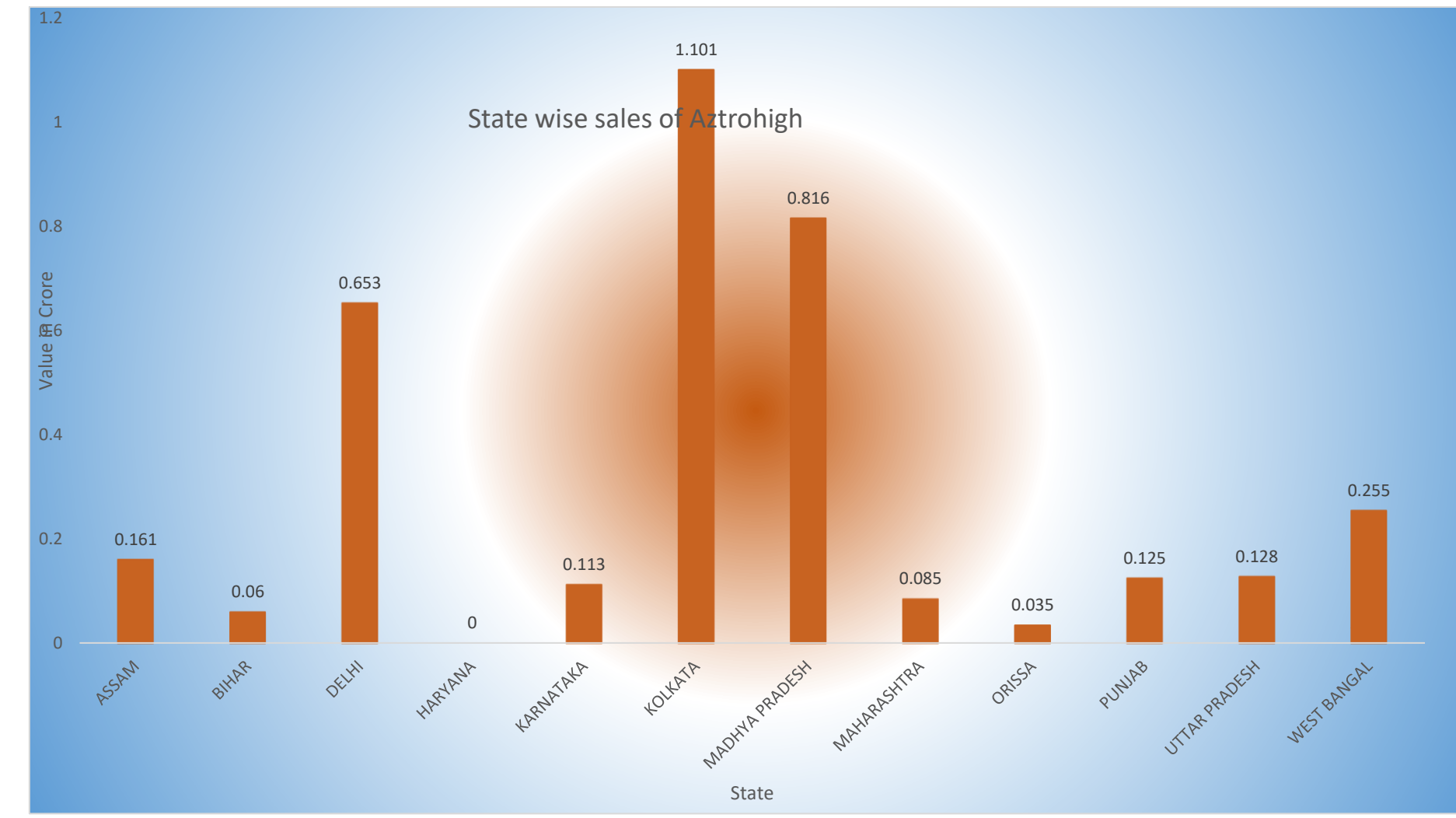
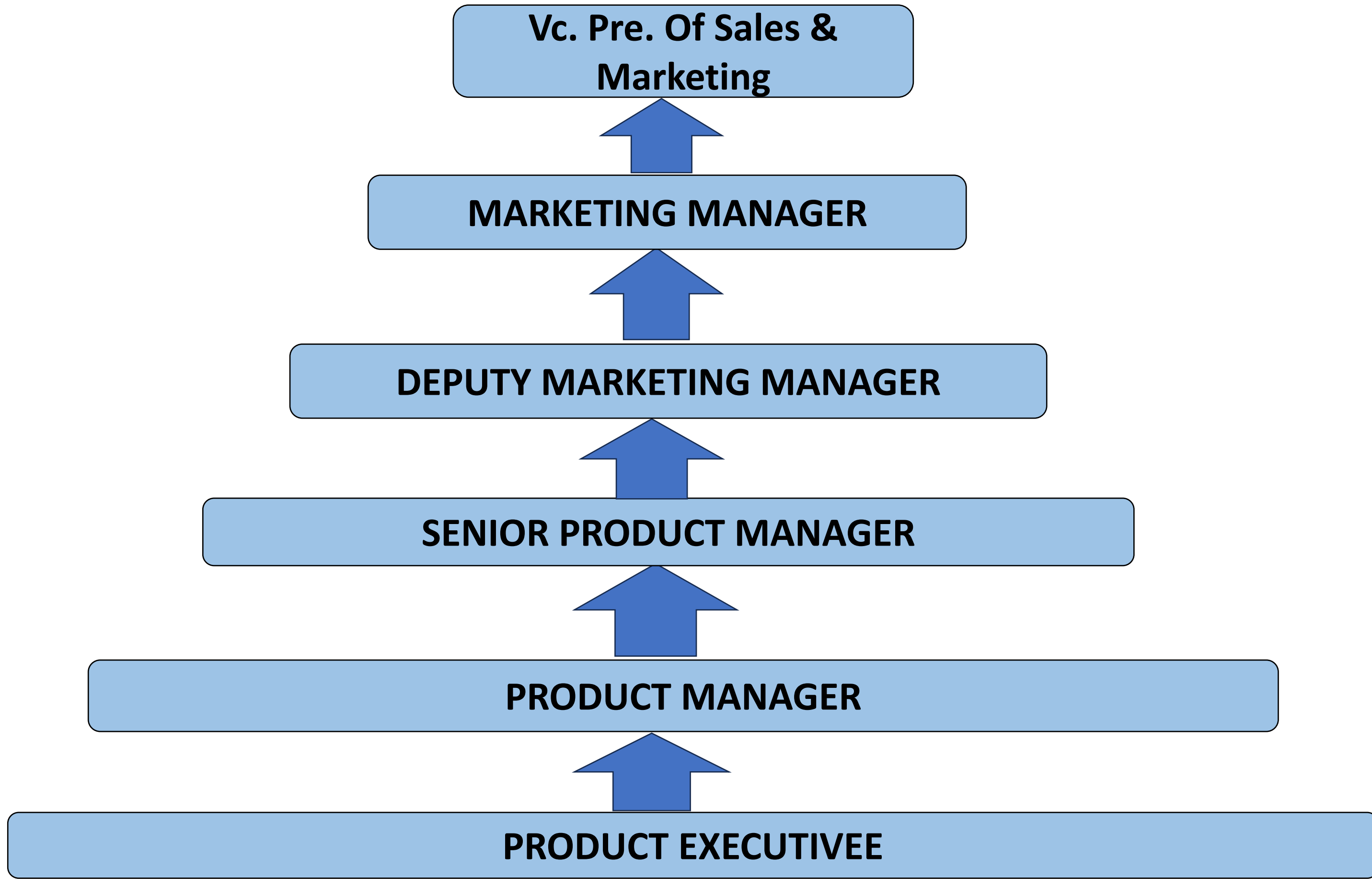
- To be able to provide cost-effective, Innovation based on superior quality pharmaceutical products across the globe, that improve the lives of the patients.

VISION

- To be a global pharmaceutical company, most admired for its Affordability, quality and Accessibility of products.

Organization Structure

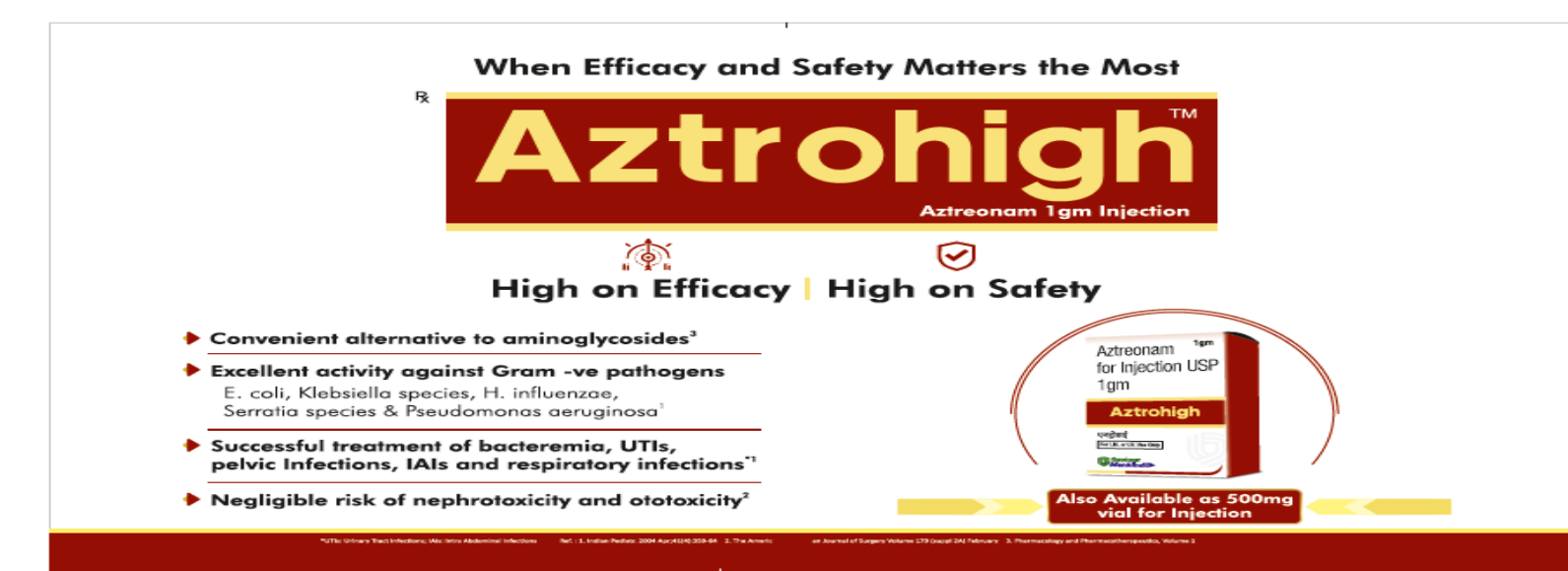
1) Head Office Department



Field Works as per Ho

- There is no doubt that this is one of the most exciting moments of practical exposure to ground realities of the market in terms of how to approach and deals with marketing teams of your target audiences.
- My fieldwork was to with the medical representative and the team assigned me five product (Aztreonam, Glutathione, tigecycline, cefoperazone and sulbactam, L-aalanyl-L-glutamine) on which I was supposed to contact my customer who was not interacting with our medical representative and have a meeting with them in order to explain our product to them. This is according to the PMT department.

Dissemination of Visual Aid and Other Promotional Materials with the design teams



Marketing Communication of Five Brands Made by me as per HO

- In accordance with the advice of HO, I prepared Marketing communications for five different Brands like.
- 1.) Aztrohigh inj
 - 2.) Glutabliss inj
 - 3.) Tigecross inj
 - 4.) Salbagreat inj

Difference Between Practical exposure and Theoretical Work

- Enhancing Knowledge and Practical Exposure.
- At the initial stage of the internship, Competitive analysis of 2 Brands were done as a part of Market Research where we visited stockiest and chemists to learn about the PTS of each product, where in theoretical aspect we only had a gist about the market research, not the actual application to the field.
- Helped the team to make the marketing communication of five brands and visual aids design with helps of designing teams and how to launch a new product in market to find out this exposure, during my internship our division launch a new product Aztrohigh 2g this time work with team.
- Created Product manual for the brands which in turn helped in the knowledge of the product containing the product's USP, lifecycle.

SWOT Analysis

- Strengths**

 - Strong brand recognition in India
 - Extensive product portfolio across multiple therapeutic areas
 - Strong distribution network
 - Experienced management team
 - Commitment to quality
 - Strong focus on research and development

Opportunities

 - Regulatory changes in India
 - Competition from generic drug manufacturers in other countries
 - Rising costs of raw materials
 - Patent expiry of key products

Weaknesses

 - Reliance on the Indian market
 - Exposure to currency fluctuations
 - Competition from larger pharmaceutical companies
 - Lack of international presence

Threats

 - Regulatory changes in India
 - Competition from generic drug manufacturers in other countries
 - Rising costs of raw materials
 - Patent expiry of key products

Challenges Faced During Internship

- Take time to adapt the office environment, but eventually everything went aligned.
- New lifestyle of being in corporate journey.
- Sometimes, work goes overloaded, but somehow, I managed to complete on deadline given by HO.

Usefulness of Internship.

- Competitive analysis
- Marketing Communication of five Brands
- How to Pitch to the Doctor for prescribing our product
- Power Point presentation and visual aids, LBL making
- Make a Brand Plan

Suggestions

- Focused on to Increase the Field Force in the Organization
- Focused on Availability of product in the market

Competitive Analysis of Brands as per HO Instruction.

Competitive analysis in marketing and strategic management is an assessment of the strength and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats. In this competitive analysis we also find positive and negative competitors of each and every product of MANKIND Pharma. So I was assigned 2 Products for which I had to find out potential competitors and list them in tabular form separated in two groups of Positive and Negative competitors.

COMPETITIVE ANALYSIS				
S.No	Brand	Company Name	Price	Composition
1	Aztrohigh 1gm	Mankind Pharma	480	Aztreonam
2	Azom 1gm	United Biotech Ltd	799	Aztreonam
3	Cromobact 1gm	Fusion Healthcare Ltd	879	Aztreonam
4	Zonam 1gm	United life care	799	Aztreonam
5	Aztreo 1gm	Zydus Cadila	535	Aztreonam

COMPETITIVE ANALYSIS					
S.No	Brand	Company Name	Price	Composition	Manufactured by
1	Glutabliss 600mg	Mankind Pharma	1505	Glutathione	Mankind Pharma
2	Havglo 600mg	Intas Pharma	1790	Glutathione	Aqua Vice laboratories
3	Hepafresh 600mg	Macleods Pharmaceutical	1425	Glutathione	Macleods Pharma
4	Oxoneg 600mg	Ipca Laboratories	1320	Glutathione	Ipca Laboratories
5	Glutaup 600mg	Alniche Life sciences pvt ltd	997.11	Glutathione	Alniche life sciences

