

Insulin perception mapping and studying the patient support programme of top 2 competitors

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LUPIN PHARMACEUTICAL LIMITED

Lupin Limited is an Indian multinational pharmaceutical company based in Mumbai. It is one of the largest generic pharmaceutical companies by revenue globally. The company's key focus areas include paediatrics, cardiovascular, anti-infectives, diabetology, asthma and anti-tuberculosis.

HISTORY OF LUPIN

Lupin was founded in 1968 by Desh Bandhu Gupta, the company was able to start their manufacturing facility for producing folic acid and iron tablets for Government of India mother and child health program. Later Lupin started manufacturing anti TB drugs which at one point formed 36% of the company sales and was considered as the largest TB drugs manufacturer in the world.

VISION

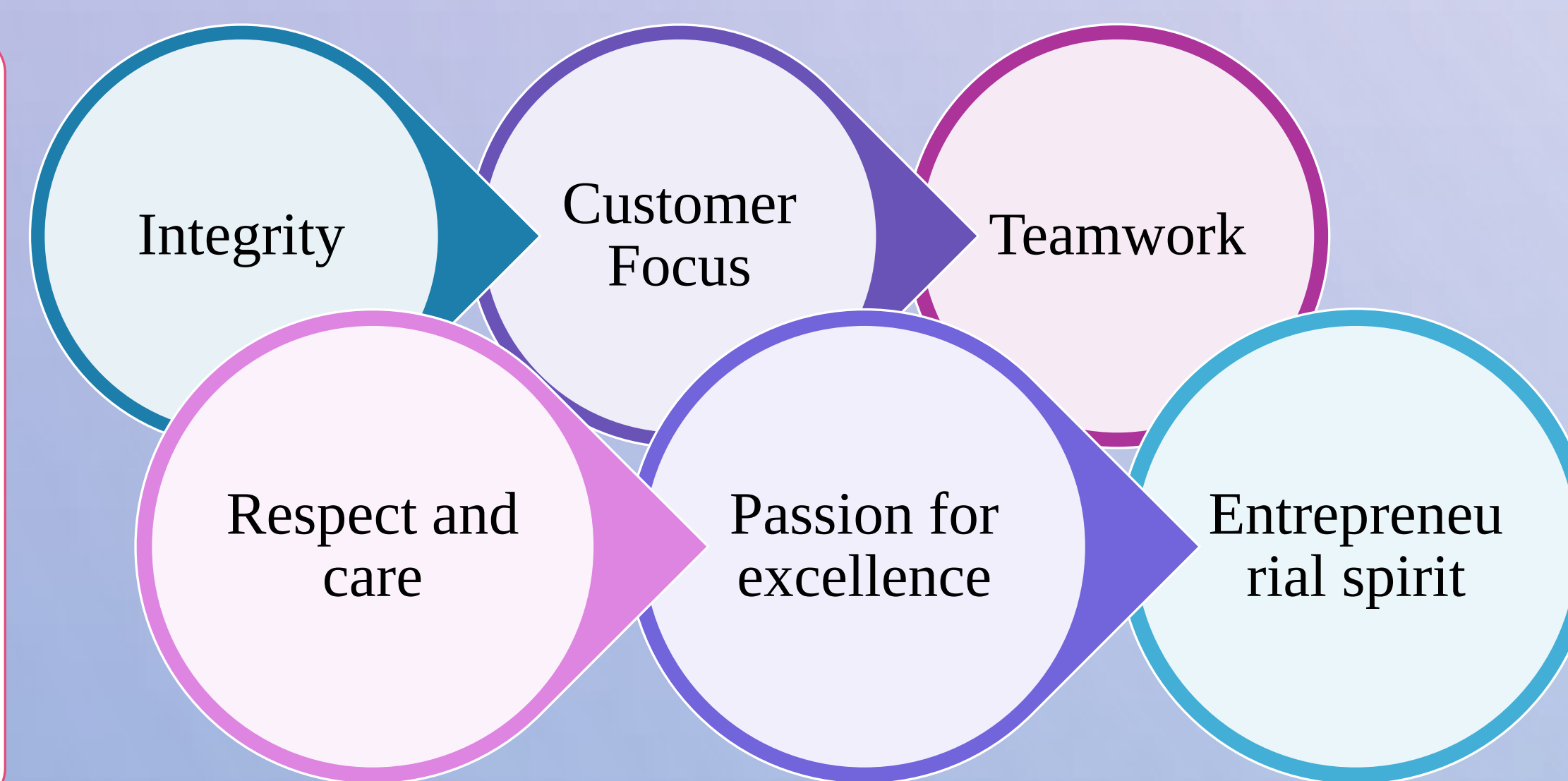
“Passion for Excellence”

To pursue excellence through innovations and continuous improvement in all our processes and products

MISSION

Lupin mission is to become a transitional pharmaceutical company through the development and innovation of a wide portfolio of branded and generic products in key markets

CORE VALUES



ORGANIZATION STRUCTURE

Field Work : National Sales Manager, Zonal Sales Manager , Regional Sales Manager, Area Sales Manager ,Marketing Executive
Head Office : Vice President ,General Manager ,Deputy General Manager ,Product Management Team

CHALLENGES FACED DURING THE INTERNSHIP

- To travel all across the centres in Mumbai
- To influence the Pharmacist to fill out the survey

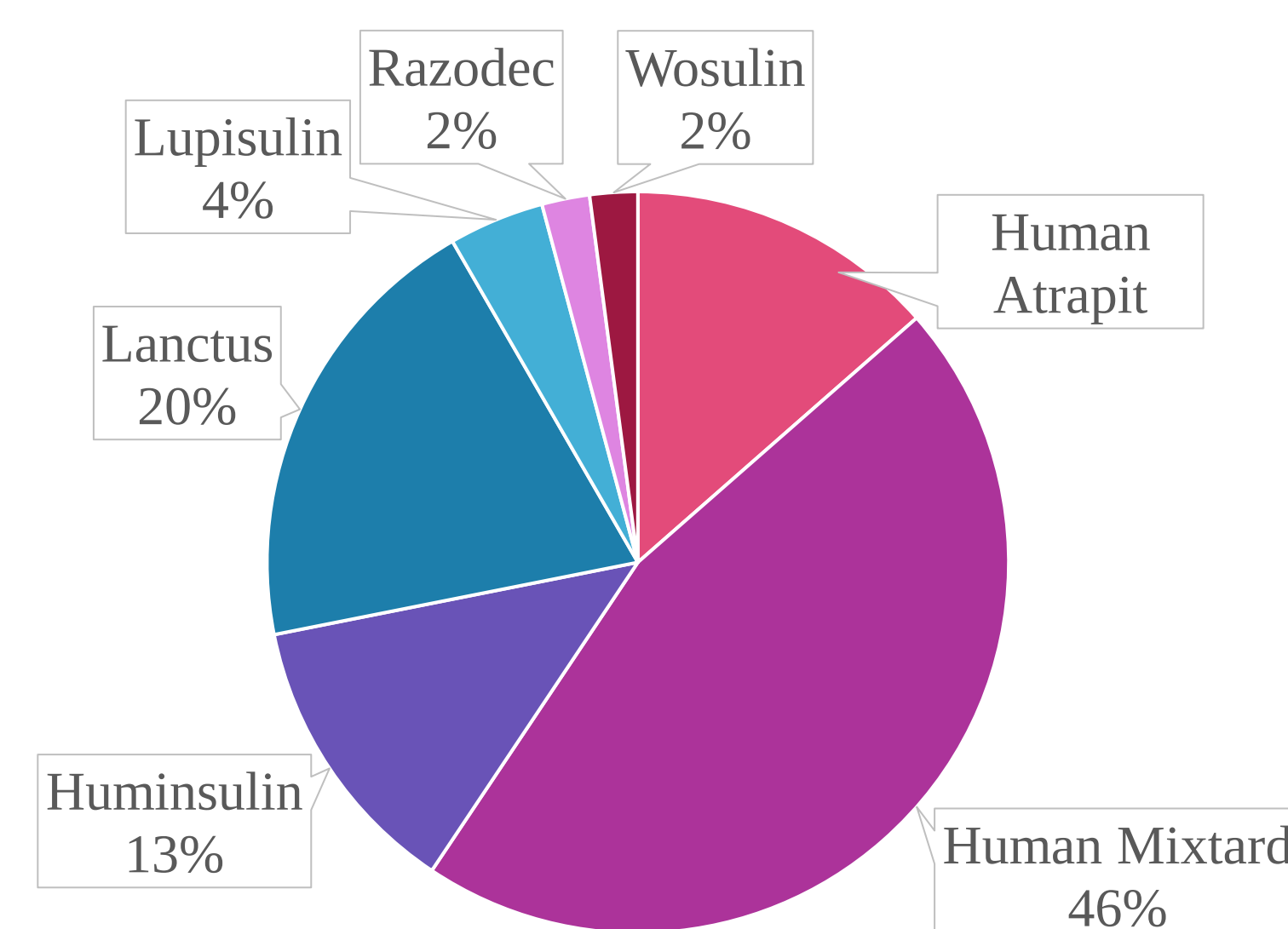
BRIEF ABOUT THE PROJECT

Part 1 :- Insulin perception mapping and patient support program is a research based project .So basically i was provided with the questionnaire (5questions)which was the part of my survey . my target was to complete 100 pharmacies in 2 weeks .My questionnaire had 5 questions which was supposed to be asked to the pharmacist (regarding insulin)'with the signature and stamp of the pharmacist. After the survey analysis was done i.e. The highest selling brands by (using excel) by differentiating it and preparing it in the form of bar graphs and pie charts .This was my first part of my project.

Part 2 :- My 2nd part of project was patient support program or we can say patient services, this program is used to guide the patients in a demonstrative way. My mentor gave me 3 companies Novo Nordisk, Cipla, Sanofi.

And I was suppose to take the information of these 3 companies regarding their patient support program.

MOST PREFERRED BRAND OF CHEMISTS ACCORDING TO SURVEY



Questionnaire questions for the survey

- Q1 Which Insulin brands are available with you ?
- Q2 How much is the average unit sales monthly for these brands (Vials or Cartridges)
- Q3 Which insulin brand has got the ideal cold chain system ?
- Q4 Which insulin brand has got the ideal packaging
- Q5 Which insulin has got the better shelf life?

SUGGESTIONS

- More focused should be on Patient Support Programme.
- More focused should be on promotional Strategy of Insulin

Practical Exposure and Theoretical Understanding

Practical Exposure:-

- Performed the survey with the help and guidance under my mentor.
- Analysed and filter out the collected data
- Provided the analysis based on my findings

Theoretically :- We were provided with a booklet in which all the necessary information was given regarding my topic.

LEARNING AND VALUES / USEFULNESS OF INTERNSHIP

- 1.Industry Insight: It provides to expose you to the inner workings of a specific industry or profession, giving you a deeper understanding of its operations, trends, and challenges.
- 2.Professional Skills: It help to enhance and acquire new skills relevant to your field, such as communication, problem-solving, teamwork, time management, and adaptability.

USEFULNESS OF INTERNSHIP

- Practical experience: It provide an opportunity to gain practical, hands-on experience in a specific field or industry. This experience is highly valued by employers and can give you an edge over other candidates when applying for jobs in the future
- Self-discovery and career exploration: Internships allow you to explore different career paths and industries, helping you clarify your interests and goals. You can gain a better understanding of what you enjoy and what you excel at, which can guide your future career decisions.

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- Strong Brand Image
- Wide product portfolio covering various therapeutic segments
- Strong focus on Research and Development

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- Limited product diversification: Lupin's product portfolio is primarily focused on generic drugs. While generics provide a significant market share, the company is exposed to intense competition and pricing pressures. Lack of diversification into other segments or therapeutic areas could limit Lupin's growth potential and make it susceptible to market fluctuations

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- Expansion into new geographies and markets
- Growing demands for speciality markets
- Increasing demand for Generic drugs

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- Intense petition in the industry
- Regulatory hurdles and pricing pressures
- Patent Expirations (which can affect revenue and profitability)

