INSULIN GLARGINE MARKET MAPPING AND HCP PROFILING SEGMENTATION AND TARGETING OF ONCOLOGY DIVISION

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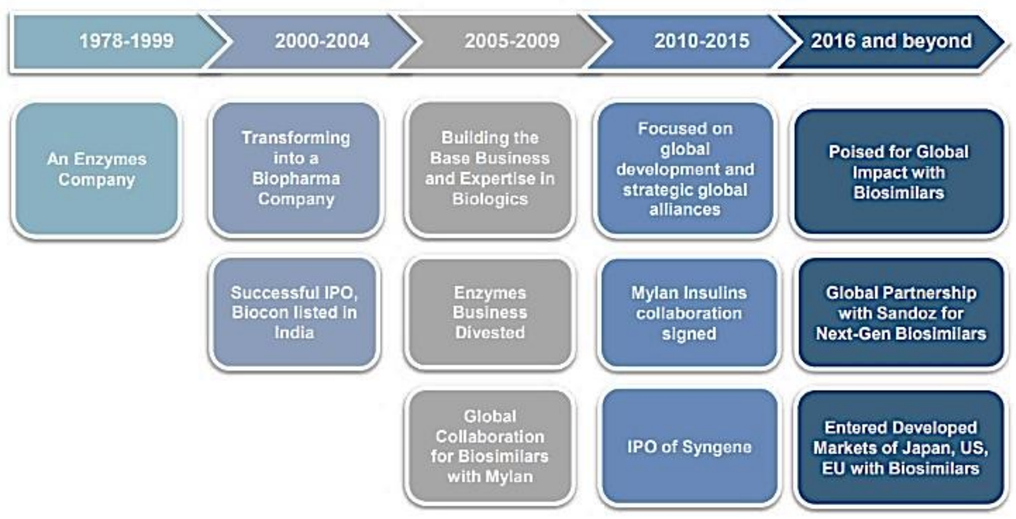
Biocon

Biocon Biopharmaceuticals Pvt. Ltd.

- Biocon is a global biopharmaceutical company driven by the belief that everyone, everywhere deserves access to affordable, quality medicines.
- At Biocon, they pioneer novel approaches to improve patient outcomes today, for a better tomorrow.
- They constantly find new ways to treat diabetes, cancer and autoimmune diseases to improve the quality of life for an ageing population

The Biocon Journey: A Continuous Evolution



Our Vision

To enhance global healthcare through innovative and affordable biopharmaceuticals for patients, partners and healthcare systems across the globe

Our Mission

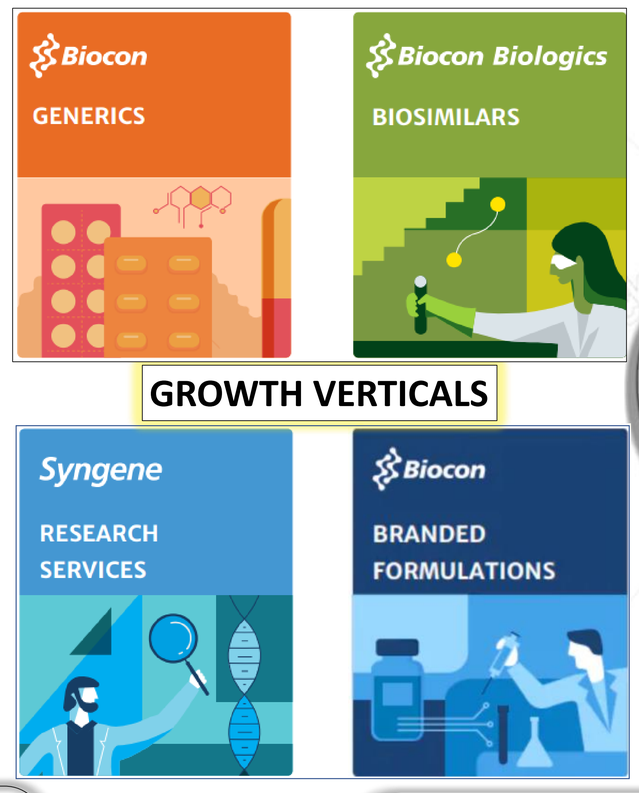
To be an integrated Biotech enterprise of global distinction

Our Values

- Integrity & Ethical Behavior
- Performance driven Work Culture
- Value Creation through Innovation & Differentiation
- Quality through Compliance & Best Practices
- Collaboration, Team Work & Mutual Respect

120+ Countries | **1,280+** Patents granted | **1,028#** Registered trademarks | **₹73,603** Million* (Annual revenue) | **₹7,405** Million* (Annual profit) | **Top 10** Biosimilar players by global revenue in 2021 | **13,500+** Total employees*

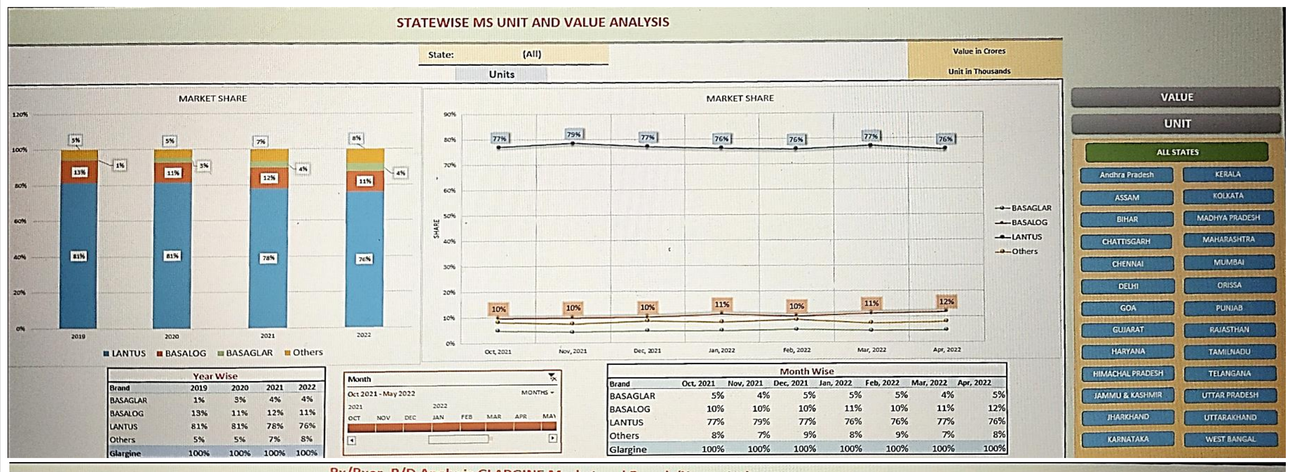
ORAGNIZATION STRUCTURE

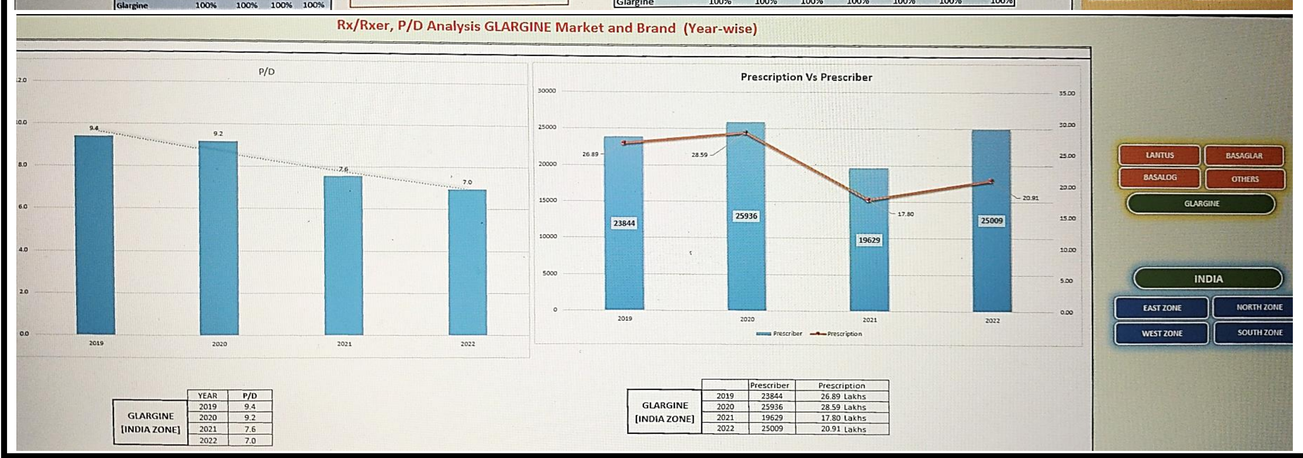


INSULIN GLARGINE MARKET MAPPING

Under guidance of **Harish Tiwari** (Sr. Marketing Manager)

- **Market Analysis;** Study of the whole Insulin (Glargine) market
- **Finding observation;** from the bulk **IMS Sales data** on the basis of **Value** & **Units**
- **Prescription vs Prescribers analysis** & the calc. of **P/D** (Prescription per Doctor)
- **Competitive Analysis ;** Study of the marketing approach , strength and weakness of the competitive brands on the basis of different states and zone
- **Calculation** from IMS data on the following aspects;
  MAT (Moving Annual Total) , **QTR** (Quarter), **MS** (Market Share), **GR** (Growth Rate), **CAGR** (Compound Annual Growth Rate), **YTD** (Year to Date), %**Cont** (Percent Contribution)
- **Insights (on the basis of);**
  MAT Vs MAT , Month Vs Month , Month Vs MAT , Brand Vs Brand , Brand Vs Market , Between Different Regions (State Vs State), (Zone Vs Zone),





HCP PROFILING SEGMENTATION AND TARGETING OF ONCOLOGY DIVISION

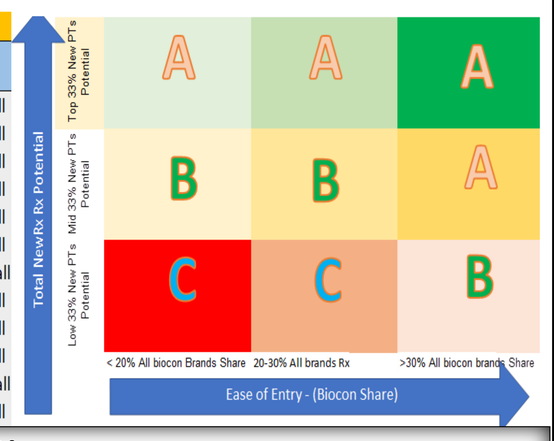
Under guidance of **JYOTIN DEV DAS**(Sr. Director Marketing)

- **Generation of the doctor database;** Biocon use a sales force portal **INSPIRE.com,** Database of the doctors are collected and uploaded on **INSPIRE.com** by the TBMs (territory business manger)
- **Categorization of doctors;** The generated database of the doctor is then categorized on the basis of their speciality
- **Calculation** of the data on the following aspects;
  - ✓Potential of the focus brand,
  - ✓Penetration of Brand vs Competition brands
- **Segmentation** of doctors on the Grid (BCG Matrix)

Standard Rx Rate	Potential Grid	Brand Penetration	Final Grid	Doctor Category
>33 RX	H	H	HH	A
<34,>17RX	M	M	MM	B
<18	L	L	LL	C

SFE Segmentation

Employee Name	Doctor Category A	B	C	Grand Total	% DISTRIBUTION %A	%B	%C	Call Volume Standard Guidance A Class	B Class	C Class	Total	Standard	Action
#$%%^*&	8	16	26	50	16	32	52	24	32	26	82	115	Increase Call
#$%%^*&	14	15	21	50	28	30	42	42	30	21	93	115	Increase Call
#$%%^*&	19	9	22	50	38	18	44	57	18	22	97	115	Increase Call
#$%%^*&	20	29	2	51	39	57	4	54	58	2	114	115	Increase Call
#$%%^*&	14	19	14	47	30	40	30	42	38	14	94	115	Increase Call
#$%%^*&	11	22	12	45	24	49	27	33	44	12	89	115	Increase Call
#$%%^*&	35	5	5	45	78	11	11	105	10	5	120	115	Decrease Call
#$%%^*&	17	27	6	50	34	54	12	51	54	6	111	115	Increase Call
#$%%^*&	14	23	13	50	28	46	26	42	46	13	101	115	Increase Call
#$%%^*&	18	23	9	50	36	46	18	54	46	9	109	115	Increase Call
#$%%^*&	32	7	11	50	64	14	22	96	14	11	121	115	Decrease Call
#$%%^*&	17	24	9	50	34	48	18	51	48	9	108	115	Increase Call



Suggestions to Biocon

- **For IT cell ;** Upgradation of the company systems (Laptops & Desktops) with Updated software and analytical tools such as (Python, Power BI, Table AU)
- **For Commercial Excellence;**
  - ✓Use premium sales force applications for managing the sales force,
  - ✓Training module of the sales force should be well designed for each segments ,
  - ✓Biocon should focus on the personality development of their sales force
- **For Marketing;** A well defined review and feedback system should be maintained for the Medical representatives to review a particular and targeted doctor

Benefits of Biocon Internship

- Close understanding of the corporate culture
- Network building in an esteemed organization
- Gained knowledge of two different markets and two different departments
- Overall Development of marketing skills , strategic thinking and market analysis