

About Ipca

A consumer-led global pharmaceutical company, creating healthy doses of life since 1949.

When you operate in an industry like pharmaceuticals, your work goes way beyond creating 'products for customers'. It is different from any other domain – there lies a higher sense of responsibility and a need for utmost integrity in everything you do. As you serve millions of lives, high quality standards become a pre-requisite, and safety of your people and consumers always comes first. All this, while ensuring that each life you touch is treated with respect and dignity.

Values, Vision and mission



Quality

Complying with world-class quality standards and creating products that can be recommended with trust



Safety

Maintaining high standards of employee safety and ensuring that all our products pass thorough quality and safety checks



Integrity

Endorsing transparent business practices and a strong work ethic across all the departments and levels in the organisation



Dignity

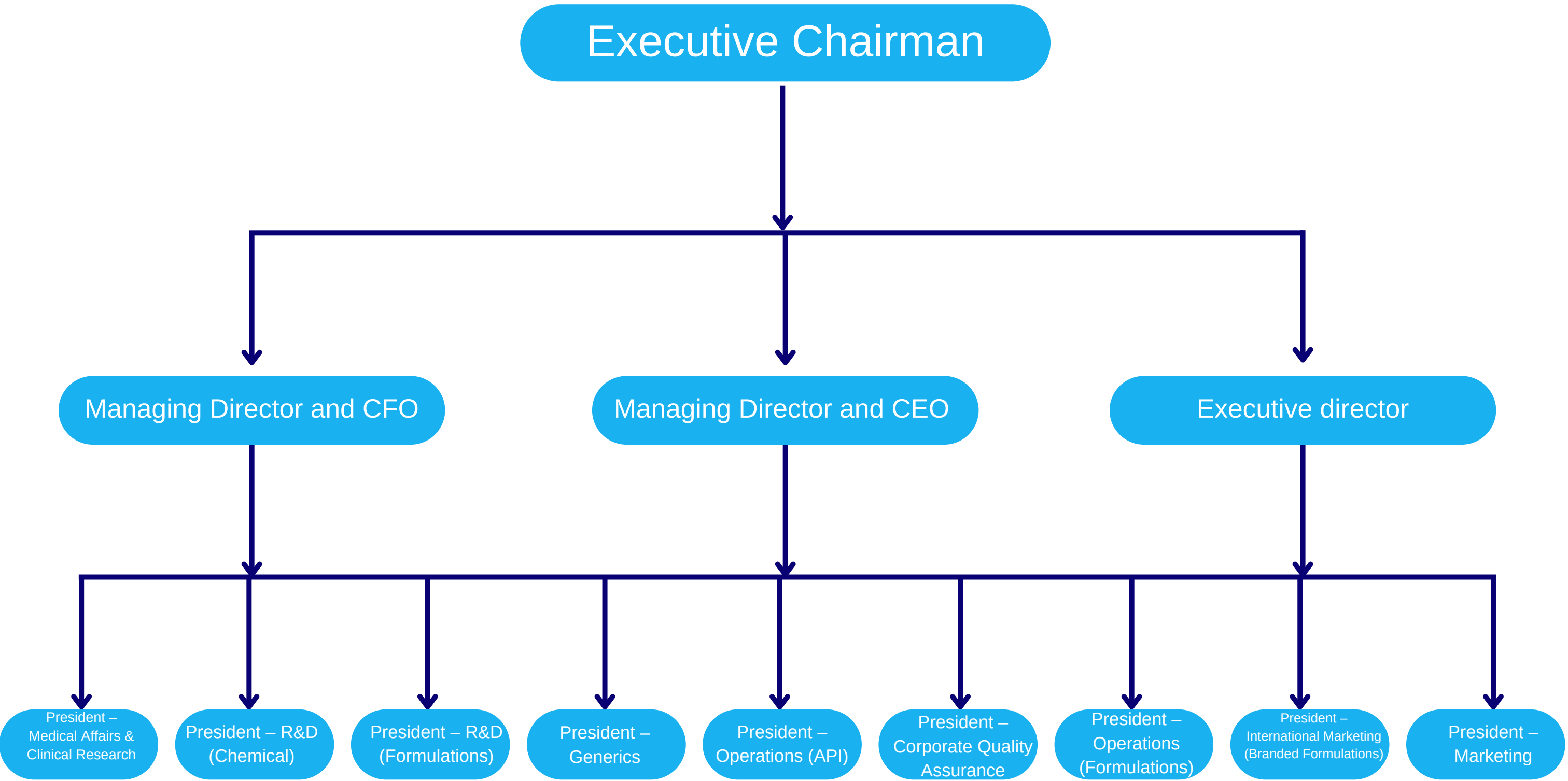
Ensuring a respectful work culture for all the stakeholders, and a relationship born out of respect with our consumers



Responsibility

Fostering a culture of individual ownership and commitment within the company, and realising our own role as a responsible corporate citizen in a changing world

Organization structure

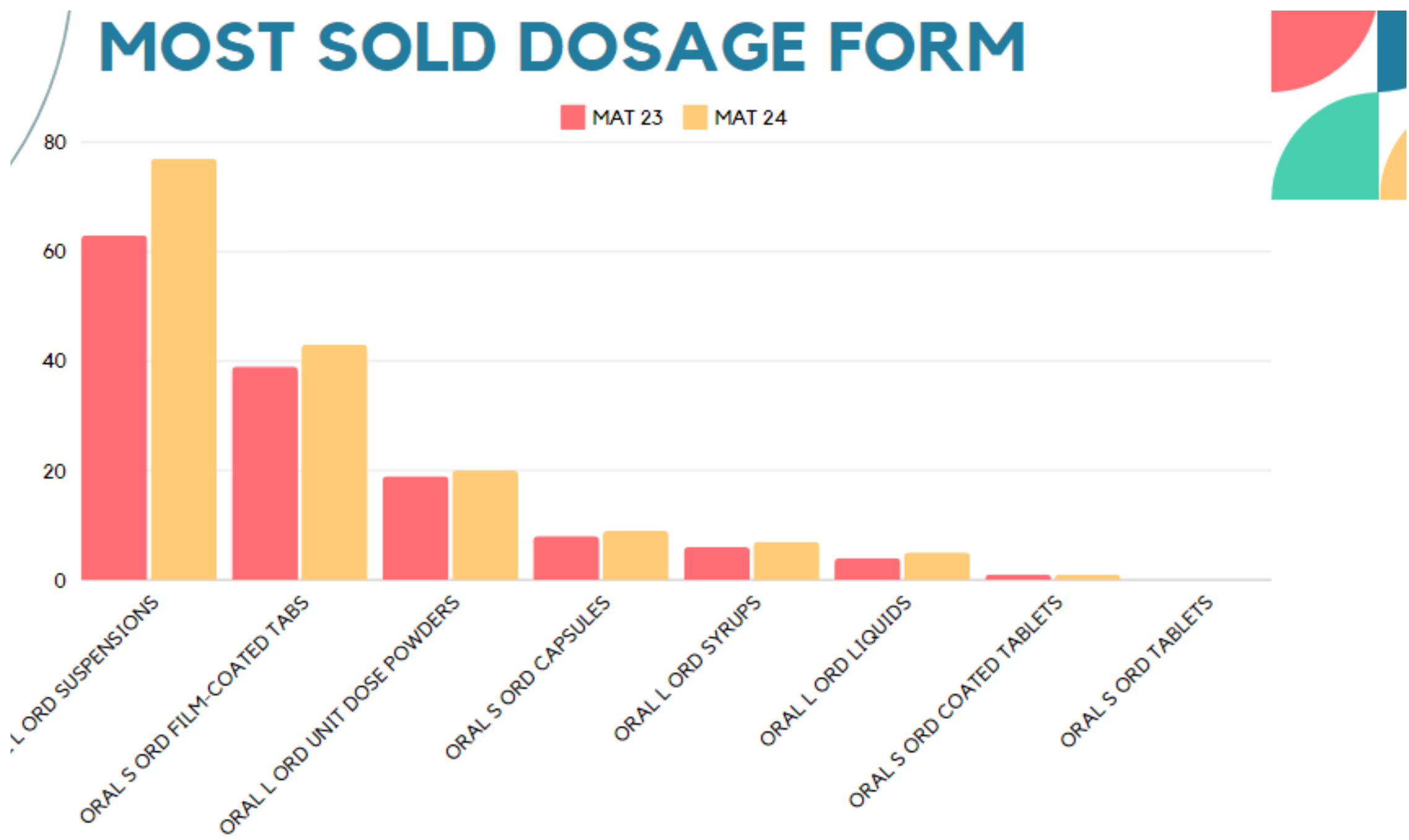


Usefulness of internship

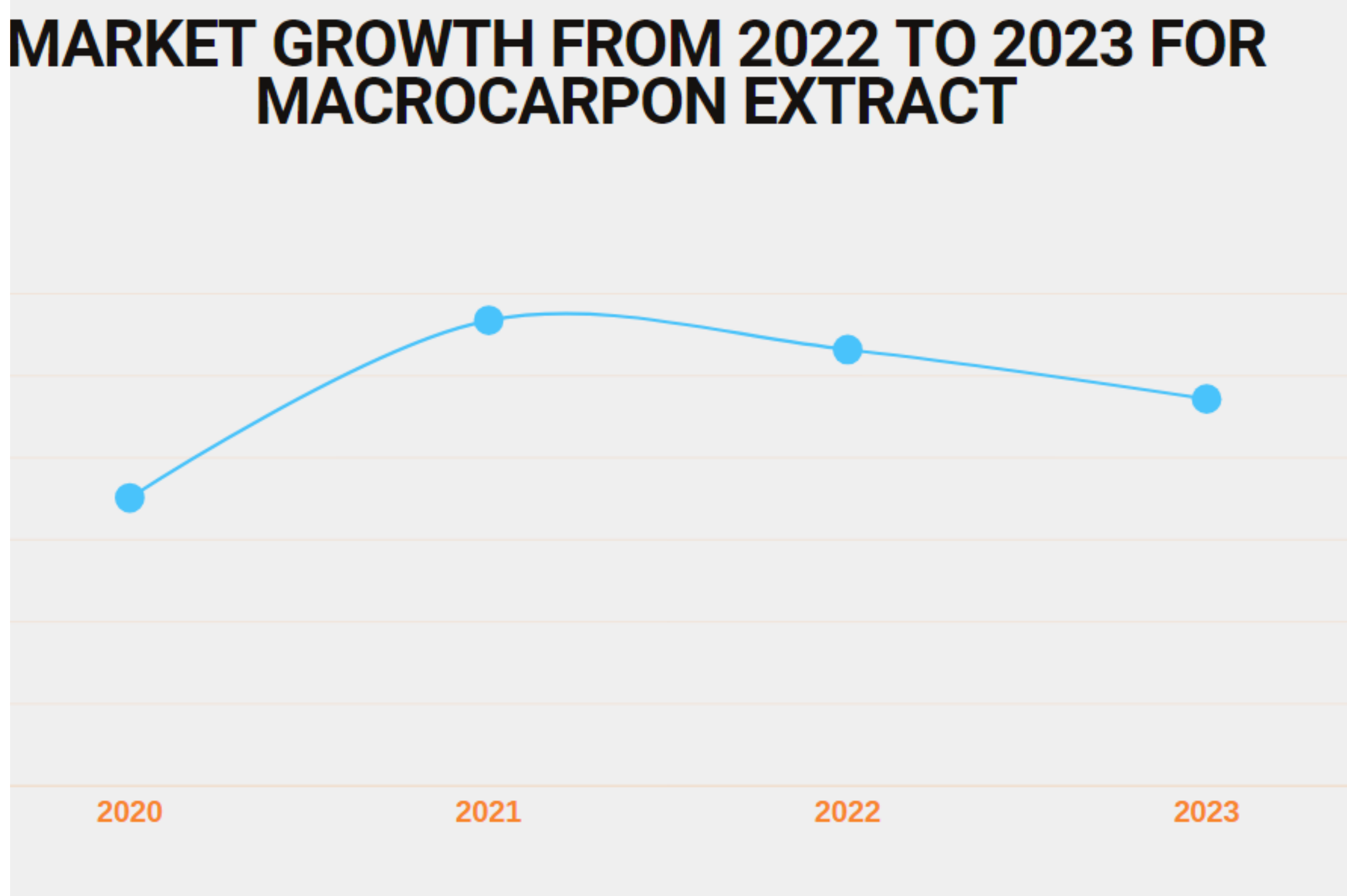
The internship helped me to understand the following points which are a key to management

- Foundation: Use theoretical frameworks to establish a strong foundation and strategic direction.
- Adaptability: Apply practical approaches to remain agile and responsive to market changes.
- Continuous Learning: Foster an environment where theoretical knowledge informs practical application, and real-world experiences refine theoretical understanding.

Data prepared and analyzed during internship

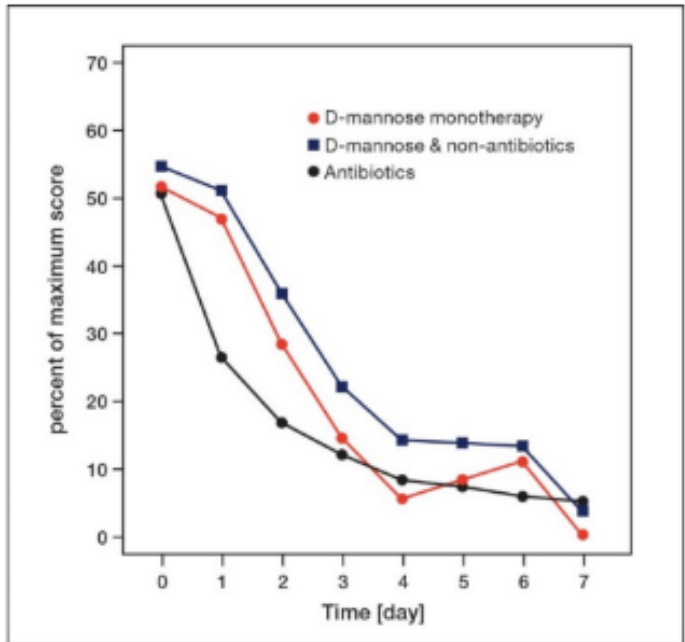


Oral suspension is the most dominant in the market



Treatment (Reference)	Baseline	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7-8
D-mannose monotherapy ¹	51.7	46.9	28.5	14.5	5.6	8.3	11.1	0
D-mannose and other measures ¹	54.5	50.9	35.9	21.9	13.9	13.6	13.3	3.2
Fosfomycin (single dose) ¹ [38]	56.1	-	-	25.0	-	-	-	11.7
Fosfomycin (single dose) ² [47]	50.8	26.7	16.7	10.0	8.3	7.5	5.8	4.2
Pivmecillinam (5 days) ³ [52]	42.6	26.7	14.0	12.0	8.0	7.3	7.3	6.7
Pivmecillinam (3 days) ³ [49]	68.3	41.7	22.2	13.9	5.6	5.0	3.9	-
Ciprofloxacin (3 days) ⁴ [50]	48.3	-	-	-	10.8	-	-	5.0
Ciprofloxacin (5 days) ⁴ [51]	50.7	-	-	-	-	-	-	10.0
Norfloxacin (3 days) ³ [48]	46.0	-	-	11.6	-	-	-	4.0%
Summary of antibiotic treatment (median)	50.7	26.7	16.7	12.0	8.2	7.3	5.8	5.0

1: 6 items on scale 0-3 (max. = 18), 2: 3 items on scale 0-4 (max. = 12), 3: 5 items on scale 0-3 (max. = 15), 4: 4 items on scale 0-3 (max. = 12), 5: 5 items on scale 0-4 (max. = 20). D-mannose groups: aKCS-TD generated from HIS data, antibiotic treatments: data from controlled clinical studies [38,47-50,52] and one open clinical study [51].



Results- Patients using D-mannose as monotherapy in AUC achieved very good clinical cure rates, similar to those achieved by patients receiving antibiotic treatments.



NATURAL ALTERNATIVE TO UTI TREATMENT

Useful in recurring UTI
Safe during pregnancy

Can be used as a nutraceutical supplement

Synergistic Effect with antibiotics ²

CURE RATE

84%

92%

J 21, 18 (2022) ¹ ACS Food Sci. Technol. 2022, 2, 75-83

CRAMO-D

Cranberry and D-mannose, a fighter's dose

CRANBERRY EXTRACT
Reduce inflammation ¹
Decrease urine pH making it acidic to stop bacterial growth.
Boosts the immune system.³

D- MANNOSE
Prevents bacterial adhesion to the epithelium.
Supports kidney and overall urinary tract health

PACK SHOT

Practical Exposure Vs Theoretical Understanding

Theoretical learning- The theoretical approach focuses on established frameworks, models, and methodologies that guide product management practices.

- Application of theoretical models like the Product Life Cycle, SWOT analysis, and PESTEL analysis, Long-term vision and planning based on market research, competitive analysis, and theoretical forecasting.
- Adherence to documented processes and procedures for product development, management, and marketing.

Practical learning- The practical approach emphasizes hands-on, real-world experience and the application of product management in dynamic environments. It focuses on adaptability, immediate problem-solving, and iterative development. Learning and adapting from real-world experiences and market feedback.

- Agile and iterative development practices that prioritize flexibility.
- Rapid response to market changes, customer feedback, and competitor actions.
- Practical problem-solving and quick pivoting based on immediate needs and conditions.

Challenges faced during internship

- It was difficult to find the latest data and access the real time data.
- Analyzing the data and making projections.
- Due to the short period of internship the feedback loop was not been able to complete.
- Exposure to market and field was limited.
- Data storytelling ability to convey points based on data such that it becomes self explanatory.

Suggestions for improvements

- A proper guide and flow of work can be introduced for internship students.
- Assigning mentors/ guides that stay in touch with the students that help them to give a clear and concise walkthrough of the entire procedure.
- Access to real time data and real time projects where the inputs of the students can be given.

Learnings from internship

- Importance of medical writing and clinical trials
- High level of collaboration and communication within the team and with stakeholders.
- Cross-functional teamwork to address challenges and develop solutions in real-time.
- Continuous improvement based on user feedback and usage data.
- Learning and adapting from real-world experiences and market feedback.
- Emphasis on lean methodologies that focus on efficiency and eliminating waste.
- The difference in the branded generic and generic market and their working.
- Importance of IMS data and advanced Excel to gather information and viewpoints.

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