

OBJECTIVE

Doctor's perception about Pulmocef in UTI, Different Diagnostic Tool used for UTI & way forward to Strengthen Pulmocef in UTI.

METHODOLOGY

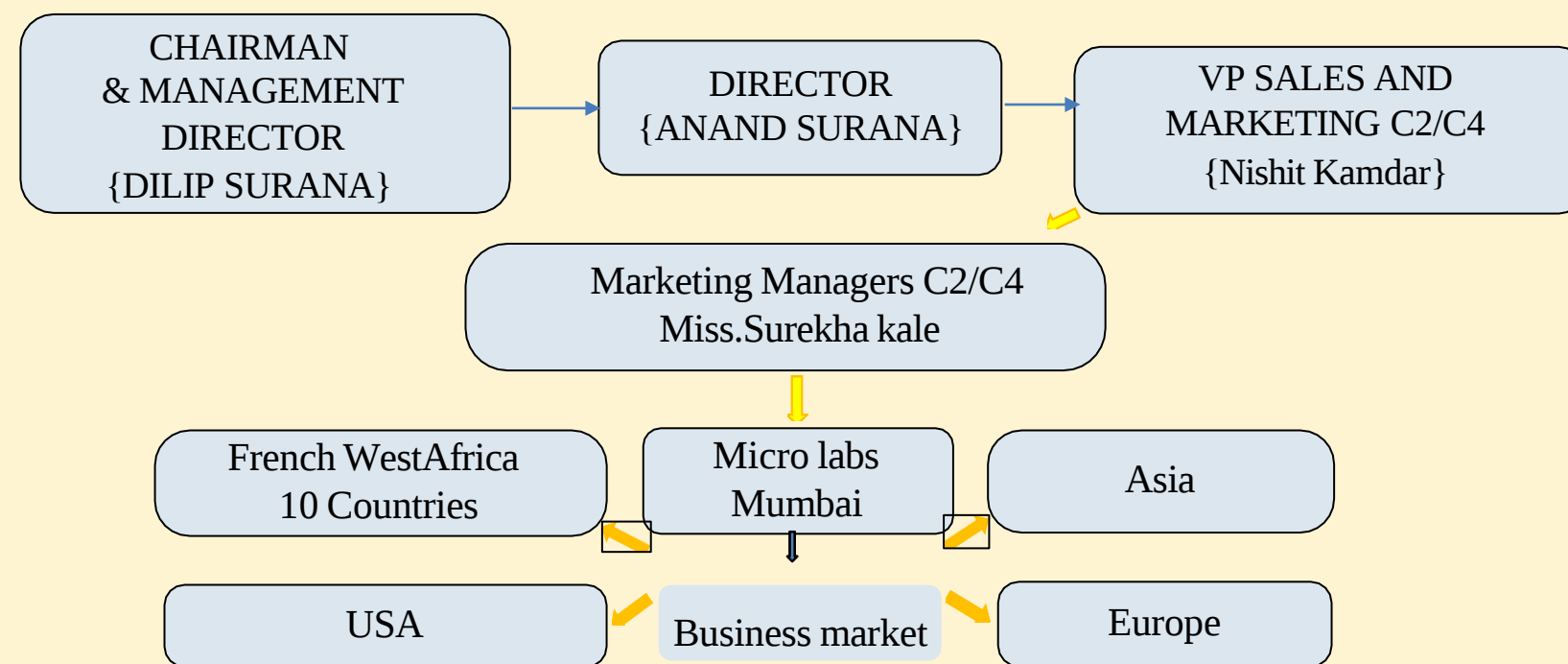
Research Design :Semi structured Questionnaire , Nonprobability sampling, Responses of the HCPs were collected by visiting clinics

MICRO LABS LTD

Vision : Tobuilt around a desire to not just be the best, but a leader in the development, manufacture, and sales of premium pharmaceutical products.

Business Beliefs : Quality, Ethics, Customers Focus, Respect For people

ORGANOGRAM



SWOT ANALYSIS PULMOCEF

STRENGTHS

- Pulmocef demonstrates strong growth rates of 11%, indicating consumer acceptance and potential for expansion. Despite being one among many brands, Pulmocef holds a position in the market, ranking fifth for Cefuroxime alone. The overall market for Cefuroxime and its combination with Clavulanic acid is growing significantly, providing opportunities for Pulmocef's growth.

WEAKNESS

- Pulmocef's revenue represents a small portion of the total market value, indicating a limited market share. Success is heavily dependent on the performance of the broader Cefuroxime market, posing a risk in case of a downturn.

OPPORTUNITIES

- With strong market growth, Pulmocef can expand its market share and revenue. Diversifying the product portfolio could help Pulmocef capture a larger share of the market.

THREATS

- Intense competition in the pharmaceutical market poses a threat to Pulmocef's market share and growth.

PESTEL ANALYSIS

- Political factors:** A stable political climate promotes economic growth and investment.
- Economic factors:** Monitor GDP, exchange rates, and inflation. Economic stability influences pricing and market demand.
- Social Factors:** Understand target market demographics.
- Technological Factors:** Consider advancements in medical technology related to wound care.
- Environmental Factor:** Assess environmental impact related to production processes.
- Legal factors :** Compliance with pharmaceutical regulations and patent protection.

INTRODUCTION

- A urinary tract infection (UTI) is an infection that occurs in any part of the urinary system, which includes the kidneys, ureters, bladder, and urethra.
- Most infections involve the lower urinary tract—the bladder and the urethra.
- UTIs are more common in women than men due to the shorter length of the female urethra, which allows bacteria quicker access to the bladder.

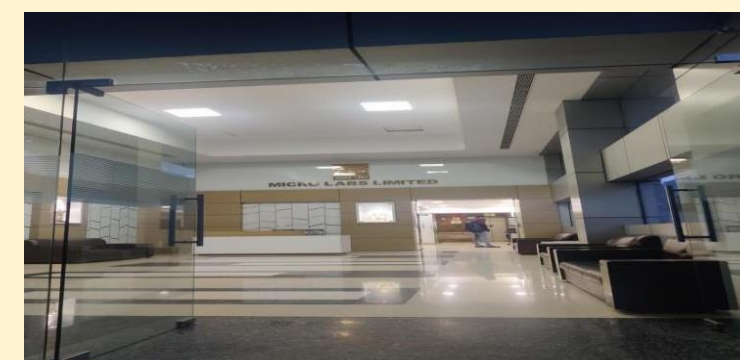
BRAND ESSENCE

- Product Feature:** Available in various formulations, including tablets and injections
- Rational Benefits:** Effective in treating bacterial infections, broad-spectrum antibiotic
- Single-minded Proposition:** The leading antibiotic for managing a wide range of bacterial infections
- Target Specialty:** General Physician, Infectious Disease Specialist, Pulmonologist, MD Internal Medicine, Pediatrician

MARKET OVERVIEW

- Overall IPM market size: ₹216092 Cr
- Growth in Sales Value Previous Period Growth ('PPG'): 8% (MAT)
- Anti-infectives reflected degrowth of -2% (PPG)
- Cephalosporins and Carbapenems contributing to 43% and 9% have been the major driver for the FY Apr'23-Mar'24 period and reflected growth of 5% and 17% PPG at MAT level.

OFFICE PREVIEW



LEARNINGS AND VALUEADDITION

- Dose preferences and efficacy
- Fosmfoycin possess a greater advantage in UTI market than Cefuroxime.
- HCP demanded local data to back the claims
- Affordability and accessibility would be an important in penetrating the market.
- Learned about designing brand plan, marketing strategies and marketing campaign.
- From the market survey, I learned about competitor analysis..

DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL WORK

While Conducting a Market survey Along with communication there are other important factors like awareness about HCP time schedule, Clothing sense, language barrier, pre plan your visits, etc.

SUGGESTIONS

- As Pulmocef has comparatively less P/D on UTI indications which can be increased to strengthen its market.
- As Drs preferred choice is efficacy & compliance while selecting the antibiotics we can play a major role to bring it on the Drs hand.
- Cefuroxime is reserved for more complicated UTIs or those where nitrofurantoin/fosfomycin aren't suitable.
- As the majority of Drs are prescribing nitrofurantoin but its has limited use in complicated UTI or those with kidney problems.
- We can also add Urologist in the segment to gain an advantage in market value of UTI.

FINDINGS

- Majority of Dr's are prescribing Fosfomycin and nitrofurantoin as a major drugs in cases of UTI and are used as a first line choice for Uncomplicated UTI.
- Pulmocef P/d are less in most of the scenario.
- Cranberry Extract + dmannose are prescribed as cooling excipient.
- Majorly Cystitis and urethritis are the two major Infection in UTI.
- While considering the selection of antibiotics efficacy plays an important role in it .
- Dr's primary rely on Urinalysis and Urine culture.

CHALLENGES FACED DURING INTERNSHIP

- HCP demanded Indian patient data of the molecule.
- Difficulty in securing appointments and engaging busy physicians.
- Encountering strong loyalty to established cefuroxime brands.
- Receptionist didn't permit the entry to doctors' premise.
- HCPs were requesting a facilitation fee
- HCP were on leave at this period
- HCP were difficult to locate