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ABOUT

CORONA Remedies Pvt. Ltd. Our journey started in 2004, with a commitment to creating a better quality of health for all by being at the forefront of research, manufacturing and marketing of high quality products.

Corona is leaders in Women Healthcare, and have a strong presence in various therapies such as Anti-hypertensive, Diabetes, Neuropathy, Hormones, Pain management, Dermatology, Bone Health, Anti-ulcerant & Nutritional supplements.

VISSION

To achieve good health for every individual, society and the nation as a whole by becoming one of the top pharmaceutical companies in the world.

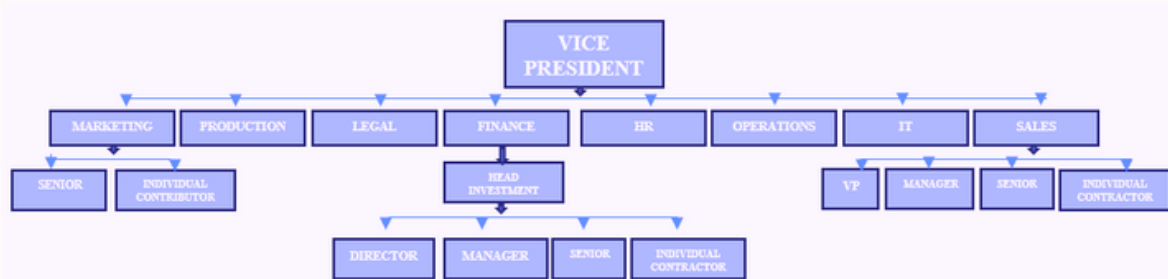
MISSION

To be an ethical, transparent, spirited, and vibrant organization with a progressive outlook, is to make available a range of innovative, value-added and evidence-based products.

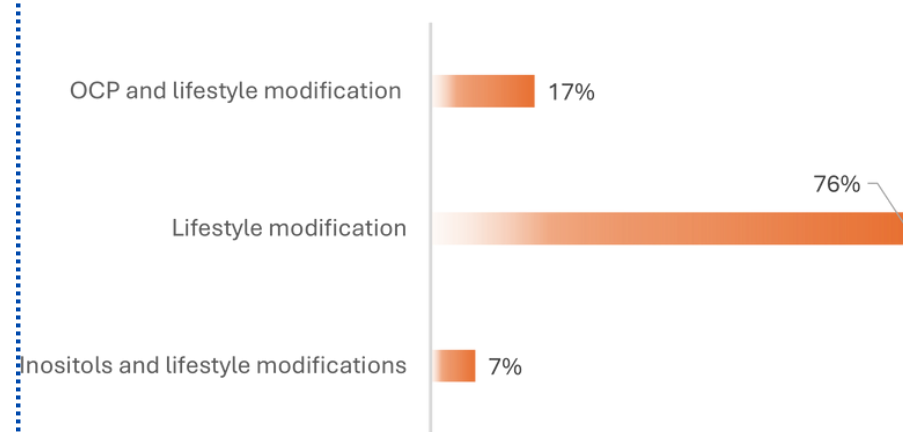
PRACTICAL EXPOSURE & THEORITICAL UNDERSTANDING

- In practical exposure done questionnaire designing for the primary research and conducted on field surveys.
- I am able to connect in person with respondents and got the field exposure on how to connect & interact through which able to interpret current market scenario.
- As a theoritical understanding I gained knowledge about research methodology and how to interpret the literature reviews.

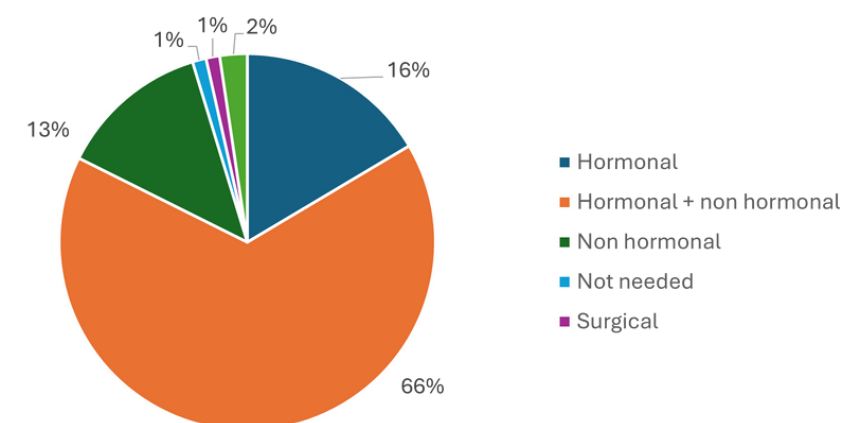
ORGANISATION STRUCTURE



FIRST LINE THERAPY



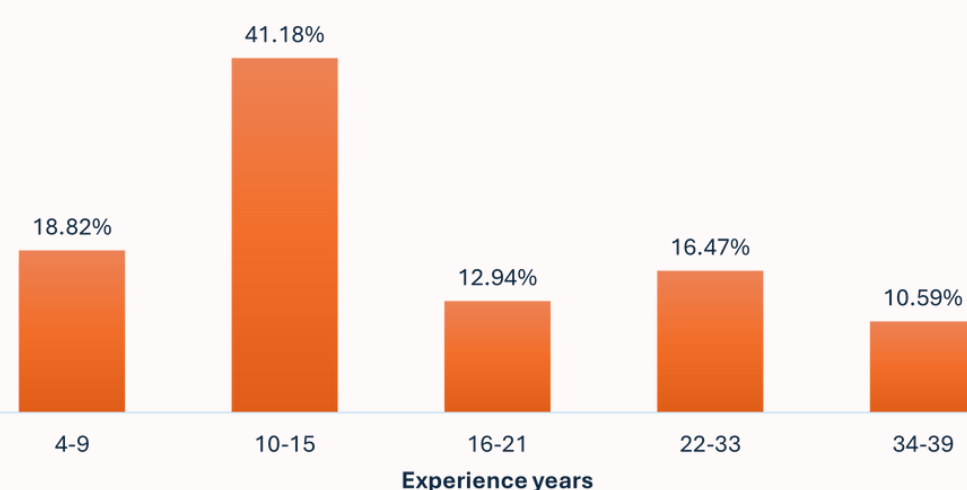
SECOND LINE THERAPY



BRIEF DESCRIPTION OF PROJECT

- **Research Type:** Exploratory Research is done to gain insights and understanding of PCOD & Descriptive Research to describe the patient profiles and treatment preferences based on survey data.
- **Sampling Technique:** Purposive (judgemental) technique to select respondents.
- **Sample size:** 85 respondents
- **Characterized:** Participants are from hospitals, private clinic and specialized centers.

% of Respondant with experience years



- 1 in every 10 women has PCOS, its new gynecological epidemic.
- Everyday 10 new patients of PCOS/PCOD are seen in gynac clinics. A women with regular periods could still be having PCOD/PCOS.
- A women with regular ultrasound could still be having PCOD/PCOS.
- A women who is not obese could also have PCOD.
- 70% of affected women remain undiagnosed and 45% of the female taking treatment for PCOS are not PCOS.
- In India especially in rural and undeserved areas, there is limited access to effective healthcare.
- Poor mental health management in India which exacerbates PCOD symptoms.

PREFERRED BRANDS



STRENGTHS

- Conducted extensive primary and secondary research on PCOD gaining a deep understanding of the market landscape and consumer behavior.
- Identify wide range of treatment based on patient profile.

WEAKNESS

- one-size fit all approach is not available for treatment.
- Every patient is different from other.
- limited lean PCOD patient treatment is available.

SWOT ANALYSIS

OPPORTUNITY

- Personalized treatment plan for all.
- Focus on lean pcos patient segment.
- Must plan collaborated care options for the patient to ensure long term consistency.

THREATS

- Achieving market acceptance for new, personalized treatments can be challenging.
- Budget constraints within diverge patient profile can limit the adoption of new treatments.

LEARNING GAINED

- Thorough secondary research on the subject PCOD for a holistic understanding of the disorder & various treatment options.
- Questionnaire designing for the primary research and along with it conducted on-field surveys to understand the various patient profiles for PCOD.
- Rationalizing the treatment options based on the survey & understanding where data analysis & interpretation.
- Project help me upskills my communication and strategic skills.
- Thought interpretations and able to generate customer connect.

CHALLENGES

- Reluctance to Respond by respondents due to their busy schedule and lined-up cases.
- Challenges in integrating data from multiple sources due to format inconsistencies.
- Limited proficiency in advanced Excel functions and data visualization tools.
- Even faced difficulty in making interpretation of the standardized data sets.

SUGGESTIONS

- Limited treatment options available for lean PCOD patients due to higher resistance to current medications.
 - Emerging doctors are now trusting more composition like chromium and berberine for the PCOS treatment, is showing good result on both lean and obese patient profile.
- Regulate menstrual irregularities are also challenging for young PCOD patients, as impact is seen till OCP are given to them.

USEFULLNESS

- Built people communications
- Help in build customer connect
- Built networks
- Gained industry perspective and how brand positioning done by MR's.