

**SUMMER INTERNSHIP PROGRAM  
AT  
CIPLA Ltd.**



**From 6<sup>th</sup> May to 6<sup>th</sup> July 2024**

**A REPORT BY**

**Pushpraj Patel  
Master of Business Administration  
(PM-15)  
2023-25**

**Under the mentorship of  
Dr. Hemanta kumar Mishra  
Assistant professor  
IIHMR UNIVERSITY, JAIPUR.**



## IIHMR University Faculty Mentor Approval

This is to certify that **Mr. Pushpraj Patel** of academic year 2023-25 of **SCHOOL OF PHARMACEUTICAL MANAGEMENT** has prepared poster with respect to his summer internship held during May-June 2024.

He has carried out work as per the guidelines. His poster is approved for presentation.

Date - 23-07-2024

  
(Signature of Faculty Mentor)

**Dr. Hemanta Kumar Mishra**

**Assistant Professor  
School of Development Management  
IIHMR University Jaipur**

**Date:** 30<sup>th</sup> June 2024

## To Whomsoever It May Concern

This is to certify that **Pushpraj Patel (IIHMR-U/02/2023-25/0552)** of IIHMR University, Jaipur has successfully completed 2 Months Summer Internship as a Market Research Intern from 01<sup>st</sup> May 2024 to 30<sup>th</sup> June 2024 from Cipla Ltd. under the guidance of Mr. Harshal Gangurde.

His/Her overall performance during the internship was found to be sincere and dedicated.

We wish him/her success in his/her future endeavors.

For Cipla Ltd.

**Mr. Harshal Gangurde**

Marketing Head  
PH Care

**Cipla Ltd.,**

**Regd. Office:** Cipla House, Peninsula Business Park, Ganpatrao Kadam Marg.  
Lower Parel, Mumbai - 400013. India. **Website:** [www.cipla.com](http://www.cipla.com)

## History of Cipla

- Cipla is the 2<sup>nd</sup> largest chronic based prescription market and has an excellent market share with 3% increase .
- In chronic medications market share , with increase share is 56% to 59% , with increase in 5 year CAGR (Compound annual growth rate) from operations .
- with 22,753 crore revenue from operations , and 15 % increase in 5 year CAGR from PAT (Profit after tax)
- 3<sup>rd</sup> largest overall and healthy ranks across acute and chronic therapies .

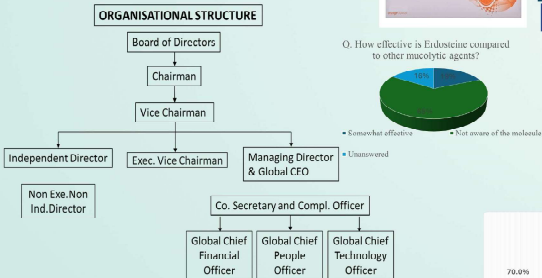
## Vision

To become centre of Excellence of quality, affordable and newer medicine

## Mission

To be a leading global healthcare company which uses technology

## Organisation structure

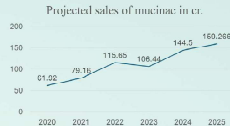


## objective

- objective of this project is to gather insights from around 40 physicians : pulmonologists and other consulting physicians regarding their perception, practice and understanding related to Erdosteine , a molecule which treats Respiratory tract diseases such as COPD , asthma , chronic bronchitis .

## About molecule

- Breathe is life , we make advancements in respiratory medicine to empower patients and spread awareness .** Our products are used globally in over 80 countries
- Erdosteine is indicated for allergic inflammations targeting IL-5, IL-13, and IL-10 regulators.
- As a third-based drug, it interacts with oxygen radicals. It treats bleomycin-induced lung fibrosis , inhibits pulmonary inflammations by reducing TNF- $\alpha$ , IL-6, and NF-KB production.
- It is effective in upper respiratory infections associated with mucus secretion and cough, such as sinusitis and acute pharyngitis.
- In COPD and asthma, it aids in clearing mucus from submucosal glands, reducing inflammation and bacterial invasions that lead to exacerbations.
- Treatment : Erdosteine 300mg twice daily reduces cough and sputum viscosity , more effectively than placebo and reduces the adhesivity of sputum more effectively



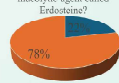
Product mucinaC's sales is forecasted where the CAGR is 20%

Q. If a patient's condition does not improve, what is your next step in treatment?



- Increase the dose medications
- Use a combination of two or more
- Correction of Inhalation technique
- Others

Q. Are you familiar with the new mucolytic agent called Erdosteine?



■ Yes ■ No

## Key findings

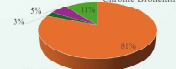
### Competitors of erdosteine

Erdosteine

### Competitors of MucinaC

MucinaC  
Mucosin  
Mucyst  
Nacel  
Mucosin

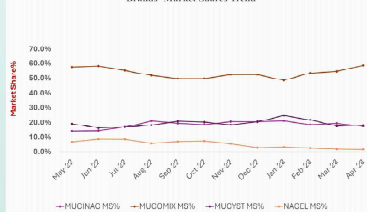
Q. Which of the following molecule is mostly preferred for treatment of COPD and Chronic Bronchitis?



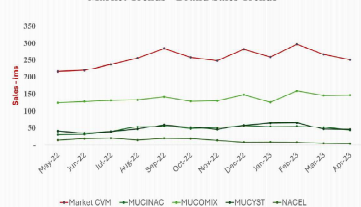
- N-acetylcysteine
- Dornase alpha
- Others
- Unanswered

**Methodology :** Survey methodology has been used for the project , where primary data are collected and analysed .

### Brands- Market Shares Trend



### Market Trends - Brand Sales Trends



## Learning of the internship

- Conducted analysis of MAT
- Secondary research
- Designed questionnaire for physician perception survey .
- Interpersonal skills
- Data collection from pulmonologists and other physicians .
- Competitive analysis .
- Understanding to develop a brand plan of the product mucinaC and pitch plan for erdosteine .
- Got to understand about different scenarios of hospitals .
- Learning data visualisation and visual analytics

## Usefulness of the internship

- Practical experience
- Skill development
- Industry insight
- Networking opportunities
- Mentorship and feedback

## Challenges during internship

- Physicians used to doubt us we are from any company or medial sales representative
- Meeting the physicians and taking appointment from them , where all physicians doesn't come in same day .
- Wait for a long time to meet the physicians
- Tuning issues of different hospitals and coping up with it .

## Difference between Theoretical and practical exposure

- Practical exposure gave the real engagement with the market scenarios , while theoretical exposure gives us scientific knowledge and understanding of the studies done before .
- They both carry an equal weightage and are complimentary to each other .

## SWOT analysis :

| Strength                                                                                                                                                                | Weakness                                                                                                                                                  | Opportunities                                                                                                         | Threats                                                                                                                             |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Good efficacy and safety</li> <li>First Indian erdosteine brand</li> <li>Most reached erdosteine brand for physicians</li> </ul> | <ul style="list-style-type: none"> <li>Costly as compared to other products</li> <li>Some Potential side effects</li> <li>Lack in known safety</li> </ul> | <ul style="list-style-type: none"> <li>High market growth</li> <li>High market capture from pulmonologists</li> </ul> | <ul style="list-style-type: none"> <li>New variant in the world</li> <li>New treatments coming , generic drugs in market</li> </ul> |

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no : 0552**

**Stream: MBA – pharmaceutical management**

**About the organisation:**

- Cipla limited is an Indian multinational pharmaceutical company, headquartered in Mumbai. Cipla primarily develops medicines to treat respiratory diseases, cardiovascular diseases, arthritis, diabetes, depression, and many other medical conditions.
- Cipla has 47 manufacturing locations across the world and sells its products in 86 countries, it is the 3<sup>rd</sup> largest drug producer in India with 25000+ employees.

**Vision:**

- To become a centre of excellence in the manufacturing of quality, affordable medicine

**Mission:**

- To provide and efficacious medicines in a sustainable way, to improve the quality of life

**Reporting Format**  
**(Weekly)**

**Annexure E**

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no:0552**

**Stream: MBA – pharmaceutical management**

**Week no: 01**

**From 06/05/2024 to 12/05/2024**

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|-------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <ul style="list-style-type: none"><li>• <b>Interaction session – where we got know the basics of sales, marketing , PMT sectors .</b></li><li>• <b>We have been assigned different molecules to study and make there pitch plan.</b></li><li>• <b>Gone through understanding pitch plan</b></li><li>• <b>Made pitch plan</b></li><li>• <b>understood brand plan</b></li><li>• <b>gone through different segments of brand plan in sessions.</b></li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <ul style="list-style-type: none"><li>• In the classes of marketing management, we had learned about the brand plan where different marketing strategies, posters and situational analysis were taught,</li><li>• also, the classes of marketing analysis where we learned forecasting, and different methods of analysis of data through Excel.</li></ul>                                                                                                |
| <b>Gaps identified on the working area.</b>                                   | <ul style="list-style-type: none"><li>• Working on analysis of the brands are different than it was before,</li><li>• Area of knowledge for Respiratory molecules before and now,</li><li>• Before it was an overview but now i have gone through the depth of the molecule,</li><li>• More expertise in advance excel is required and excel in different data analysis areas</li></ul>                                                                   |
| <b>Suggestions for improvement</b>                                            | <ul style="list-style-type: none"><li>• More data analysis through different analytical tools .to be proficient in the tools such as power BI, Advanced MS Excel</li></ul>                                                                                                                                                                                                                                                                                |

|                               |                                                                                                      |
|-------------------------------|------------------------------------------------------------------------------------------------------|
|                               | <ul style="list-style-type: none"> <li>• Sales figures to be analysed more and analyse it</li> </ul> |
| <b>Plan for the next week</b> | <b>Questionnaire making</b>                                                                          |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

Dr. Hemant Kumar Mishra

**Reporting Format  
(Weekly)**

**Annexure-E**

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no:0552**

**Stream: MBA – pharmaceutical management**

**Week no: 02**

**From - 20/05/2024 to 25/05/2024**

|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                                      | <ul style="list-style-type: none"><li>• Worked on Excel and finding out CAGR, Market growth, marketing trend, competitors of the molecules.</li><li>• Secondary research on the molecule where we had to find out the prevalence's, indications, incidences of the molecule, brand aspiration, marketing strategy, promotion tools, Awareness of it etc.</li><li>• Overview Through each part of brand plan.</li><li>• Reading the questionnaires to make one for further survey.</li><li>• Learned basics of excel – data mapping, data aggregation, Data visualisation .</li><li>• Zone wise and state wise analysis of the Respiratory products.</li><li>• Learned there CVM%, growth % ,market share etc.</li><li>• Interactions on different terminologies used in reports related to evaluation of company success.</li><li>• Making questionnaire for physician perception survey and discussing it in team meet.</li><li>• Understanding of different parts of questionnaire: patient load, diagnosis and its Management.</li></ul> |
| <b>Linking theory<br/>(Classroom learning) with<br/>practice at your<br/>organisation</b> | <ul style="list-style-type: none"><li>• <b>Research methodology:</b> we used to make questionnaire for survey on the individual topic.</li><li>• <b>Marketing analytics:</b> we were taught about basics of excel – pivot table, pivot chart, sorting and filtering.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

|                                             |                                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                             | <ul style="list-style-type: none"> <li>• <b>Pharmacology:</b> About the disease – its adverse effects, indications, Dose etc.</li> </ul>                                                                                                                                                                                  |
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• Make a more better brand plan with accurate additions of data from different sources to complete it in a meaningful and representable form.</li> <li>• Different market analysis can be explored,</li> </ul>                                                                     |
| <b>Suggestions for improvement</b>          | <p><b>More understanding to the marketing strategies side and sales understandings:</b></p> <ul style="list-style-type: none"> <li>• Marketing strategies: Building competitive analysis and market penetration</li> <li>• Sales understanding: to be explored more by the sales of each month, quarter, year.</li> </ul> |
| <b>Plan for the next week</b>               | <b>Making the final questionnaire.</b>                                                                                                                                                                                                                                                                                    |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

Dr. Hemant Kumar Mishra

**Reporting Format  
(Weekly)**

**Annexure E**

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no : 0552**

**Stream: MBA – pharmaceutical management**

**Week no: 03**

**From : 20/05/2024 to 25/05/2024**

|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|-------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                                      | <ul style="list-style-type: none"><li>• Completed the questionnaire for physicians perception survey from every available sources of information. The survey covers topics such as patient load , diagnosis of the disease , first treatment of the disease and its management. This questions are documented in Ms word.</li><li>• Conducted a State wise and zone wise analysis of the product . Identifying the top 5 states contributing to the market share ,The analysis includes Conversion percentages and products conversion rates with in each state.</li><li>• Compiled information on Stock keeping units (SKU's) different competitors of the product .</li><li>• Reassessed the questionnaire for accuracy and completeness.</li><li>• Worked on refining specific details of the product presentation.</li><li>• Analysed and compared growth in sales (monthly , quarterly and yearly ) for different products including their various SKU's.</li></ul> |
| <b>Linking theory<br/>(Classroom learning)<br/>with practice at your<br/>organisation</b> | <ul style="list-style-type: none"><li>• <b>Pharmacoepidemiology</b> : Disease prevalence , incidences are identified.</li><li>• <b>Marketing management</b> : proper arrangement and showcasing our product as compared to other</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                             | competitors by there growth on the basis of sum of the sales.                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• Pace of making pitch plan , brand plan to be more quicker.</li> <li>• Analysis part and visualisation part to be more explored.</li> </ul>                                                                                                                                                                                                                                                                                                                                                |
| <b>Suggestions for improvement</b>          | <p><b>More understanding to the marketing strategies side and sales understandings :</b></p> <ul style="list-style-type: none"> <li>• Marketing strategies :Building competitive analysis and market penetration.</li> <li>• Sales understanding : to be explored more by the sales of each month , quarter , year .</li> </ul> <p><b>Cross functional knowledge :</b></p> <ul style="list-style-type: none"> <li>• Learning different departments of Cipla and in depth understanding of the departments rotationally.</li> </ul> |
| <b>Plan for the next week</b>               | Presentation (Ppt) of the product and questionnaire.                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

Dr. Hemant Kumar Mishra

**Reporting Format  
(Weekly)**

**Annexure E**

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no : 0552**

**Stream: MBA – pharmaceutical management**

**Week no: 04**

**From : 26/05/2024 to 01/06/2024**

|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                                      | <ul style="list-style-type: none"><li>• Understanding the science of erdosteine , which consists of etiology , pathology and mechanism of action of the molecule.</li><li>• Gone through the pitch plan for marketing trends of competitor's – acetylcysteine.</li><li>• Market of own brand vs competitors market analysis in excel.</li><li>• Data of every brand wise cut in excel and presentation ,</li><li>• Script preparation for the demonstration to physicians about the survey.</li><li>• Interaction session with sir about the questionnaire and cross checked by sir.</li></ul> |
| <b>Linking theory<br/>(Classroom learning)<br/>with practice at your<br/>organisation</b> | <ul style="list-style-type: none"><li>• <b>Pharmacology:</b> we got to know about pharmacology of the diseases and how the molecule interacts with the body.</li><li>• <b>Marketing analytics:</b> where we analysed data of competitors and our own molecule.</li></ul>                                                                                                                                                                                                                                                                                                                       |

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• Explore different brands of respiratory Cipla and go through the various market parts of it and analyse it.</li> <li>• Revision of various portions of brand plan and pitch plan.</li> </ul>                                                                                                                                                                                                                            |
| <b>Suggestions for improvement</b>          | <p><b>Uses of advanced tools :</b></p> <ul style="list-style-type: none"> <li>• advanced tools such as tableau , other tools for better understand the data.</li> </ul> <p><b>More team collaboration :</b></p> <ul style="list-style-type: none"> <li>• Strategizing meeting and more and more team meet for better collaboration and deep understanding of market.</li> <li>• Better ideas and innovative ideas by discussion with proper feedback.</li> </ul> |
| <b>Plan for the next week</b>               | <ul style="list-style-type: none"> <li>• To Reach the location for survey.</li> <li>• Making a brand plan for any product.</li> </ul>                                                                                                                                                                                                                                                                                                                            |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

Dr. Hemant Kumar Mishra

**Reporting Format  
(Weekly)**

**Annexure E**

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no : 0552**

**Stream: MBA – pharmaceutical management**

**Week no: 05**

**From : 02/06/2024 to 08/06/2024**

|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                                      | <ul style="list-style-type: none"><li>• Conducted a competitive analysis of competitors brand vs own brand.</li><li>• Developed the script of physician perception survey .</li><li>• Completing the content and design of the questionnaire.</li><li>• Created a brand plan , which included understanding of the market (SKU wise analysis) , customer . Competitors analysis , Examination of MAT data , Year to date brand performance , market trends , market share % , market growth % , EI vs MCI , CVM %.</li><li>• Interaction session with sir Regarding brand plan and survey.</li><li>• Reviewed and cross checked questionnaires of other Team members.</li></ul> |
| <b>Linking theory<br/>(Classroom learning)<br/>with practice at your<br/>organisation</b> | <ul style="list-style-type: none"><li>• <b>Marketing analytics</b> : Understanding the MAT data , brand information , molecular description and conducting through analysis of this elements.</li><li>• <b>Marketing management</b> : Creating a brand plan which consists of STP , Marketing mix, competitor analysis etc.</li></ul>                                                                                                                                                                                                                                                                                                                                           |

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• <b>Revision of various portions of brand plan and pitch plan</b></li> <li>• <b>Difference in Respiratory brands knowledge .</b></li> </ul>                                                                                                                                                                                                                                                                                                                   |
| <b>Suggestions for improvement</b>          | <p><b>More team collaboration :</b></p> <ul style="list-style-type: none"> <li>• Strategizing meeting and more and more team meet for better collaboration and deep understanding of market .</li> <li>• Better ideas and innovative ideas by discussion with proper feedbacks .</li> <li>• Adjustments in the marketing activities with proper arrangement of Needs of each customer's such as patient and prescriber with a proper market research and provide them the required demand.</li> </ul> |
| <b>Plan for the next week</b>               | <ul style="list-style-type: none"> <li>• <b>Starting the physician perception survey .</b></li> <li>• <b>Completing the brand plan of the respiratory product.</b></li> </ul>                                                                                                                                                                                                                                                                                                                         |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

Dr. Hemant Kumar Mishra

**Reporting Format          Annexure E**  
**(Weekly)**

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no : 0552**

**Stream: MBA – pharmaceutical management**

**Week no: 06**

**From : 09/06/2024 to 15/06/2024**

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b> | <ul style="list-style-type: none"><li>Continued brand plan with detailed Understanding about the brand mucinac, mucinac AB , mucinac C ,and Science of all these above products.</li><li>SKU wise analysis of 4 years sales trend.</li><li>State wise market contribution of mucinac.</li><li>Top competitor's of mucinac.</li><li>Physicians perception survey.<br/>With consultants such as pulmonologists , General medicine and others , understanding there perception through the questionnaire , understanding the patient load of the disease , its diagnosis , management , treatment plan , There perception over our molecule erdosteine and other information's regarding COPD , Bronchitis and asthma.</li><li>Zone wise analysis of brand mucinac on each zones.</li><li>Marketing strategy of mucinac (STP).</li><li>SWOT analysis of the brand.</li><li>Learning data visualisation , visual analytics.</li></ul> |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Linking theory<br/>(Classroom learning)<br/>with practice at your<br/>organisation</b> | <ul style="list-style-type: none"> <li>• <b>Marketing management :</b> Creating a brand plan where we worked on STP of the product , SWOT analysis.</li> <li>• <b>Steps to be taken while conducting survey.</b></li> </ul>                                                                                                                                                                                         |
| <b>Gaps identified on<br/>the working area.</b>                                           | <ul style="list-style-type: none"> <li>• Revision of various portions of brand plan and pitch plan.</li> </ul>                                                                                                                                                                                                                                                                                                      |
| <b>Suggestions for<br/>improvement</b>                                                    | <p><b>working on more such marketing strategies:</b></p> <ul style="list-style-type: none"> <li>• Regular touch of marketing strategies for a better understanding of market , audience , and building brand image.</li> </ul> <p><b>Marketing insights :</b></p> <ul style="list-style-type: none"> <li>• Take more and more market insights and adapt the theoretical into practical in regular basis.</li> </ul> |
| <b>Plan for the next<br/>week</b>                                                         | <ul style="list-style-type: none"> <li>• Physicians perception survey.</li> <li>• Working on Brand plan.</li> </ul>                                                                                                                                                                                                                                                                                                 |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

Dr. Hemant Kumar Mishra

**Reporting Format**  
**(Weekly)**

**Annexure E**

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no : 0552**

**Stream: MBA – pharmaceutical management**

**Week no: 07**

**From : 16/06/2024 to 22/06/2024**

|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                                      | <p><b>1. Brand plan :</b></p> <ul style="list-style-type: none"><li>• Examining the current market landscape for mucinac to understand its trends and growth.</li><li>• Identifying and understanding the segments , target customer base for mucinac and positioning it.</li><li>• Assessing mucinac competitors, their strengths and weaknesses, opportunities and threats and how mucinac can differentiate itself.</li><li>• Providing a thorough understanding of the scientific mechanisms behind mucinac.</li></ul> <p><b>2. Physicians perception :</b></p> <ul style="list-style-type: none"><li>• Survey conducted among physicians (pulmonologists , MDs in medicine, internal medicine , etc.) at various government ,Missionary, private hospitals .</li><li>• Insights on physicians patient load, preferred diagnosis methods, and treatment plans for relevant conditions.</li></ul> |
| <b>Linking theory<br/>(Classroom learning)<br/>with practice at your<br/>organisation</b> | <p><b>1. Marketing Management:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

|                                             |                                                                                                                                                                                                                                                                                                                                                                                  |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                             | <ul style="list-style-type: none"> <li>Creating a comprehensive brand plan encompassing all aspects such as marketing mix , customers , competitors , and outlining the overall marketing strategy.</li> </ul> <p><b>2. Research Methodology:</b></p> <ul style="list-style-type: none"> <li>Describing the survey questionnaire used to gather data from physicians.</li> </ul> |
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>Different market analysis can be explored.</li> </ul>                                                                                                                                                                                                                                                                                     |
| <b>Suggestions for improvement</b>          | <p><b>Increase engagement with physicians:</b></p> <ul style="list-style-type: none"> <li>Increase engagement with specialists through regular visits and have more such interactive sessions with them and hold a strong relationship with them .</li> </ul>                                                                                                                    |
| <b>Plan for the next week</b>               | <ul style="list-style-type: none"> <li>Physicians perception survey .</li> <li>Working on Brand plans .</li> </ul>                                                                                                                                                                                                                                                               |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

Dr. Hemant Kumar Mishra

**Reporting Format      Annexure E**  
**(Weekly)**

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no : 0552**

**Stream: MBA – pharmaceutical management**

**Week no: 08**

**From : 23/06/2024 to 29/06/2024**

|                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|-------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                          | <p><b>1. Physicians perception survey :</b></p> <ul style="list-style-type: none"><li>• Conducted a survey among chest physicians - pulmonologists , and consulting physicians at various hospitals to gather their perception on the molecule erdosteine through questionnaires.</li><li>• Analysed the data using MS excel and created visualisations in the form of charts.</li></ul> <p><b>2. Began writing the internship report , covering:</b></p> <ul style="list-style-type: none"><li>• The science of molecule erdosteine :the pharmacology , mechanism of action, adverse effects of erdosteine.</li><li>• Market segmentation.</li><li>• Target diseases for positioning the molecule , including COPD , asthma , chronic bronchitis , and management of AECOPD.</li></ul> <p><b>3 presentation of the molecule erdosteine:</b></p> <ul style="list-style-type: none"><li>• Preparing a presentation detailing the molecule erdosteine.</li></ul> |
| <b>Linking theory (Classroom learning) with practice at your organisation</b> | <p><b>1. Research methods :</b> collected data through physicians survey and analysed it using survey methodology and visualisation of it.</p> <p><b>2. Marketing analytics :</b> Analysed the market of brand erdosteine and compared it with competitors market.</p> <p><b>3. Marketing management :</b> key topics relevant to brand building.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

|                                             |                                                                                                                                                                                      |
|---------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• Different market analysis can be explored.</li> </ul>                                                                                       |
| <b>Suggestions for improvement</b>          | <p><b>More expertise on technologies:</b></p> <ul style="list-style-type: none"> <li>• Regular adaptations to many technical tools such as CRM and digitally such as SEO.</li> </ul> |
| <b>Plan for the next week</b>               | <ul style="list-style-type: none"> <li>• Working on report and presentation of the molecule.</li> </ul>                                                                              |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

Dr. Hemant Kumar Mishra

**Reporting Format**  
**(Weekly)**

**Annexure E**

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no : 0552**

**Stream: MBA – pharmaceutical management**

**Week no: 09**

**From : 30-06-24 to 06-07-24**

|                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b>                                                                      | <p>1.Report writing on different competitor brands and doing competitor analysis of brands such as Mucinac , mucomix , of N-acetylcysteine , inhalex brand of molecule ambroxol , triohale brand of tiotropium , formoterol fumarate , ciclesonide ,duolin brand of ipratropium molecule.</p> <p>2.Working on literature review which consists of impact by erdosteine in chronic bronchitis , COPD , a meta analysis , Current and future therapies for airway mucus hyoersecretion , its relevance treatment in COPD , Mucolytic and antitussive effects of erdosteine , erdosteine and its antioxidant activity .also effects of erdosteine in exacerbations.</p> <p>3.Data analysis of the survey with the sample size and visualising it.</p> |
| <b>Linking theory<br/>(Classroom learning)<br/>with practice at your<br/>organisation</b> | <p>1.Data analysis through excel and presentable report in research methods.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

|                                             |                                                                                                                                                                                                                                                                                   |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Gaps identified on the working area.</b> | <p>Working on analysis of the brands are different than it was before.</p> <p>Area of knowledge for Respiratory molecules before and now. before it was an overview but now i have gone through the depth of the molecule.</p> <p>Difference in Respiratory brands knowledge.</p> |
| <b>Suggestions for improvement</b>          | <p>More data analysis through different analytical tools.</p>                                                                                                                                                                                                                     |
| <b>Plan for the next week</b>               | <p><b>Submission of report and presentation on the molecule erdosteine.</b></p>                                                                                                                                                                                                   |

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

Dr. Hemant Kumar Mishra



## COMPILED REPORTING FORMAT

**Name of the Organisation: CIPLA**

**Area/ Department/ Project of Summer Internship Program: Marketing**

**Name of the Student: Pushpraj Patel**

**Roll no : 0552**

**Stream: MBA – pharmaceutical management**

|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Activity Done</b> | <ol style="list-style-type: none"><li><b>1. Introductory (Interaction) session</b><ul style="list-style-type: none"><li>• Participated in orientation session conducted by our mentor.</li><li>• Gone through the understanding of pitch plan.</li></ul></li><li><b>2. Preparing of Pitch plan of the molecule erdosteine 300 mg</b><ul style="list-style-type: none"><li>• Conducted advanced excel analysis, calculating CAGR (Compound annual growth rate), assessing the market growth, identifying the market trends, evaluating the competitive analysis for the molecule erdosteine.</li><li>• Gone through the incidences and prevalence of the disease COPD, asthma, chronic bronchitis.</li><li>• Gone through the Indication of molecule erdosteine,</li><li>• Performed comprehensive secondary research on erdosteine, its prevalence, indications, incidence rates, brand positioning, promotional tools, TDM, awareness.</li><li>• Conducted a thorough analysis of the pitch plan framework, including key strategies and objectives promoting the molecule 300 mg.</li><li>• Developed and refined the questionnaires for further survey.</li><li>• Acquired proficiency in excel for data mapping, aggregation, and visualisation techniques.</li></ul></li><li><b>3 Executed zone-wise and state wise analysis of respiratory product performance.</b><ul style="list-style-type: none"><li>• Identifying the top five states contributing to market share, analysing conversion percentages, and product conversion rates in each state.</li><li>• Comparing pricing with other products of the molecule erdosteine,</li><li>• Preparing adherence, awareness of the product erdostyne.</li></ul></li></ol> |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>Engaged in discussions regarding terminologies used in reports related to evaluation of company success.</li> <li>Its SWOT analysis.</li> </ul> <p><b>4 Designed questionnaire for physician perception survey and discussion with team.</b></p> <ul style="list-style-type: none"> <li>Learned and implemented the various components of questionnaire: patient load, diagnostic approaches, management protocols.</li> </ul> <p><b>5 Competitive analysis and SKU compilation:</b></p> <ul style="list-style-type: none"> <li>Compiling the data of stock keeping units (SKU's) and identified key competitors of the product erdosteine. This included a detailed assessment of competitor strategies, market positioning and product portfolios to inform strategic decision making.</li> <li>Identifying key differentiator and opportunities for competitive advantage, marketing trends of competitors.</li> <li>Strategic initiatives to identify strengths, weakness, and opportunities for market differentiation.</li> </ul> <p><b>6 Understanding to develop a brand plan:</b></p> <ul style="list-style-type: none"> <li>by going through a brand plan of glaritus a diabetic product and taking an overview from the plan.</li> </ul> <p><b>7 Brand plan and market analysis of mucinac:</b></p> <ul style="list-style-type: none"> <li>Formulated a detailed brand plan that included a thorough market analysis segmented by SKU . This involved understanding customer demographics , competitors landscape.</li> <li>Detailed understanding about the brand Mucinac , Mucinac AB , and Mucinac C and science of the respective products .</li> <li>Analysing State wise market contribution of mucinac.</li> <li>Assessing Top competitors of mucinac and analysing and comparing with them.</li> <li>Zone wise analysis of mucinac of India ,</li> <li>Examining the current landscape of mucinac to understand its trends and growth.</li> <li>Developing mucinac's SWOT strength , weakness , opportunities , threats and how we can differentiate it with its competitors.</li> <li>Identifying and understanding segments, target , customer base for mucinac and positioning it.</li> <li>Understanding different brands of Cipla such as duolin , inhalex , budecort , Montair , mucinac AB , mucinac C , mucinac etc.</li> </ul> |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p><b>8 Understandings of MAT data and its analysis of erdosteine and brand mucinac :</b></p> <ul style="list-style-type: none"> <li>Analysed MAT (moving annual turnover) , and YTD (year to date) data of brand performance using IQVIA data (external data) , assessing market share percentage , market growth percentage , and other critical indicators such as EI vs MCI and CVM percentage . where we analyse whether the product is in profit or not when EI &gt;MCI described as product to be profitable.</li> <li>Monthly and annual turnover insights : Incorporating feedback to enhance strategic direction.</li> </ul> <p><b>9 Sales growth analysis:</b></p> <ul style="list-style-type: none"> <li>Analysed and compared growth in sales on a monthly, quarterly and yearly basis for different products, including their various SKU's . This analysis employed the key performance indicators, such as sales, growth, market penetration , product lifecycle management , to make a comprehensive sales performance in different timelines .</li> <li>Market analysis and data presentation.</li> <li>Market segmentation and analysis: performed a detailed market analysis comparing our brands performance against competitors. Utilized excel for data segmentation, creating a brand wise cuts to showcase market share, growth trends, performances.</li> <li>Data aggregation and data visualisation:</li> <li>Compiled and presented brand data in excel, creating presentation which included all the key data on market.</li> </ul> <p><b>10 Scientific understanding of erdosteine:</b></p> <ul style="list-style-type: none"> <li>Understanding the science of erdosteine , Reading in depth on science behind erdosteine – etiology , pathology , and mechanism of action . Made a foundational knowledge for communicating on the clinical benefits of the molecule in treating respiratory diseases such as COPD , chronic bronchitis , asthma.</li> </ul> <p><b>11 Script preparation for survey :</b></p> <ul style="list-style-type: none"> <li>Prepared a detailed script for conveying it to the physicians / healthcare professionals. This script was designed to effectively communicate the survey objectives, methodology , and expected outcomes ensuring for a clear and engaging interaction with the physicians.</li> </ul> |
|--|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p><b>12. Stakeholder engagement:</b></p> <ul style="list-style-type: none"> <li>• Conducted an interaction session with our Senior management to review and validate the questionnaire.</li> <li>• Cross checked the content with industry experts to ensure accuracy, completeness , and relevance , and improving the efficacy of the survey for better analysis ahead.</li> </ul> <p><b>13. Finding medical colleges and hospitals of Bangalore for the market assessment:</b></p> <ul style="list-style-type: none"> <li>• Went through the finding of medical colleges with general physicians, consulting physicians (chest physicians) such as Pulmonologists, general medicine who treats respiratory diseases.</li> <li>• There were around 15 hospitals which were mainly government, private and missionary hospitals where I engaged with meeting and taking questionnaire survey and discussing with them about erdosteine.</li> </ul> <p><b>14. Physician perception survey development:</b></p> <ul style="list-style-type: none"> <li>• Completed a comprehensive questionnaire for the physician perception survey by collating information from various available sources.</li> <li>• Questionnaire reassessment for accuracy and completeness, ensuring all topics are being covered in meaningful way.</li> <li>• With 12 questions consists of patient load, diagnosis and management of the disease and treatment plan.</li> </ul> <p><b>15. Physicians perception survey:</b></p> <ul style="list-style-type: none"> <li>• With consultants such as pulmonologists, General medicine, internal medicine and others , understanding there perception through the questionnaire , understanding the patient load of the disease , its diagnosis , management , treatment plan , There perception over our molecule erdosteine and other information's regarding COPD , Bronchitis and asthma.</li> <li>• At various hospitals such as government, private, missionary hospitals of Bangalore.</li> <li>• Analysing their answers, the data using MS excel and created visualisations, and management of AECOPD.</li> </ul> <p><b>16. Learned and read some of the books been suggested to read such as one minute manager.</b></p> |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                                                                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                                                                      | <p><b>17. Learning data visualisation and visual analytics in Power BI.</b></p> <p><b>18. Data analysis of the questionnaire surveyed with sample size with MS excel and visualizing it meaningfully.</b></p> <p><b>19. Worked on the report by adding objective of the project, literatures review, brand analysis , data analysis of the survey done , etc.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p><b>Linking theory (Classroom learning) with practice at your organisation</b></p> | <ul style="list-style-type: none"> <li>At Cipla we were indulged in the practical approach of the theoretical concepts taught while working on erdostyne 300 mg .</li> </ul> <p><b>1. Reseacrh methodology :</b></p> <ul style="list-style-type: none"> <li>making questionnaire for survey on the individual topic which is a molecule erdosteine which is a respiratory product and make in a way which would be easier to analyse.</li> <li>.Data analysis through excel and presentable report in research methods</li> </ul> <p><b>2 Application of MS excel and other analytical tools for data analysis with correlation to Marketing analytics :</b></p> <ul style="list-style-type: none"> <li>Basics of excel such as pivot chart , slicing, deslicing , sorting , filtering , pivot table , pivot chart, etc.</li> <li>Analysed data of competitors and our own molecule .</li> </ul> <p><b>3 .Gone through Different terminologies :</b></p> <ul style="list-style-type: none"> <li>Evaluation index (EI) : A composed metric used to assess the performance and growth of the product relative to the market .</li> <li>Market capitalisation index (MCI) : is a way of evaluating a company , comparison of the product of a company with the competitors .</li> <li>Covered market: Refers to portion of the total market that a company or a brand has effectively reached with its product or services. Also represents an extent of market penetration.</li> <li>% saliency of Cipla to comp.: it represents the result of its product into other products</li> <li>Understanding the IQVIA external data which consists of MAT data, YTD data, monthly , quarterly and yearly .</li> <li>IQVIA data helped me to understand the product market, its market share %, its covered market , all over covered</li> </ul> |

|                                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|---------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                             | <p>market , market growth % , % saliency , market trends etc of not only companies product but also competitors , of all the respiratory products .</p> <p><b>4.Understanding of Pharmacology and pharmacoepidemiology:</b></p> <ul style="list-style-type: none"> <li>• about the disease, its adverse effects, indications, contraindications, dose etc .</li> <li>• On how the molecule interacts with the body</li> <li>• Its pharmacology, mechanism of action</li> </ul> <p><b>Pharmacoepidemiology:</b></p> <ul style="list-style-type: none"> <li>• Disease prevalence, incidences are identified.</li> </ul> <p><b>5.Marketing management:</b></p> <ul style="list-style-type: none"> <li>• proper arrangement and showcasing our product as compared to other competitors by there growth on the basis of sum of the sales.</li> <li>• Brand plan which consists of marketing strategy STP marketing mix, competitors’ analysis etc.</li> <li>• Understanding the MAT data, brand information, molecular description, and conducting through analysis of this elements.</li> </ul> <p><b>6. Digital marketing:</b></p> <ul style="list-style-type: none"> <li>• we got to know about the digital marketing where various topics are included such as social media advertising, SEO (Search engine optimization) etc.</li> </ul> |
| <b>Gaps identified on the working area.</b> | <ul style="list-style-type: none"> <li>• Working on analysis of the brands are different than it was before,</li> <li>• Area of knowledge for Respiratory molecules before and now,</li> <li>• before it was an overview but now, I have gone through the depth of the molecule,</li> <li>• More expertise in advance excel is required and excel in different data analysis areas.</li> <li>• Make a more better brand plan with accurate additions of data from different sources to complete it in a meaningful and representable form.</li> <li>• Different market analysis can be explored,</li> <li>• Pace of making pitch plan, brand plan to be quicker,</li> <li>• Analysis part and visualisation part to be more explored,</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                    | <ul style="list-style-type: none"> <li>• Explore different brands of respiratory Cipla and go through the various market parts of it and analyse it,</li> <li>• Revision of various portions of brand plan and pitch plan,</li> <li>• Difference in Respiratory brands knowledge.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| <b>Suggestions for improvement</b> | <p><b>1. Enhance technical skills:</b></p> <ul style="list-style-type: none"> <li>• More data analysis through different analytical tools .to be proficient in the tools such as power BI, Advanced MS Excel.</li> <li>• Sales figures to be analysed more and analyse it</li> </ul> <p><b>2. Project management:</b></p> <ul style="list-style-type: none"> <li>• spending more time in skills, and organising projects, creating timelines, and monitoring the progress made.</li> <li>• Time management: prioritising the tasks</li> </ul> <p><b>3 . More understanding to the marketing strategies side and sales understandings:</b></p> <ul style="list-style-type: none"> <li>• Marketing strategies: Building competitive analysis and market penetration</li> <li>• Sales understanding: to be explored more by the sales of each month, quarter, year.</li> </ul> <p><b>4.Cross functional knowledge:</b></p> <ul style="list-style-type: none"> <li>• Learning different departments of Cipla and in-depth understanding of the departments rotationally.</li> </ul> <p><b>5.Uses of advanced tools:</b></p> <ul style="list-style-type: none"> <li>• advanced tools such as tableau, other tools for better understand the data.</li> </ul> <p><b>6 . More team collaboration:</b></p> <ul style="list-style-type: none"> <li>• Strategizing meeting and more and more team meet for better collaboration and deep understanding of market.</li> <li>• Better ideas and innovative ideas by discussion with proper feedback.</li> </ul> <p><b>7. Adjustments in the marketing activities with proper arrangement of Needs of each customer such as patient and prescriber with a proper market research and provide them the required demand.</b></p> <p><b>8. More expertise on technologies:</b></p> |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"> <li>• Regular adaptations to many technical tools such as CRM and digitally such as SEO.</li> </ul> <p><b>9. Increase engagement with physicians:</b></p> <ul style="list-style-type: none"> <li>• Increase engagement with specialists through regular visits and have more such interactive sessions with them and hold a strong relationship with them.</li> </ul> <p><b>10 working on more such marketing strategies:</b></p> <ul style="list-style-type: none"> <li>• Regular touch of marketing strategies for a better understanding of market, audience, and building brand image.</li> </ul> <p><b>11 Marketing insights:</b></p> <ul style="list-style-type: none"> <li>• Take more and more market insights and adapt the theoretical into practical on regular basis.</li> </ul> |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**Signature of the Student**

**Approved by the IIHMR University's Mentor**

Dr. Hemanta Kumar Mishra