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Mankind specialties

Mankind is a transnational pharmaceutical company that started operations in 1995. Committed to a healthier & happier world, Mankind Pharma strives to provide accessible & affordable healthcare whilst achieving best quality industry standards. Mankind has grown exponentially to become India’s No.1 company as per Prescriptions. Mankind specialties is super specialty division of mankind pharma, which started operations in Mumbai in the financial year2020-21 with the vision of serving the lives of millions of patients with innovation solutions, by offering quality and affordable products.

MISSION

To be a global pharmaceutical company, most admired for its affordability, quality and accessibility of products.

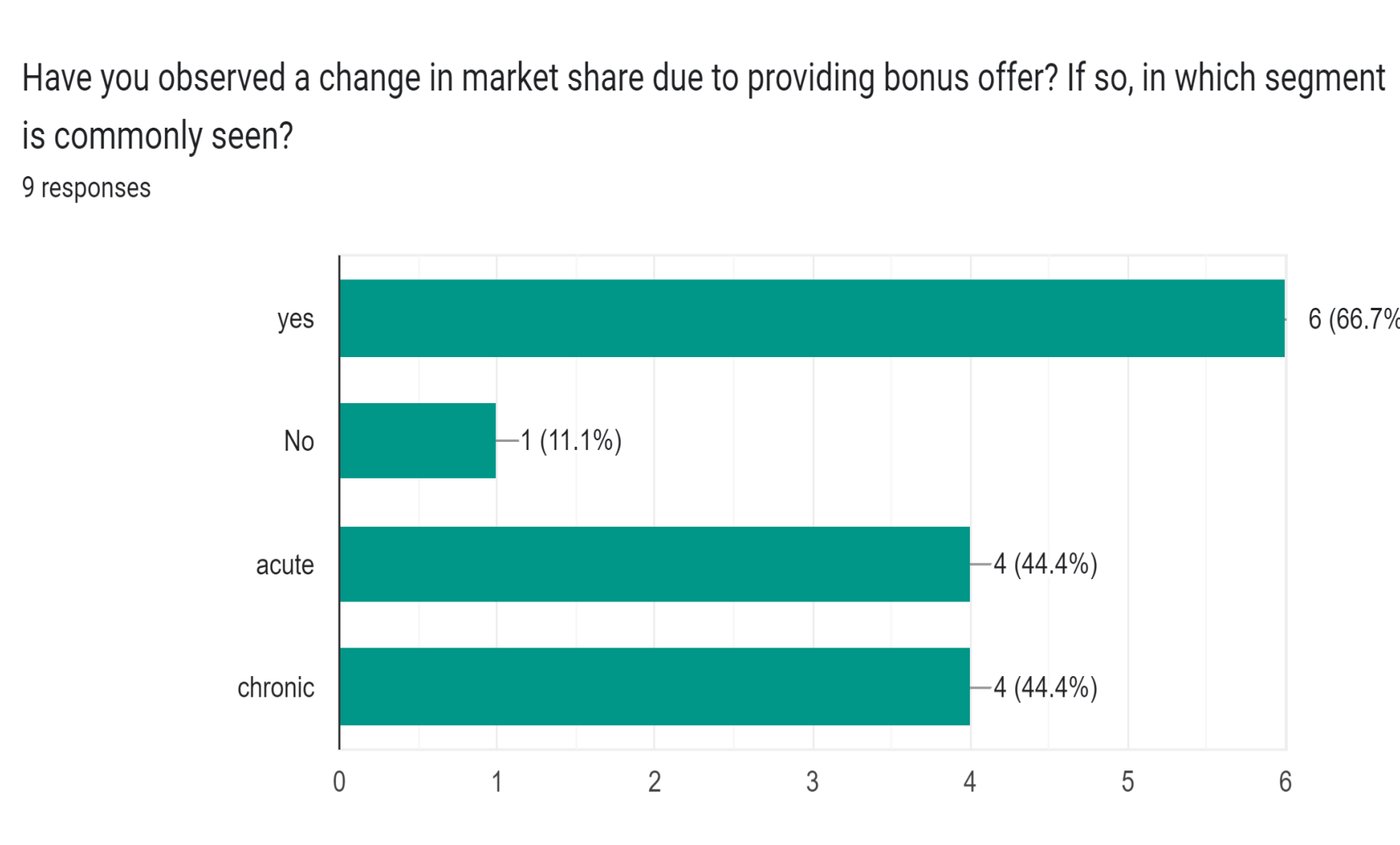
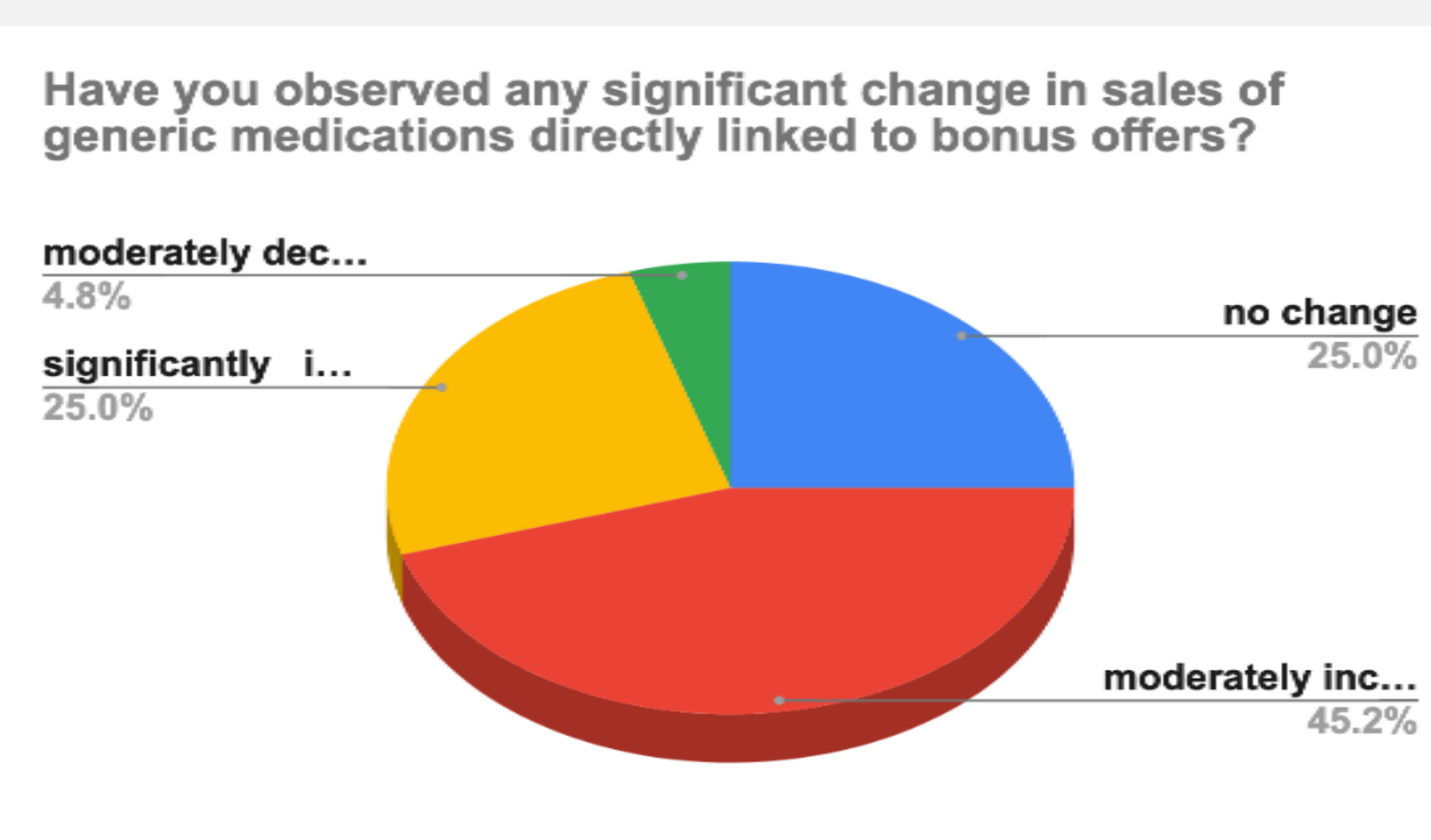
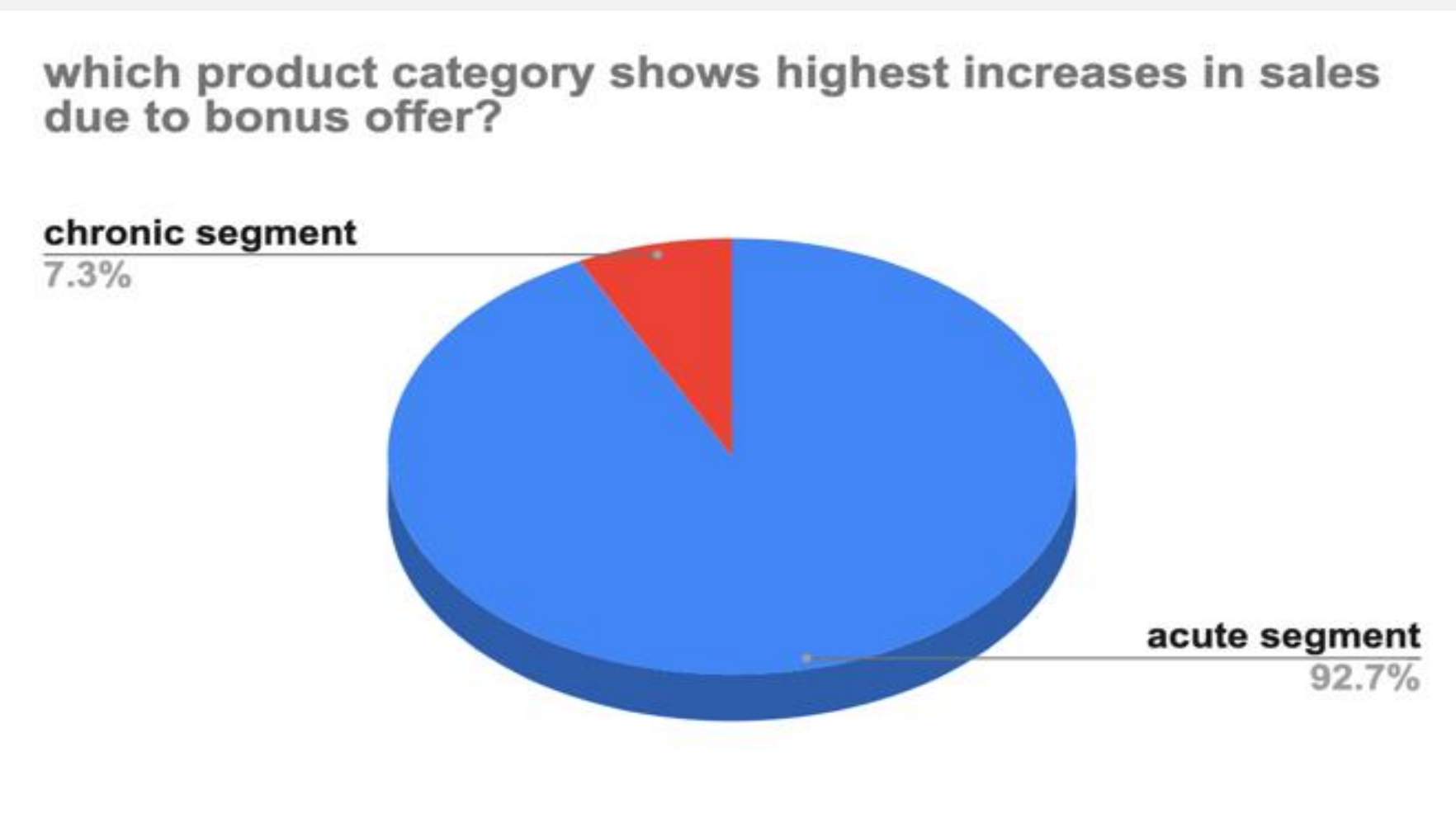
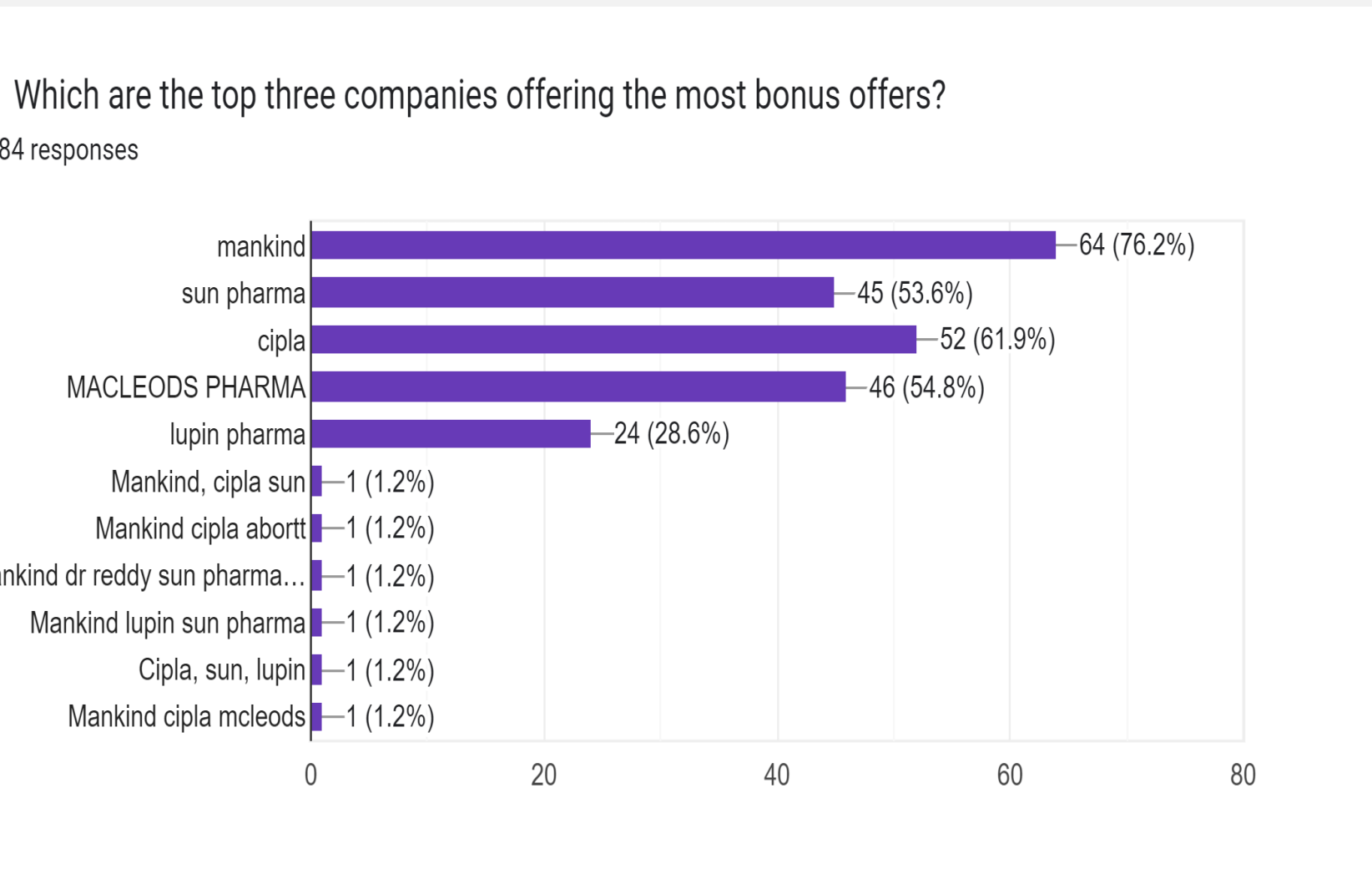
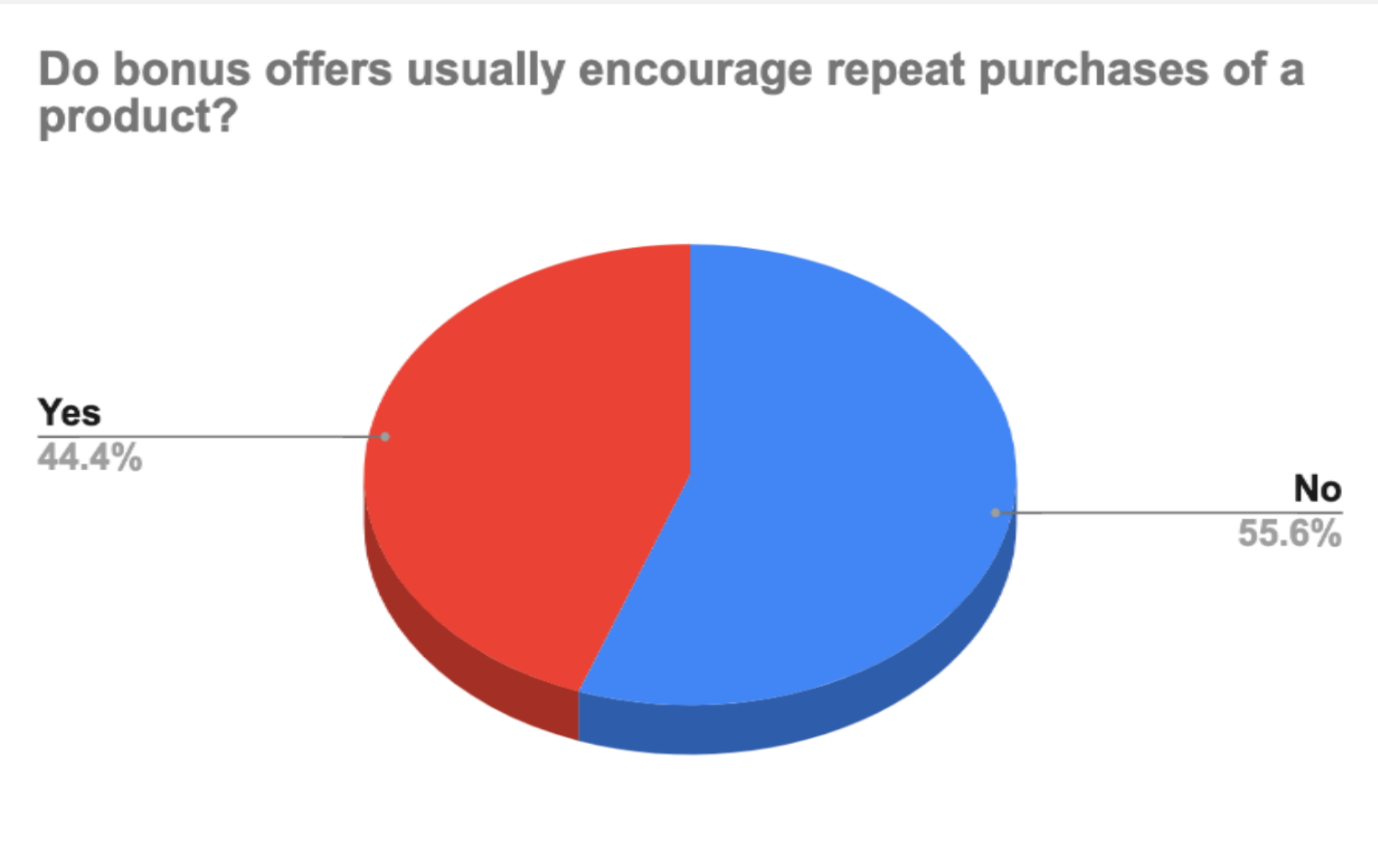
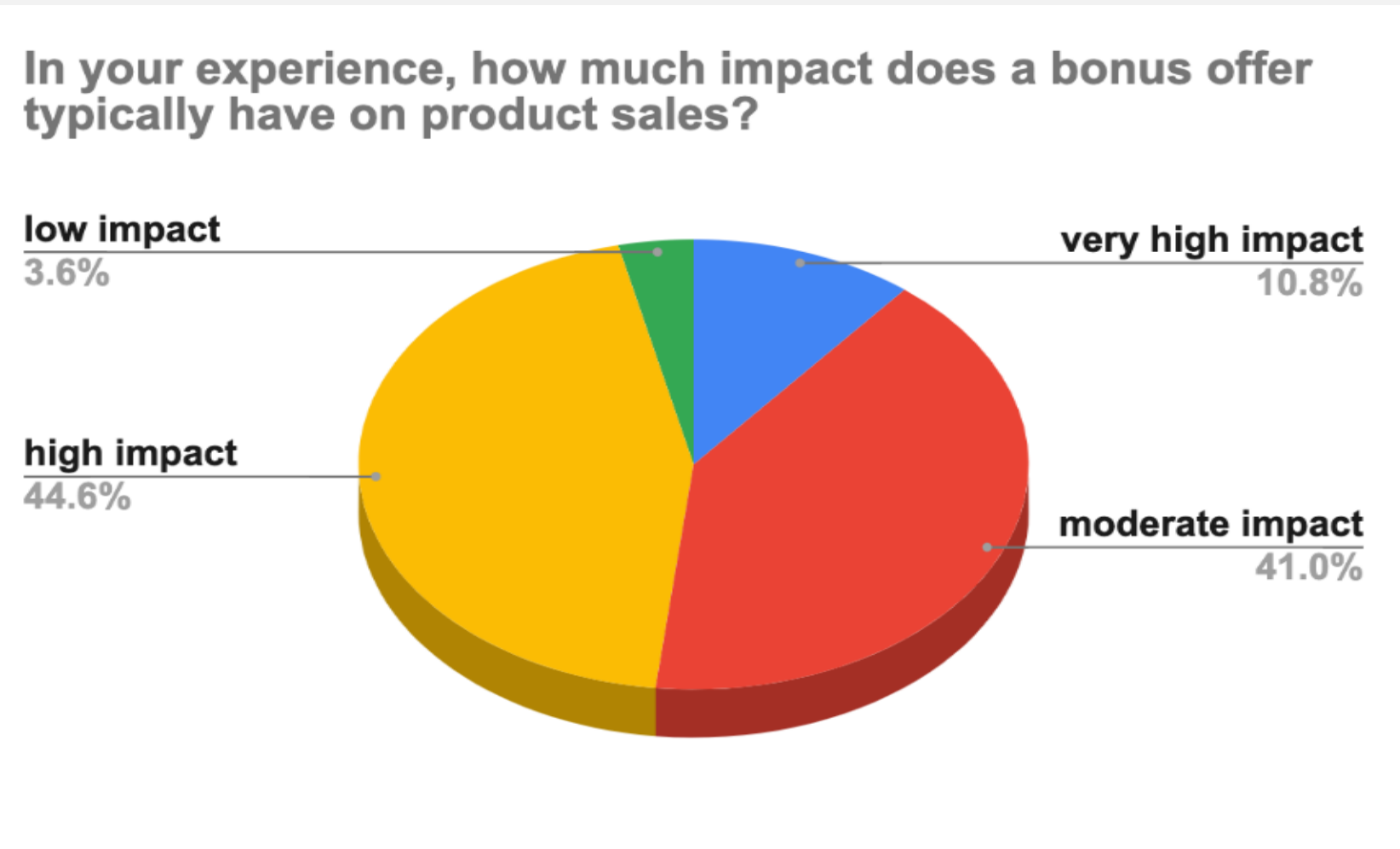
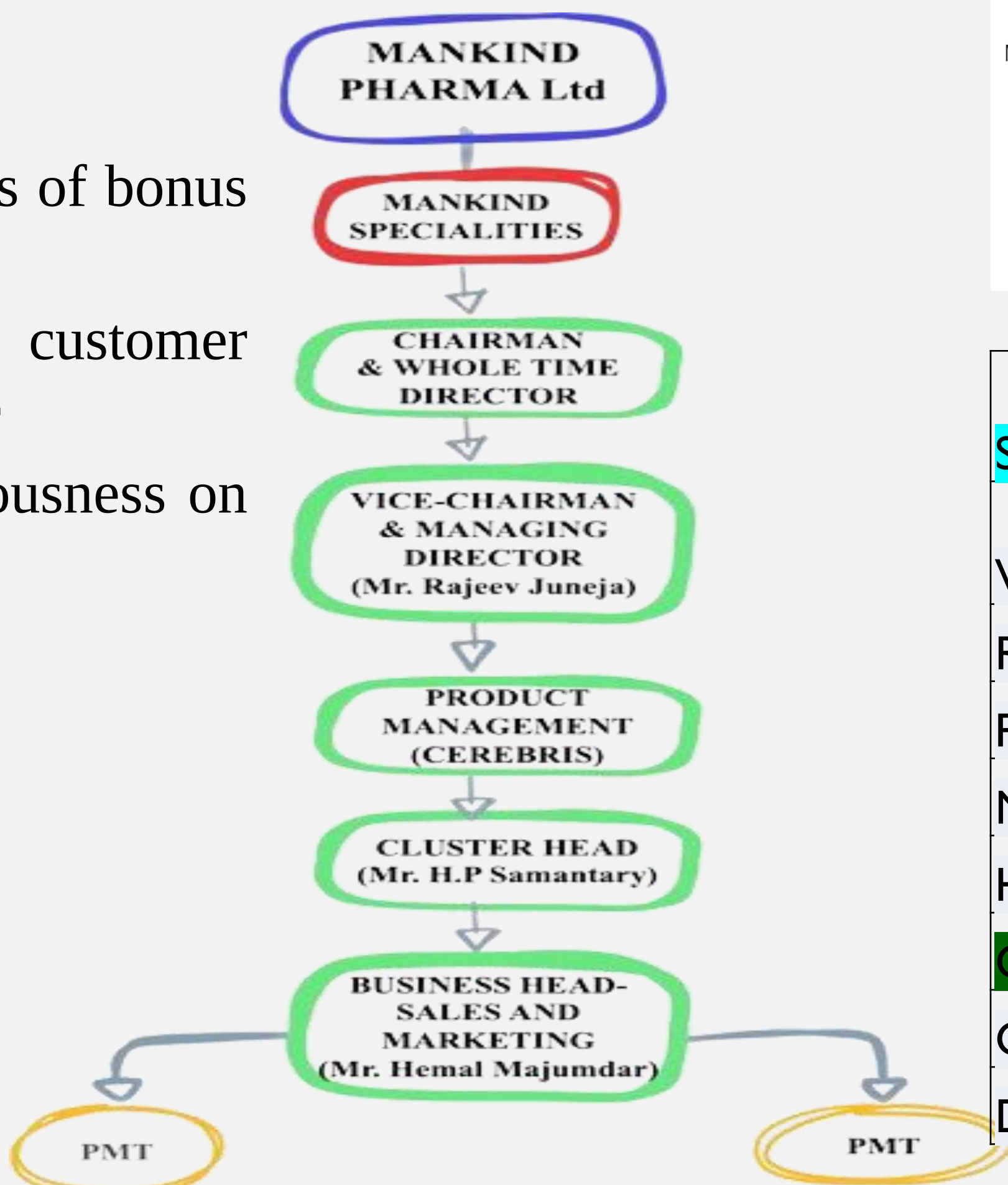
VISION

to be able to provide cost-effective, innovation based superior quality pharmaceutical products across the globe, to improve the lives of the patients.

Project Objectives

- 1. To determine therapy segment wise effectiveness of bonus offers in brand building.
- 2. To understand buying behavior of Indian customer including doctors, hospital pharmacy and retailer
- 3. Assist the potential positive or negative consciousness on long term brand value

- Method approach
- Primary research
 - Secondary research



SUPERGROUP	Sum of PAID UNITS	Sum of FREEUNITS	% bonus offer
VITAMINS/MINERALS/NUTRIENTS	551216	106984	19.408725
RESPIRATORY	3248886	514344	15.831396
PAIN / ANALGESICS	224013	49426	22.063898
NEURO / CNS	283033	56379	19.919585
HEPATOPROTECTIVES	21135	3580	16.938727
GYNAEC	537320	207003	38.525087
GASTROINTESTINAL	3931085	495653	12.608555
DERMA	220304	54412	24.698598

Primary Data Observations:

- 1. Bonus offers significantly influence product sales, particularly in competitive and high-demand markets.
- 2. However, not all products with bonus offers experience increased sales, indicating that prescription patterns also play a crucial role.
- 3. Healthcare professionals (doctors) are generally not influenced by bonus offers when making prescriptions.
- 4. Bonus offers are effective for gaining short-term market share, especially for new products.

1.Industry Insights:

- 1. Bonus offers can encourage repeat purchases, but demand may decrease once the offer is removed.
- 2. Minimal to no effect of bonus offers on prescription behavior observed.

2.Secondary Data Findings:

- 1. Divided therapies into acute (short-term use) and chronic (long-term use) categories.
- 2. Examples of bonus offers and their impact across different therapy segments were provided.

Insights and Conclusions:

•Effectiveness Across Therapy Segments:

- **Acute Segments:** Bonus offers are prevalent, particularly in segments like Anti-infectives, Derma, Gynaec, Hepatoprotective, Pain, Vitamins, and Gastrointestinal. These offers often lead to increased sales and competitiveness.
- **Chronic Segments:** While some bonus offers exist, they are generally less impactful compared to acute segments. Chronic therapies like Antidiabetics, Cardiac, Neurology/CNS, and Respiratory show varying degrees of bonus offer utilization.

Challenges

When collecting primary data, medical professionals, particularly those in hospital pharmacies, were uncooperative and did not allocate adequate time for the data collection process.Their lack of cooperation made it challenging to gather the necessary information formally.

learning

- Time management
- Analytical skills
- Communication skills
- Interpersonal skills