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Cipla Limited is an Indian multinational pharmaceutical company, headquartered in Mumbai, Maharashtra. Khwaja Abdul Hamied founded Cipla in 1935 as 'The Chemical, Industrial & Pharmaceutical Laboratories' in Mumbai. Cipla develops medicines to treat respiratory disease, HIV, cardiovascular disease, arthritis, oncology, urology, child health, women's health, and ophthalmology. It also manufactures generics, diagnostic products, and API's. In FY 2022-23 Cipla achieved a 5% YoY growth in revenue. The 5-year CAGR(from 2018 to 2022) was 8%. The return on invested capital (RoIC) was YoY 215 bps.

Vision: To become a center of excellence in the manufacturing of quality, affordable and novel medicines
Mission: To sustainably affordable and efficacious medicines to improve the quality of life

OBJECTIVE OF INTERNSHIP

To perform market assessment of Mycophenolate mofetil with the help of a questionnaire, data analysis, and brand plan. This programme involved key stakeholders, company professionals,

INTERSTITIAL LUNG DISEASE

- Causes scarring (fibrosis) of lungs.
- Results in stiffness.
- Causes irreversible damage.

SYMPTOMS OF ILD

- Shortness of breath
- Extreme tiredness and weakness
- Loss of appetite
- Unexplained weight loss
- Discomfort in chest
- Bleeding in the lungs.
- Dry cough that does not produce phlegm

CAUSES OF LUNG DISEASE

- Infection
- Drug-induced lung disease
- Malignancy
- Idiopathic and other interstitial lung diseases

CONTRAINDICATIONS OF MMF

- Azathioprine, Tacrolimus, Belatacept, Cyclosporin
- Cholestyramine, Rifampicin
- Antiulcer drugs
- Antibiotics

SEROMUNE BRAND PLAN

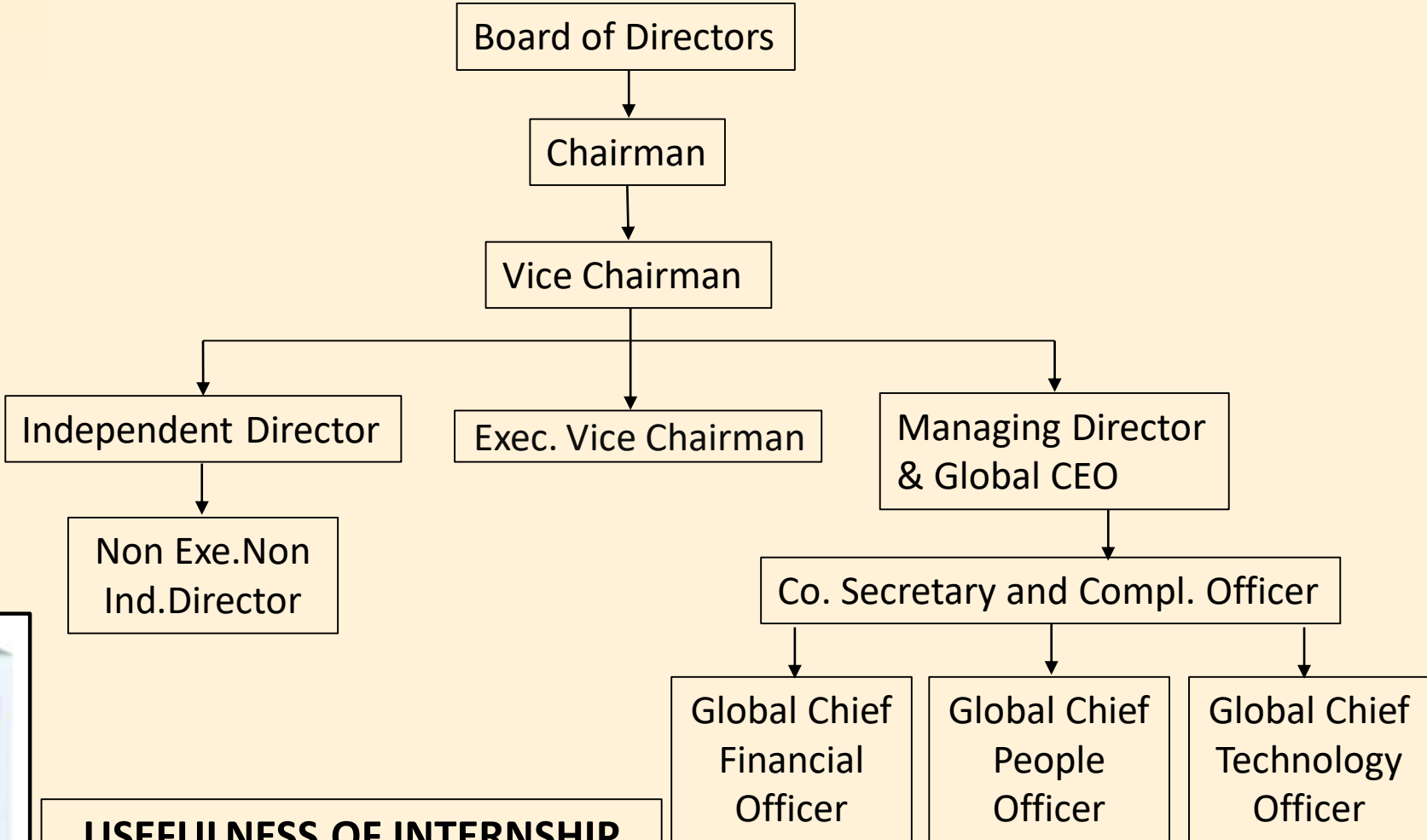
- Immunosuppressants market insights Worth 142.3 Cr
- Autoimmune disease market: 183.3 Cr (CAGR 8.2%)V
- Seromune 500mg: 7.09 Cr
- Cellmune 500mg: 2.5 Cr

STOCK KEEPING UNITS (SKU's)

Sr No	SKU's	Dose
1	Cellmune	250 mg
2	Cellmune	500 mg
3	Seromune	500 mg



ORGANISATIONAL STRUCTURE



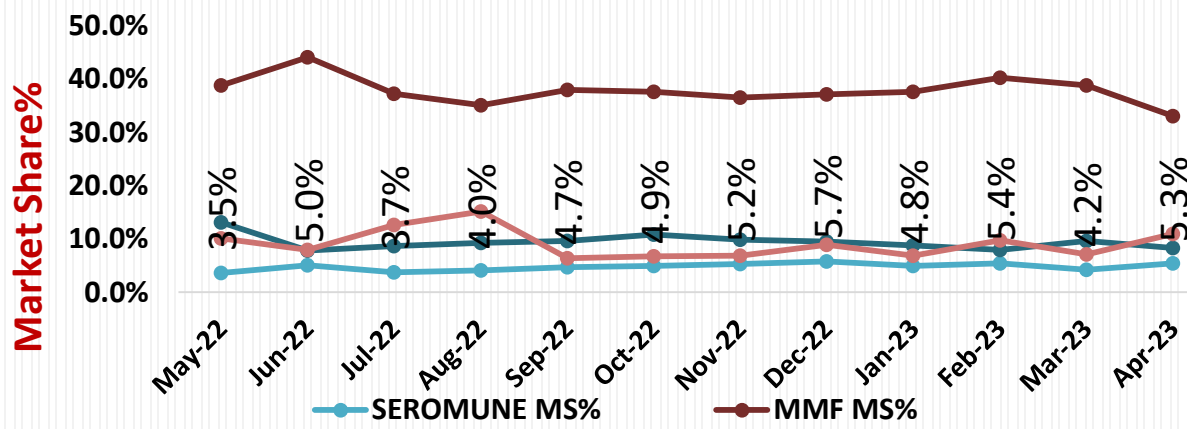
USEFULNESS OF INTERNSHIP

- Knowledge about the ILD
- Got to know the company culture
- Networking with doctors and company professionals.

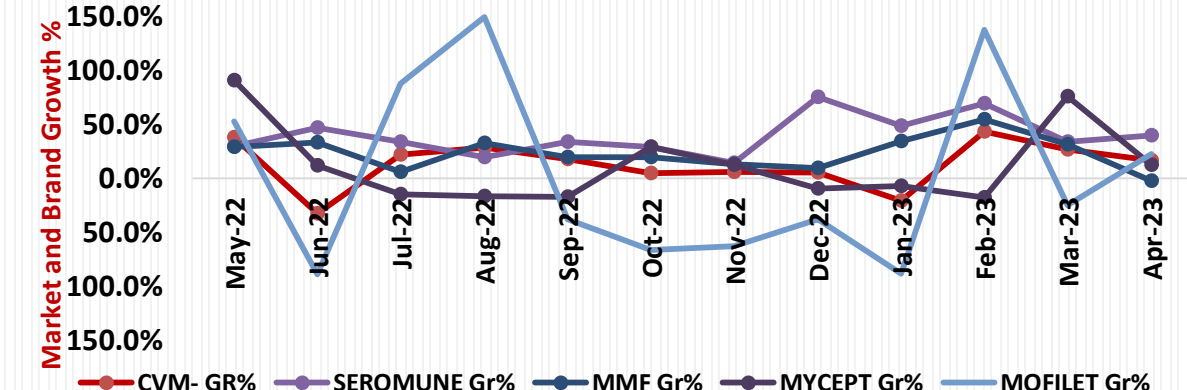
LEARNINGS AND VALUE ADDITIONS

- Analysing Moving Annual Total(MAT) data
- Prepared insights using MAT volume and MAT values.
- Comparing prices of brands manufacturing MMF

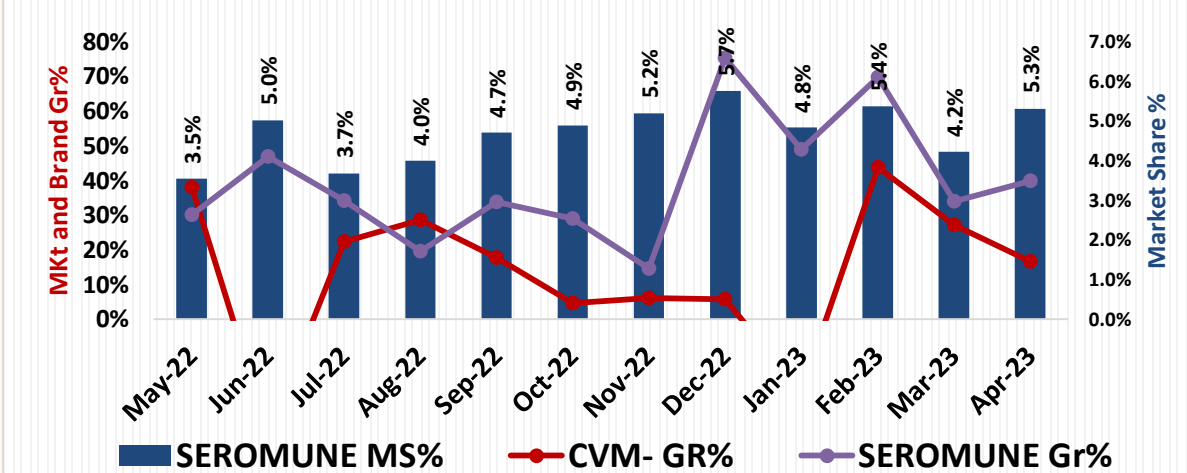
Brands- Market Shares Trend



Market and Brand and Growths



CVM Gr% - Brands Gr % - MS%



SWOT ANALYSIS

Strengths	Weaknesses
- Cost effective 2nd largest player in prescription market. - Low buyer power	- Price sensitivity - Homogenous product - No switching cost associated
Opportunities	Threats
- Injections, self-administerable pens or injectors. - Administration at home. - SLE incidence is seen more in women. - North America market	- Lots of competitors - Substitutes – Prograf, Semuli, Promacta. - Entry of Biosimilars: decreasing market share - New entry in market (Not economical)

SUGGESTIONS

- Giving exposure and training of a CME, or a campaign
- Organising a field visit
- Providing a proper reporting platform

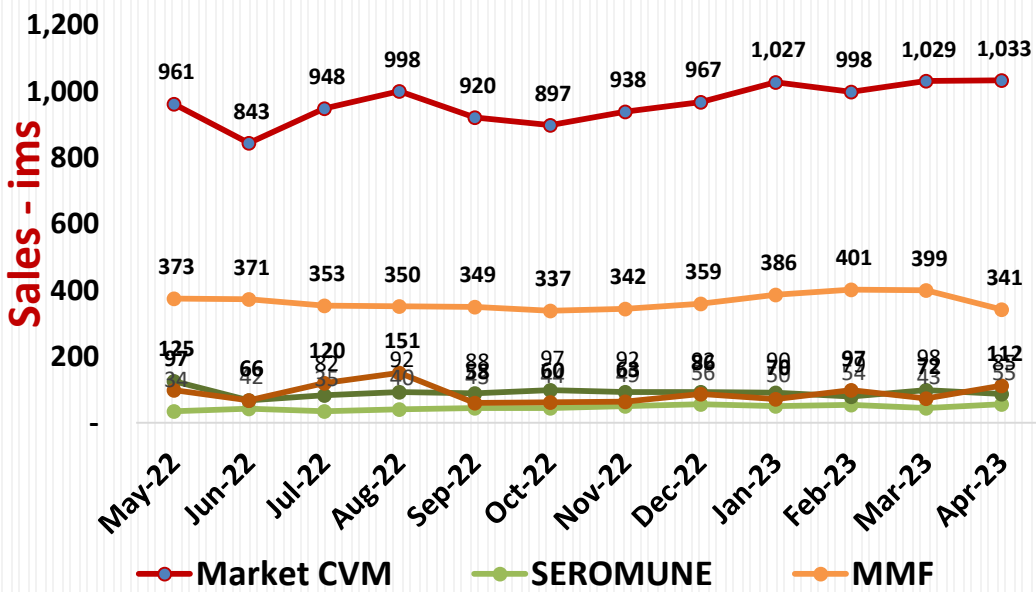
MARKETING STRATEGY

- Collaborate with patient advocacy groups and foundations to raise awareness and support research initiatives.
- Work with insurance providers to ensure Seromune is included in reimbursement lists and covered by health plans.
- Maintain a strong presence at medical conferences, presenting research findings, hosting symposiums, and networking with healthcare professionals.

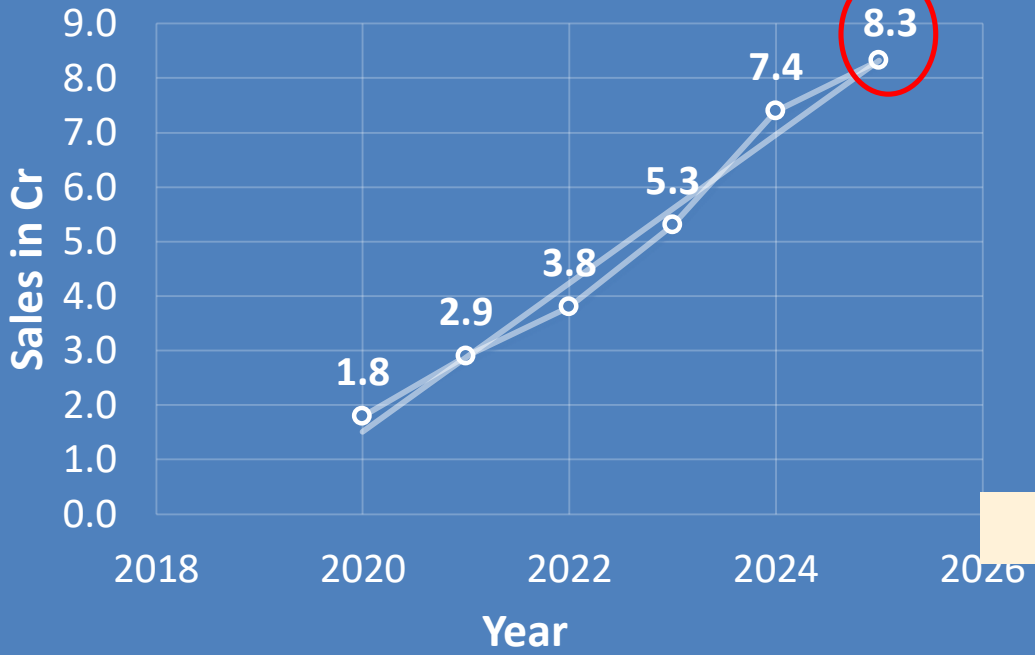
CHALLENGES FACED DURING INTERNSHIP

- Lack of sufficient specialist doctors during market assessment.
- Inability to analyze market data.
- Insights generation (Graphs, charts).
- Difficulty in understanding terms.
- Rejection from doctors

Market Trends - Brand Sales Trends



PROJECTED SALES (IN CR) Ref: IQVIA



DIFFERENCE BETWEEN PRACTICAL EXPOSURE AND THEORETICAL UNDERSTANDING

Practical exposure gave me hands on experience and direct engagement in real world activities while theoretical understanding focused on knowledge and research.