

SUMMER INTERNSHIP PROGRAM

at

CIPLA Ltd.

From 6th May – 6th July 2024

A REPORT BY

Atharva Rajaram Suryawanshi

Master of Business Administration

(PM – 15)

2023-25

under the Mentorship of

Dr. Saurabh Kumar Banerjee.

Associate Professor

IIHMR University.



IIHMR University Faculty Mentor Approval

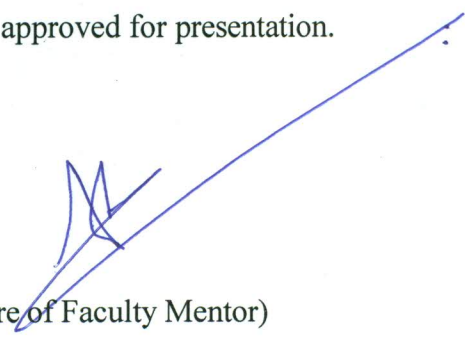
This is to certify that Mr. **Atharva Rajaram Suryawanshi** of academic year 2023-25 of School of Pharmaceutical Management has prepared poster with respect to his summer internship held during May-June 2024.

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

Date:

19/7/2024

(Signature of Faculty Mentor)



Dr. Saurabh Kumar Banerjee

Associate Professor
School of Pharmaceutical Management
IIHMR University Jaipur

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 APIs. 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
- Anticancer drugs
- Antibiotics

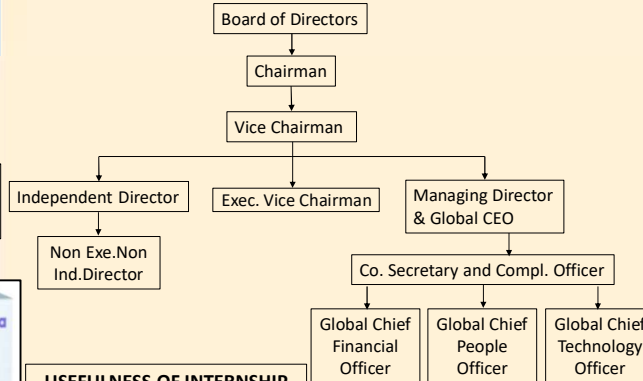
SEROMUNE BRAND PLAN

- 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



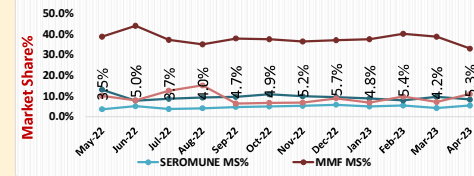
USEFULNESS OF INTERNSHIP

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

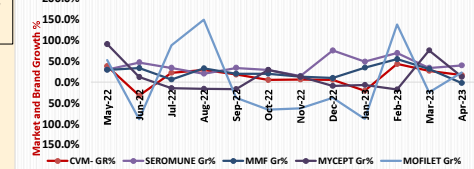
LEARNINGS AND VALUE ADDITIONS

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

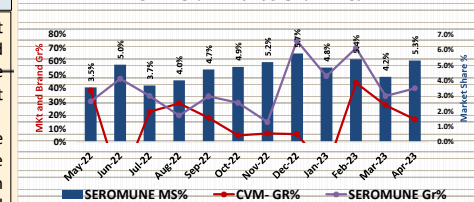
Brands- Market Shares Trend



Market and Brand and Growths



CVM Gr% - Brands Gr% - MS%



SWOT ANALYSIS

Strengths

- Cost effective
- 2nd largest player in prescription market.
- Low buyer power

Weaknesses

- Price sensitivity
- Homogenous product
- No switching cost associated

Opportunities

- Injections, self-administerable pens or injectors.
- Administration at home.
- SLE incidence is seen more in women.
- North America market

Threats

- 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

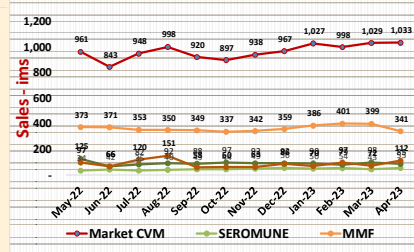
MARKETING STRATEGY

- 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.

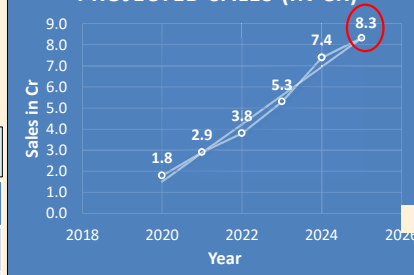
CHALLENGES FACED DURING INTERNSHIP

- 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.

Date: 30th June 2024

To Whomsoever It May Concern

This is to certify that **Atharva Suryawanshi (IIHMR-U/02/2023-25/0584)** of IIHMR University, Jaipur has successfully completed 2 Months Summer Internship as a Market Research Intern from 01st May 2024 to 30th 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

From: 06 May 2024 To: 10 May 2024

Activity Done	• Book reading- 1) One Minute Manager 2) The 7 Habits of Highly Effective People • Assigned work to prepare a brand plan (PPT 30 slides) of Seromune 500 mg tablet (Mycophenolate mofetil), an immunosuppressant, used in autoimmune diseases and organ transplant rejection. • Working on MAT sales data, calculating competitor sales value.
Linking theory (Classroom learning) with practice at your organization	• STP revision • brand plan preparation for Seromune • Identification of Key Opinion Leaders (KOL) • Use of Excel to calculate MAT value. • 4P's, 5C's, Indication, Incidence Prevalence, Value proposition for consumers (product features), gap identification, future planning in terms of growth, sales volume and value,
Gaps identified on the working area	• More proficiency in Excel use is required. • Knowledge of Data analysis, formula selection, data interpretation is required.
Suggestions for Improvement	• To prepare brand plan properly. • To include visual aid, promotional tactics, company target, include more smart art in ppt.
Plans for next week	• To prepare a questionnaire for market assessment. • To revise and edit the prepared ppt again based on the given feedback.

- Nidhish sir takes a meeting every week on Friday and gives feedback for improvement. He has suggested the above points for improvement.

SIP WEEKLY REPORT (Week 2)

Name: Atharva Rajaram Suryawanshi

Roll No: 0584

Stream: MBA Pharmaceutical Management

Area/Dept/Project of SIP: Marketing

Name of Organisation: CIPLA

Week no: 02

From: 13 May 2024 To: 18 May 2024

Activity Done	• Questionnaire is prepared for Seromune 500 mg, revising ppt of Seromune based on feedback given by Nidhish sir. • Including graphs and pie charts of MAT data, growth %, YTD growth %, etc in ppt. • New Excel data of respiratory brands is given for analysis.
Linking theory (Classroom learning) with practice at your organization	• I applied Excel concepts taught in class, such as MAT, YTD, forecasting. • Got introduced to new concepts- Evolution index (EI), % Saliency of Cipla to Company, Covered market %, Market Capitalization Index(MCI)
Gaps identified on the working area	• As per feedback received from Sir, work should be done more faster and efficiently.
Suggestions for Improvement	• To explore Cipla MED website which gives detailed information about their formulations. • To give more time for analysis of Excel data, which will help me in the future

Plans for next week	• A meeting is scheduled with the Marketing manager of Cipla who will guide us on the questionnaire and also about the market assessment which is to be performed on the field in June. • The questionnaire will be reviewed by the Marketing manager and Nidhish sir.
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SIP WEEKLY REPORT (Week 3)

Name: Atharva Rajaram Suryawanshi

Roll No: 0584

Stream: MBA Pharmaceutical Management

Area/Dept/Project of SIP: Marketing

Name of Organisation: CIPLA

Week no: 03

From: 20 May 2024 To: 25 May 2024

Activity Done	• Questionnaire is prepared for Seromune 500 mg, revising ppt of Seromune based on feedback given. • Including graphs and pie charts of MAT data, growth %, YTD growth %, etc in ppt. • Analyzing the new data provided to us.
Linking theory (Classroom learning) with practice at your organization	• I applied Excel concepts taught in class, such as MAT, YTD, and forecasting. • Got introduced to new concepts- Evolution index (EI), % Saliency of Cipla to Company, Covered market %, Market Capitalization Index(MCI)
Gaps identified on the working area	-

Suggestions for Improvement	To explore Cipla MED website which gives detailed information about Cipla's formulations.
Plans for next week	Review and revision of questionnaire and brand plan.

Sir, request you to suggest your feedback based on this week's and last week's report. Also request you to give suggestions for improvement. Your guidance will be helpful.

Thank you

Atharva Suryawanshi.

MBA PM 15.

SIP WEEKLY REPORT (Week 4)

Name: Atharva Rajaram Suryawanshi

Roll No: 0584

Stream: MBA Pharmaceutical Management

Area/Dept/Project of SIP: Marketing

Name of Organisation: CIPLA

Week no: 04

From: 27 May 2024 To: 1 June 2024

Activity Done	- Revising questionnaire based on feedback given. - Including graphs and pie charts of MAT data, growth %, YTD growth %, etc in ppt. - Analysing IQVIA external data which gives a detailed overview of state-wise and zone-wise information. - Including rank wise information of data of brands allotted to us in the ppt. - Started preparation of ppt for a new brand Foracort.
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Linking theory (Classroom learning) with practice at your organization	I applied Excel concepts taught in class, such as MAT, YTD, and forecasting.
Gaps identified on the working area	-
Suggestions for Improvement	To explore the Cipla MED website which gives detailed information about Cipla's formulations.
Plans for next week	Planning for market assessment,

Sir, request you to suggest your feedback based on this week's and last week's report. Also, request you to give suggestions for improvement. Your guidance will be helpful.

Thank you

Atharva Suryawanshi.

MBA PM 15.

SIP WEEKLY REPORT (Week 5)

Name: Atharva Rajaram Suryawanshi

Roll No: 0584

Stream: MBA Pharmaceutical Management

Area/Dept/Project of SIP: Marketing

Name of Organisation: CIPLA

Week no: 05

From: 1 June 2024 to: 8 June 2024

Activity Done	- Finalizing questionnaire. - Reading books which sir recommended. - Preparing PPT for a new brand. - Finding medical colleges and hospitals for market assessment.
Linking theory (Classroom learning) with practice at your organization	Analyzing IQVIA data using excel as taught in class.
Gaps identified on the working area	Be consistent in the work.
Suggestions for Improvement	Identifying medical colleges, hospitals, working on new brand

	plan, focusing on excel data, using formulas for generating new insights.
Plans for next week	Analyzing data obtained from healthcare providers till now.

Sir, I request you to suggest your feedback based on this week's and last week's report. Also, I request you to give suggestions for improvement. Your guidance will be helpful.

Thank you

Atharva Suryawanshi.

MBA PM 15.

SIP WEEKLY REPORT (Week 6)

Name: Atharva Rajaram Suryawanshi

Roll No: 0584

Stream: MBA Pharmaceutical Management

Area/Dept/Project of SIP: Marketing

Name of Organisation: CIPLA

Week no: 06

From: 10 June 2024 to: 15 June 2024

Activity Done	- Started questionnaire survey for the brand Mycophenolate mofetil. - Visited doctors and specialists.
Linking theory (Classroom learning) with practice at your organization	Digital marketing
Gaps identified on the working area	Completing survey
Suggestions for Improvement	Identifying medical colleges, hospitals, working on new brand plan, focusing on excel data, using formulas for generating new insights.
Plans for next week	Making report for submission at Cipla.

	Completing digital marketing module given to us.
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Sir, I request you to suggest your feedback based on this week's and last week's report. Also, I request you to give suggestions for improvement. Your guidance will be helpful.

Thank you

Atharva Suryawanshi.

MBA PM 15.

SIP WEEKLY REPORT (Week 7)

Name: Atharva Rajaram Suryawanshi

Roll No: 0584

Stream: MBA Pharmaceutical Management

Area/Dept/Project of SIP: Marketing

Name of Organisation: CIPLA

Week no: 07

From: 24 June 2024 to: 29 June 2024

Activity Done	Started preparing of the report as well as poster for presentation.
Linking theory (Classroom learning) with practice at your organization	Reporting and documentation of project done.
Gaps identified on the working area	-
Suggestions for Improvement	-
Plans for next week	- Preparing for the presentation to Nidhish sir regarding the internship and its learnings. - Presenting the insights generated by me from the data. - Highlighting objectives of the internship. - Approving and printing poster. - Submitting report. - Completing digital marketing modules given to us.

Last week of the internship will be from 1 July to 6 July 2024.

Sir, I request you to suggest your feedback based on this week's and last week's report. Also, I request you to give suggestions for improvement. Your guidance will be helpful.

Thank you

Atharva Suryawanshi.

MBA PM 15.

SIP WEEKLY REPORT (Week 8)

Name: Atharva Rajaram Suryawanshi

Roll No: 0584

Stream: MBA Pharmaceutical Management

Area/Dept/Project of SIP: Marketing

Name of Organisation: CIPLA

Week no: 08

From: 1 July 2024 to: 6 July 2024

Activity Done	- Completed and submitted report of SIP for approval. - Noted the learnings and value additions from the internship. - Started preparing the poster.
Linking theory (Classroom learning) with practice at your organization	Poster and ppt making.
Gaps identified on the working area	-
Suggestions for Improvement	-
Plans for next week	-

This is the last week of my internship (Start date: 6 May 2024)

Sir, I request you to suggest your feedback based on this week's and last week's report. Also, I request you to give suggestions for improvement. Your guidance will be helpful.

Thank you

Atharva Suryawanshi.

MBA PM 15.

Compiled Reporting Format

Annexure F

Name of the Organisation: CIPLA

Area/ Department/ Project of Summer Internship Program: Marketing

Name of the Student: Atharva Rajaram Suryawanshi

Roll no: 0584

Stream: MBA-PM-15

About The Organisation

Cipla Limited is an Indian Pharmaceutical MNC. Cipla primarily develops medicines to treat HIV, respiratory disease, cardiovascular disease, arthritis, and oncology. The company also manufactures APIs and diagnostic products.

The founder of Cipla was **Khwaja Abdul Hamied** who established Cipla in 1935 as The Chemical, Industrial & Pharmaceutical Laboratories. Its headquarters is in **Mumbai**. He was the first Indian to have founded a pharmaceutical company. In 1984, the Board of Directors changed the company name to 'Cipla'. From the 1950s the company produced more than 50 API's.

In FY 2022-23, Cipla achieved a 5% YoY growth in Revenue. The 5-year CAGR (from 2018 to 2022) was recorded to be 8%. The return on invested capital (RoIC) was 215 bps YoY.

Cipla is the 2nd largest in the chronic branded prescription market and has an excellent market share with a 3% increase in chronic patients' market share.

Cipla has a motto of caring for life. Cipla is a "Great Place To Work" certified for 6 consecutive years. Cipla believes that their employees are a bridge that reduce the gap between patients and affordable medicines. Cipla strives to make an impact in society by improving the quality of life.

Cipla has a special campaign to tackle respiratory diseases. “BREATHE. Think Cipla.”

Cipla has an ESG framework of CARE. It justifies their goal to preserve the Environment, Sustainability, Governance, and Product.

Cipla has reported a 32% increase in net profit (1056 Cr.). Cipla shares have also jumped to 7%, hitting 52 week high in Q3 earnings.

Cipla also has a website CIPLAMed to make the patients and customers knowledgeable about diseases and drugs. It also contains information related to drugs and clinical trials conducted by the company.

Vision:

To become a center of excellence in the manufacturing of quality, affordable and newer medicines.

Mission:

To sustainably affordable and efficacious medicines to improve the quantity and quality of life.

Activity Done	1. Introductory Session: • I participated in the initial orientation session conducted by the organization mentor. 2. Preparation of Brand Plan: • I learned the key points and steps involved in preparing a comprehensive brand plan. • A brand plan is based on the following steps. 1. Understanding the marketplace. 2. Understanding customers (prescribers and distributors). 3. Understanding consumers (patients) 4. Understanding competition. 5. Understanding performance & learning's 6. Strategy, Action plan & KPI's. 7. Resource Allocation, Forecast and P&L. • Applied theoretical knowledge such as SWOT, PESTLE, and marketing concepts to practical scenarios in my internship for better understanding.
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	3. Making Presentation (Brand plan) on Seromune 500mg: - Created a detailed presentation for Seromune 500mg (Mycophenolate mofetil), highlighting a market overview of immunosuppressants and competitor analysis. - Incorporated feedback from Nidhish Sir to refine the presentation. - Took the help of a sample brand plan of Glaritus to make the brand plan. 4. Getting Knowledge About Data Segments & MAT Values: - Learned about data segmentation and the importance of Movin Annual Total (MAT) values. - MAT data is present as volume data and value data. - Volume data is number of products sold. Whereas value data is in crores or lakhs. - Understood how to interpret and utilize MAT data for market analysis. - Prices of drugs of different companies were compared with each other. - A compilation of data using graphs and charts was done to understand zone-wise sales better. 5. Preparing and Revising Questionnaire for Seromune 500mg: - Developed a comprehensive questionnaire to gather prescription knowledge from physicians and specialist doctors (pulmonologists and rheumatologists) on Mycophenolate mofetil. - Revised the presentation based on the feedback received. 6. Including Graphs of MAT Data, Growth %, YTD Growth % in PPT: - Enhanced the presentation by including visual aids like graphs and pie charts. - Presented MAT data, growth percentages, and Year-To-Date (YTD) growth percentages by analyzing data from the Excel file. 7. Analyzing New Excel Data of Respiratory Brands: - Analyzed the new data provided for respiratory brands.
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	• The new data consisted of zone-wise data, state-wise data, • Got to know different brands available in the market and the brands manufactured by Cipla. 8. Completing the Brand Plan for Seromune 500: • Finalized the brand plan for Seromune 500, ensuring all critical elements were covered. • Included insights collected from data analysis in the presentation. 9. Working on a Questionnaire for the Physician Perception Survey: • Continued developing the questionnaire for the physician perception survey. • The questions asked were the dose at which side effects are seen, rare side effects observed if any; molecules prescribed by a physician for pulmonary disease. • Ensured the questionnaire was comprehensive and targeted key areas of interest. 10. Understanding How to Develop Brand Plan in a Corporate Organisation: • The brand plan differs considerably when it comes to an organization. • Understood the differences between theoretical and practical brand planning in a corporate environment. 11. Analyzing IQVIA External Data: • Analyzed external data from IQVIA, focusing on state-wise and zone-wise information. • Gained a detailed overview of market dynamics and competitive positioning. 12. Including Rank-wise Information of Brands in PPT: • Integrated rank-wise information of brands into the presentation. • Highlighted the competitive positioning and performance of various brands. 13. Finalizing Questionnaire: • Finalized the questionnaire for market assessment surveys, ensuring clarity and relevance.
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	• Prepared to gather insightful data from physicians. 14. Reading Recommended Books: • Read books recommended by the mentor to enhance understanding of brand management and marketing strategies. • Books recommended were: 1. One minute manager. 2. Seven habits of Highly Effective People. 15. Finding Medical Colleges and Hospitals for Market Assessment: • Conducted research to identify medical colleges and hospitals for market assessment. 16. Starting Questionnaire Assessment for Mycophenolate Mofetil: • Started the questionnaire assessment for Mycophenolate Mofetil. • Engaged with doctors and specialists to gather responses. 17. Visiting Doctors and Specialists: • Visited 25 doctors (Pulmonologists and Rheumatologists) to collect information about the prescription pattern of MMF drug. • Conducted visits to doctors and specialists to gain firsthand insights. • Collected valuable feedback to inform product strategies and improvements.
Linking theory (Classroom learning) with practice at your organization	At Cipla, we are committed to bridging the gap between classroom learning and practical application, particularly in the development of the brand plan for Seromune 500. This integration of theory and practice is essential for creating effective strategies. 1. Classroom Learning: • I covered essential concepts such as market analysis, brand positioning, competitive strategy, and consumer behavior. These foundational elements are crucial for understanding the dynamics of

pharmaceutical marketing and developing effective strategies.

2. Application of Excel Concepts:

- Concepts learned in class, such as Monthly Aggregate Total (MAT), Year-To-Date (YTD) analysis, and forecasting, are applied directly to our data analysis processes.
- These concepts help in accurately interpreting sales data and predicting future trends, ensuring that our marketing strategies are data-driven and evidence-based.

3. Introduction to Advanced Metrics:

- In addition to classroom-taught Excel concepts, I was introduced to new metrics essential for pharmaceutical marketing, enhancing my analytical capabilities.
 - i. **Evolution Index (EI):** Measures the growth rate of a brand relative to the market, providing insights into brand performance.
 - ii. **% Saliency of Cipla to Company:** Indicates the significance of Cipla's products within the overall company portfolio, helping prioritize resource allocation.
 - iii. **Covered Market %:** Represents the market share covered by Cipla's products, highlighting market penetration.
 - iv. **Market Capitalization Index (MCI):** Assesses the market value of Cipla's brand compared to competitors, offering a competitive perspective.

4. Analyzing IQVIA Data:

- Utilizing the Excel skills learned in class, I analyzed IQVIA data to gain insights into state-wise and zone-wise market dynamics.
- This analysis provided a detailed overview of Cipla's competitive positioning and market opportunities, enabling informed strategic decisions and targeted marketing efforts.

5. Digital Marketing:

	• Sir shared digital marketing modules with us to help us get an idea of the subject. • Classroom knowledge of digital marketing was applied to enhance our brand's online presence. • Digital marketing modules included social media websites, online advertising to reach a broader audience, and search engine optimization (SEO).
Gaps identified on the working area.	• More proficiency in Excel use is required. • Knowledge of Data analysis, formula selection, and data interpretation is required. • To prepare brand plan properly. • To include visual aids, promotional tactics, and company targets, include more smart art in ppt. • STP revision • Brand plan preparation for Seromune • Identification of Key Opinion Leaders (KOL) • Use of Excel to calculate MAT value. • 4P's, 5C's, Indication, Incidence Prevalence, the Value proposition for consumers (product features), gap identification, future planning in terms of growth, sales volume, and value. • As per feedback received from Sir, work should be done more faster and efficiently. • To explore the CiplaMED website which gives detailed information about their formulations. • To give more time for analysis of Excel data, which will help me in the future. • Review and revision of questionnaire and brand plan.
Suggestions for improvement	MRs Training • Implement a mentorship program where experienced MRs can coach and guide newer colleagues on overcoming challenges faced in the field. Innovation and Technological Advancements • Innovations that focus on patient convenience and adherence can improve treatment outcomes and market acceptance. • Developing new formulations (liquids, gummies) or combination therapies with other medications that could be safe for adult patients.

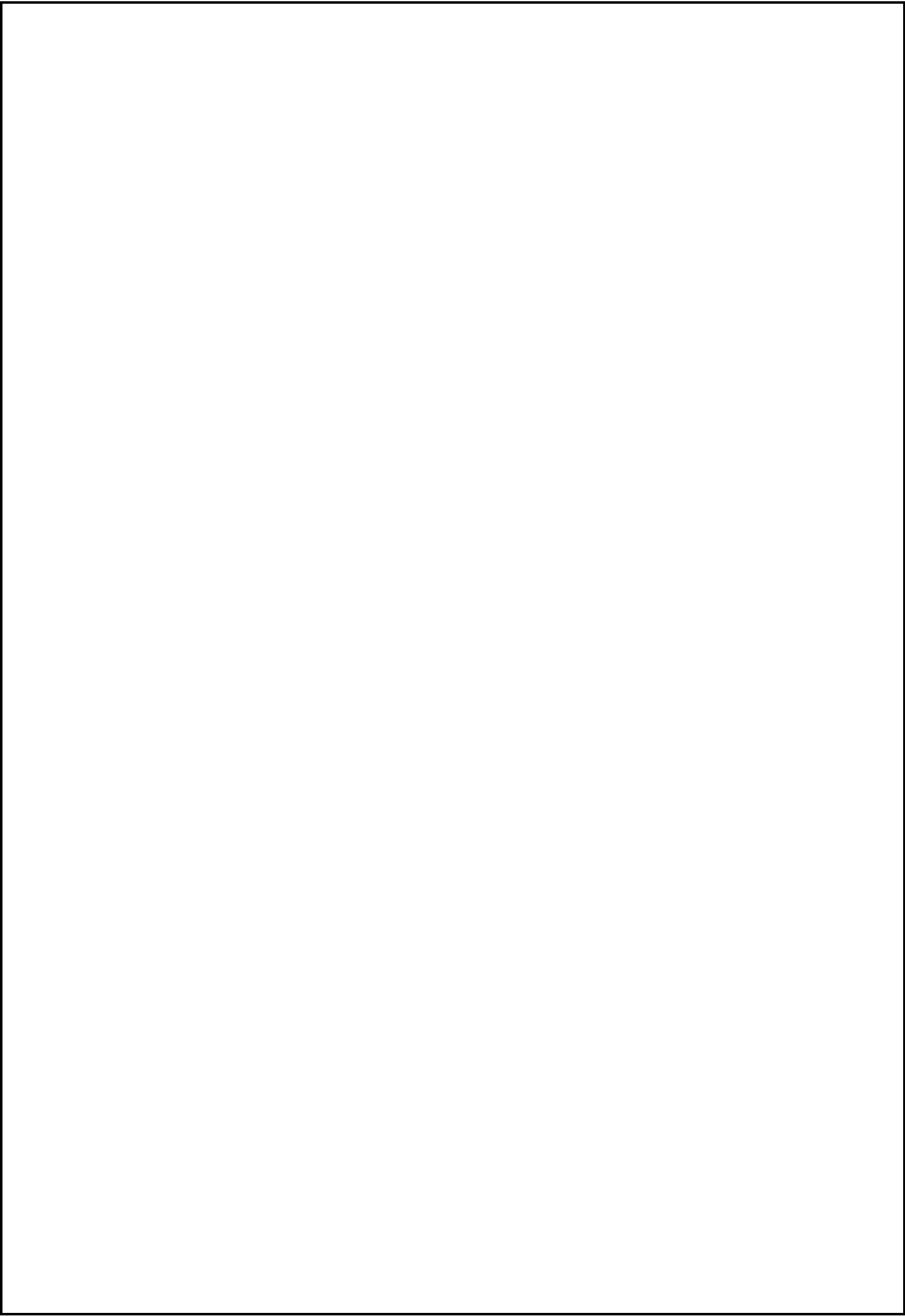
	Patient Adherence and Education • Developing better patient education and support programs to promote adherence and manage chronic diseases effectively. • The development of patient-friendly solutions and educational materials is crucial for promoting better long-term disease control. • Boost initiatives to inform patients and healthcare professionals about the advantages and applications of mycophenolate mofetil, thereby increasing uptake and usage. • Boost interaction on social media with patients and medical professionals by sharing informative content and updates regarding mycophenolate mofetil. • To increase awareness and adoption, launch digital campaigns that inform the public and healthcare professionals about the advantages and appropriate use of mycophenolate mofetil. Value-Based Healthcare Solution • Showcase the clinical advantages and cost-effectiveness of mycophenolate mofetil in the treatment of ILD and autoimmune diseases by aligning product offerings with value-based healthcare models. Customer Feedback Systems • Establish reliable customer feedback systems to collect data in real-time about the experiences of patients and healthcare providers, facilitating ongoing improvement. Virtual Patient Support • To increase patient engagement and satisfaction, provide virtual support programs where patients can get advice and information about their treatment.
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Atharva Rajaram Suryawanshi

Signature of the Student

Approved by IIHMR University's Mentor

Dr. Saurabh Kumar Banerjee.



MARKET ASSESSMENT OF MYCOPHENOLATE MOFETIL AT CIPLA

Cipla Limited is an Indian multinational pharmaceutical company, headquartered in Mumbai, Maharashtra. Khwaja Abdul Hameed 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 APIs. 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

- Anticancer drugs

- Antibiotics

SEROMUNE BRAND PLAN

- Immunosuppressants market insights

- Worth 142.3 Cr

- Autoimmune disease market: 183.3 Cr

- (CAGR 8.2%)V

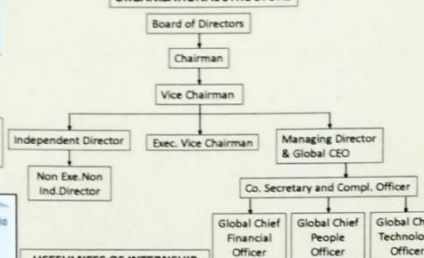
- Seromune 500mg: 7.09 Cr

- 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.

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.

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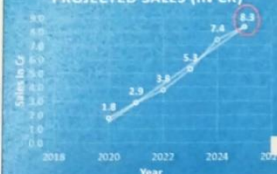
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Market Trends - Brand Sales Trends



PROJECTED SALES (IN CR)



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.

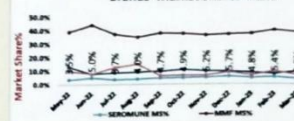
LEARNINGS AND VALUE ADDITIONS

- Analysing Moving Annual Total(MAT) data

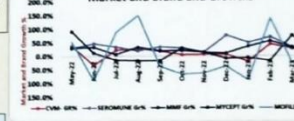
- Prepared insights using MAT volume and MAT values.

- Comparing prices of brands manufacturing MMF

Brands - Market Shares Trend



Market and Brand and Growth



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, Semulip, 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