

History & Description

Lupin Limited, founded in 1968 by Dr. Desh Bandhu Gupta in Mumbai, India, initially focused on combating infectious diseases like tuberculosis. Over the years, it expanded its product portfolio to include cardiovascular, anti-diabetic, and anti-inflammatory drugs, and began exporting internationally. Lupin has become a leading global pharmaceutical company, known for its strong R&D investments, production of generics, biosimilars, and specially drugs, and significant global presence. The company is recognized for its innovation, market leadership, and commitment to sustainability and corporate social responsibility.

VISION

"To be An Innovation Led, Transnational Pharmaceutical Company"

VALUES

Integrity, Passion for Excellence, Teamwork, Entrepreneurial spirit, Respect & Care, Customer Focus

Theoretical vs Practical Exposure

Both practical and theoretical exposure offer different knowledge, like practical exposure gives hands on experience, develops skills, creates networks, tackles real world problems. Whereas theoretical exposure gives conceptual learning, helps in developing marketing strategies, provides foundational learning. Combining both in an internship helps intern build a understanding of market and prepare them for further challenges.

Strengths

- Well Established Organization.
- Skilled Employee
- Good Reach
- Strong culture

Weakness

- Resistance to changes.
- Lack of communication between higher and lower-level employee of different department.

Organization Structure

Vice President
Marketing Head
Senior Product Manager
Product Manager
Intern

Opportunities

- Growing awareness
- Technology advancement.
- Digital consultation.
- Strategic partnership.

Threat

- High cost of services
- Increasing competition
- Regulatory compliances
- Changing trends

Challenges

- Limited practical experience make it difficult to understand some concepts.
- Understanding market, consumer behaviour and their preference is difficult.
- Keeping up with evolving digital marketing can be overwhelming

Project Objectives-

- Brand Awareness- Increase online visibility and recognition of Lupin Dermatology Skincare Portfolio across ecommerce and digital platform.
- Content Strategy- Create compelling educational content that highlights brand's values, products benefits and USPs.



E- Commerce Marketing Plan

- Analysis of customer reviews from active e-commerce sites revealed positive results. After that, the target market was determined, the market was examined, and the rivals were evaluated.
- Different strategies for promoting product on E-Com and Modern Trade were provided.
- Ideas for sampling, sales promotion, point of sales were provided.
- To increase online visibility promotion on Snapchat, Spotify, Instagram, you tube were suggested.
- Content ideas were also discussed.

Suggestions

Reduce communication gap between different departments.
Perform market research to stay updated on industry trends, competitor strategies, and customer needs.

Learnings

- Understood minute details of marketing the prescription drug to an OTC drug.
- Acknowledged different marketing platforms and how to connect them to consumers for communication.