IIHMR UNIVERSITY

Leveraging Modern Trade to increase the Business of Lupisit

Presented By: Annavi Gupta
Mentor: Mr. Rahul Sharma
Course: MBA-PM(15)
University mentor: Mr. Govind Tandel (Deputy Gn. Manager)

LUPIN

History/Description

Lupin Limited, headquartered in Mumbai, India, is the fastest growing, top 3 pharmaceutical players in India. It was founded by Dr. Desh Bandhu Gupta in 1968. DBG founded Lupin with only ₹5000. Through sheer grit, determination and perseverance, he expanded his business and soon set up Lupin's first manufacturing plant supplying iron and folic acid tablets for the Government of India's flagship programme. Lupin commenced operations as a manufacturer of vitamins, and soon started producing drugs to combat tuberculosis (TB). The decision was anchored by DBG's desire to reduce the burden of one of the most pervasive and debilitating diseases in India, despite stringent price controls on anti-TB drugs by the government. Over the years, Lupin has grown and expanded into new areas and regions, manufacturing drugs that extend the promise of good health to communities across the globe.

Vision

Lupin's mission is to become a transnational pharmaceutical company through the development and introduction of a wide portfolio of branded and generic products in key markets.

Mission

Lupin Pharmaceuticals, Inc. is committed to bringing innovative products for the healthcare professional to improve the health and well being of individuals. Lupin Pharmaceuticals, Inc. is well positioned for growth in the US market. We can capitalize on the strengths of our parent company, Lupin Limited:
•Scientific expertise to develop new and improved products and product line extensions;
•Manufacturing technology, expertise and infrastructure;
•Financial resources.

Line of Organization of Cardiology (for the division PinnacleCV)

- PRESIDENT (Mr. Rajeev Sibal)
- SENIOR VICE PRESIDENT (Mr. Sourabh Aggarwal)
- CLUSTER HEAD (Mr. Rohit Nayyar)
- BUSINESS UNIT HEAD (Mr. Pradeep Dubey)
- DIVISION HEAD (Mr. Govind Tandel)
- Product Management Team

MedPlus
Wellness Forever CHEMISTS Life. Unlimited
PharmEasy
TATA 1mg

ABOUT THE PROJECT

AIM: To Leverage Modern trade to increase the business of Lupisit
Objective: To increase the Modern trade od Lupisit D and Lupisit DM by 10% at the end of quarter 1.
Methodology: Market Research, Data analyses
Learnings: What is Modern Trade? Why is it important for pharmaceutical companies to focus on Modern Trade?
Inferences: 1. Make available Lupisit DM, Lupisit D 10/100 on Flipkart (as Flipkart is the most profitable account for Lupisit)
2. Make available Lupisit 50 and Lupisit DM 5/500 on Pharmeasy.
3. Can increase the availability of Lupisit M XR across Flipkart, Pharmeasy, and Frank Ross.

Difference between

Practical exposure at Organization	Theoretical understanding from University
• Used various data visualization software • Understood various aspect within the organization that affect the revenue. • Was a part of a marketing campaign.	• Theoretical knowledge about business development • Concept of Organization Behavior. • About various marketing strategies and management.

Learnings	Challenges	Usefulness of internship	Suggestions
• What is Modern trade? • How modern trade is analyzed. • How a marketing campaign is planned and executed. • What are the first steps in launching a new FDC?	• Handling large datasets • Communicating and interacting with higher authorities • Learning new excel functions.	• Provided a chance to see how various management functions takes place in an organization. • Observed from the inside how brand management takes place.	• A short orientation program for new interns so that they understand the company's culture, people and environment easily.

SWOT Analysis

Strength	Weakness
• Wide reach • Enhanced consumer experience • Increased brand visibility	• Intense price competition • Dependency on Technology
Opportunity	**Threat**
• Changing consumer trends • Technological advancements	• Problems with Regulatory compliance • Competition from Traditional trade