

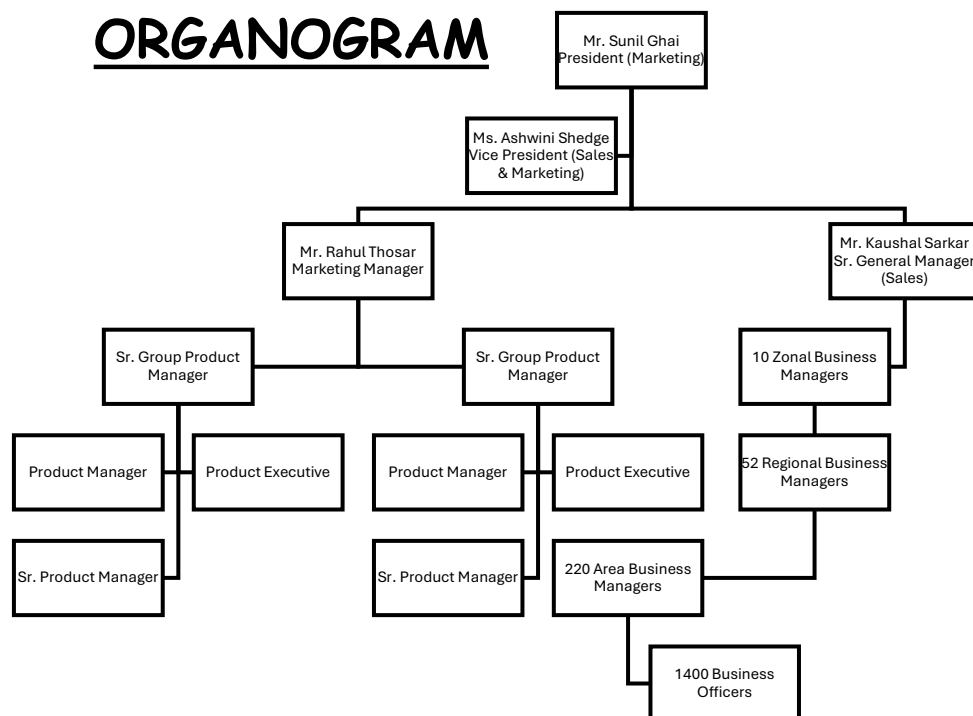
## INTRODUCTION

A global pharmaceutical company has been driven by consumers producing healthy life doses since 1949. Ipca has been an essential healthcare partner in more than 120 countries on six continents for over 60 years. As a fully integrated pharmaceutical company, we produce over 80 APIs and 350 formulations for different therapeutic areas. Having manufacturing leadership in over 12 APIs worldwide, 15 APIs, and 11 Formulations manufacturing facilities worldwide, this company is one of the biggest suppliers of these APIs worldwide. The top 300 brands in the Indian pharmaceutical market according to IQVIA October 2023 include five formulations from leading brands in pain, rheumatology, antimalarials, and hair care therapy.

## VALUES

**Qualiti:** Complying with world-class quality standards and creating products that can be recommended with trust  
**Safeti:** Maintaining high standards of employee safety and ensuring that all our products pass thorough quality and safety checks  
**Integriti:** Endorsing transparent business practices and a strong work ethic across all the departments and levels in the organization.  
**Digniti:** Ensuring a respectful work culture for all the stakeholders, and a relationship born out of respect with our consumers  
**Responsibiliti:** Fostering a culture of individual ownership and commitment within the company, and realizing our role as a responsible corporate citizen in a changing world

## ORGANOGRAM



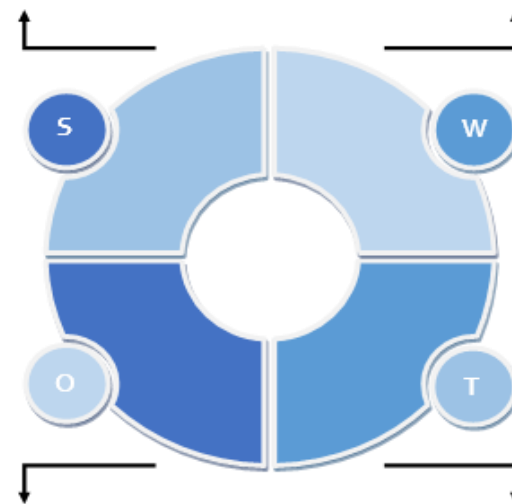
## SWOT ANALYSIS

### Strength:

- Well-established and effective medication for Gastroesophageal Reflux Disease
- Preferred Proton Pump Inhibitor for co-morbid conditions
- 24hrs action
- Least drug-drug interaction
- Safe in pregnancy depending on the risk-benefit ratio
- Widely available
- Available in multiple combinations to meet the needs of all types of GERD, Gastric, and Duodenal ulcer patients
- Preferred line of treatment in Laryngopharyngeal reflux

### Weakness:

- Required in high doses for complete acid reduction



### Opportunity:

- Developing new formulations (liquids, gummies) or combination therapies with other medications that could be safe for pediatric patients
- Increasing public awareness about GERD

### Threat:

- Increased competition from other PPIs
- Newer PPIs like Vonaprazan which are more relevant in terms of healing ulcers

## OBJECTIVE OF THE PROJECT

This market analysis aims to understand the Pantoprazole market through strategic growth and well-informed decision-making. The product line, target market, distribution methods, pricing plan, and marketing initiatives will all be examined. A SWOT analysis will determine strengths, weaknesses, opportunities, and threats. To assess market position and determine growth trajectories, the study will also look at the prescribing practices of healthcare professionals and quantify market share and size.

University Mentor: Dr. Saurabh Banerjee  
 Organization Mentor: Mr. Rahul Thosar

## LEARNINGS AND OUTCOME

**Field Exposure:** Gained field exposure by interacting with Medical Representatives (MRs), doctors, and pharmacists. Observed MRs using visual aids to promote products to doctors

**Market Exposure:** Acquired market exposure by learning about brands containing the same molecule. Noticed alternative Proton Pump Inhibitors (PPIs) available in the market, which doctors use.

**Communication and Collaboration:** Effective communication and collaboration with MRs and doctors helped convey the project's objectives.

**Data collection and analysis:** Learned how to collect and analyze data from the field.

## LEARNINGS AND VALUE ADDITION

### PRACTICAL EXPOSURE

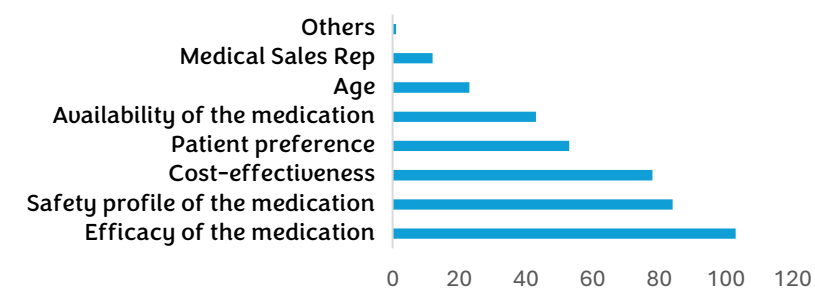
- Field visits at hospitals, clinics, polyclinics, etc
- Understanding of the working pattern of MRs

### THEORETICAL WORK

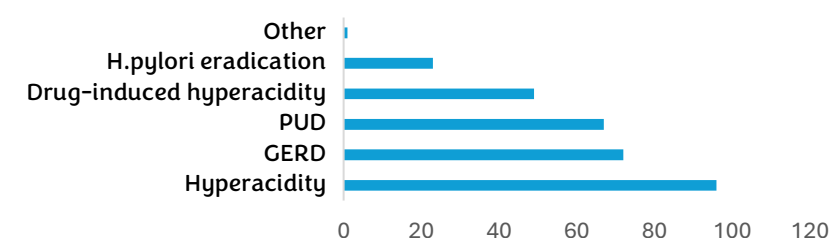
- Detailed knowledge about Pantoprazole
- Competitive analysis including pricing, manufacturing technologies

## FINDINGS FROM THE STUDY

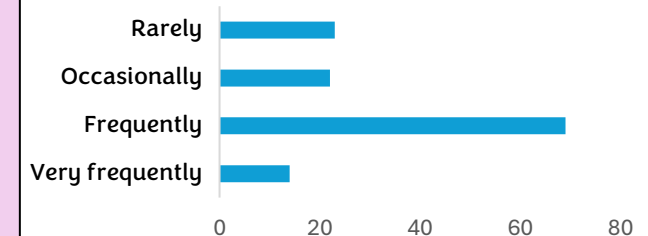
### Prescribing Factors



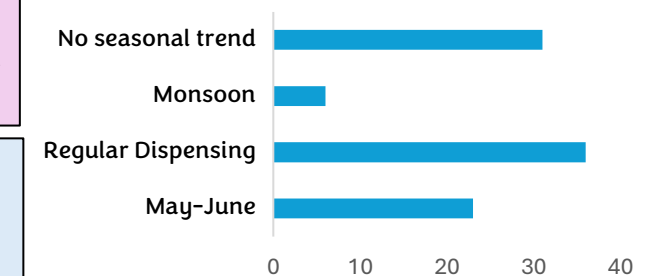
### Indications



### Frequency of dispensing



### Seasonal Trend



## CHALLENGES

- Long waiting time at hospitals
- Some chemists were non-cooperative for sharing information

## SUGGESTIONS

- Focus on data-driven communication through scientific publications, engaging presentations, and informative digital tools. Partner with patient advocacy groups for wider reach.
- Design attractive schemes and provide clear dispensing guidelines. Develop educational materials for patient counseling.
- Educational materials on healthy lifestyles to complement treatment.
- Educational videos on healthy lifestyles for managing acidity and related conditions.

Stream: MBA Pharmaceutical Management

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