

SUMMER INTERNSHIP PROGRAM

at
IPCA Laboratories

From 2nd May 2024 to 2nd July 2024

A REPORT BY,
Aditi Sakpal
Master of Business Administration
(Pharmaceutical Management)
2023-25

under the Mentorship of
Dr. Saurabh Kumar Banerjee (Dean SPM)



CERTIFICATE

This is to certify that Ms. Aditi Sakpal of MBA PM-15 of IIHMR University (MBA Pharmaceutical Management) has worked with our organization for her summer internship from 2nd May 2024 to 2nd July 2024.

The overall performance shown by her during the period was excellent/good/average. This certificate is being issued to meet the requirements of the IIHMR University.

Date: 02/07/24



(Signature of organization Mentor)

Name: Rahul S. Thakur

Designation: Marketing Manager

Seal/Stamp of the Organization



IIHMR University Faculty Mentor Approval

This is to certify that **Ms. Aditi Tanaji Sakpal** of the academic year 2023-25 of **School of Pharmaceutical Management** has prepared a poster with respect to her summer internship held during May-June 2024.

She has carried out work as per the guidelines. Her poster is approved for presentation.

Date: 22nd July 2024

A handwritten signature in blue ink, consisting of a stylized 'S' followed by a long, sweeping horizontal line.

(Signature of Faculty Mentor)

Dr. Saurabh Kumar Banerjee

Associate Professor

IIHMR University Jaipur

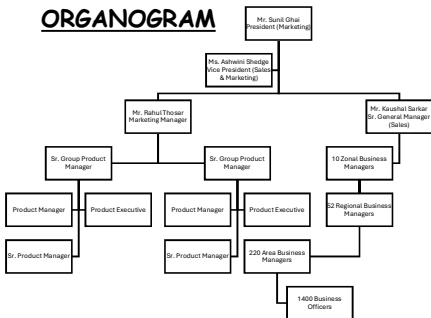
INTRODUCTION

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

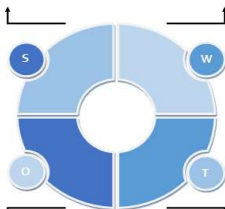
Quality: Complying with world-class quality standards and creating products that can be recommended with trust
Safety: Maintaining high standards of employee safety and ensuring that all our products pass thorough quality and safety checks
Integrity: Ensuring transparent business practices and a strong work ethic across all the departments and levels in the organization.
Dignity: Ensuring a respectful work culture for all the stakeholders, and a relationship born out of respect with our consumers
Responsibility: 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
 - Never PPIs like Vonopran 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.

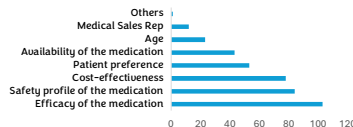
LEARNINGS AND VALUE ADDITION

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

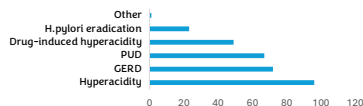
- THEORETICAL WORK**
- Detailed knowledge about Pantoprazole
 - Competitive analysis including pricing, manufacturing technologies

FINDINGS FROM THE STUDY

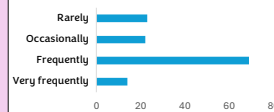
Prescribing Factors



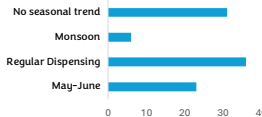
Indications



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

Presented By: Aditi Sakpal
 Roll no: 0561
 Batch: PM-15

Reporting Format (Weekly)

Name of the Organisation: IPCA Laboratories

Area/Department/Project of Summer Internship Program: Pharma Division Domestic Marketing

Name of the Student: Aditi Sakpal

Roll no: 0561

Stream: Pharmaceutical Management

Week no: 1

From: 02/05/2024 **To:** 03/05/2024

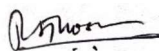
Activity Done	• Preparation for fieldwork • Study of the base component (Aceclofenac) • Overview of the related products • Background reading via research articles and visual aids
Linking Theory (Classroom learning) with practice at your Organisation	• Segmentation, Targeting, and Positioning
Gaps identified on the working area	-
Suggestions for improvement	-
Plan for the next week	• Fieldwork with sales team • Communication with Doctors

Signature of the Student:



Approved by the IIHMR University's Mentor:

Approved by the Organization Mentor:



Reporting Format (Weekly)

Name of the Organisation: IPCA Laboratories

Area/Department/Project of Summer Internship Program: Pharma Division Domestic Marketing

Name of the Student: Aditi Sakpal

Roll no: 0561

Stream: Pharmaceutical Management

Week no: 2

From: 06/05/2024 **To:** 10/05/2024

Activity Done	• Field Visit: Sales & Marketing (Mumbai) • Dates: 08/05/2024 - 10/05/2024 • Locations: Mulund East, Kandivali West, Kalyan West • PPIs (Proton Pump Inhibitors), H2 Receptor Blockers (Domperidone), Market Share & Growth Calculations
Linking Theory (Classroom learning) with practice at your Organisation	• This activity involved expanding theoretical knowledge gained in the classroom on specific pharmaceutical products (PPIs and H2 Receptor Blockers) and market analysis techniques (Market Share & Growth Calculations) to understand their application within the organization better. • Understanding the Pharmaceutical industry sales methodology and working structure
Gaps identified in the working area	• Better understanding of the market landscape, and challenges faced by the MRs in promoting products. • Effective communication techniques, relationship-building skills • Intricacies of the products being marketed, including their features, benefits, and competitive advantages. • Opportunity for learning, collaboration, and optimization in pharmaceutical sales and marketing strategies
Suggestions for improvement	• Implement a mentorship program where experienced MRs can coach and

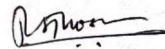
	guide newer colleagues on overcoming challenges faced in the field.
Plan for the next week	• Project work

Signature of the Student:



Approved by the IIHMR University's Mentor:

Approved by the Organization's Mentor:



Reporting Format (Weekly)

Name of the Organisation: IPCA Laboratories

Area/Department/Project of Summer Internship Program: Pharma Division Domestic Marketing

Name of the Student: Aditi Sakpal

Roll no: 0561

Stream: Pharmaceutical Management

Week no: 3

From: 13/05/2024

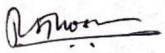
To: 17/05/2024

Activity Done	- Finalized the project topic after discussions with the mentor, aligning with classroom learning in pharmaceutical marketing and market research. - Drafted a questionnaire to collect data from doctors, MRs, and pharmacists. The questionnaire incorporates the 4Ps of the marketing mix (Product, Price, Place, Promotion) to gather insights on Pantoprazole brands in the market. - Conducted a preliminary analysis of competitor brands using online resources and visual aids (e.g., brand websites, and marketing materials). - Gained a deeper understanding of the Pantoprazole molecule, its mechanism of action, and various indications it treats.
Linking Theory (Classroom learning) with practice at your Organisation	- Designing a questionnaire using the 4Ps framework aligns with market research techniques. - Analyzing competitor strategies based on product features, pricing, distribution channels, and promotional activities reinforces marketing mix concepts. - Understanding the Pantoprazole molecule and its applications draws upon classroom learning in pharmacology.
Gaps identified in the working area/learnings from the activity	- Gaining a strong understanding of the Pantoprazole molecule and its applications was crucial. - Analysing competitor strategies based on the 4Ps framework provided a

	deeper understanding of how marketing mix concepts are used in the pharmaceutical industry. • Developing a questionnaire that incorporates the 4Ps of marketing mix (Product, Price, Place, Promotion) reinforces the practical application of market research techniques.
Suggestions for improvement	
Plan for the next week	• Schedule appointments with doctors, MRs, and pharmacists to conduct interviews.

Signature of the Student: 

Approved by the IIHMR University Mentor:

Approved by the Organization's Mentor: 

Reporting Format (Weekly)

Name of the Organisation: IPCA Laboratories

Area/Department/Project of Summer Internship Program: Pharma Division Domestic Marketing

Name of the Student: Aditi Sakpal

Roll no: 0561

Stream: Pharmaceutical Management

Week no: 4

From: 20/05/2024 **To:** 24/05/2024

Activity Done	• Response collection from Doctors, Medical Representatives, and Pharmacies. • Mostly targeted orthopaedics, dentists, GPs, CPs
Linking Theory (Classroom learning) with practice at your Organisation	• Data collection techniques, one-to-one interaction with MRs
Gaps identified in the working area/learnings from the activity	• Understanding about the prescription habits of doctors w.r.t. Pantoprazole, factors affecting, primary indications etc.
Suggestions for improvement	
Plan for the next week	• Schedule appointments with doctors, MRs, and pharmacists to conduct interviews.

Signature of the Student:

Approved by the IIHMR University's Mentor:

Approved by the Organization's Mentor:

Reporting Format (Weekly)

Name of the Organisation: IPCA Laboratories

Area/Department/Project of Summer Internship Program: Pharma Division Domestic Marketing

Name of the Student: Aditi Sakpal

Roll no: 0561

Stream: Pharmaceutical Management

Week no: 5

From: 27/05/2024 **To:** 31/05/2024

Activity Done	• Response collection from Doctors, Medical Representatives, and Pharmacies. • Mostly targeted orthopedics, dentists, GPs, CPs, MD
Linking Theory (Classroom learning) with practice at your Organisation	• Data collection techniques, one-to-one interaction with MRs
Gaps identified in the working area/learnings from the activity	• Understanding about the prescription habits of doctors w.r.t. Pantoprazole, factors affecting, primary indications etc.
Suggestions for improvement	
Plan for the next week	-

Signature of the Student:

Approved by the IIHMR University's Mentor:

Approved by the Organization's Mentor:

Reporting Format (Weekly)

Name of the Organisation: IPCA Laboratories

Area/Department/Project of Summer Internship Program: Pharma Division Domestic Marketing

Name of the Student: Aditi Sakpal

Roll no: 0561

Stream: Pharmaceutical Management

Week no: 6

From: 04/06/2024 **To:** 07/06/2024

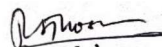
Activity Done	• Data sorting and analysis • Poster draft
Linking Theory (Classroom learning) with practice at your Organisation	• Usage of Excel for data analysis
Gaps identified in the working area/learnings from the activity	-
Suggestions for improvement	-
Plan for the next week	• Final report • Finalization of poster

Signature of the Student:



Approved by the IIHMR University's Mentor:

Approved by the Organization's Mentor:



Reporting Format (Weekly)

Name of the Organisation: IPCA Laboratories

Area/Department/Project of Summer Internship Program: Pharma Division Domestic Marketing

Name of the Student: Aditi Sakpal

Roll no: 0561

Stream: Pharmaceutical Management

Week no: 7

From: 10/06/2024 **To:** 14/06/2024

Activity Done	• Report drafting as per the format shared by the organization mentor • Corrections in the poster
Linking Theory (Classroom learning) with practice at your Organisation	-
Gaps identified in the working area/learnings from the activity	-
Suggestions for improvement	-
Plan for the next week	• Final report • Finalization of poster

Signature of the Student:

Approved by the IIHMR University's Mentor:

Approved by the Organization's Mentor:

Reporting Format (Weekly)

Name of the Organisation: IPCA Laboratories

Area/Department/Project of Summer Internship Program: Pharma Division Domestic Marketing

Name of the Student: Aditi Sakpal

Roll no: 0561

Stream: Pharmaceutical Management

Week no: 8

From: 17/06/2024 **To:** 21/06/2024

Activity Done	• Submission of final report • Final approval of the poster
Linking Theory (Classroom learning) with practice at your Organisation	-
Gaps identified in the working area/learnings from the activity	-
Suggestions for improvement	-
Plan for the next week	-

Signature of the Student:

Approved by the IIHMR University's Mentor:

Approved by the Organization's Mentor:

Compiled Report

Name of the Organisation: IPCA Laboratories

Project of Summer Internship Program: Pantoprazole Market and Overview

Name of the Student: Aditi Sakpal

Roll no: 0561

Stream: Pharmaceutical Management

Activity Done	Introduction • The market research on the drug pantoprazole, a proton pump inhibitor (PPI), is described in this report. The research aimed to understand the market environment, competitor analysis, and critical insights for Pantoprazole brand marketing. Methodology • Literature Review: Scientific studies and research articles have been reviewed to comprehend pantoprazole, its mode of action, and the indications it treats. Furthermore, data regarding PPIs and H₂ receptor blockers were collected. Market Research • Field Visit: A two-week field visit was conducted in Mulund East, Kandivali West, and Kalyan West, Mumbai (Dates: 08/05/2024-10/05/2024) • Questionnaire Design: To gather information from physicians, medical representatives (MRs), and pharmacists, a questionnaire was created. The 4Ps of the marketing mix (Product, Price, Place, and Promotion) were the main topics of the
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	questionnaire for brands of pantoprazole. • Data Collection: Responses were collected through the questionnaire from doctors, MRs, and chemists • Data Analysis: Data was sorted and represented using Excel. Pie charts and graphs were created for visual representation • SWOT Analysis: A SWOT analysis was conducted to assess Pantoprazole's Strengths, Weaknesses, Opportunities, and Threats in the market Competitor Analysis • Utilizing marketing materials and online resources (brand websites), a preliminary analysis of competitor brands was carried out Results • Acquired more knowledge about the pantoprazole molecule, its mode of action, and its range of indications • Information gathered from physicians, MRs, and pharmacists gave insights into how the market views different Pantoprazole brands according to the four Ps of the marketing mix • Pie charts were used in data analysis to help visualize key findings • Potential areas for improvement and opportunities for strategic marketing for Pantoprazole brands were identified by SWOT analysis
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	Report and Poster • A thorough report was written using the mentor's format as a guide • Based on input from the mentor, a draft poster was created and refined (color scheme, images, font). Conclusion • This market research project provided valuable insights into the Pantoprazole market. The data collected and analyzed can be used to develop effective marketing strategies for Pantoprazole brands
Linking Theory (Classroom learning) with practice at your Organisation	Introduction • This section summarizes key learnings and experiences gained during the internship that focused on understanding the application of theoretical knowledge in a real-world pharmaceutical sales setting Market Analysis & Segmentation • Product Segmentation and Targeting: How pharmaceutical products are segmented based on patient needs and gaps identified in the market. • Market Research Techniques: Utilization of market analysis techniques, such as market share and growth calculations, to understand the landscape of the market for the chosen products. Calculating market share allows the company to gauge its

	position relative to competitors, while growth rate analysis helps predict future market trends and identify potential opportunities for product expansion. Understanding the Pharmaceutical Sales Industry • Sales Methodology: Understanding of the sales methodology employed that detailed the steps involved in the sales process, from initial contact with healthcare professionals to securing prescriptions • Working Structure: Provided an overview of the typical organizational structure within the pharmaceutical sales team, which includes roles like sales representative, regional managers, and product specialists. In the frontline of the sales force, SRs directly interact with healthcare professionals (HCPs) like doctors and pharmacists. They present product information, address HCP concerns, and ultimately aim to secure prescriptions for the company's products. Market Research Project • Questionnaire Design: Process of designing a market research questionnaire using the 4Ps framework (Product, Price, Place, Promotion) • Competitor Analysis: Analyzing competitor strategies based on product features, pricing, distribution channels, and promotional activities, that reinforces the understanding of marketing mix concepts
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	Pharmacology Application • Pantoprazole Molecule: Knowledge acquired regarding the pantoprazole molecule, its uses, and its connection to pharmacology lessons in the classroom Field Activity and Data Collection • Field Activity: The internship provided a rare chance to close the knowledge gap between classroom theory and real-world application in the sales industry. Observing Medical Representatives (MRs) as they visited healthcare providers (HCPs), such as physicians and pharmacists, was one important task. I was able to see firsthand how MRs handle HCP concerns, present product information, and handle the dynamics of a sales call by watching these exchanges. This hands-on experience gave me important insights into the practical difficulties and communication techniques used to promote pharmaceutical products. • Data Collection Techniques: One of the main ways that data were gathered was through individual conversations with Medical Representatives (MRs). In these interactions, effective communication skills proved to be crucial. I was able to learn about market trends, rival strategies, and HCP perceptions of pantoprazole by actively listening to MRs and probing them with intelligent questions. The MRs gave insightful information regarding treatment preferences, patient profiles, and potential obstacles to drug promotion.
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	• Effective Communication: During the internship, getting important information from Medical Representatives (MRs) required effective communication. MRs are extremely knowledgeable about, rival products, and the market. Unlocking this knowledge, though, calls for a communication strategy that encourages open dialogue and builds trust. This required paying attention to what they had to say, posing thoughtful queries, and acting as though you genuinely cared about their experiences. This focus on efficient communication turned out to be crucial for both acquiring knowledge from MRs and establishing beneficial connections within the industry
Gaps identified in the working area	Patient Adherence and Education • Maintaining patient compliance with pantoprazole treatment plans continues to be difficult. Innovation and Technological Advancements • Despite pantoprazole's established use, there remains a deficiency in novel formulations and innovative delivery methods. Though they demand a significant investment in research and development, innovations like patient-centered solutions like more convenient packaging or formulations with extended-release can present growth prospects. Market Expansion and Accessibility

	There are opportunities for expansion in emerging markets, where access to pantoprazole might be limited due to economic or logistical barriers. However, entering these markets requires significant investment and adaptation to local regulatory and market conditions
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 pediatric patients Patient Adherence and Education - Developing better patient education and support programs to promote adherence and manage chronic diseases effectively - 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 pantoprazole, thereby increasing uptake and usage • Boost interaction on social media with patients and medical professionals by sharing informative content and updates regarding pantoprazole • To increase awareness and adoption, launch digital campaigns that inform the public and healthcare professionals about the advantages and appropriate use of pantoprazole. Value-Based Healthcare Solution • Showcase the clinical advantages and cost-effectiveness of pantoprazole in the treatment of gastrointestinal disorders 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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Signature of the Student:



Approved by the IIHMR University's Mentor:

