

Hetero Healthcare Ltd.

Hetero Healthcare is a Pharmaceutical Manufacturing Company, headquartered at Hyderabad was established in the year 2006. It is a prominent player in the global pharmaceutical industry, renowned for its comprehensive range of healthcare solutions. The company is dedicated to improving patient outcomes by developing, manufacturing, and distributing high-quality, affordable medicines.

Hetero Healthcare specializes in various therapeutic areas, including oncology, cardiology, neurology, gastroenterology, and infectious diseases. The company's operations are supported by a strong global supply chain, ensuring the timely delivery of medications to over 126 countries. Hetero Healthcare also adheres to stringent regulatory standards, maintaining certifications from leading health authorities such as the US FDA, EMA, and WHO. The goal is to reach 100% coverage for each area to make our product available.

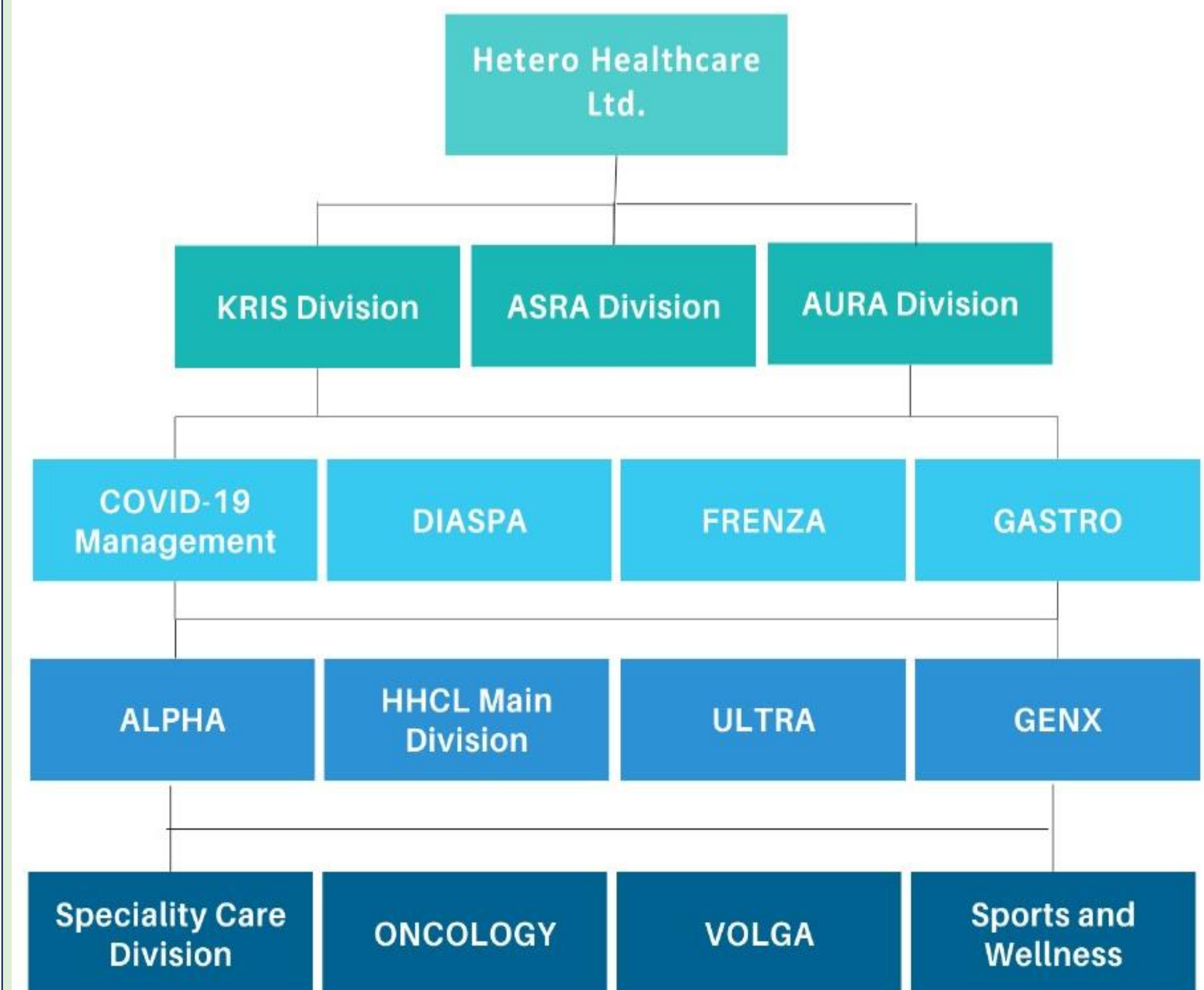
Vision & Mission

Vision: To be Recognized as an **Innovative Pharmaceutical Company** Satisfying the needs of the Customers, Doctors, and Chemists.

Mission: Leading the Way In **Research and Development** Focused Research provides great features to address the present-day Medical Needs of Patients

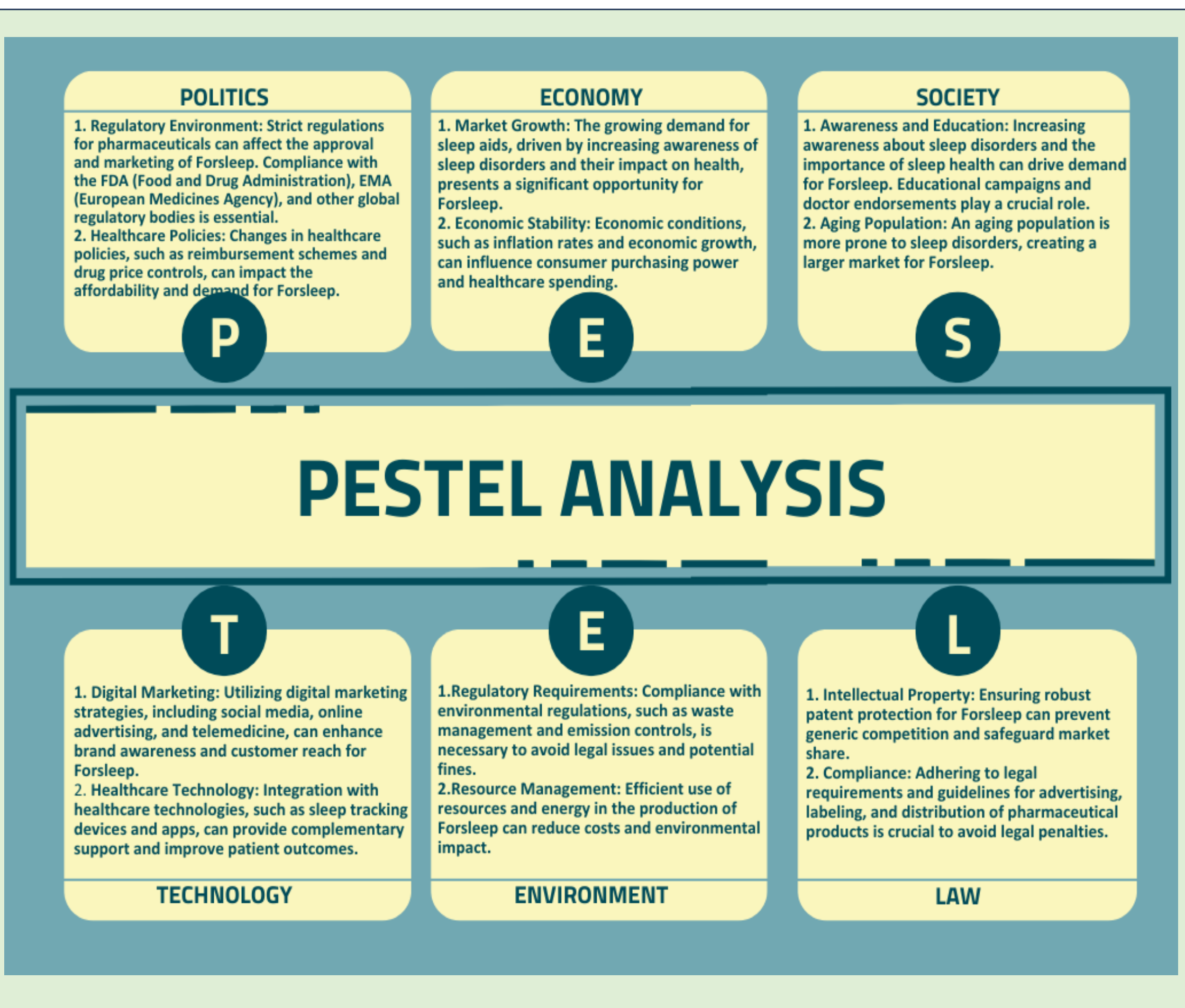
IPM POSITION						
COMPANY	RANK	Sum of MAT APR'20	Sum of MAT APR'21	Sum of MAT APR'22	Sum of MAT APR'23	Sum of MAT APR'24
SUN*	1	11331.15	12224.99	13885.03	15553.18	16920.16
ABBOTT*	2	9422.48	10121.31	11210.28	12502.34	13491.72
CIPLA	3	8323.52	9330.80	9923.18	10966.46	11773.24
MANKIND	4	6160.58	6974.88	7875.09	8959.56	9669.67
ALKEM*	5	5578.38	5977.06	7203.44	8262.97	8731.70
INTAS PHARMA*	6	4714.34	5182.40	5964.16	6914.68	7776.46
LUPIN LIMITED	7	5474.28	5855.86	6526.08	6993.36	7439.30
TORRENT PHARMA*	8	4986.32	5479.42	6030.60	6854.49	7426.28
MACLEODS PHARMA	9	4658.24	4928.50	5848.35	6701.35	7301.59
ARISTO PHARMA*	10	4100.73	4582.42	5380.79	5924.07	6346.60
DR REDDYS LABS	11	4383.78	4875.72	5596.80	5865.38	6283.26
ZYDUS CADILA*	12	4422.63	4873.39	5376.78	5857.51	6193.76
GLAXOSMITHKLINE*	13	4217.93	4367.70	4771.01	5154.60	5179.82
GLENMARK PHARMA	14	2971.32	3823.90	3898.40	4121.34	4510.21
HETERO HEALTHCARE*	32	785.76	889.21	1078.49	1105.43	1253.37

Division Structure



Kris Division

- The KRIS Division of Hetero Healthcare specializes in nutraceutical products, which are food or fortified food products that supplement the diet and aid in treating or preventing disease.
- Established in 2010, the division has seen significant growth, focusing on high-margin therapy products across various segments, including anti-infective, gastrointestinal, anti-allergic, antiviral, dermatological, analgesic, anti-inflammatory, rejuvenator, and lifestyle drugs. Nutraceuticals are a key focus area for the KRIS Division.
- One of the key nutraceutical products from the KRIS Division is FORSLEEP, a natural sleep support supplement containing melatonin.
- Melatonin is a hormone that regulates the sleep-wake cycle, and its production can be affected by age, excessive use of digital devices, jet lag, and shift work. FORSLEEP aims to restore optimal melatonin levels and prevent sleep disturbances.
- The KRIS Division has been proactive in expanding its market presence. Initially ranked low in market share, the division now holds a domestic market share of 1.01% and is ranked 24th in its represented market.
- The division's revenue has reached Rs 100 Crore, reflecting its successful growth strategy and market penetration efforts.



SWOT Analysis



Forsleep

Brand Name: Forsleep
Form: Oral spray
Active Ingredient: Melatonin 3 mg per spray
Packaging: Compact spray bottle, 30 sprays per bottle



Key Features:

- **Falling Asleep Issues:** Forsleep spray, if formulated with melatonin, could address difficulty falling asleep caused by temporary disruptions like jet lag, stress, or anxiety. Melatonin helps regulate the sleep-wake cycle, potentially easing you into sleep.
- **Regulating Sleep Cycle:** Melatonin in Forsleep spray might be beneficial for those with circadian rhythm disorders that disrupt their natural sleep-wake cycle. Conditions like delayed sleep phase syndrome or shift work disorder could potentially see some improvement with melatonin's regulatory influence.
- **Gentle Sleep Aid:** For mild sleep issues, Forsleep spray might offer a gentler approach compared to stronger sleep medications. This could be appealing to those seeking a more natural solution.
- **Convenience and Absorption:** If Forsleep spray delivers melatonin effectively, it could be a convenient alternative to taking pills. Oral sprays may offer faster absorption compared to traditional tablets.
- **Targeted Application:** Depending on the ingredients, a sleep spray might provide a more targeted approach. Scents like lavender, commonly found in sleep sprays, can promote relaxation and create a sleep-conducive environment.

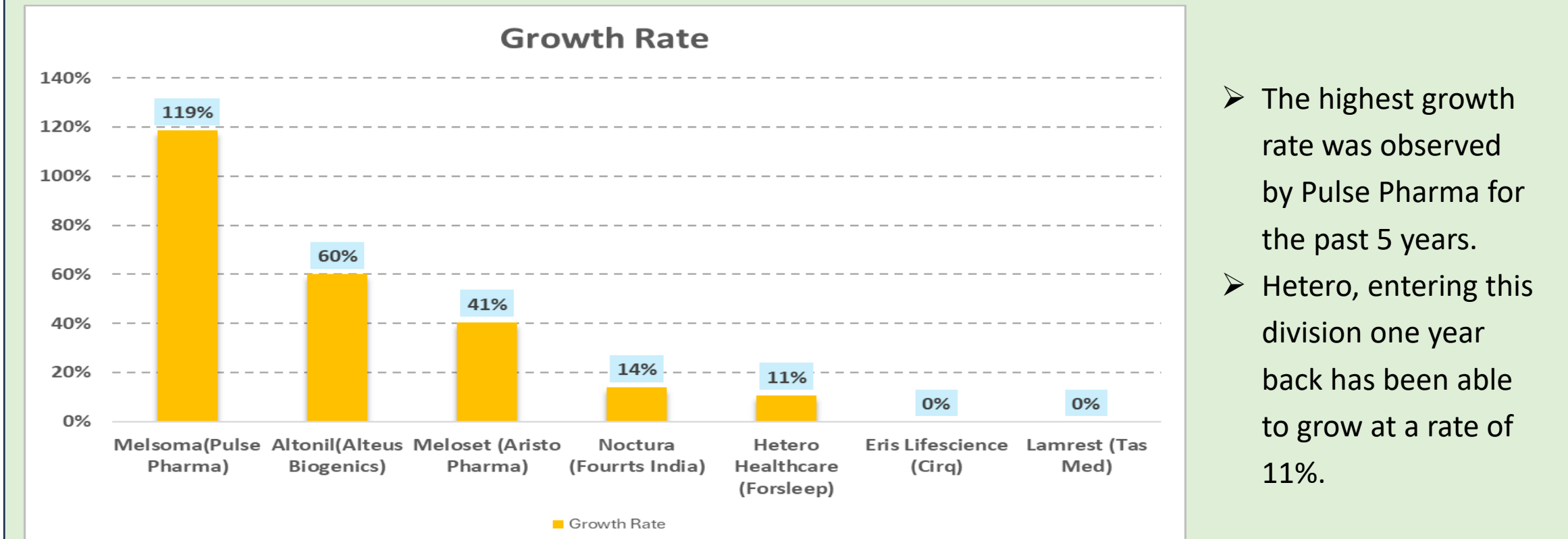
Market Analysis

MARKET ANALYSIS FOR FORSLEEP							
COMPANY	BRAND	Sum of MAT MAY'20	Sum of MAT MAY'21	Sum of MAT MAY'22	Sum of MAT MAY'23	Sum of MAT MAY'24	CAGR
ARISTO PHARMA*	MELOSET	1.77	3.38	6.18	7.57	9.70	41%
ALTEUS BIOGENICS	ALTONIL	0.49	1.46	2.40	3.49	5.15	60%
FOURRTS INDIA	NOCTURA	1.07	1.16	1.30	1.51	2.06	14%
ERIS LIFESCIENCES*	CIRQ	0.00	0.00	0.00	0.04	1.31	0%
ERIS LIFESCIENCES*	NAPO	0.00	0.00	0.00	0.00	0.08	0%
TAS MED	LAMREST	0.02	0.31	0.63	0.74	1.00	119%
PULSE PHARMA	MELSOMA	0.27	0.35	0.42	0.50	0.45	11%
HETERO HEALTHCARE*	FORFORSLEEP	0.00	0.00	0.00	0.00	0.28	0%
TOTAL		3.62	6.66	10.93	13.85	20.03	41%

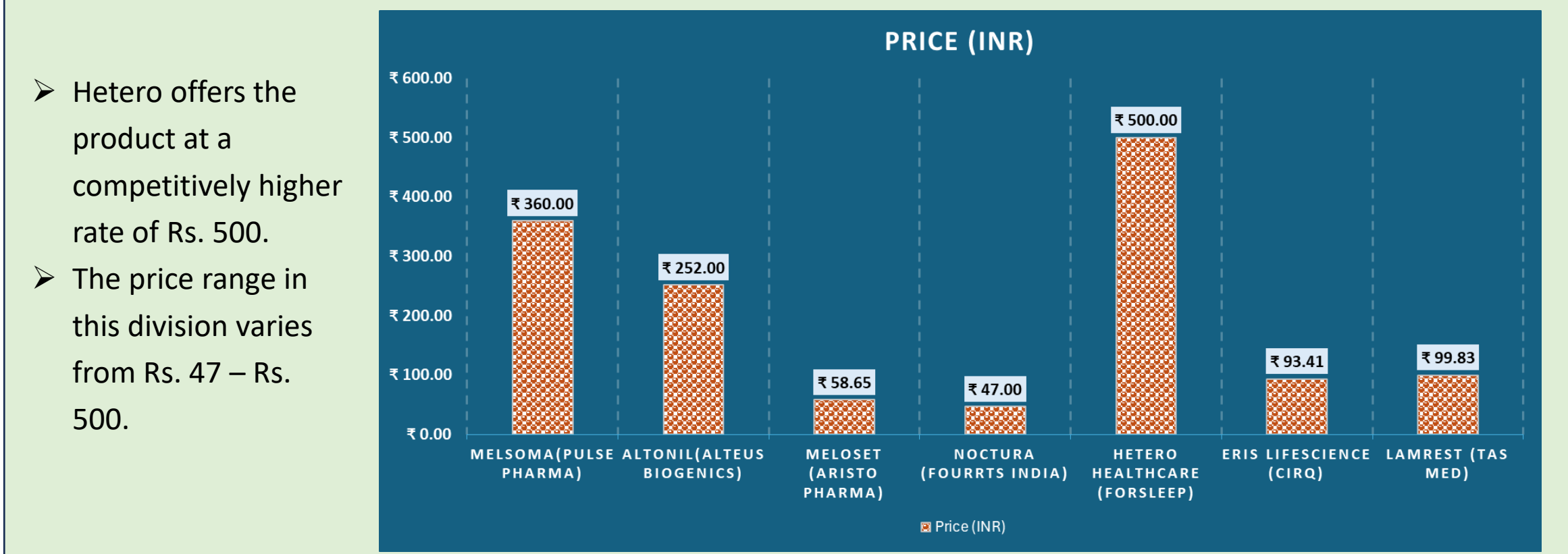
- The total market grew from 3.62 in May 2020 to 20.03 in May 2024, reflecting a CAGR of 41%.
- Significant growth was observed in brands like "LAMREST" by TAS Med, which had the highest CAGR of 119%, and "ALTONIL" by Alteus Biogenics with a CAGR of 60%.
- Hetero Healthcare's late entry into the market with "Forsleep" positions it as a new and emerging competitor. Despite the late start, capturing any market share is a positive sign and indicates potential for growth.
- With a sum of 0.28 in May 2024, "Forsleep" holds a small but noticeable presence in the market.
- Market Entry and Growth Potential:**
 - The introduction of "Forsleep" in May 2024 shows that Hetero Healthcare has started to penetrate the market.
 - There is significant growth potential if Hetero can capitalize on the growing demand, as indicated by the overall market CAGR of 41%.
- Strategic Focus:**
 - Hetero Healthcare should focus on aggressive marketing and distribution strategies to increase its market share.
 - Innovation and differentiation of "Forsleep" can help it stand out against competitors who have been in the market longer.

Competitor Analysis

Brand Name	Rank	MAY'23	MAY'24	Growth Rate	Price (INR)	Strength	Weakness
Meloset (Aristo Pharma)	1	7.57	9.7	41%	₹ 58.65	Strong brand recognition, extensive distribution network.	Limited availability in some regions
Altonil(Alteus Biogenics)	2	3.49	5.15	60%	₹ 252.00	Trusted brand, competitive pricing, robust marketing.	Slightly higher cost
Noctura (Fourrts India)	3	1.51	2.06	14%	₹ 47.00	Focus on quality, niche market positioning	Lesser-known brand compared to others.
Eris Lifescience (Cirq)	4	0.04	1.31	0%	₹ 93.41	Aggressive marketing, extensive reach.	Potential overemphasis on marketing over product quality.
Lamrest (Tas Med)	5	0.74	1	0%	₹ 99.83	Strong brand recognition, and extensive distribution network.	Regional awareness and availability
Melsoma(Pulse Pharma)	6	0.5	0.45	119%	₹ 360.00	Extensive distribution network	Lack of brand awarness
Hetero Healthcare (Forsleep)	7	0	0.28	11%	₹ 500.00	Affordable price compared to competitors	Lack of brand awareness



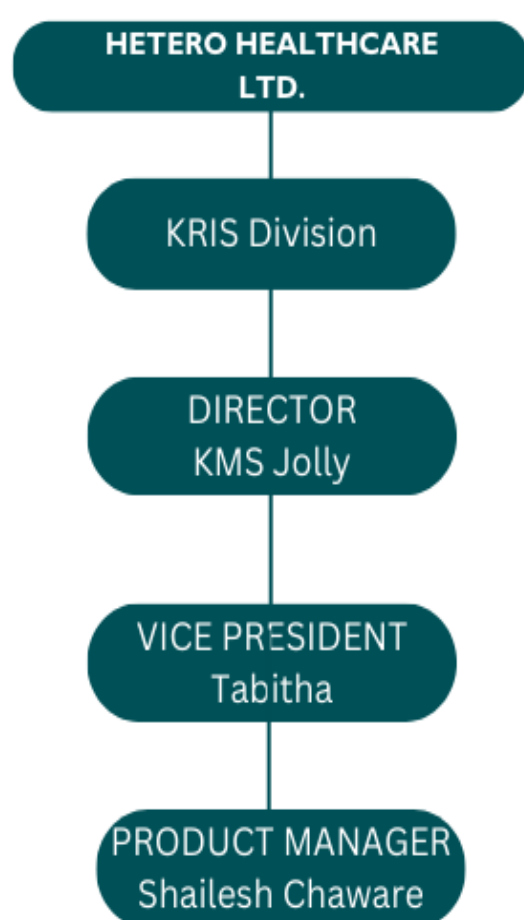
- The highest growth rate was observed by Pulse Pharma for the past 5 years.
- Hetero, entering this division one year back has been able to grow at a rate of 11%.



Brand Communication

Brand Strategy	Segmentation	Demographic segmentation: Age, Gender, Income Geographic segmentation: Region Primary target: Urban, Rural Secondary Target: People with sleep disorders Reliable solution for improving sleep quality, catering to both healthcare providers and patients in urban and rural settings across India.
	Targeting	
	Positioning	
	Product	
Brand Communication	Price	Brand Name: Forsleep Form: Oral spray Active Ingredient: Melatonin 3 mg per spray Packaging: Compact spray bottle, 30 sprays per bottle Affordable: ₹450 per bottle, designed to be competitive in the market and accessible to a wide range of patients. Distribution Channels: Pharmacies, hospitals, clinics, and wellness centers. Geographic Focus: Initial focus on urban areas in India, Gradual expansion to other states and rural areas. Online Presence: Available on major e-commerce platforms, Dedicated website for direct purchases and information.
	Place	
	Promotion	
	Promotion	
Brand Voice	Voice	Sales Promotion Collaboration Direct Marketing Advertising Public Relations Community Engagement
	Purpose	

ORGANIZATIONAL STRUCTURE



Learnings from Internship

- ✓ Developed proficiency in corporate etiquette through professional interactions and adhering to company standards and protocols.
- ✓ Enhanced professional communication skills through practice and experience in diverse workplace interaction.
- ✓ Gained analysis of RCPA data and understanding of brand planning concepts and strategies for the Melatonin molecule
- ✓ I acquired efficient techniques for producing thorough and convincing LBL materials, which are crucial for educating and influencing physicians

Usefulness of Internship

- ✓ Exposure to the procedures and products of the pharmaceutical industry.
- ✓ Opportunities for networking with professionals in this field.
- ✓ Improve my resume with relevant work experience.
- ✓ Improve my skills in area like creating brand plan, conducting market campaigns, preparing brand communication, etc.
- ✓ I gained extensive information regarding, field activities such as performing an RCPA and pitching our product to healthcare professionals.

Challenges Faced

- ✓ The most challenging task was to perform RCPA in field and then analyze the market data to get the complete information.
- ✓ I faced difficulties while creating a brand plan and conducting several analysis such as SWOT, PESTLE, 5C analysis.
- ✓ I had to complete all of my assignments within the allocated time, which made time management another challenge.
- ✓ I faced challenge in making Visual aids as communication has to be different from earlier communication but it should target the importance and USP of the brand.

Suggestions

- ✓ Hetero Healthcare should invest in comprehensive marketing campaigns to increase Forsleep's visibility and educate consumers about its benefits and efficacy to create brand awareness.
- ✓ Kris should highlight unique features and benefits of Forsleep that set it apart from competitors, such as improved formulations or additional health benefits.
- ✓ Implement customer feedback mechanisms to continuously improve Forsleep and address any concerns, ensuring high levels of customer satisfaction.
- ✓ KRIS should keep a close watch on competitors' strategies and market movements to stay ahead and adapt quickly to changes in the market landscape

