

Competitive Intelligence of Indian Pharmaceutical companies



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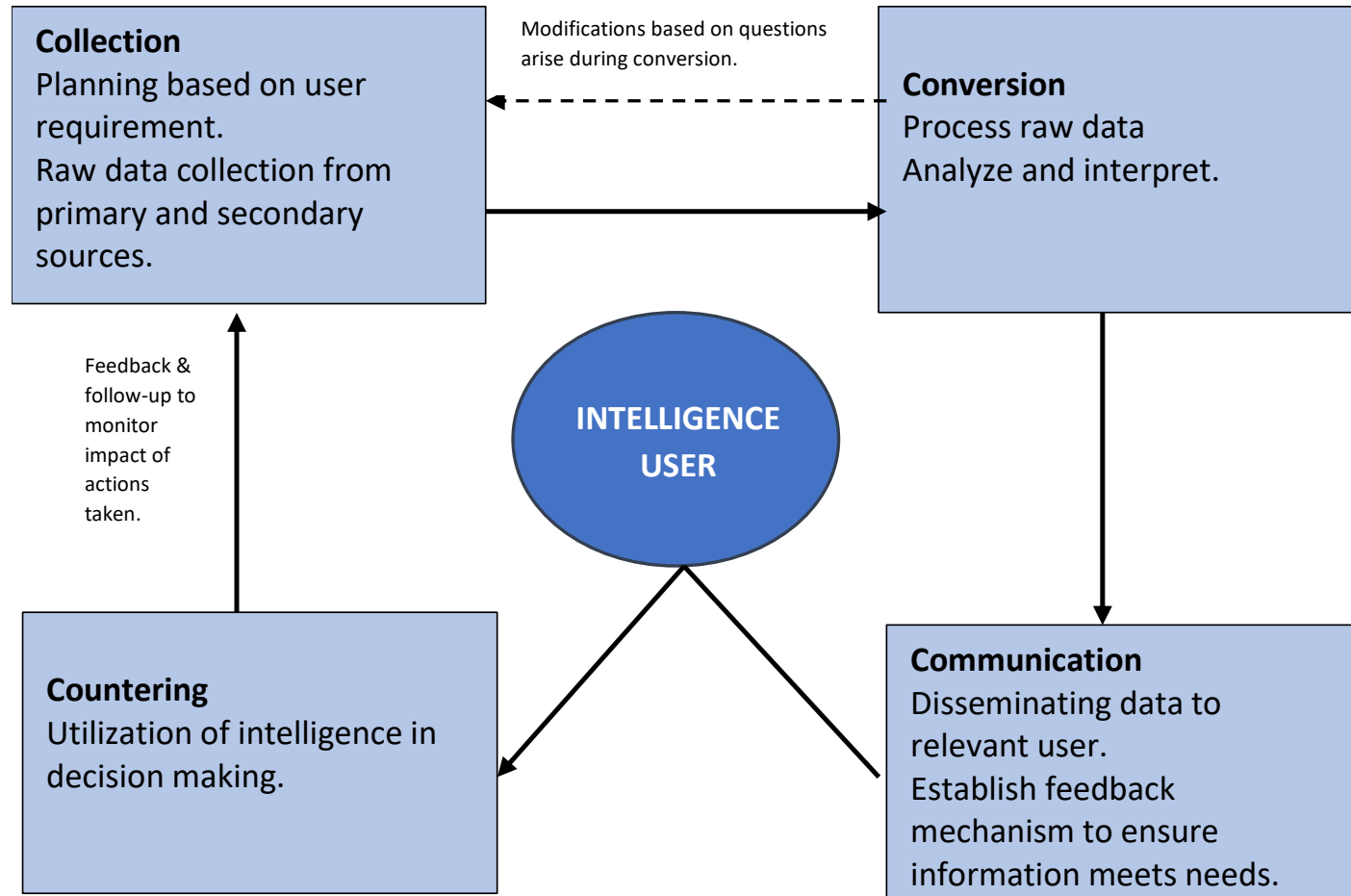


What is Competitive Intelligence?

- Competitive Intelligence is defined as “a systemic and ethical program for gathering, analyzing, and managing external information that can affect your company’s plans, decisions, and operations.”
- The role of CI is to generate awareness about external forces—competitors, customers, stakeholders, etc. to support business planning.
- Among these forces, competitor analysis plays an important role because it is rare for a business to operate as a monopoly. Thus, it becomes essential to understand an enemy; his thought process, plans, strengths, weaknesses, etc.
- The goal of CI is to find that position in the industry where a company can stand and defend against external competitive forces.



Competitive Intelligence Process



Why is CI needed?

Fierce competition -3,000 domestic pharma companies,
Forecasted to grow at CAGR of 15.9% by 2019-2035

CI can:

- Look the market from various dimensions, including business, technology, customer, and marketing
- Provide integrated view of the competitive market
- Provides the knowledge about competitors brand messaging, key target areas, marketing activities, geographical reach, and sales force strength.
- Help to generate insights such as synergies between firms prior to merger and acquisitions.
- Help assessing penetration into new market, by assessing the new environment and creating roadmaps to deal with challenges.



OBJECTIVES

To Study product portfolio and key therapy areas of 10 Pharma companies of India.

To understand the market share and market size of all the divisions of Indian pharma companies.

To identify annual turnover and field force structure of Indian Pharma companies.

To know incentives and package offered to sales professionals by Indian Pharma companies.

RESEARCH METHODOLOGY

- **SAMPLE DESIGN**-Qualitative and Quantitative research approach was adopted. Respondents were pharmaceutical professionals.
- **SAMPLING METHOD**- Sampling was based on Purposive sampling method and 3 categories of pharmaceutical professionals were selected:
 - Medical representatives/ Business executives
 - Area business managers
 - Regional business managers
- **DATA SOURCE**- A combination of primary and secondary research

- **DATA COLLECTION METHOD**- Primary data were received by the respondents via telephonic interview.
- **DATA PRESENTATION**- Company code is given to pharmaceutical companies under study to maintain confidentiality.
- **SAMPLE SIZE**- 150-200 respondents from each company
- **SOFTWARE USED**- MS Excel
- **PROJECT DURATION**- 8 weeks
- **STUDY AREA**- PAN India

DATA INTERPRETATION

1. PENETRATION OF PHARMA COMPANIES IN DIFFERENT THERAPEUTIC AREAS

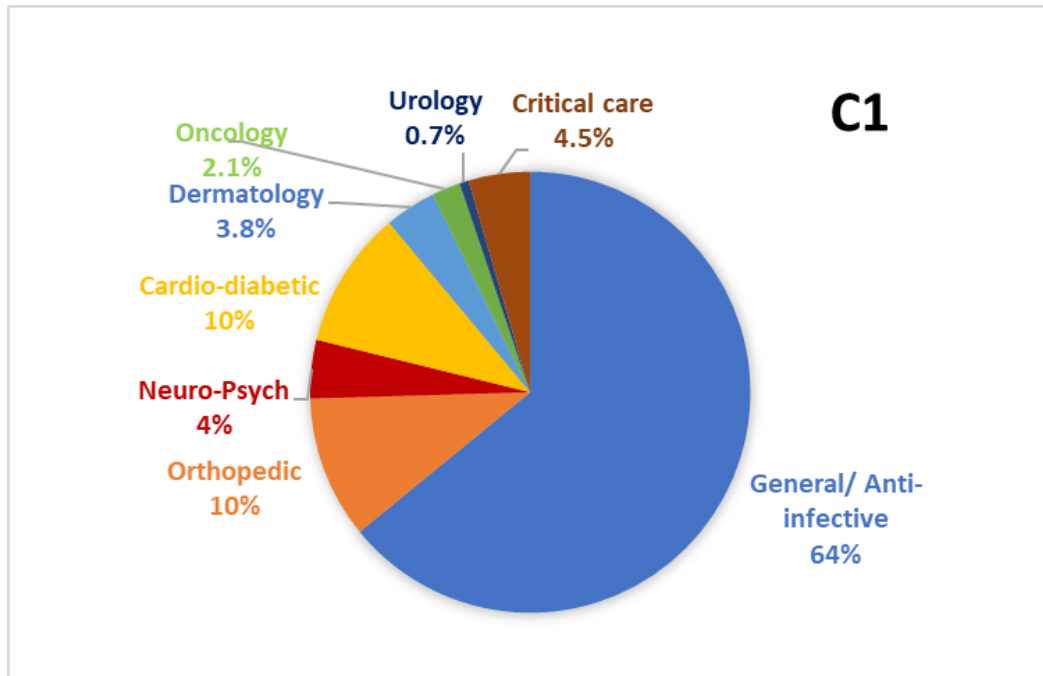


Chart 1- %share of therapy areas in total turnover of C1

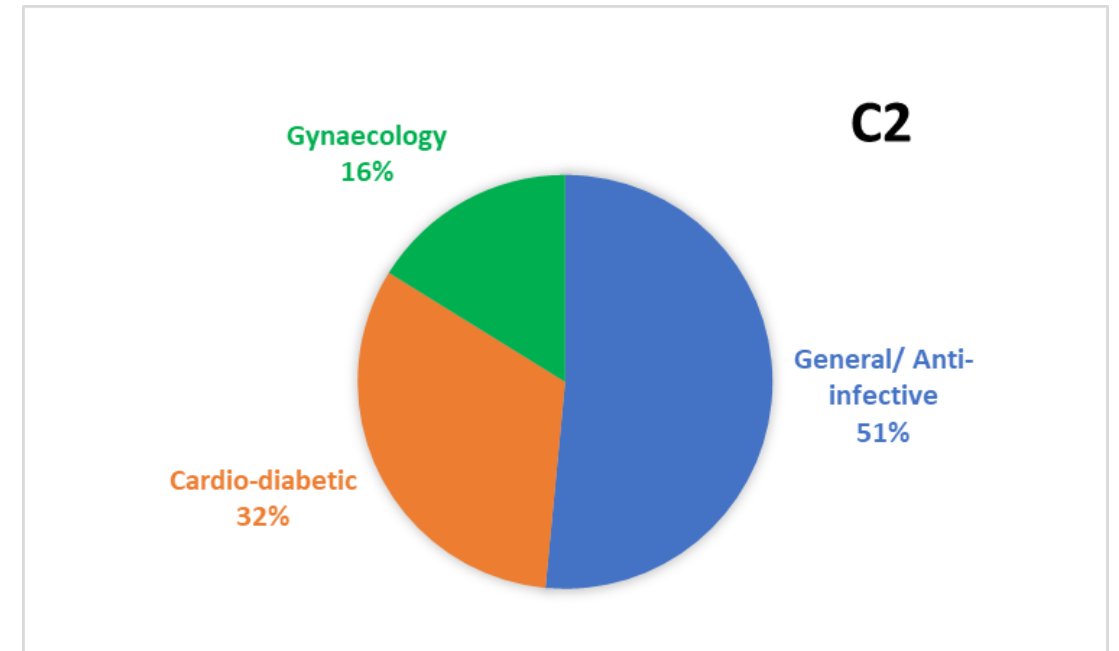


Chart 2- %share of therapy areas in total turnover of C2

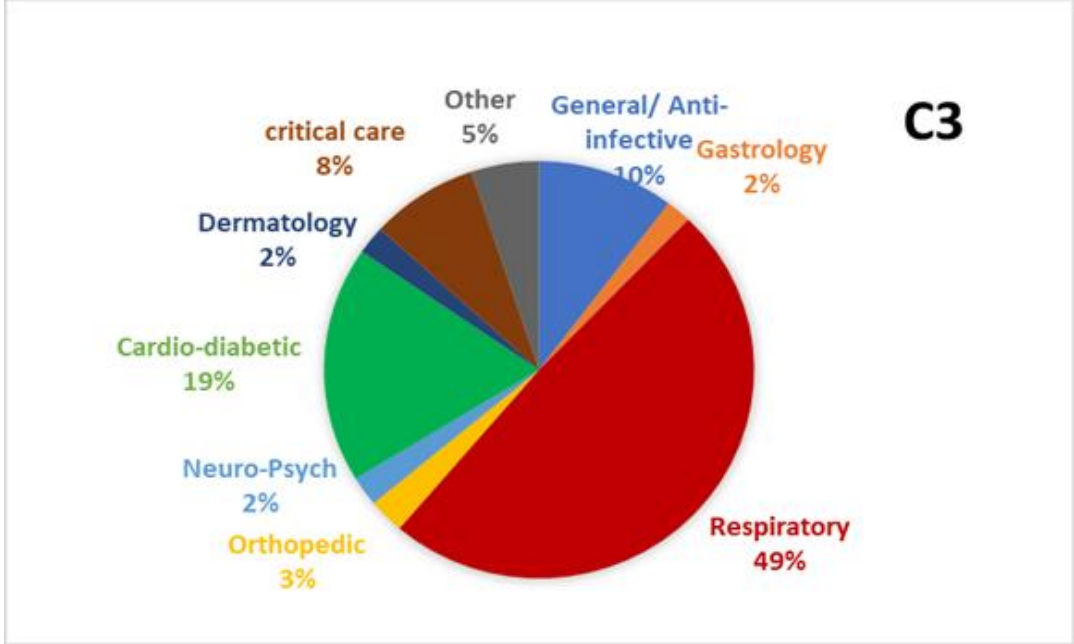


Chart 3- %share of therapy areas in total turnover of C3

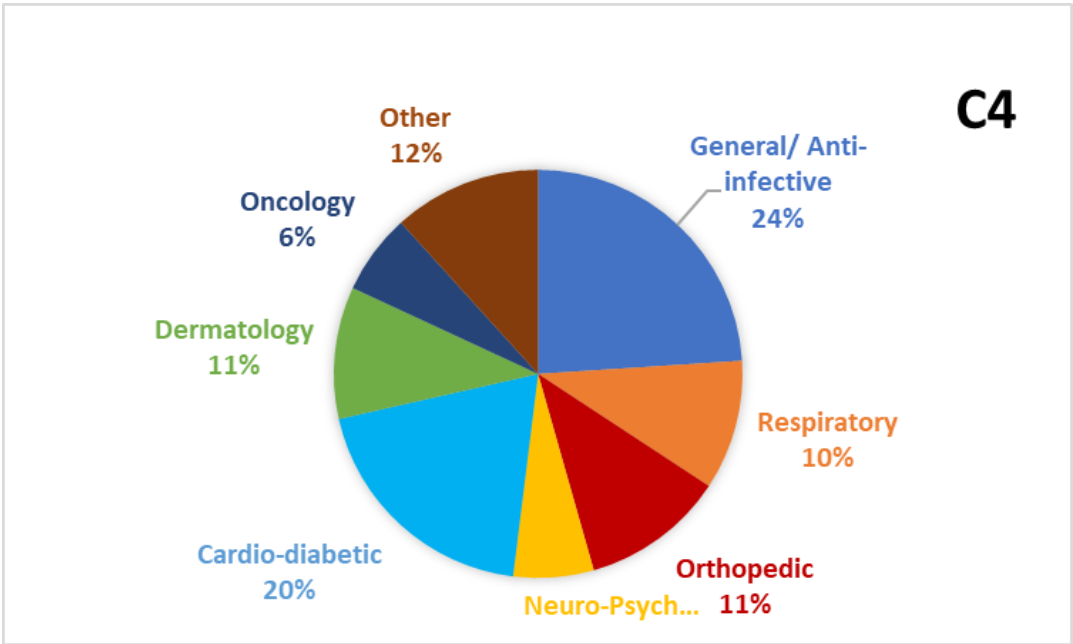


Chart 4- %share of therapy areas in total turnover of C4

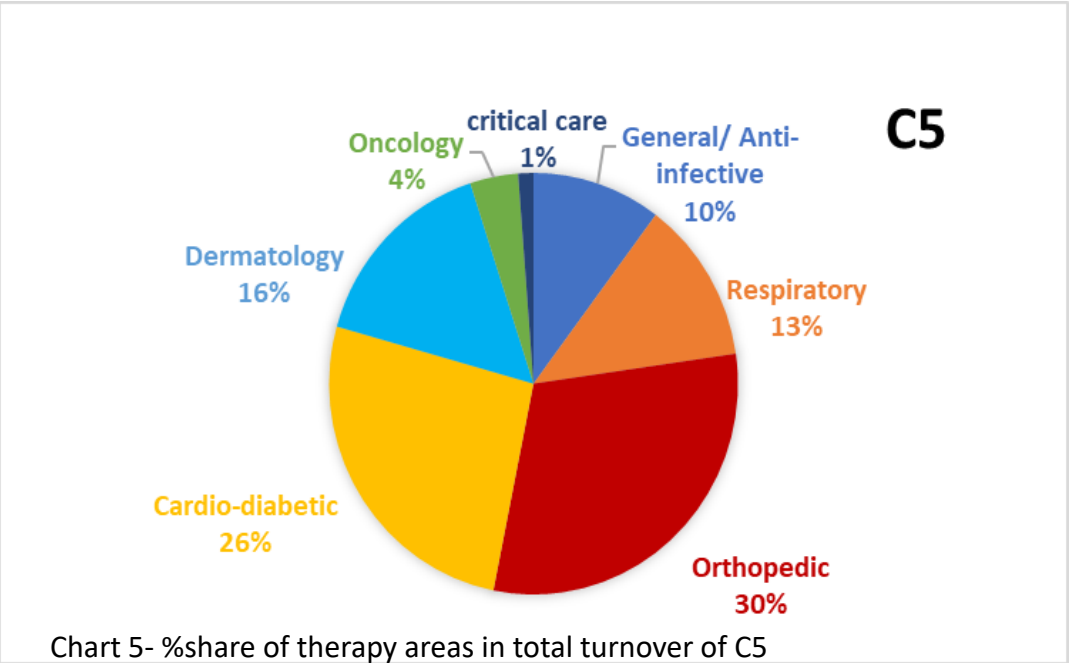


Chart 5- %share of therapy areas in total turnover of C5

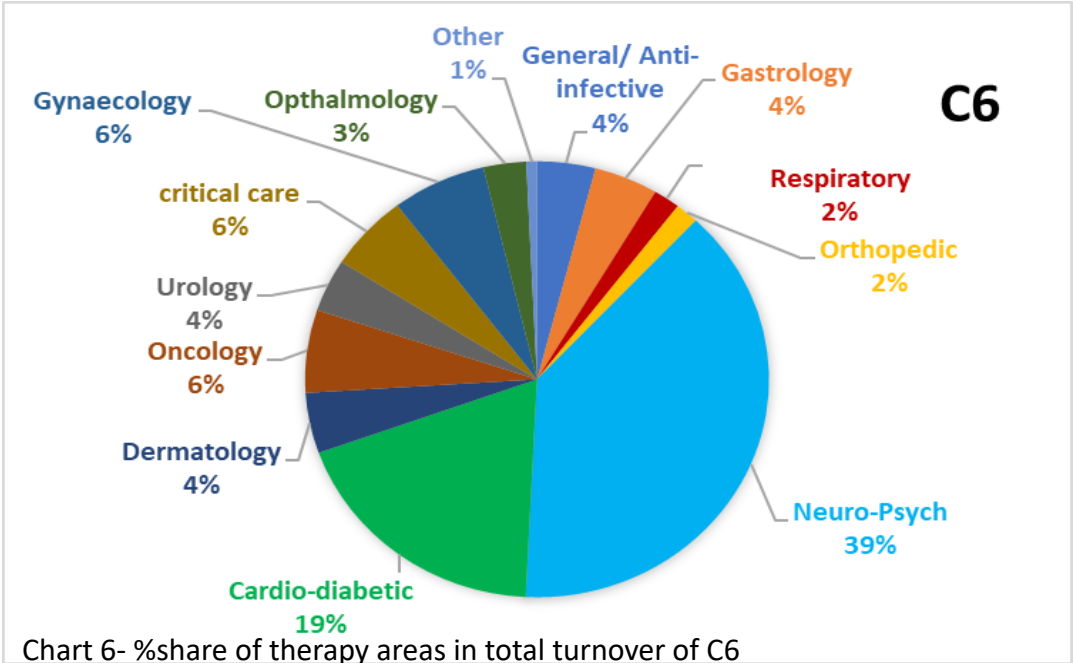


Chart 6- %share of therapy areas in total turnover of C6

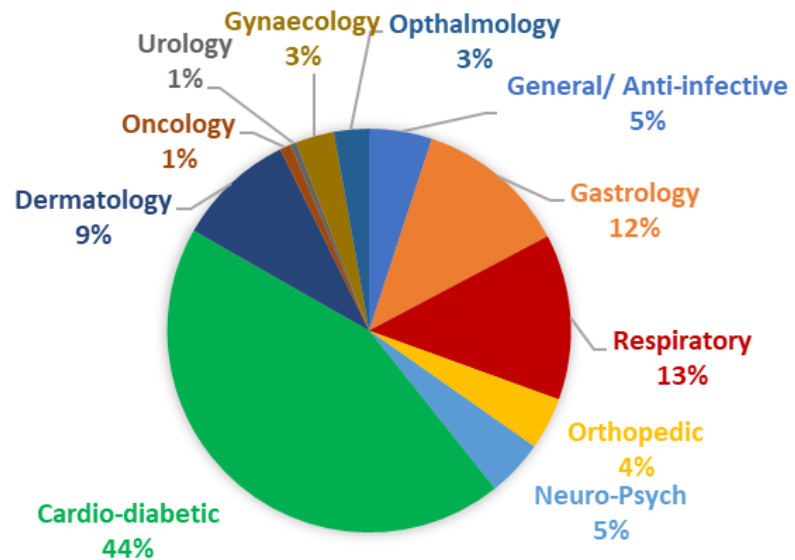
C7

Chart 7- %share of therapy areas in total turnover of C7

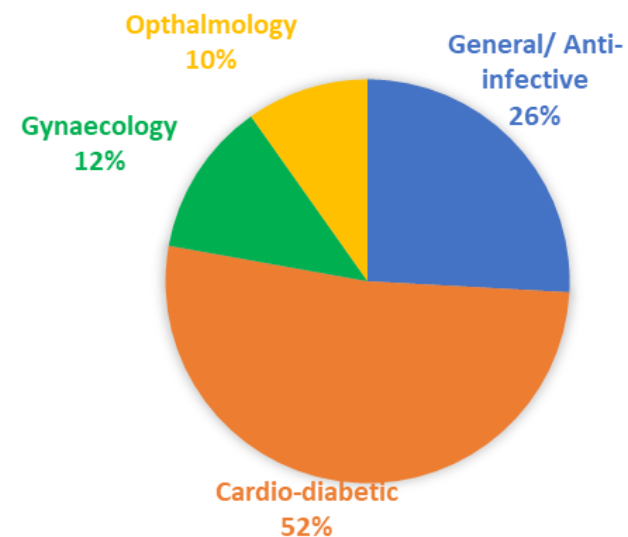
C8

Chart 8- %share of therapy areas in total turnover of C8

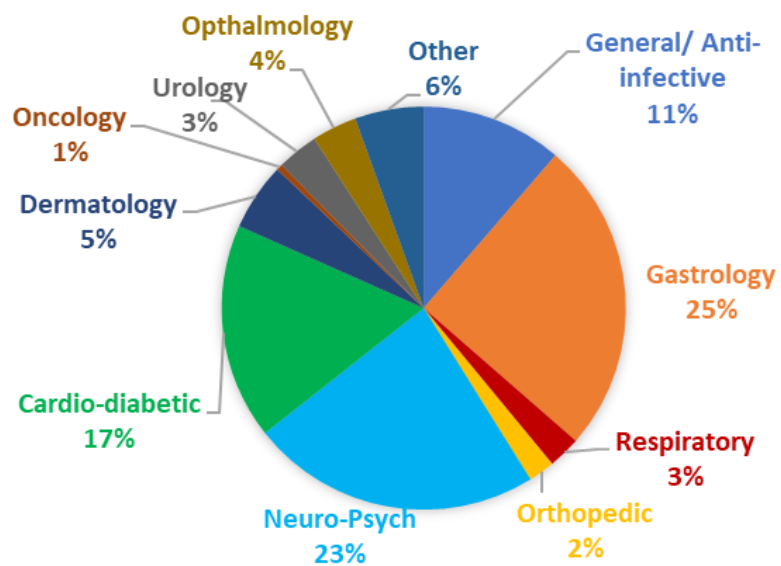
C9

Chart 9- %share of therapy areas in total turnover of C9

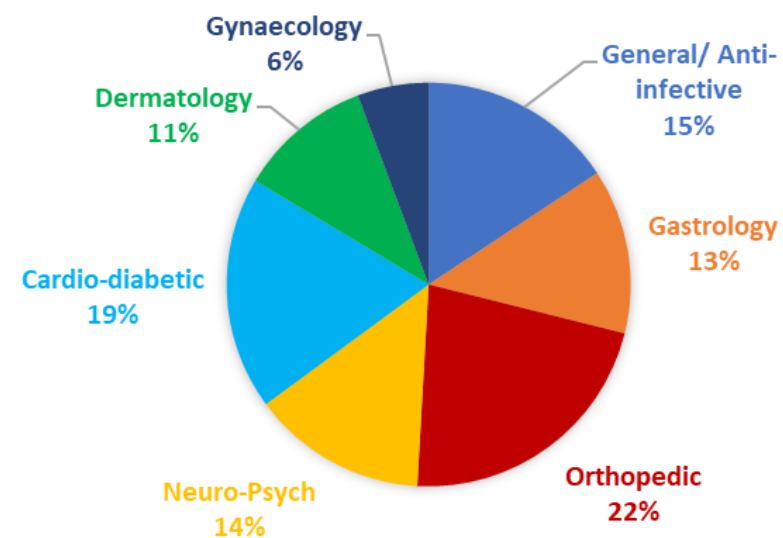
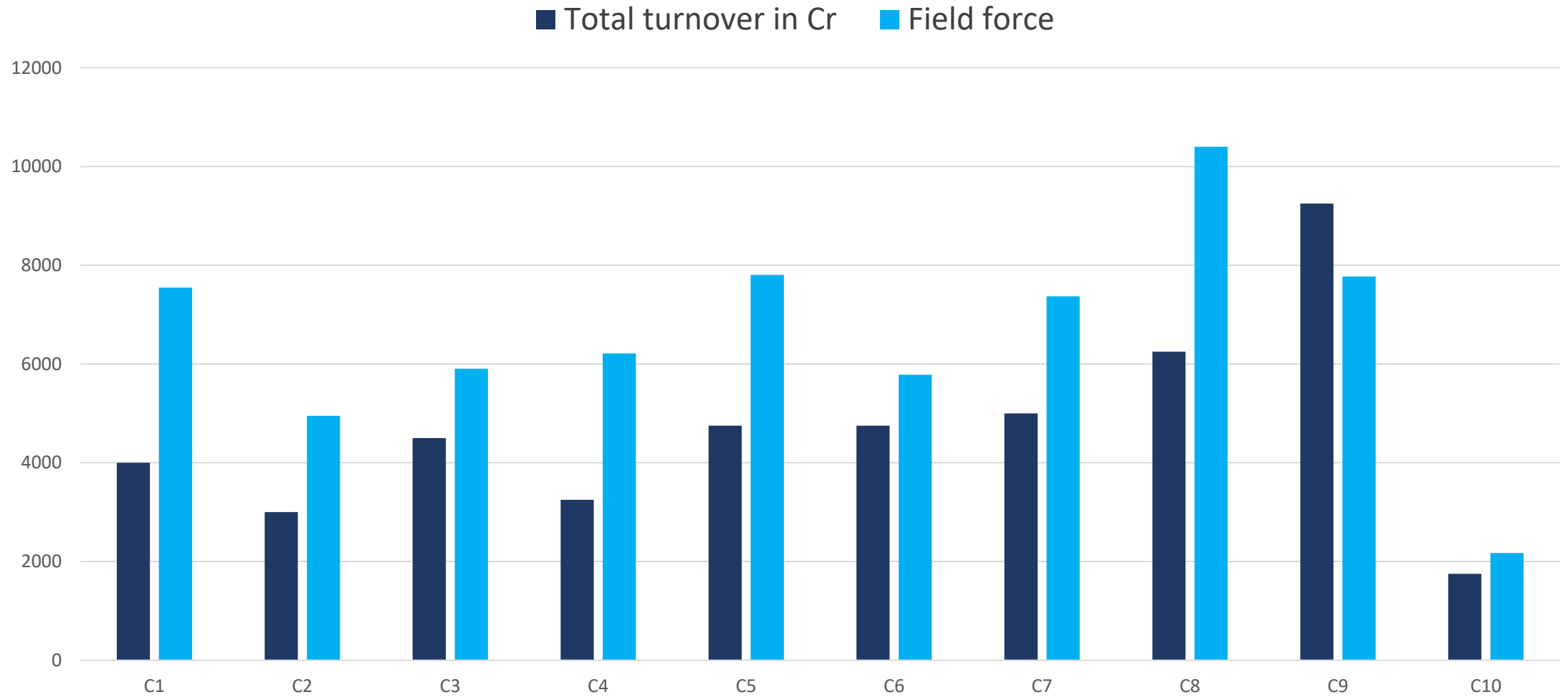
C10

Chart 10- %share of therapy areas in total turnover of C10

2. ANNUAL TURNOVER AND NATIONAL FIELD FORCE OF INDIAN PHARMACEUTICAL COMPANIES



**3.INCENTIVE
OFFERED TO
SALES
REPRESENTATIVES**

Company code	Average incentive per quarter
C1	40-50k
C2	40k
C3	30K
C4	50k
C5	40-45K
C6	30-80K
C7	1% on monthly sales target, 2% on quarter sales target
C8	20-30K
C9	25-40k
C10	20-30K

Working on live project provides access of open corporate environment which offers following key learning:

- a) Working on live project according to the client requirement
- b) Adherence to timeline
- c) Knowledge of Competitive intelligence and its importance
- d) Data collection by primary and secondary research
- e) Data conversion and communication



CONCLUSION

1. Cardio-diabetic and General/anti-infectives are highly populated therapy areas. They account for major share in revenue of companies C1, C2, C4, C7, C8 and C10. C3, C5, C6 and C9 are key players of Respiratory, Orthopedics, Neurology, Gastrologic segments, respectively. Among all companies C6 and C7 have maximum number of divisions, showing their presence in wide therapeutic segments.
2. The pharma companies under research together have Annual turnover of INR 50,000 crores and C9 generating maximum turnover of INR 9500 Cr.
3. The field force of all pharma companies ranges from 4,500-10,000 reps. Exception is company C10 with field force of 2500 reps.
4. The average incentive per quarter received by sales reps ranges from 20-80K. The range of Average CTC is 2.5-4.5LPA.

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THANK YOU

- Company- SI Insights: Market research service
- Project Guide: Mr. Sunil Tak (Head Market research)