

SUMMER TRAINING AT
DUPEN LABORATORIES PRIVATE LIMITED
11/05/2021 TO 11/07/2021
A PRESENTATION BY
SAURAV SINGH(0267)
UNDER THE GUIDANCE OF DR.SAURABH
KUMAR BANERJEE

MBA (PHARMACEUTICAL MANAGMENT) (2020-2022)

ACKNOWLEDGMENT

- I take this opportunity to express my profound gratitude and deep regards to my teachers Prof.**DR. SAURABH BANERJEE** and Prof **DR. SANDEEP NARULA** and **MR. KAPIL MUDILIAR**. for their exemplary guidance, monitoring and constant encouragement throughout the course of this project. The blessing, help and guidance given by them time to time shall carry me a long way in the journey of life on which I am about to embark.

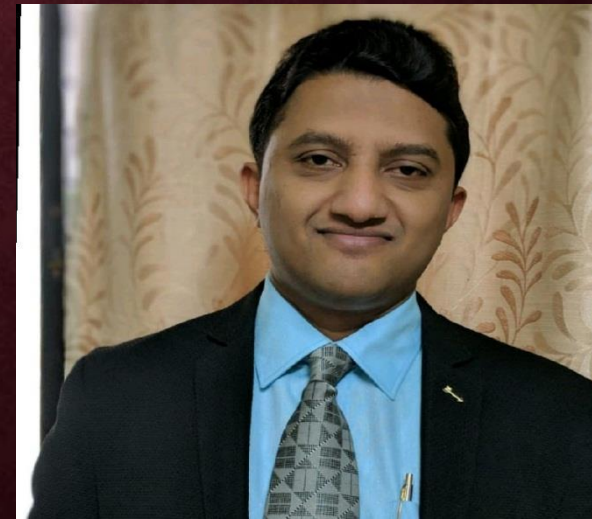


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4	Field coordination for various aspects of sales management
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ABOUT DUPEN-

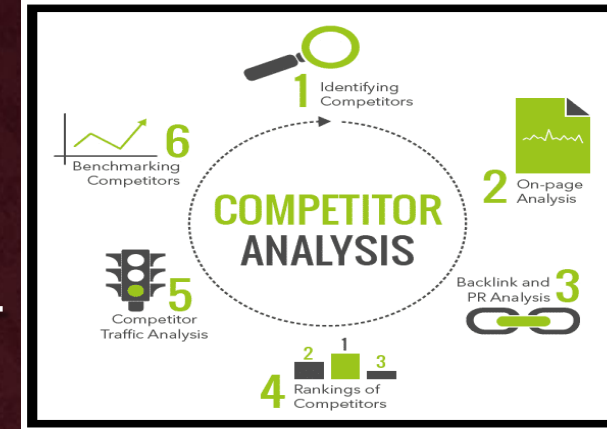
- Dupen Laboratories Private Limited is a Private incorporated on 23 March 1976. It is classified as Non-govt company and is registered at Registrar of Companies, Mumbai. Its authorized share capital is Rs. 5,000,000 and its paid up capital is Rs. 1,315,000. It is involved in Manufacture of other chemical products

Dupen Laboratories Private Limited's Annual General Meeting (AGM) was last held on 30 September 2019 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2019.

Directors of Dupen Laboratories Private Limited are Rajeshwari Datla, Nagendra Varaprasad Nadimpally, Anupama Datla Desai, .

Dupen Laboratories Private Limited's Corporate Identification Number is (CIN) U24239MH1976PTC103955 and its registration number is 103955. Its Email address is dupen_acts@yahoo.co.in and its registered address is DHEERAJ HERITAGE, 44 A5TH FLOOR, S.V. ROAD, SANTACRUZ WEST , MUMBAI MH 400054 IN

1.COMPETITIVE ANALYSIS



- **Competitive analysis** in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential **competitors**. This **analysis** provides both an offensive and defensive strategic context to identify opportunities and threats. In this module we also find direct and indirect competitors of each and every product of Dupen Laboratories Private Limited.
- Mode of data collection -Online Tracking, surveys.
- Direct competitors- These are the competitors which consist of same formulation and same indication and called as direct competitors because they are prescribed for the same indication for which our product is also prescribed.
- Indirect competitors- These are the products having somewhat different formulation and having mixed indication for prescription, but still they are competing against our product because they are having somewhat similar constituents and prescribed for same disease indications.
- We were also assigned to do SWOT analysis of each product.
- So I was assigned 10 products for which I had to find out potential competitors and list them in a tabular form separated in two groups of direct and indirect competitors.
- For example I am going to add one of the products finding to explain what I have done and for the explanation I have shared b-mine (mouth gargle) one of the products of DUPEN LAB.

B-MINE MOUTHWASH



- **MANUFACTURER:-** Dupen Laboratories Pvt. Ltd.
- **PACK & MRP:-** 200ML & 225 RS.
- **CHEMICAL CONSTITUANTS** - BENZYDAMINE 0.15%W/V
- **USES** - It is used to relieve pain, discomfort, and inflammation of the mouth, gums, and throat.
- It provides relief from pain and swelling and aids in speeding up the healing process.
- **Alternative Brand of B-Mine Mouthwash**

S.no.	Product Name	Manufacturer	PACK	MRP	Direct/Indirect competitor
1	Coolora Mouth Wash	Icpa Health Products Ltd	100ML	93.10	Direct
2	Mucobenz Mouth Wash	Aureate Healthcare Pvt Ltd	500ML	510	Direct
3	Mucobenz Mouth Wash	Aureate Healthcare Pvt Ltd	200ML	220	Direct
4	Oralixir Mouth Wash	Aksigen Hospital Care	200ML	210	Direct
5	Oralixir Mouth Wash	Aksigen Hospital Care	500ML	545	Direct

SWOT ANALYSIS OF B-MINE



STRENGTH

- **Key solution for oro-buccal inflammatory condition.**
- **It is first alcohol free benzydamine gargle.**
- **Better than other conventional mouthwash/gargle.**

WEAKNESS

- **B-mine gargle can cause side effects on interaction with drugs like aceclofenac, aspirin and bromfenac.**

OPPORTUNITY

- **Its oro-buccal anti-inflammatory property makes the product different from others which can be used to achieve monopoly in the market.**

THREAT

- **As bine is not an OTC product there is a high chance of being substituted by OTC gargles.**

2. SCIENTIFIC DATA CRUNCHING AND INVESTIGATION OF NEW INDICATION BASED ON KNOWLEDGE



- In this module I was assigned 1 product which is in stagnant phase of plc and we needed to find new indications in which they can be marketed and increase the sales of that particular product.
- I was assigned B-MINE which is a mouth gargle and I was assigned to find some new treatable indications and I also needed to find evidence to prove my point and I was also assigned to prepare a counter strategy for Ayurveda mouth gargles.
- The findings after a lot of research was that B-mine (benzydamine) can be also used in case of covid patients as it was found in a lot of studies that 95% of viral load can be reduced using b-mine for 2 times a day for 5 days and this is the new market segment where we are going to project b-mine for increasing sales.

The studies which proved my above mentioned point are

- *STUDY 1 --Daily mouthwash can 'inactivate' COVID 19, says new study*
- *STUDY 2 --CoViD-19: An early intervention therapeutic strategy to prevent developing a severe disease as an alternative approach to control the pandemic "Hitting the coronavirus hard before it causes a severe disease"*
- *STUDY 3 --IN VITRO ANTI-VIRAL ACTIVITY OF HEXETIDINE (BACTIDOL®) ORAL MOUTHWASH AGAINST HUMAN CORONAVIRUS OC43 AND INFLUENZA A (H1N1) VIRUS.*
- B mine can be used in case of neck cancer
- The studies which proved my above mentioned point are
- *STUDY 4 -- A comparative study evaluating the role of benzydamine versus povidone iodine in oral mucositis during concomitant chemo radiation in locally advanced head and neck cancer.*

3. CONCEPTUALIZATION OF VISUAL AID AS CRITICAL PROPORTIONAL INPUT TO ADDRESS THE BRAND IMPORTANCE.

- In this module I was assigned one product for which I had to prepare the new visual aid. We had to add new ideas for the product which we got by doing scientific data crunching.

Extra points which needed to be Included in the visual aid.

- Bmine can reduce the viral load by 95% in the case of corona patients.
- Bmine is better than every Ayurveda products because it is found in a lot of studies that they use metals in their product to increase their efficacy.

VISUAL AID OF B-MINE

In Oro-Buccal Inflammation Neither Antibacterial/Germicidal Mouthwashes work, nor Conventional Gargles



For the First Time in India the only Oro-Buccal Anti-inflammatory mouth gargle

- ✓ **Better** than other conventional mouthwash / Gargle
- ✓ **Better** Trans Buccal absorption
- ✓ **Better** palatability & patient compliance
- ✓ **Better** on set of Action



Avoids

- ✗ Burning Sensation
- ✗ Susceptibility Towards Oral Cancer



- Pharyngitis (Soar throat)
- Tonsillitis
- Pharyngeal Tonsillitis
- Significant improvement in throat congestion, Pharyngodynia and Odynophagia
- In Post surgical / Non Surgical Oral Inflammatory condition B-Mine gargle shows marked improvement in Pain & inflammation
- Significant reduction in Pain, Intensive swelling & Burning sensation

In Dry Cough / Allergic Cough the Rest Remedies cause Addiction & Sedation

The Best Remedy is

Key Solution for Oro-Buccal Inflammatory condition

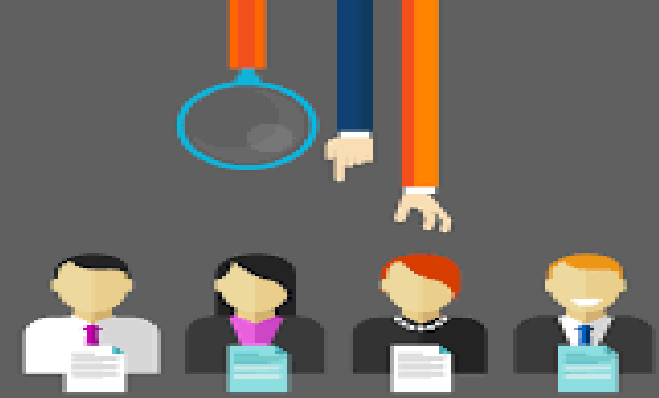
4.FIELD CO ORDINATION FOR VARIOUS ASPE SALES MANAGEMENT



- In this module we were given a task to prepare presentation for the training of the new sales force
- in a span of 1 week I gave training to 6 medical representative and 2 area managers new field force.
- My training sessions were interactive and had two-way communication in which I have cleared their doubts about basic pharmacology and mechanism of actions of drug, I have also taught them how to interact with doctors.



5. TALENT ACQUISITIONS



- In this module we were advised to interview candidates for Bihar region, I have connections in Bihar medical representative community and I used it to generate credible candidates and then interviewed them on the 3 stages.
- 1st stage was to know the communication of the candidate and to know their background.
- 2nd stage was to give them an assignment (RCPA) which they needed to do to cross to the final stage.
- 3rd stage was the final stage in which we took the interview with kapil sir (marketing manager) and then we finalized on who is selected and who is not.
- And then I let everyone know what their shortcomings were so that they can work on their weakness and move ahead in their carrier.
- In total we selected 3 medical representative and one area manager for dupen in Bihar.

6.BUDGETING AND PROMOTIONAL INPUT PLANNING

- In this module we learned about how dupen lab projects their budget and promotional inputs based on their sales projections.
 - They also discuss this report in the every quarterly meeting.
 - So to give the best achievers a moment of joy and recognition we first include the top performers all over the India and then we update the new revised price of the product.
 - Then doctor product mix and then promotional inputs in which we tell our medical representative about the gifts and promotional items which will be given to the doctors.
- Seasons affects the sales of some products so we have to change our Marketing strategy according to the season and the quarter.

For example -- Dango shampoo sales increases in the winter season.



7.LEADERSHIP (TEAM HANDLING AND CO-ORDINATION)

- In this module we were assigned to teach a team of 8 students (IIHMR PM12) all the modules via online mode and I have learned how to generate the maximum result from a team and I have also learned a lot about how to get the work done from a group of people.
- In this module i had taken a lot of meetings and given a lot of assignments which were needed for their module completion.
- In this module I have learned a lot about team handing.
- In this module I acted as their mentor for the completion of each module.
- I was open for doubt clarification of any of my team mates any time and I would like to thank all my team mates for their fantastic performance in this internship.

This is the list of candidates which I have handled as following.

- 1.SHWETA SAHOO
- 2.GARIMA KANGO
- 3.SUBHAM KUMAR MEHER
- 4.JAYESH PARIHAR
- 5.SIDDHARTH RANAWAT
- 6.ANUSH KUMAR
- 7.ANIRUDH JAIN
- 8.KIRTI ARORA

- My team has performed well and they was prompt and punctual on their assigned work.



8.ANNEXURE



Sr no	Name of the department	Dates of visit	% Of time spent	Interacted with (name ad designation)
1	DUPEN head office Santacruz Mumbai	12/5/2021 to 12/7/2021	70%	Interacted with Mr. Kapil Mudliar sir (Marketing Manager)
2	DUPEN head office Santacruz Mumbai	12/5/2021 to 12/7/2021	7.5%	Manish Sharma (Area sales manager)
3	DUPEN head office Santacruz Mumbai	12/5/2021 to 12/7/2021	7.5%	Yogi Panwar (Area sales manager)
4	DUPEN head office Santacruz Mumbai	12/5/2021 to 12/7/2021	7.5%	Interacted with Medical representatives 1.Anuj Pandey 2.Siddharth Sharma 3.Rohit Gupta 4.Amit Nigam 5.Rajesh Yadav
5	MEETING WITH MY TEAM	12/5/2021 to 12/7/2021	7.5%	Interacted with 1.SHWETA SAHOO 2.GARIMA KANGO 3.SUBHAM KUMAR MEHER 4.JAYESH PARIHAR 5.SIDDHARTH RANAWAT 6.ANUSH KUMAR 7.ANIRUDH JAIN 8.KIRTI ARORA

CONCLUSION

- I have learned a lot about how a product manager works and what are their responsibilities and I have also learned a lot from Dr Sandeep Narula sir and Kapil Mudliar sir and Dr Saurabh Banerjee sir.
- I also want to thank to my college for giving us permission to do my internship in the middle of pandemic.
- I will make sure that I make you proud by becoming the best version of myself.



Thankyou.

