

Summer training at

Dupen laboratories private limited

11/05/2021 to 11/07/2021

A report by

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MBA (PHARMACEUTICAL MANAGMENT)

(2020-2022)



ACKNOWLEDGMENT

I take this opportunity to express my gratitude and deep regards to my teachers and mentors Prof.**DR. SAURABH BANERJEE** and Prof **DR. SANDEEP NARULA** and **MR. KAPIL MUDILIAR**. for their guidance, monitoring and constant encouragement throughout the course of this internship. 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.



TABLE OF CONTENT

	MODULES OF TRAINING PROGRAM
1	Data analysis on market performance of product portfolio in comparison with competition and the future of the brand in market at prevailing situation.
2	Scientific data crunching and investigation of new indication based on knowledge.
3	Conceptualization of visual aid as critical proportional input to address the brand importance.
4	Field coordination for various aspects of sales management
5	Talent acquisition management
6	Budget and promotional input planning.
7	Leadership(Team handling and co-ordination)
8	ANNEXURE

MAIN TEXT

OBSERVATIONAL LEARNING AND INTERNSHIP PROJECT REPORT

SECTION-1

ABOUT DUPEN LABORATORIES PRIVATE LIMITED

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

SECTION 2

Modes of data collection

Online Sources

- a) Google Search engine Optimized Products (Top searched products adds on google)
- b) Online apps and platforms like 1 mg, PharmEasy, Medlife, Practo.

Offline Sources

- a) Drug Today
- b) retail chemists
- c) Interactive Sessions with our Internship Mentor Mr. Kapil mudliar sir. (Marketing manager DUPEN laboratories private limited)

SECTION 3
MODULE WISE FINDINGS AND LEARNINGS

1.

Data analysis on market performance of product portfolio in comparison with competition and the future of the brand in market at prevailing situation.

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 was we also find direct and indirect competitors of each and every product of dupen laboratories private limited.

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 product of DUPEN LAB.

These are the list of products I was assigned.

SR NO.	DENTAL DIVISION	DERMA DEVISION
1.	B-MINE	DULIMUS
2.	FB-O FRESHORA GEL	DULIMUS FORTE
3.	PAINTOL TABLET	MU-MET
4.	SENSO FRESHORA	MUTOP
5.	Q-NXT FORTE	PAINTOL GEL

Following I have provided the data which I have collected while doing the competitive analysis of my selected products.

1. B-MINE

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	Oralexir Mouth Wash	Aksigen Hospital Care	200ML	210	Direct
5	Oralexir Mouth Wash	Aksigen Hospital Care	500ML	545	Direct
6	Biqol Mouth Wash Alcohol Free	Across Laboratories Pvt Ltd	300ML	378	Direct
7	Biqol Mouth Wash	Across Laboratories Pvt Ltd	250ML	297	Direct
8	Biqol Mouth Wash	Across Laboratories Pvt Ltd	500ML	648	Direct

9	Mudyne Oral Rinse Alcohol Free	Xymera Bioscience Pvt Ltd	500ML	600	Direct
10	Tantum Oral rinse	Elder Pharmaceuticals Ltd	120ML	110	Direct
11	Garbenz Mouth Wash Honey	Win-Medicare Pvt Ltd	100ML	82	Direct
12	Uvdyne Mouth Wash	U & V Cancure Pvt. Ltd.	500ML	645	Direct
13	Edel Mouth Wash	Edel Werk Biopharma Pvt Ltd	500ML	628	Direct
14	Maxtra Gargle	Zuventus Healthcare Ltd	120ML	120.85	Direct
15	Oraeze Mouth Wash Mint	Smithways Oncology Pvt Ltd	500ML	650	Direct
16	Mucofresh Mouth Wash	Sharing Formulations Pvt Ltd	400ML	395	Direct
17	Ora-Ace Mouth Wash Alcohol Free	Vbrace International	300ML	310	Direct
18	Vexidine-BH Mouth Wash	Bio-Zenesis Healthcare	250ML	399	Direct
19	Ready Rinse Mouth Wash	Elder Pharmaceuticals Ltd	150ML	137.50	Direct
20	Benzoclin Mouth Wash	Clinzerv	500ML	650	Direct
21	Benzyda 0.15% Mouth Wash	Rx Healthcare Ltd	200ML	180	Direct
22	Intafresh	Intas pharmaceuticals	150ML	90	Indirect
23	coolbenz	Masvik Pharmaceuticals PVT. LTD.	100ml	110	Indirect
24	MUCOFRESH	Sharing Formulations Pvt. LTD.	150ml	50	Indirect

SWOT Analysis

STRENGTH –

- It is used as to relieve pain , discomfort & inflammation of the mouth, gums & throats.
- It is speedily provide a relief from pain & discomfort.
- It is also very competitively priced and supply chain management is doing good
- There is no side effect of using this mouth wash

WEAKNESS-

- It has a lot of competition from many different manufacturer are available.
- It is only available in 200ml package and on the other hand many manufacturer are product available in 100ml package for the consumer.
- It is not available for many state in India and that why the doctor is not known the product.

OPPURTUNITY-

- Company can market the product in not available states in india and one's doctor known the product , then a lot of business can be generated.

THREATS

- There are so many direct competitor in the market and they are out doing their marketing and they are also competitively price.

OBSERVATION-

- B-mine is the good product as the compare the competitor product
- It is very competitive price as compare to other competitor.

CONCLUSION-

- It is not available for everywhere & There are lots of directs are competitor are available in the market & not available of other packsize so that there is some slight chance of substitution.

This was all what we did for one of the product in the first module of competitive analysis and I have also used the competitors from different regions of India as 8 of my colleagues are doing internship under me and to make our document admissible and useful for dupen lab and for their sales force in different regions of India.

SWOT analysis will be very helpful in the creation of new market segmentation and in the preparation of counter strategy for our medical reps.

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.

Counter strategy which was prepared by me against Ayurveda mouth gargles

It was found in a study that Ayurveda companies are adding harmful metal in their moth gargle to increase the potency of their medical components. And I also have the same study to back up this point.

- *B mine mouth gargle (bezydamine hydrochloride) vs Ayurveda mouth gargles*

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.

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

B-MINE™
Benzydamine Hydrochloride 0.15% w/v

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

ALCOHOL FREE
Aqueous Base

Avoids

- ✗ Burning Sensation
- ✗ Susceptibility Towards Oral Cancer

- Pharyngitis (Soar throat)
- Tonsillitis
- Pharyngeal Tonsillitis
- Significant improvement in throat congestion, Pharyncodynia 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

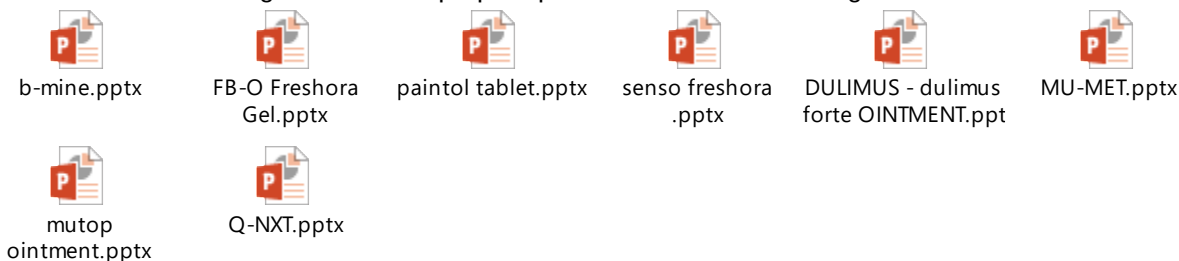
The Best Remedy is

Key Solution for Oro-Buccal Inflammatory condition

4.

FIELD CO ORDINATION FOR VARIOUS ASPECTS OF SALES MANAGEMENT

In this module we were given a task to prepare presentation for the training of the new sales force



These were the presentation which was created by me for training of the new filed force and 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.

All the presentations are attached above for your reference.

5.

TALENT ACCUSITIONS

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.

-following the some strategies that we I have learned in Dupen laboratories.

Top Performers all India

<i>Sales officer</i>	<i>Head quarter</i>	<i>April 18 – primary</i>
MR SANJAY KUMAR DAS	KATIHAR	493898
MR. RAJESH K. KULKARNI	PARBHANI	483265
MR JAY PRAKASH SINGH	MUZAFFARPUR	474618
MR. RAVI KUMAR	MOTIHARI	451952
MR. RAJIV PRIYADARSHI	ASANSOL	430012
MR. UTTAM KR. JENA	ROURKELA	383360
MR.TARAKNATH SHUKLA - SR. S.O.	SULTANPUR/JAUNPUR	369715
MR NIHAR KANT SWAIN	CUTTACK	368175
MR. KUMAR RAJ	BETTIAH	367276
MR. NILESH R. AKUDE	SOLAPUR	354535
MR. RAMESHWAR S. DANDEKAR	AURANGABAD	346890
MR VINOD RAMESH BISEN	BHANDARA	346705
MR. SUBHASH CHAND SUMAN	JAMSHEDPUR	317266
MR AJAY PURSHOTTAM JOSHI	DHULE	308376

JULY TO SEPTEMBER 2021

YOUR MONTHLY BRAND ACHIEVEMENT – EXPECTED

PRODUCTS	NEW N.R.V.	PCPM	RS. VALUE
DANGO	117.64	90	10587.6
CALENE	88.71	15	1330.65
PIGLOW	95.14	125	11892.5
MUTOP	73.93	175	12937.75
Q- NXT	327.86	18	5901.48
DULIMUS	75.86	14	1062.04
DULIMUS FORTE	160	21	3360
MUGEL	30.86	143	4412.98
CNBC	42.71	190	8114.9
PAINTOL TABLET	424.29	25	10607.25
PIGLOW NXT	278.44	30	8353.2
BMINE 200 ML I	135	12	1620
BMINE 100 ML	62.36	90	5612.4
DUFLOX – OZ	63	50	3150
THERABACT CAPSULE	57.86	200	11572
			100514.75

Brand positioned for Promotion

<u>PRODUCT</u>	<u>PROMOTION</u>
PIGLOW NXT	DERMATOLOGIST /COSMETOLOGIST PLASTIC SURGEON GYNECOLOGIST
DANGO	DERMATOLOGIST /GYNECOLOGIST GP/PHYSICIANS OPHTHALMOLOGIST
PIGLOW	DENTAL SPECIALITY FOR REMOVAL OF MARKS AND SCARS POST DENTAL SURGERY GP/PHYSICIANS GYNECOLOGIST
CALENE	DERMATOLOGIST GP/PHYSICIANS GYNECOLOGIST
MUTOP	DERMATOLOGIST ENT/GP/PHYSICIANS DENTIST GYNECOLOGIST SURGEONS PEDIATRICS
D-FUNGI	DERMATOLOGIST GP/PHYSICIANS GYNECOLOGIST PEDIATRICS
D-FUNGI-B	DERMATOLOGIST GP/PHYSICIANS GYNECOLOGIST PEDIATRICS

DULIMUS	DERMATOLOGIST GP/PHYSICIANS DENTIST PEDIATRICS
DULIMUS-FORTE	DERMATOLOGIST GP/PHYSICIANS DENTIST PEDIATRICS
MUMMET	DERMATOLOGIST GP/PHYSICIANS GYNECOLOGIST
Q-NXT FORTE	GYNEC DERMATOLOGIST GP/PHYSICIANS INFERTILITY SPECILAIST DENTIST IN OSMF
PAINTOL TABLET	GP/PHYSICIANS ORTHO SURGEON DENTIST GYNECOLOGIST PEDIATRICS DERMATOLOGIST
PAINTOL GEL	GP/PHYSICIANS ORTHO DERMATOLOGIST-POST HERPATIC

THERABACT	GP/PHYSICIANS ORTHO SURGEON DENTIST GYNECOLOGIST PEDIATRICS DERMATOLOGIST
CNBC	GYNEC DENTIST GP/ MD PHYSICIANS
DUFLOX-OZ	DENTIST GYNECOLOGIST SURGEON GP/PHYSICIAN
MUGEL	GYNEC DENTIST

	GP/PHYSICIAN DENTIST GYNECOLOGIST SURGEON
B-MINE	DENTIST ONCOLOGIST ENT SURGEON G P /PHYSICIANS

Trade offer Uniform all India

CNBC	10 + 2
MUGEL	10 + 2
PAINTOL TAB	10 + 2
DUFLX – OZ	10 + 2
MUTOP	10+1
PIGLOW	10 + 2
Q-NXT FORTE	10+1
DULIMUS FORTE	10+1
DANGO	10 + 2

Any bulk order exceeding 200 plus units on stockiest advance PDC cheque of 30 days will be considered via separate invoice PROVIDED THE OUTSTANDING ARE ALL CLEAR

Promotional Inputs/ Activity

1) Bed sheet

- on Rs. 5000 POB – doctor/ retailer at PTS - on this product only (CNBC, MUGEL, DUFLOX-OZ, MUTOP, PIGLOW, DANGO, B-MINE)
- Against that 1 bed sheet worth rs 500 original mrp rs 2000
- submit the bills for disbursement
- bill can be product mix or on single product
- payment within 30 days
- no stock return

2) Wonder chef (BDA gifting)

- 120 pages product catalogue of wonder chef - already email & whatsapp to all the area managers
- On MRP we get 50%
- Send your requirement against the business in bda format

3) BDA

- Effective from 2nd quarter BDS will be given to MR (only on sale above 40,000 and plus)
- BDA to be sent to area manager in format already given

4) POSTER

- Root canal poster

- CNBC – To continue prescription
- Mutop – in root canal treatment
- 50 unit to each medical representative

5) B-MINE LBL

- 50 unit to each medical representative
- Resulting in atleast 250 units / month prescription (100 and 200 ml bottle)

INCENTIVES – QUARTELY (2018- 2019)

- JULY/ AUGUST / SEPTEMBER

PRODUCT WISE

DULIMUS / DULIMUS FORTE @RS. 30,000 / QUARTER = RS. 4500 / QUARTER

CNBC @750 UNIT @ RS. 2 / TUBE = RS. 1500 / QUARTER



RS. 6000 / MONTH

RUPEEWISE

@5% ON ACHIEVEMENT OF NET TARGET QUARTER NET OF C.N & COLLECTION IN 30 DAYS
 DELAY IN COLLECTION UPTO 45TH DAY OF CREDIT/NEFT/RTGS @75% OF ELIGIBILITY
 $3,00,000 \times 5\% = \text{RS.}15000$

TOTAL INCENTIVE = RS. 6000 + RS. 15000 = RS. 21,000 ON AVG RS. 3,00,000 ACHV. NET



MANAGER

1. 100% TARGET ACHIEVEMENT NET @2% OF TRGET / QUARTER
2. 85% - 90% TARGET ACHIEVEMENT NET OF CN , MANAGER IS ELIGIBLE FOR 1.5% OF ACHIEVEMENT FOR QUARTER

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.



ANNEXURE

Sr no	Name of the department	Dates of visit	% Of time spent	Interacted with (name and 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
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