

PRESENTATION

PRODUCT MANAGEMENT/BRAND MANAGEMENT

SUMMER INTERNSHIP AT DUPEN LABORATORIES PVT. LTD. MUMBAI.

SUMMARY- 60 DAYS OF INTERNSHIP(10/05/2021 TO 10/07/2021)

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ACKNOWLEDGEMENT

I Would like To take this opportunity to express my gratitude and deep regards to my teachers/mentors Prof **DR. RAHUL SHARMA** 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 time to time shall carry me a long way in the journey of life on which I am about to possess and reflect in any organization I join in future.



DR. SANDEEP NARULA

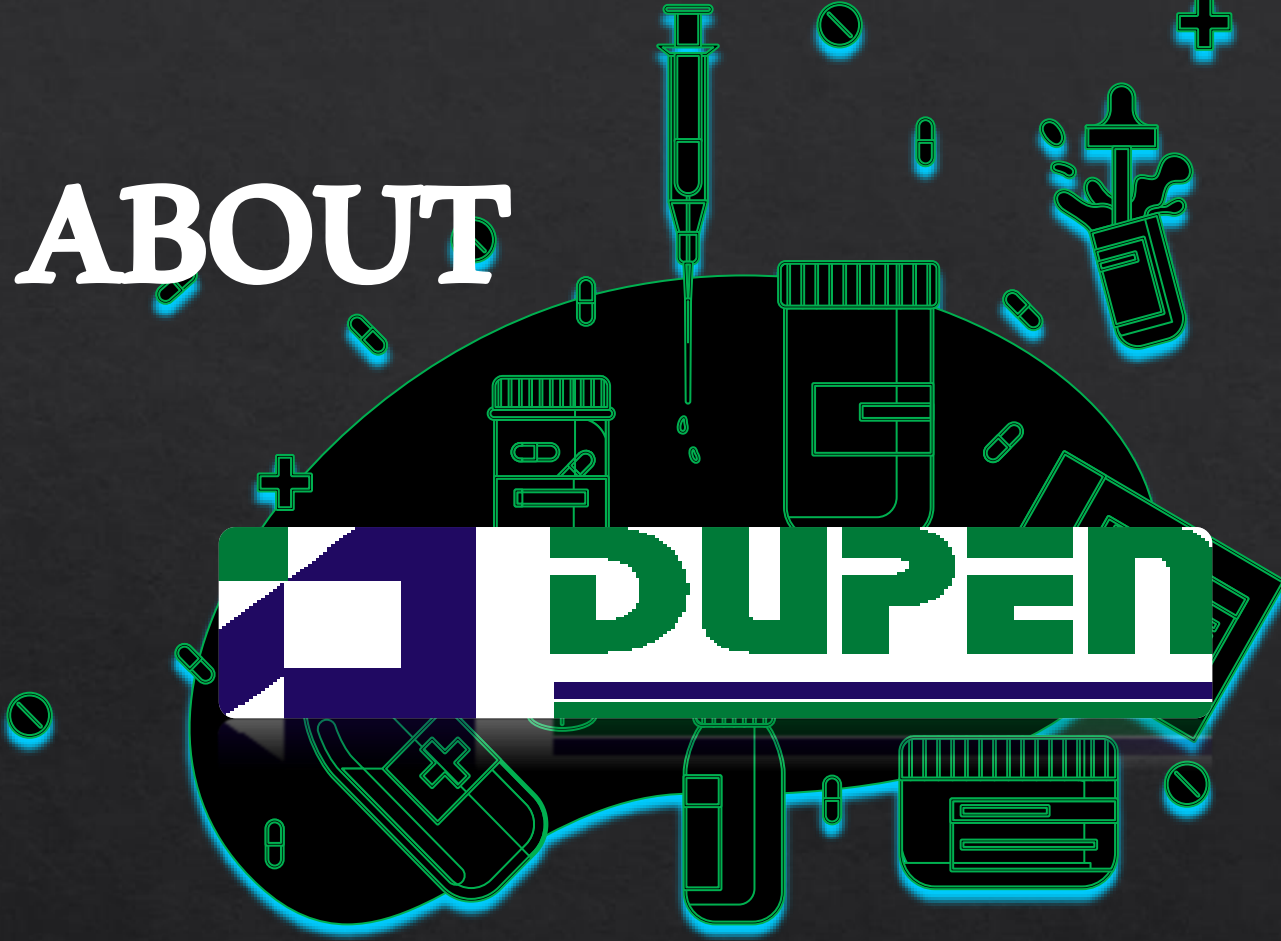


DR. RAHUL SHARMA



MR. KAPIL MUDLIAR

ABOUT



- DUPEN Laboratories Private Limited is a Private company incorporated on 23 March 1976

-DUPEN Laboratories is a professionally managed pharmaceutical company that specializes in producing a myriad of formulations in tablets, capsules and oral liquid dosage forms.

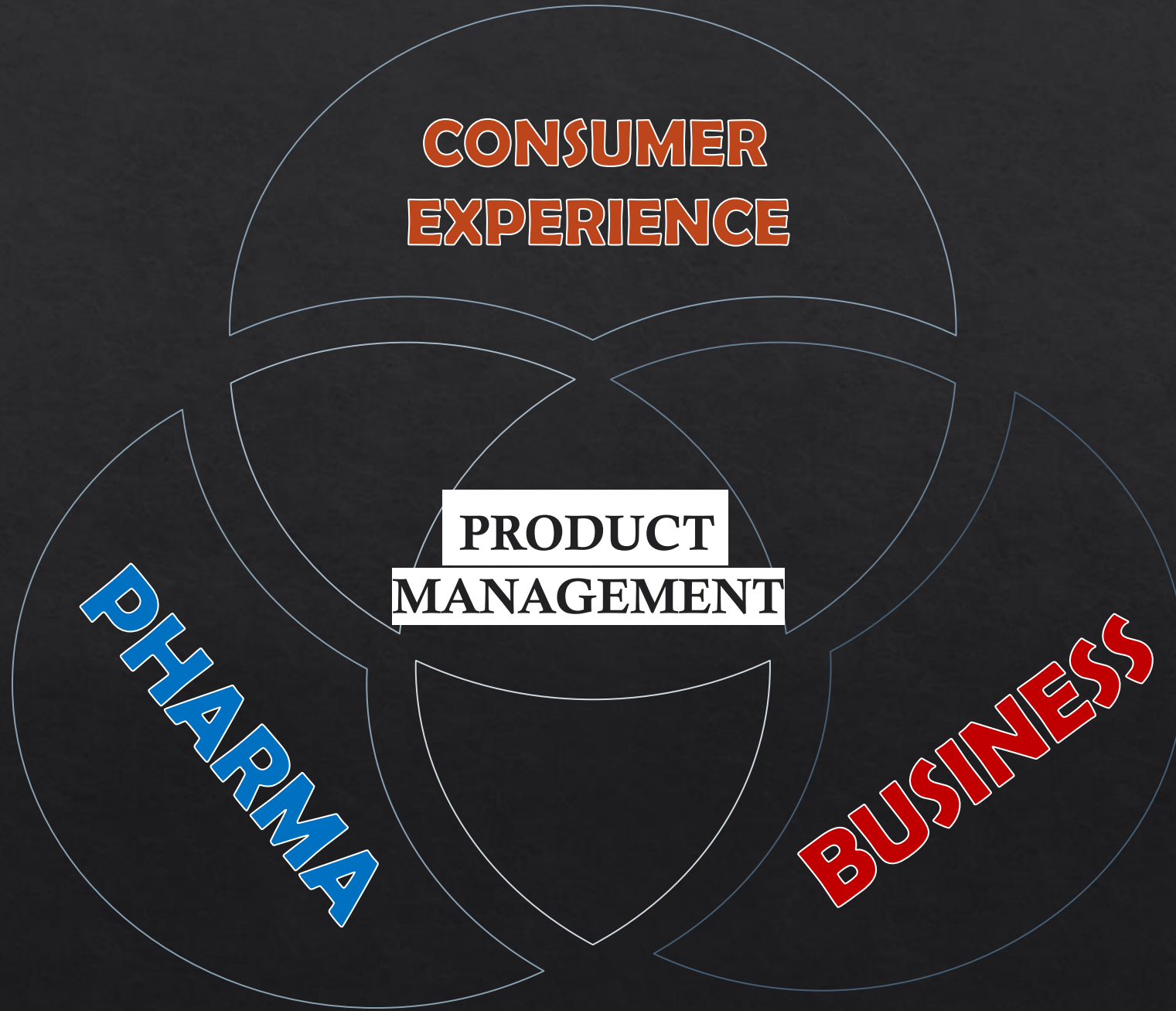
-DUPEN labs involves in manufacturing and marketing of dental and derma products domestically and internationally.

-Dupen also performs third party manufacturing for companies like, LUPIN,MERK,ZELUS,INTAS AND U S VITAMINS.

MISSION STATEMENT-

DUPEN as a company is strongly committed to quality of its employees, processes systems and products. DUPEN adopts a policy of Total Quality Management (TQM) thereby aiming for zero defect concept.

WHAT IS PRODUCT MANAGEMENT ???



ROLES AND RESPONSIBILITY OF A PRODUCT MANAGER

We can say that the Product manager is the CEO of his product

- 1- Designing and improving product**
- 2- Launching new product into market**
- 3- Designing visual aids**
- 4- Finding new indications for previously launched products.**
- 5- Training Medical representatives and area managers**
- 6-Conducting doctor CMEs**
- 7- Handling superspecialist doctors**
- 8-Hiring new sales force**
- 9-Promotional input planning**
- 10-competitive analysis and market research for new trends.**
- 11- Providing scientific data to doctors**

MODULES OF THIS INTERNSHIP

01.

**COMPETITIVE
ANALYSIS**

02.

**SCIENTIFIC DATA
CRUNCHING AND
FINDING NEW
INDICATIONS AND
USP.**

03.

VISUAL-AID MAKING

04.

**TRAINING FIELD
FORCE**

05.

**BUDGETING AND
PROMOTIONAL
INPUT PLANING**

06.

**TALENT
ACQUISITION
MANAGEMENT**

07.

**LEADERSHIP
(TEAM HANDLING
AND
COORDINATION)**

01.

COMPETITIVE ANALYSIS

-Objective Competitive analysis in marketing and product 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 I have also find direct and indirect competitors of each and every product of DUPEN laboratories private limited.

Competitive analysis Is the most important step towards the success of any brand because by knowing our competitors in the market is the only way to improve the market capitalization of our products.

Direct competitors-

Indirect competitors-



CNBC



STRENGTH-

- 1- As compare to some competetor in this category Price of CNBC is less. So We can say that its a value for money product.
- 2- Coenzyme q10 and Beta carotene is prescribed by many doctors for treatement of gum diseases.

WEAKNESS-

- 1-There are n number of brands available as substitute for this product
- 2- Top brands have covered the big chunks of market capitalization for this product category
- Not available in all states of india.

OPPORTUNITY

- If we launch the product in another states then there will be new untouched market to be covered.
- Increase in patient population due to lifestyle changes

THREATS-

- More number of me too products will be launched with lesser price
- Generic variations of the drug can be sold.

Sr. no	Competitor brand name.	Competitor company name.	Pack size. gm/ml	MRP. (INR/Rupees)	Nature of competitor. (DIRECT/INDIRECT)
1	PATANJALI DANT KANTI	Patanjali	100 gm	45	DIRECT
2	CHIO DENTAL KIT	Artsuna India Pvt. Ltd.	70 gm	699	INDIRECT
3	STOIN -R DENTAL GEL	Dr reddy's	100 gm	127	DIRECT
4	OMNIDENT GEL	Group Pharmaceuticals	70 gm	86.40	INDIRECT
5	CURENEXT	Abbott	50 gm	119	INDIRECT
6	KETOROL	Dr Reddy's	30gm	101	INDIRECT
7	METROHEX	Dr reddy's	10 gm	38.87	INDIRECT

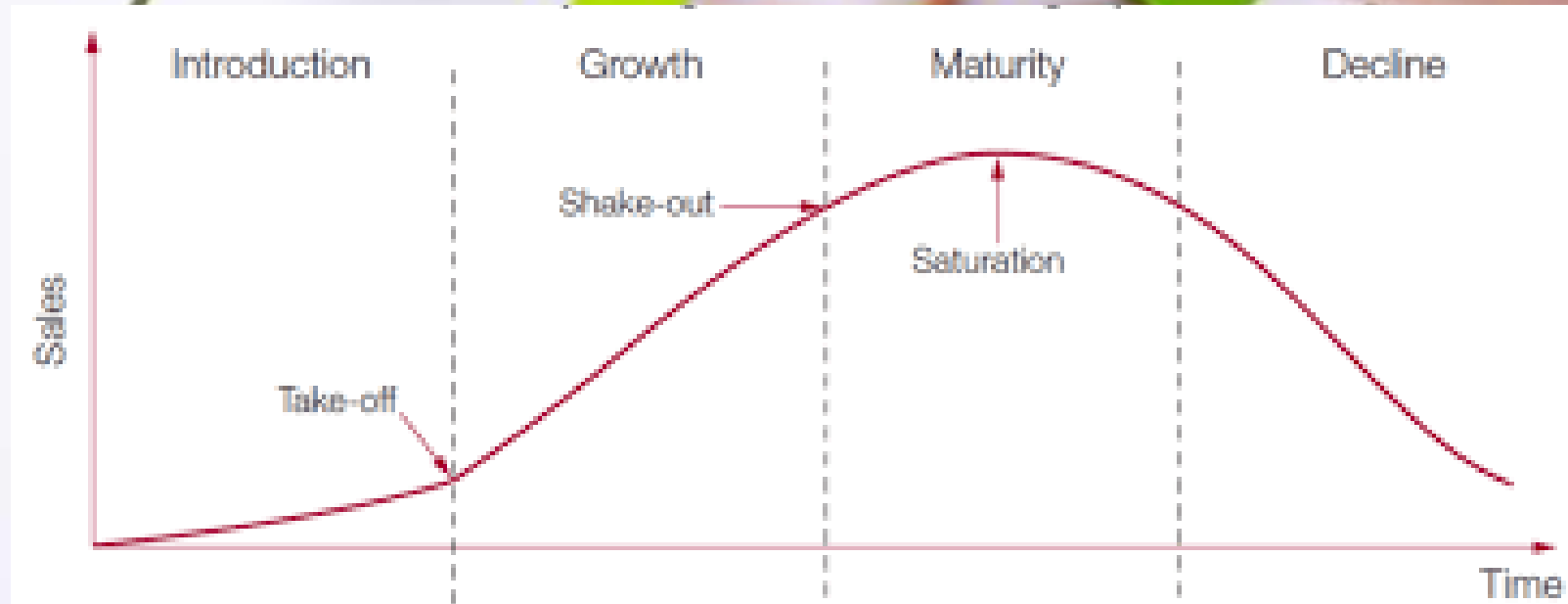
02.

SCIENTIFIC DATA CRUNCHING

- Scientific data crunching is finding new indication for the product to prevent the product from going into stagnant or decline phase.

- In this module I have gone through scientific data of product and found some new indications.

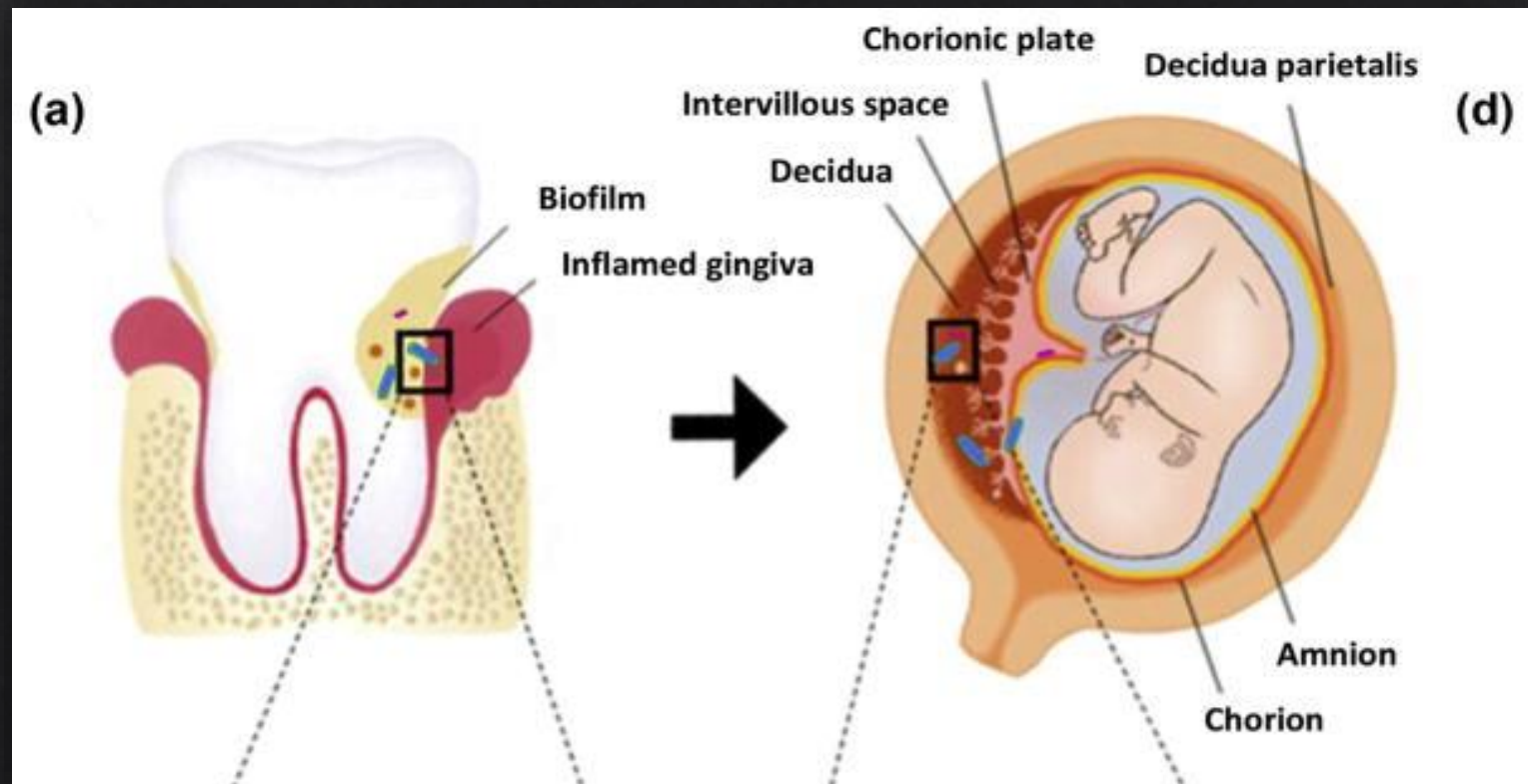
-This is the most important part of product managers job and sometimes they get Award for finding new indications.



USE OF CNBC IN GYNECOLOGICAL AND PAEDIATRIC SEGMENT TO PREVENT CNBC FROM GOING INTO STAGNANT OR DECLINE PHASE.

NAME OF
BACTERIA-
FUSOBACTERIUM
NEUCLEATUM.

- INDICATION-
PRETERM/PREMA
TURE DELIVERY

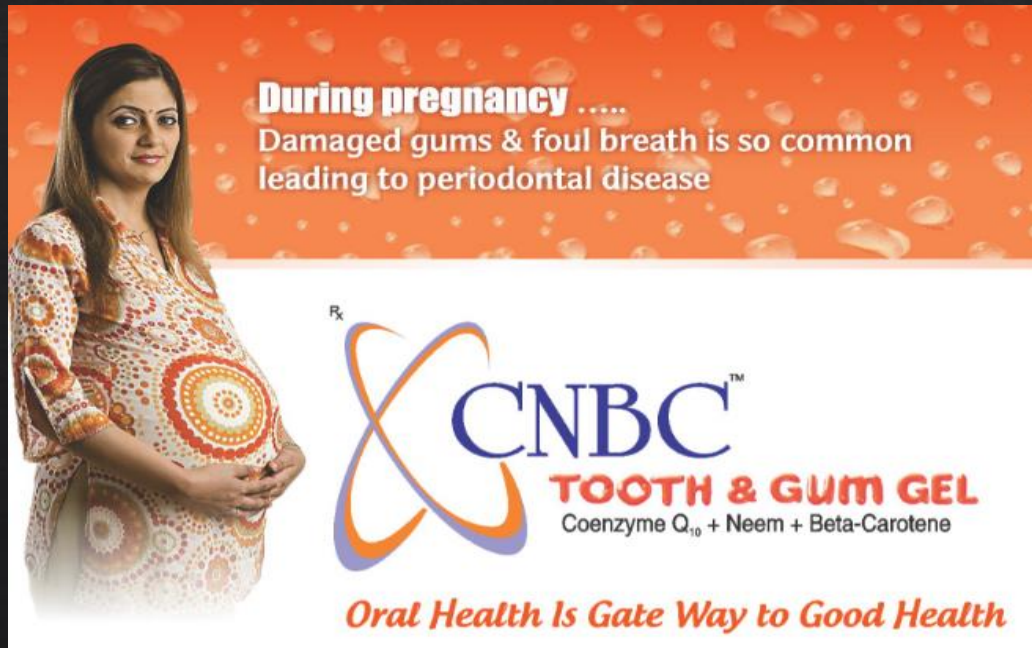


MAJOR CHEMICAL CONSTITUENTS OF CNBC.

COQ10 – Coenzyme Q-10

BETACAROTENE-

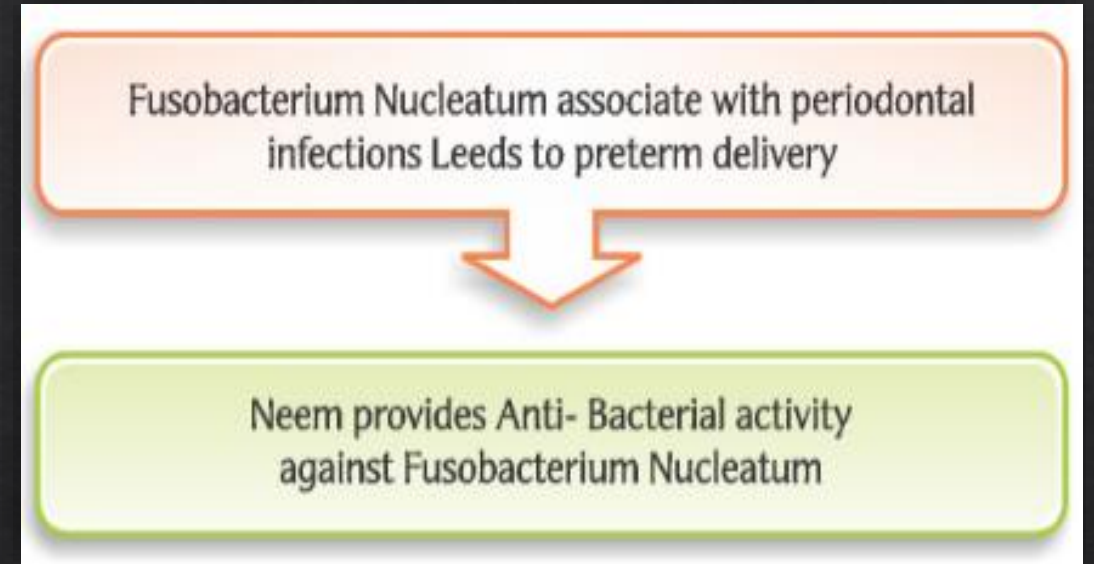
NEEM -



During pregnancy
Damaged gums & foul breath is so common
leading to periodontal disease

CNBCTM
TOOTH & GUM GEL
Coenzyme Q₁₀ + Neem + Beta-Carotene

Oral Health Is Gate Way to Good Health



- CNBC HELPS TO KILL FUSOBACTERIUM NEUCLEATUM BACTERIA IN ORAL CAVITY.
-THIS ACTION OF CNBC PREVENTS THE PRETERM DELIVERY IN PREGNANT WOMENS.

03.

VISUAL AID MAKING

What is visual aid????

VISUAL AID IS THE PRODUCT INFORMATION BOOKLET THAT A MEDICAL REP USES TO DETAIL THE PRODUCT IN FRONT OF THE DOCTOR.

HOW TO MAKE VISUAL AID ????

- Find new indications for the product which are different from prior indications.
- Add these indication along with scientific data findings about chemical constituents present in our product.
- Compile the data in suitable graphic format.
- keep in mind that visual aid should be crisp clear and attractive.



WHY TRY FOR ANTIFUNGAL, ANTI MICROBIAL OR ANY OTHER TREATMENT

IN VARIOUS GYNAECOLOGICAL CONDITIONS

PREVIOUS
VISUAL-AID

Cracked
Nipple
Pain

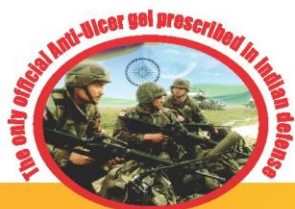
Drug
Induced
Ulceration

Vulvo
Vaginal
Erosions¹

OSMF
Specially
in Female
Patient

Post-
Menopausal
itching &
irritation

Skin
Sores of
Various
Etiology



The Multi-Utility Gel - for instant relief

Clear Transparent Gel

Provides Faster Relief from Painful Ulcers

The **Multi-Utility GEL** for instant relief

INDICATIONS

Lignocaine

- Local anaesthetic provides instant relief from Unbearable pain
- Causes Numbness in applied area

Choline Salicylate

- Potent local analgesic
- Reduces Inflammation

Benzalkonium Chloride

- Local Antibacterial, Antiseptic
- Prevents Infections associated with Ulcer

Gel

MUGEL

Freshona

Lignocaine 2% w/w +./m. n
Choline salicylate 8.7% w/w +
Benzalkonium Chloride 0.01 % w/w

PAIN MANAGEMENT OF MINOR BURNS



IN HAEMORRHOIDAL PAIN

To treat minor pain, itching, swelling, and discomfort caused by haemorrhoids and other problems of the anal area (e.g., anal fissures, itching).



IN CYSTOSCOPY/PROCTOSCOPY-
USE MUGEL BEFORE INSERTING
CYSTOSCOPE/PROCTOSCOPE TO
PREVENT UNBEARABLE PAIN DUE TO
INSERTION OF MEDICAL DEVICE



USE IN NEUROPATHIC PAIN-
Postherpetic neuralgia(Shingles disease caused by herpes zoaster virus)- Topical lidocaine (a local anaesthetic) for the treatment of postherpetic neuralgia (nerve pain).



Premature ejaculation is very common problems account for 30 percent of normal male suffer from this issue.
- MUGEL is local penile Anaesthesia
Prevents Premature ejaculation.



Tingling
Pineapple
taste

Clear Transparant Gel



04

TRAINING FIELD FORCE

- Sales field force is the most important functional peoples of a pharmaceutical company.
- Sales Force include Medical representatives, Area managers, And other Upline managers.
- This is the Product manager's responsibility to train them about products and promotional strategies, to make sure they work efficiently in field.
- Detailing Practicing is one of the main objective of Field force training, medical representative will be going in front of doctor and detaining them the products, so As a product manager confirms that their detailing should be perfect.
- In training field force their way of dressing, way of holding visual-aid is polished.
- In training sessions Product manager Explains in detail about the product i.e.,
 - 1-Brand name, pack size, price
 - 2-Chemical composition of product.
 - 3-Disease indication
 - 4-Product doctor mix
 - 5-Promotional activities

SELECTED PRODUCTS FOR TRAINING

DENTAL DIVISION PRODUCTS PRESENTATIONS-

1. CNBC GEL
2. MUGEL FRESHORA
3. EVEDY MOUTHWASH
4. GUMPEN FRESHORA
- 5.DUFLOX-OZ

DERMA DIVISION PRODUCTS PRESENTATIONS-

- 1.PIGLOW CREAM
- 2.D'FUNGI CREAM
- 3.D'FUNGI'B CREAM
- 4.CALENE GEL
- 5.DANGO SHAMPOO

IN NEXT 3 SLIDES THERE ARE THE PPTS WHICH I HAVE MADE FOR FIELD FORCE TRAINING.

GUMPEN *freshora*

Gum astringent with clove oil



Tannic acid 2% w/v
Zinc chloride 1% w/v
Cetrimide 0.1% w/v
Clove oil 0.2% w/v

MRP
15 ML/ 70 RS



*Now let your Patients
feel the difference.*



EVEDAY

MOUTHWASH

CHLORHEXIDINE GLUCONATE- 0.20% W/V
SODIUM FLUORIDE IP- 0.05% W/V
SODIUM CHLORIDE IP-0.09% W/V

MRP
200 ML/ 66RS



Antiseptic and Antiplaque mouthwash



DuFlox-OZ

(Ofloxacin 200 mg + Ornidazole 500 mg)

**TRUSTED AND UNDISPUTED
DUO IN MIXED POLYMICROBIAL
INFECTIONS
OF ORODENT AND ENT**

MRP-
10'S/98.80 RS

**THE WONDER TABLET WITH
AQUEOUS COATING MINIMISES
THE METALLIC TASTE MINIMISES
THE METALLIC TASTE AND
PREVENTS GASTRIC
CONSTIPATION .**



TRAINING SALES TEAM.

6 Medical Representatives.
2 Area Managers.

**AT DUPEN
LABORATORIES MUMBAI**



05.

BUDGET AND PROMOTIONAL INPUT PLANNING

- In this module I have learned about how Dupen laboratories projects their budgets and promotional inputs to the field force so that they can achieve their monthly and quarterly targets.

The Sales inputs are the basic strategy that provides the help to achieve targets quarterly.

-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.

PIGLOW NXT: - DERMATOLOGIST, COSMETOLOGIST,
PLASTIC SURGEON, GYNECOLOGIST

DANGO: - DERMATOLOGIST, GYNECOLOGIST

MUTOP: - DENTIST, ONCO

DULIMUS-FORTE: - DENTIST

PAINTOL GEL: - DERMATOLOGIST-POST HERPATIC
NUERALGIA

THERABACT: _ GP/PHYSICIANS, ORTHO, SURGEON,
DENTIST, GYNECOLOGIST, PEDIATRICS, DERMATOLOGIST

CNBC: - GYNEC

MUGEL: - GYNEC

B-MINE DENTIST, ONCOLOGIST, ENT, SURGEON, G P /PHYSICIAN

Q-NXT FORTE: - DERMA/DENTAL/PHYSICIANS/GYNEC



TALENT ACQUISITION MANAGEMENT

Talent acquisition management is the new form of human resource management, the role of talent acquisition dept is to hire the best suitable candidates for the healthy business wellbeing of a pharmaceutical organization.

- In this module of Talent acquisition I have assigned a task to take interview of the Freshers and the Experienced candidates for the positions they have applied in Dupen Laboratories.

-I was assigned the work to find suitable candidates for the post of sales representatives and Area manager in various regions of Maharashtra and I have started my work by selecting Nagpur region.

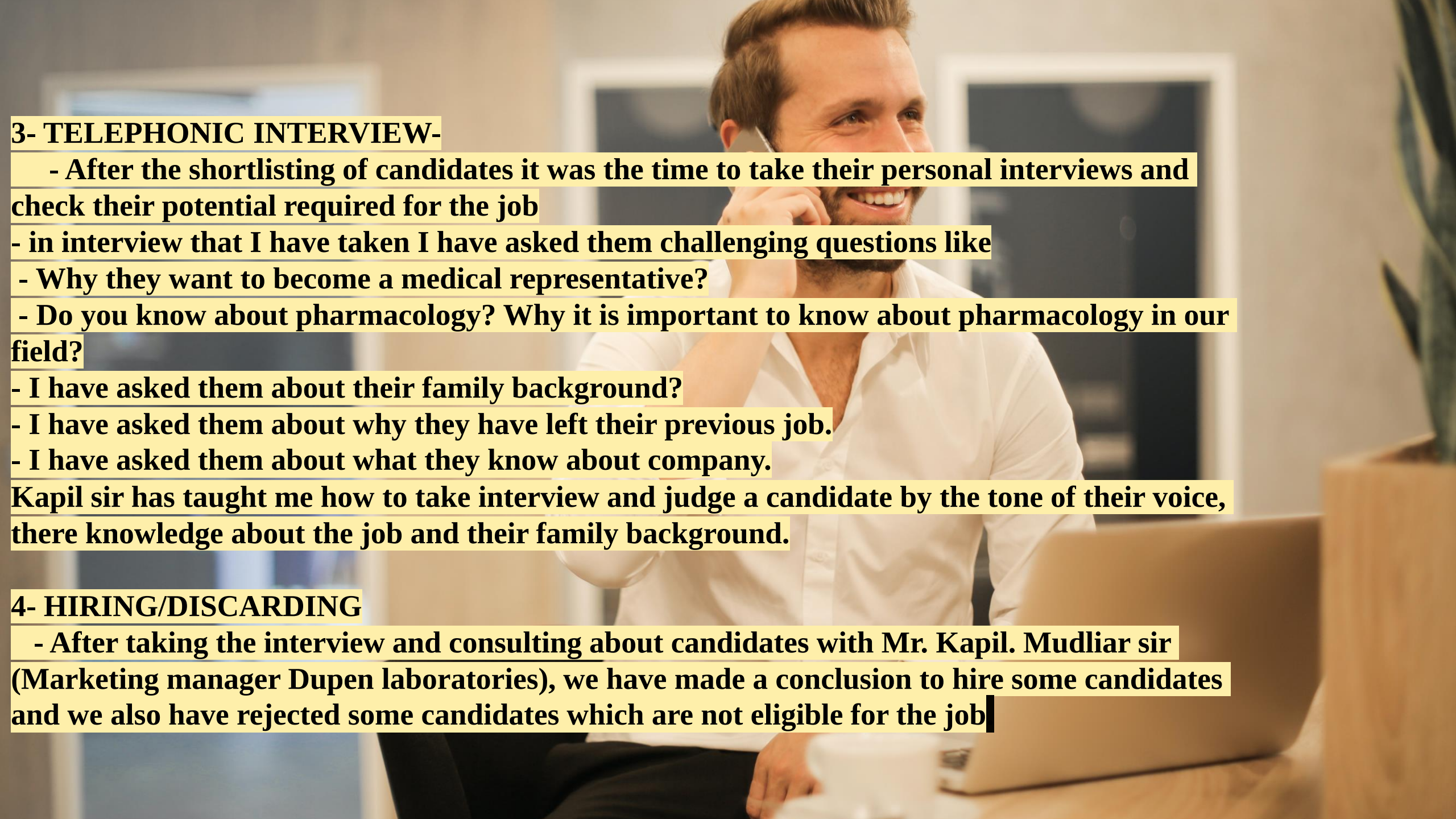
Following are the steps by which I have placed eligible candidates and rejected some candidates.

1- Posting job vacancy and Spreading job alerts.

- **For this I have contacted my previous colleagues, seniors, juniors and asked them to provide the suitable candidate information for this job**
- **I have posted a vacancy alert In Maharashtra sales representative group and asked them to send me the resume if they are fascinated about this job.**
- **I have also posted a vacancy on linked-in.**
- **By doing these various activities I have got 30 resumes from various working professionals as well as freshers.**

2- Reporting to Kapil sir (My internship Mentor) about the selected resumes-

- **I have consulted with Kapil sir and shortlisted the eligible candidates based on their resumes.**



3- TELEPHONIC INTERVIEW-

- After the shortlisting of candidates it was the time to take their personal interviews and check their potential required for the job**
- in interview that I have taken I have asked them challenging questions like**
 - Why they want to become a medical representative?**
 - Do you know about pharmacology? Why it is important to know about pharmacology in our field?**
 - I have asked them about their family background?**
 - I have asked them about why they have left their previous job.**
 - I have asked them about what they know about company.**

Kapil sir has taught me how to take interview and judge a candidate by the tone of their voice, there knowledge about the job and their family background.

4- HIRING/DISCARDING

- After taking the interview and consulting about candidates with Mr. Kapil. Mudliar sir (Marketing manager Dupen laboratories), we have made a conclusion to hire some candidates and we also have rejected some candidates which are not eligible for the job**

07.

LEADERSHIP AND TEAM COORDINATION



- Leadership is the most important skill for a aspiring product manager, as a product manager we have to handle a team of various peoples from different backgrounds, and make sure that they work efficiently for he organization,
- In this module Dr Narula sir and Mr. Kapil sir has assigned me the team of 8 students (My classmates from MBA-PM batch -12) and I have taken their internship session as a team leader.
- In this task I have taken their meetings and given them the work regarding the internship
- I was one week ahead of them in completing my modules so I have taught them about my completed module.
- I have also learned how to motivate them a d how to make them work as a team.
- This module has improved my skills for team handling.
- Now I am ready to work as a product manager in any pharma organization as I have completed the basics of product management.

MY TEAM - TEAM ALPHA INTERNS



Astitva Gupta



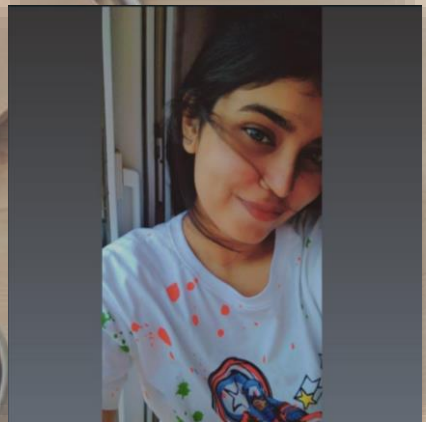
Nishtha Agrawal



Anjali Pandey



Gaurav Gupta



Samiksha Mishra



Sameer Khanna



Kushal GM



Nigamananda Satapathy

Thank you

