

Summer Training At

DUPEN Laboratories Private Limited.

11/05/2021 to 11/07/2021

A Report By

HIMANSHU DUBEY

**MBA (PHARMACEUTICAL
MANAGEMENT) 12**

(2020-2022)

ACKNOWLEDGMENT

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.

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4	Field coordination for various aspects of sales management
5	Talent acquisition management
6	Budget and promotional input planning.
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8	Refences

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

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.

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.
- 2- 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.

Objective 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 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.

There are two types of competitors of any selected pharmaceutical product in market.

1. 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

2. 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.

There are 20 Products of DUPEN laboratories are available and marketed in Indian Pharmaceutical Market, Out of Which I have selected 10 Products. 5 Products from derma and 5 products from dental division respectively.

g I ided data	<i>SR NO.</i>	DENTAL DIVISION	DERMA DEVISION	Foll owin have prov the
	1.	CNBC 50 gm	CALENE	
	2.	DuFLOX – OZ	DANGO	
	3.	EVEDAY	D' FUNGI Cream	
	4.	GUMPEN Freshora	D' FUNGI-B Cream	
	5.	MUGEL Freshora	PIGLOW	

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

1. CNBC

2.DANGO SHAMPOO

1 CNBC



COMPRESENSIVE NATURALLY BALANCED CARE

PACK SIZE- 50 gm

MRP- RS. 75

CHEMICAL CONSTITUENTS-

Coenzyme Q-10, NEEM, B- carotene

INDICATIONS-

Gum disease, Foul breadth, Antiplaque, Anticalculus, Anti- inflammatory actions, Periodontal diseases (Gingivitis).

COMPETETOR BRANDS OF CNBC

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

SWOT analysis for CNBC

Observation based on the competitive Analysis-

- CNBC is a product which have its unique name and packaging style that can be easily marketed to doctors.
- analysis shows that Indirect competitors are also prescribes for the same conditions.
- Price is comparatively reasonable as compared to competitors.

Conclusion-

- CNBC should be launched in other so that new Market can be covered.
- This Product can be sold OTC so that we can Use WORD of Mouth marketing to increase sales, E.g. We can post ads on Retail chemist Store that will convey message to consumer.
- We Can run campaign in Dental colleges to make dentists aware about CNBC so when they practice, they will recall our product in their Prescriptions.

2

Scientific data crunching and investigation of new indication based on knowledge.

In the product life cycle, there is a phase where it goes stagnant and shows no growth in sales, to overcome this we have to research new indications of the

same drug product and by that we can reposition our product in market for new sales projections.

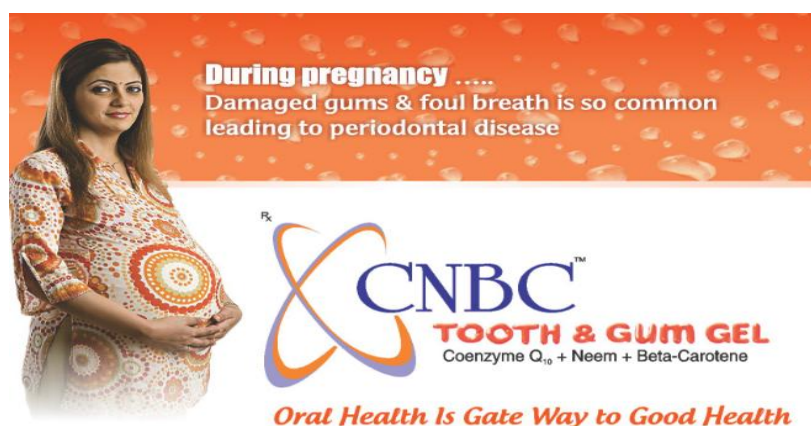
In this module I have selected the product CNBC Gum gel, This product belongs to dental division and has been already used in various conditions like gum problems, gingivitis, periodontitis, antiplaque and halitosis.

I had to find new indications for this product to diver the market in new indications, for that I have made and research and to back that research I have provided the Scientific evidence and literatures and references.
This data should help to divert product to new disease indications and bring new business to the company.

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

Submitted by – Himanshu dubey

CNBC



Product description-

CNBC stands for “Comprehensive Natural Balanced Care”

CNBC Gel is an effective teeth and gum care gel. CNBC GEL is efficient in preventing dental caries, gingivitis, periodontal disease, oral submucous fibrosis. It is enriched with Coenzyme Q10, Neem, and Beta Carotene.

CNBC gel is an excellent gum energizer, which keeps all gum problems and dental complications away.

MAJOR CHEMICAL CONSTITUENTS OF CNBC.

COQ10 – Coenzyme Q-10

-**Coenzyme Q10 (CoQ10)** is a substance similar to a vitamin. It is found in every cell of the body. Your body makes **CoQ10**, and your cells **use** it to produce energy your body needs for cell growth and maintenance. It also functions as an antioxidant, which protects the body from damage caused by harmful molecules.

-CoQ10 Deficiency is found in 20-30% of gingivitis patients, thus supports logical use of (CNBC) in periodontal diseases.

BETACAROTENE-

- Women require more Beta- Carotene during pregnancy & much more while lactating.
- Beta carotene provides Anti-oxidant benefits & thus prevent free radical.
- Safe to consume while pregnant because it is natural.

NEEM -

-Neem contain- Quercetin, B- Sisterol, Polyphenolic Flavonoids have Anti-Microbial properties against Fusobacterium Nucleatum thus preventing preterm delivery.

- Prevents plaque formation.
- Prevents halitosis & freshens breath.
- Whitens teeths.
- Tightens gums.

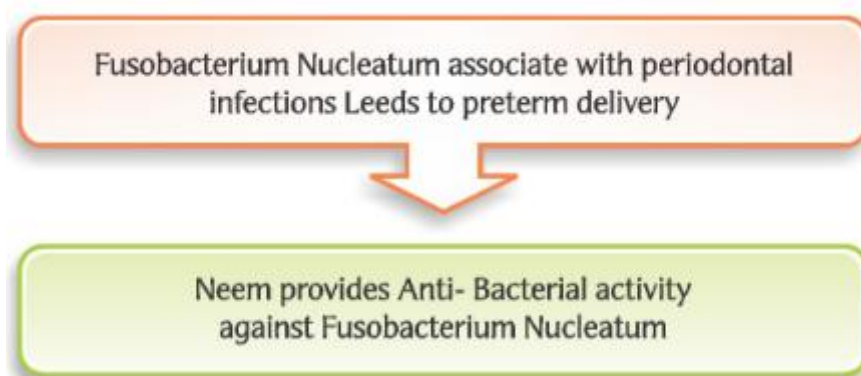
To prevent CNBC from going in STAGNANT OR DECLINE phase we have 2 options Either we have to change the product positioning into new indication or we have to identify NEW THERAPEUTIC segment for CNBC.

Gynecological use of CNBC.

Fusobacterium nucleatum.

- Fusobacterium nucleatum have been isolated from the placenta, amniotic fluid.
- Fusobacterium nucleatum in the oral cavity may spread hematogenous to the infect the pregnant uterus.
- fusobacterium nucleatum is ubiquitous in the oral cavity & is one of the most abundant species in sublingual plaque.

- During periodontal infections, the cells mass of fusobacterium nucleatum increases more than 10000fold square.



INTRODUCTION-

Fusobacterium nucleatum is the bacteria which is present in our oral cavity, and in pregnant females this bacterium can go in blood circulation throughout the consumed food, this bacterium can cross the uterus barrier and can cause preterm delivery/premature delivery.

Conclusion-

1- Neem- as mentioned in the references below in this document neem is having antiplaque activity so that it can remove the oral flora of fusobacterium nucleatum(NEEM is having antibacterial activity for most of the oral bacterium species including fusobacterium nucleatum) Also neem is having phytochemicals that are completely safe to use in gynecological patients.

2- Beta-carotene-

it is converted into vitamin A and prevents cell from damaging , it also clinically proven to have antioxidant effects that can be used to kill the oral population of fusobacterium nucleatum.

3- The Co-enzyme Q-10 helps in overcoming the inflammation that is caused by the fusobacterium nucleatum, so the hazardous damage is overcome by this chemical components.

So, we can conclude that CNBC not only kills the fusobacterium nucleatum in oral cavity but also it can be helpful to prevent the growth of this bacterium in oral cavity and it also overcomes the damage of the gums. **So with the help of Co-enzyme Q10, Neem and beta-carotene, CNBC is the most suitable product to prevent the fusobacterium nucleatum from attack to pregnant uterus, hence it can be prescribe to Gynie Division also.**

Paediatric use of CNBC

1-Paediatric uses of Co-enzyme Q-10.

INFERENCE- As Co-enzyme q-10 can be used for oral problems for almost all age groups hence we can make a conclusion that we can use CNBC in Paediatric patients.

2- Paediatric use of neem (*Azadirachta indica*).

CONCLUSION

Regular brushing with *Neem*-containing toothpaste will reduce the deposition of plaque, prevents caries, and enhances the immune response for overall oral health. Frequent usage of mouthwash containing *Neem* extract will lessen gingival problems, and also treats halitosis. As we have seen in this abstract article that neem is having phytochemically active chemical constituents that can be truly beneficial for the Periodontal disease and microbial infections of the oral cavity, also they are completely safe and having zero side effects due to its natural origin therefore it can be used in Paediatric patients.

3- Paediatric use of Beta-carotene

Conclusion- Thus the beta-carotene is the Antioxidant that can acts as a scavenger for the for the free radical in the mouth and it's a protein molecule so it cannot be harmful in pediatric patients therefore it can be projected to use in pediatric patients. Also beta-carotene is a protein and in the gums of children it has been seen that there is a lack of protein antioxidant so CNBC can acts as a good Protein rich product in pediatric patients.

3

Conceptualization of visual aid as critical proportional input to address the brand importance.

Visual aid - Visual-aid is the format in which all the product information is available and it also consist of scientific data and research findings, Visual-Aids are used in front of doctors and healthcare professionals to describe them Detail them about the products and the mission and vision of the company.

For this module I have selected the product MUGEL and for this product I have made a visual aid, this visual consist of all the new Indications that I have found for this product.

USE OF MUGEL OTHER THAN MENTIONED IN PREVIOUS VISUAL- AID

LIGNOCAINE + CHOLINE SALICYLATE + BENZALKONIUM CHLORIDE

1) MINOR burns-

FINAL INDICATION- PAIN MANAGEMENT OF MINOR BURNS.

2) Cystoscopy and symptomatic treatment of painful cystitis and urethritis-

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

3)Rectal problems.

**FINAL INDICATIONS- USE IN RECTAL PROBLEMS- to treat
minor pain, itching, swelling, and discomfort caused by hemorrhoids and
other problems of the anal area (e.g., anal fissures, itching)**

4) Premature ejaculation treated by local penile anesthesia in an uncontrolled clinical replication study.

FINAL INDICATION-

**Premature ejaculation is very common problems account for 30 percent of
normal male suffer from this issue.**

- MUGEL is local penile Anesthesia Prevents Premature ejaculation.

5) Neuropathic Pain (SHINGLES).

USE IN NEUROPATHIC PAIN-

**Postherpetic neuralgia (Shingles' disease caused by herpes zoster virus)-
Topical lidocaine (a local anesthetic) for the treatment of postherpetic
neuralgia (nerve pain)**

The Multi-Utility GEL for instant relief

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

MUGEL
Lignocaine 2% w/w + /m. n
Choline salicylate 0.7% w/w +
Benzalkonium Chloride 0.01 % w/w

INDICATIONS

PAIN MANAGEMENT OF MINOR BURNS

IN HAEMORRHOIDAL PAIN
To treat minor pain, itching, swelling, and discomfort caused by hemorrhoids 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 zoster 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.

Clear Transapant Gel
Tingling Pineapple taste

4

Field coordination for various aspects of sales management.

- As a product/brand manager we have to train various peoples of field force like managers and medical representatives.
- Field force is the most important line of pharmaceutical company because they completetes their targets and bring business and revenue to the company, hence they should be trained well so that they can perform phenomenally on the field.
- In this module I have trained the field force by making the presentations of the product profile.
- in my presentations there is inclusion of human anatomy for related disease

indications, complete product profile (chemical constituents, package size, price, competitors, unique selling points, How to interact with doctors)

- in 10 days I have trained 6 Medical representatives and 2 area managers respectively.

-My training sessions was interactive and had two communications 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.

- I believe I have completed my goal that was making sure that these sales representatives are ready to go on field, and I also strongly believe that they will perform well in front of doctors and will bring good sales of their assigned products.

-Following are the Presentations that I have made to conduct the training schedule for sales force.

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**

This presentation was made by Himanshu dubey.
(GUMPEN FRESHORA)

GUMPEN *freshora*

Gum astringent with clove oil

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.*

DUPEN

5

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.

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.

3RD QUARTER**PROMOTIONAL STRATEGY****For****OCTOBER TO DECEMBER 2020****FESTIVAL GREETINGS**

Wishing you all the Joys of the Season and Every Happiness throughout the Year, and our gratitude, of your loyalty with our company.

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

DANGO: - DERMATOLOGIST, GYNECOLOGIST

MUTOP: - DENTIST, ONCO

DULIMUS-FORTE: - DENTIST

PAINTOL GEL: - DERMATOLOGIST-POST HERPATIC NEURALGIA

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

CNBC: - GYNEC

MUGEL: - GYNEC

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

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

MESSAGE FROM THE MARKETING DESK

DEAR DUPENITES,

THE FESTIVE SEASON HAS STARTED WITH MOST AUSPICIOUS OCCASION OF DURGA POOJA IN THE EAST CONTINUED WITH THE FESTIVAL OF LIGHTS IN ALL OVER INDIA "DIWALI" ENDING WITH CHHAT POOJA IN THE REGION OF BIHAR AND JHARKHAND.

DUPEN WISHES ITS TEAM MEMBERS A HEARTFUL OF JOYOUS AT THIS FESTIVE SEASON AND HOPE TO SEE ALL TEAM MEMBERS IN JOYFUL MOOD.

DURING THIS FESTIVE SEASON DON'T JUST GO THROUGH LIFE GROW THROUGH LIFE AND ENJOY THE MOMENTS.

IN THE FIRST SIX MONTHS OF THE CURRENT FINANCIAL YEAR, WE COULD NOT REACH THE EXPECTED BUSINESS ON ONE OR THE OTHER REASONS. NOW WE ALREADY ENTERED IN TO 3RD QUARTER (OCTOBER – DECEMBER) OF THE CURRENT FINANCIAL YEAR AND THE REMAINING OF THIS YEAR IS VERY CRUCIAL AS TO COMPENSATE THE DEFICITS OF THE PREVIOUS MONTHS. SO BE VERY SERIOUS IN YOUR PERFORMANCE AND ENSURE THAT A MINIMUM

10% GROWTH IN TERMS OF UNITWISE SALES (not rupee-wise sales) COMPARED TO PREVIOUS YEAR PRODUCT-WISE SALES ON THE EXISTING PRODUCTS PLUS THE SALE OF NEW INTRODUCTION WHICH SHALL CONTRIBUTE TO THE MINIMUM EXPECTED RUPEE-WISE SALES OF THE YEAR 2017-18 AND WILL JUSTIFY THE SALES: EXPENSES RATIO. YOU ALL MUST ENSURE SUITABLY CONTRIBUTE THE EXPECTED/PLANNED BUSINESS OF YOUR TERRITORY/REGION SO AS TO REACH THE CORPORATE BUSINESS WHICH IS A MUST FOR THE SURVIVAL AND FURTHER GROWTH OF THE COMPANY & SELF.

IN THE MONTH OF JUNE'17 THE SALE WAS VERY NEGLIGIBLE RATHER TO SAY ZERO BECAUSE OF THE GST IMPLEMENTATION FROM THE 1ST OF JULY 2017. WHEN THE SALES IN JUNE'17 WAS ALMOST NIL, IT SHOULD HAVE GIVEN A BOOST IN SUBSEQUENT MONTHS, WHICH WE COULD NOT FIND THE REASON BEST KNOWN TO YOU. WHAT IS MORE SURPRISING IS THE OVER-DUE PAYMENTS FOR SUPPLIES MADE IN APRIL, MAY & JUNE'17 AMOUNTING TO RS.8.00 LAKHS NOT REALIZED AS OF SEPTEMBER'17 END. THIS AFFECTS VERY BADLY IN OUR COMMITMENTS. TIMELY PAYMENT REALIZATION IS VERY ESSENTIAL FOR FULFILLING THE MONITORY COMMITMENTS, AND THUS YOU ALL MUST SPEED UP RECOVERY AS PER SCHEDULE AND YOUR FAILURE WILL REFLECT IN THE CORPORATE COMMITMENTS IN MANY FIELDS.

A SPECIAL GESTURE/LUCRATIVE INCENTIVE SCHEME IS BEING ANNOUNCED BY A CIRCULAR ATTACHED TO THE PROMOTIONAL/MARKETING STRATEGY, AND YOU MUST GO THROUGH THE SAME CAREFULLY AND ENSURE THAT ALL OF YOU MUST QUALIFY FOR THE SAME. YOUR EFFORTS WILL BE REWARDED GROWTH IN YOUR CAREER & HAPPINESS IN LIFE.

BE ICE NOT FIRE IN YOUR DAY-TO-DAY JOB

ICE INTELLIGENT COMPETENT EXCEL

FIRE.... FRUSTRATED IGNORED RUSTIC EXTINCT

ALL THE BEST....HAPPY EARNING

Top 10 Performers

JULY 2020

No	Sales Officer	H.Q.	July 2020
			PRIMARY
1	MR. RAVI KUMAR	MOTIHARI	257000

2	MR. RAJESH K. KULKARNI	PARBHANI	193373
3	MR. TARAKNATH SHUKLA - SR. S.O.	SULTANPUR/JAUNPUR	173335
4	MR. UTTAM KR. JENA	ROURKELA	173013
5	MR. RAJIV PRIYADARSHI	ASANSOL	172137
6	MR. JAY PRAKASH SINGH	MUZAFFARPUR	167246
7	MR. KUMAR RAJ	BETTIAH	157000
8	MR. RAMESHWAR S. DANDEKAR	AURANGABAD	155508
9	MR SANJAY KUMAR DAS	KATIHAR	150269
10	MR. NILESH R. AKUDE	SOLAPUR	148095

August 2020

No	Sales Officer	H.Q.	August 2020
			PRIMARY
1	MR. RAJESH K. KULKARNI	PARBHANI	166170
2	MR. UTTAM KR. JENA	ROURKELA	156616
3	MR. ABHIRUP HALDER	HOWRAH	151372
4	MR. RAVI KUMAR	MOTIHARI	150880
5	MR. JAY PRAKASH SINGH	MUZAFFARPUR	150807
6	MR. TARAKNATH SHUKLA - SR. S.O.	SULTANPUR/JAUNPUR	149610
7	MR. RAJIV PRIYADARSHI	ASANSOL	138391
8	MR. MOMIN KAMRAN L. AHMAD	BHIWANDI	123023
9	MR SANJAY KUMAR DAS	KATIHAR	121576
10	MR AMIT MONDAL	RAIPUR	118667

September 2020

No	Sales Officer	H.Q.	August 2020
			PRIMARY
1	MR. JAY PRAKASH SINGH	MUZAFFARPUR	200964
2	MR. RAJESH K. KULKARNI	PARBHANI	164931
3	MR. RAVI KUMAR	MOTIHARI	154776

4	MR. UTTAM KR. JENA	ROURKELA	150925
5	MR SANJAY KUMAR DAS	KATIHAR	132139
6	MR. RAJIV PRIYADARSHI	ASANSOL	130558
7	MR AJAY SINGH THAKUR	BILASPUR	123428
8	MR. RAMESHWAR S. DANDEKAR	AURANGABAD	122201
9	MR ABHISHEK SINGH	ALLAHABAD	110338
10	MR. ABHIRUP HALDER	HOWRAH	102086

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
ADHIBIT	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

METAPOWER -XT	GYNECOLOGIST PEDIATRICS SURGEON GP/PHYSICIANS
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
EVEDAY	DENTIST GP/PHYSICIAN
SENSO RINSE	DENTIST GP/PHYSICIAN
GUMPEN	DENTIST GP/PHYSICIAN
MOUTH WASH	DENTIST GP/PHYSICIAN

Promotional Inputs

OCTOBER 2020

1) PIGLOW NXT – RAC CAD – 15 UNIT / SALES OFFICER

2) LBL

LBL 1 – DENTIST 60 UNIT/SO

LBL - 2 DERMA 40 UNIT/SO

LBL 3 – SURGEON 25 UNIT/SO

LBL 4 – GYNEC 25 UNIT/SO

3) METAL PEN

TYPE 1- 14 UNIT/ SO (MOBILE FRIENDLY, STRICTLY TO BE GIVEN TO CONSULTANTS)

TYPE 2 – 13 UNIT/SO (TO BE GIVEN TO CORE DOCTORS WHICH IS GOLD COLORED)

TYPE 3 – 13 UNIT/SO (TO BE GIVEN TO PRESCRIBING GENERAL PRACTITIONER – SILVER COLORED)

- DO NOT GIVE ANY PEN TO ANY RETAILOR OR ANY STOCKIST IF FOUND WITH THEM RS 500 WILL BE DEDUCTED FROM YOUR EXPENSES AS PENALTY

NOVEMBER 2020

1) BALANCE BALL PEN WITH REFIL – 15 UNIT/ SALES OFFICER (FOR PIGLOW NEXT PRESCRIBERS)

Promotional Inputs

NO CRM / BDA EFFECTIVE FROM NOVEMBER 2020 WILL BE GIVEN IN CASH TO ANY FIELD FORCE.

THE SAME SHALL BE CONVERTED INTO EITHER FLIPKART VOUCHERS / BIG BAZAR VOUCHERS / CONFERENCE/ CME/ SPONSERSHIPS/ CAMPS OR SEND YOUR REQUISITION FOR ANY KIND OR ACTIVITY OR CHEQUE TO DOCTORS (PROFESSIONAL FEES)

Incentive OCTOBER TO DECEMBER 2020

- **OCTOBER/ NOVEMBER/ DECEMBER**

PRODUCT WISE

1ST – 3RD QRT AT END OF DECEMBER 2020

MUTOP – APRIL TO DECEMBER 2020

TOTAL 2000 TUBES

NET OF C.N.

RS. 1.5 / TUBE

RS. 3000 / 9 MONTHS

CNBC – APRIL TO DECEMBER

TOTAL 1400 UNITS

@RS. 1 / TUBE

RS. 1400/ 9 MONTHS



RS. 4400 TOTAL / 9 MONTHS (FOR APRIL TO DECEMBER)

ELIGIBILITY CRITERIA: -

P.S – DUE DATE OF PAYMENTS IS 30 DAYS FOR 100% RELEASE OF INCENTIVES AND IF PAYMENTS ARE RELEASED BETWEEN 31-45 DAYS SALES OFFICER SHALL BE ELIGIBLE FOR ONLY 75 %INCENTIVES

ELIGIBLE FOR PRODUCT-WISE INCENTIVE ONLY IF MONTHLY SALES TARGET IS ACHIEVED.

MANAGERS ARE ALERTED NOT TO SEND ANY INCENTIVE CLAIMS THAT DO NOT MEET THE CRITERIA OF ACHIEVEMENTS ASWEL LAS PAYMENTS ON DUE DATE

7

Leadership (Team handling and co-ordination)

- 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 communication 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.
- This is the list of candidates which I have handled as following.
 - 1.Astitva Gupta
 - 2.Nishtha Agrawal
 - 3.Anjali Pandey
 - 4.Gaurav Gupta
 - 5.Samiksha Mishra
 - 6.Sameer Khanna
 - 7.Kushal GM
 - 8.Nigamananda Satapathy
- My team has performed well and they was prompt and punctual on their assigned work.

-REFERENCES-

- In this internship most of the documents I have made truly based on observational learning and by working as a product manager.
- All the scientific data, research paper and proof of evidence in this report have been taken from online research journals and articles, the reference links of those article are as following

1- <https://dentalhealthandwellnessboston.com/research-suggests-that-coenzyme-q10-supports-gum-health-and-decreases-gum-disease/#:~:text=The%20role%20of%20Coenzyme%20Q10,and%20bone%20around%20the%20teeth.>

2-<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4441161/>.

3- British Journal of Medicine & Medical Research 9(4): 1-12, 2015, Article no.BJMMR.18796 ISSN: 2231-0614 SCIENCEDOMAIN international.

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	15%	Interacted with Medical representatives 1. Anuj Pandey 2. Siddharth Sharma 3. Rohit Gupta 4. Amit Nigam 5. Rajesh Yadav

-End of document-

This Report is made by-
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