

SUMMER INTERNSHIP

**SUMMER TRAINING**

AT



FROM APRIL 1, 2019 TO MAY 31, 2019

**PREFERENCE OF DOSAGE FORMS BETWEEN TABLET AND  
CAPSULE IN PATIENTS SUFFERING FROM HYPERACIDITY,  
HEARTBURN AND GERD SYMPTOMS**

**A REPORT**

BY

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MBA PHARMACEUTICAL MANAGEMENT

(2018-2020)

UNDER GUIDENCE OF

**DR. ABHISHEK DADHICH**

ASSISTANT PROFESSOR, IIHMR UNIVERSITY JAIPUR



**CERTIFICATE**

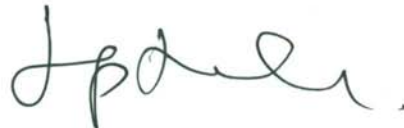
This is to certify that **Chiranjib Munshi** has undergone Summer Training at **Medley Pharmaceuticals Ltd.** from 1<sup>st</sup> April 2019 to 31<sup>st</sup> May 2019.

The candidate himself completed the project assigned to him in summer training. His approach to project was sincere and proactive. This Summer Training is in partial fulfillment of the course requirement recommended for the award of MBA in Pharmaceutical Management.

I wish his success in all his future endeavors.



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Date: June 27, 2019

## **CERTIFICATE**

In partial fulfillment of his MBA in Pharmaceutical Management from **IIHMR University, Jaipur**, **Mr. Chiranjib Munshi** has successfully completed his training with us from 01<sup>st</sup> April, 2019 to 31<sup>st</sup> May, 2019.

During his tenure, he worked in Marketing, Suprakare Division under the supervision of Mr. Rupesh Jain – General Manager (Marketing).

We wish him luck and success in his future endeavors.

For **Medley Pharmaceuticals Ltd.**

**Raunak Singh**

**Dy. General Manager – Corporate HR**

## **ACKNOWLEDGEMENT**

I take this opportunity with pride and enormous gratitude to thank those who have contributed to the successful completion of this endeavour.

First and foremost, let us thank the **ALMIGHTY GOD**, whose grace has been with us at each step of this project work.

I express my sincere gratitude to **MR. RUPESH JAIN, GENERAL MANAGER OF MARKETING IN MEDLEY PHARMACEUTICALS** for giving me such a good project by which I can understand the market, customer's preferences.

I would like to express my respect and thanks to **DR. ABHISHEK DADHICH, FACULTY OF SPM OF THE IIHMR UNIVERSITY, JAIPUR** for providing mental support and inspiring guidelines, initiation and encouragement throughout for the successful completion of this work.

I also thank the doctors and the patients for their generous help and support.

Finally I thank and acknowledge my parents and friends for their love, prayers and constant support for the successful completion of my project work.

Chiranjib Munshi

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## **OBSERVATIONAL LEARNING**

### ✓ **Introduction:**

Medley is a global pharmaceutical company operating since 1969 from Mumbai, India. Since launch, the company consolidated its position with a strong manufacturing and marketing infrastructure.

In the year 1976, a formulation plant with modern facility was set up at Aurangabad followed by units at Daman and Jammu.

Medley has state of the art facilities maintaining high quality standards at every further stage in manufacturing process with strict adherence to the Good Manufacturing Practices (GMP).

Medley Pharmaceuticals Limited is a multidivisional and multi-location organization with strong presence in Pharmaceutical formulations. The specialties include Hematinics, Anti ulcerants, Anti bacterials, Pain management, Gynecology & cardiovascular drugs. We specialise in Iron preparations, our mega brand being R.B.Tone Syrup. We also have many 1st time in India brands to our credit like Dompan (Domperidone & Pantoprazole), O2 (Ornidazole & Ofloxacin), Tazocef (Tazobactam & ceftriaxone) & Ostium k2 (1st brand of Vitamin K27 combination in India).

Medley employs more than 3000 people, of whom approximately 2200 are part of the sales force, around 700 associates in corporate & manufacturing across India & 100 in International Business.

Medley ranks amongst the top 40 pharmaceutical companies in India as per ORG IMS.

We have an extensive distribution network across the country with 6 Depots, 17 C/Fs & over 1800 stockists which caters to the retailers.

✓ **Mission and vision:**

“Achieving excellence in the Healthcare Business through integrity in Medicine, High standard of Quality, Productivity and Innovation.”

✓ **Learnings:**

There are several divisions in Medley pharmaceuticals. E.g. Suprakare, Nutrakare, Vazokare, Glycekare, Osteokare, Zanezare.

I was in Suprakare division (Analgesic anti-inflammatory, Antibiotic, Antiemetic, Antiulcer, Laxatives, Digestive enzymes, Pre probiotics etc.)

There are big sales force of Medley Pharma. I worked with the sales team in different locations of West Bengal. Top cities of Bengal like Kolkata, Malda and Siliguri.

I have visited several doctors in the major cities.

I learn how they work and what is their procedure of selling the medicines. They have to make calls to the doctors as well as to check the market availability of the medicines. Also they have keep in mind to check the stock.

- ✓ Some blockbuster products: Dompan, Dompan-SR, Xymex (syrup, drop), Eva-Q (normal, fibre), Rifaxygyl M, O<sub>2</sub> Derm, Vitagut, Gutfast.
- ✓ New product: Cefoclav.
- ✓ Top competitors: PanD, Nupanta (Macleodes), Pantadom (Mankind), Aristozyme, Vitazyme, Neopeptine (Raptakos), Duphalac, Looz, Lacti hep etc.

➤ **Strategies:**

- Dompan is their blockbuster drug. Medley is selling this product in small tiny tablet form and also in low price than other competitors.
- Dompan SR, 10+1 strip to the chemist.
- Xymex is available in drop form for the children. Also in good sweet taste, so that children can easily take it.
- Vitagut is available for the pregnant women as prebiotics. Antibiotic taking women can take it as their supplement.
- In case of rural areas, company offers 1 free sample to the patients and they used to go the pharmacy after finishing of the free sample and buy same product from the shop. 1 free sample changes their mind to buy more.
- Eva Q-Fibre is available in fibre form. It is easy to take than other products. So patients like this product. Fibre is easily soluble in water.
- O<sub>2</sub> from Nutrakare was available only for diarrhoea. That's why it was no market value. But after changing its composition with Cefixime, it starts treating diarrhoea as well as typhoid and became market holder.
- Cefoclav is their newly launched product. To promote it company must sale it at low price as other competitors are available already in market at low price. Also company must need to do free campaign in the rural areas and give free samples to the rural patients as well. They may launch it in capsule form as many of the patients prefer to take capsules rather than tablets. In case of tablet it should be in good taste and colour, so that children can take it.
- O<sub>2</sub> is available in market as O<sub>2</sub> half. It is more preferable as full packet is not required. Customers need is to take only half of the product. That's why company have decided to launch it in half.

➤ **Marketing Mix:**

- ✓ Product: Dompan is available in small tiny tablet, Xymex is available in drop form.
- ✓ Price: Dompan is available at low piece as the competitors are available at high price in market.
- ✓ Place: GutFast, a product that is hit in Malda where as not mush hit in other parts of Bengal. The cause is Malda is Muslim based city around 60% or above, where as in Kolkata it is around 25%. As they eat beef or pork, they need GutFast like drugs. So it is hit in Malda.
- ✓ Promotion: Giving free samples to chemist, CME program for doctors, giving perks to the doctor at particular sales value.
- ✓ People: Vitagut is available for only pregnant women. They are the main target for this product.
- ✓ Physical evidence: for Dompan and Dompan SR company used to give demonstration to the doctors in HCL. Domperidon easily gets soluble in water and form white layer while Pantoprazole remains under the HCL.

## **PROJECT REPORT**

- **Introduction:**

Hyperacidity is a standout amongst the most widely recognized illness found in the people. It is found in all ages, all classes. The stomach regularly secretes acid. At the point when there is excess secretion of acids in the stomach, it results in the condition known as acidity. Heartburn is a painful burning feeling in chest or throat. It happens when stomach acid backs up into esophagus while Gastroesophageal reflux disease (GERD) occurs when stomach acid frequently flows back into the esophagus.

There are various medicines available in the market for the treatment of these problems. Various tablets, capsules, syrups are there by different companies. I have to identify which dosage form is preferable by the people, suffering from these diseases.

There are various medicines available in the market for hyperacidity, heartburn or GERD symptoms. Some of them are tablets, some are capsules, also syrup is available.

- Some tablets like: Nizatidine, Famotidine, Cimetidine, Ranitidine, Pantoprazole, Omeprazole etc.
- Some capsules are: Triphala, Guggul, Eclipta alba, Nux vomica, Muktaashukti pisti, Shankh bhasam, Swam gairic etc.
- Some syrups are: Aluminium hydroxide, Magnesium carbonate, Sodium bicarbonate, Calcium carbonate etc.
- It was found which dosage form is preferable and why.
- It was done in 3 major cities of West Bengal i.e. Kolkata, Malda and Siliguri, surveyed different types of patients and found the preferable dosage form between ages, sexes.
- Keywords : Tablet, Capsule, Syrup

- **Objectives:**

- ✚ To identify the customer's need and want according to their age, sex and location.
- ✚ To quantify the exact reason of their preference of the particular dosage form.

- **Research methodology:**

- ✓ Source of Data: Primary data by field exposé of patients in doctor's chambers and hospitals.
- ✓ Study Design: A cross sectional, questionnaire based study was conducted to identify the preference of dosage forms between tablet and capsule in patients suffering from hyperacidity, heartburn and GERD symptoms..
- ✓ Data collection technique: Survey
- ✓ Data collection tool: Close ended Questionnaire
- ✓ Target population: Patients suffering from hyperacidity, heartburn and GERD symptoms.
- ✓ Study locations: Kolkata, Malda, Siliguri (West Bengal), India
- ✓ Sample size: 500

- **Limitations of the study:**

- To take permission from doctors or the hospital authority. Many of them did not give me permission to do survey for security reason.
- Some patients did not give answer properly.
- Most of them had no idea about tablets, capsules or syrup.
- Most of them did not know actual cause, why they prefer tablet or capsule or syrup.
- Most of them used to buy whatever doctor's used to prescribe.
- Only few of them asked doctors to change the prescription into their preferable one.

- **Data analysis:**

- ✓ **Preferences of dosage form among male and female in different locations in West Bengal**

1.

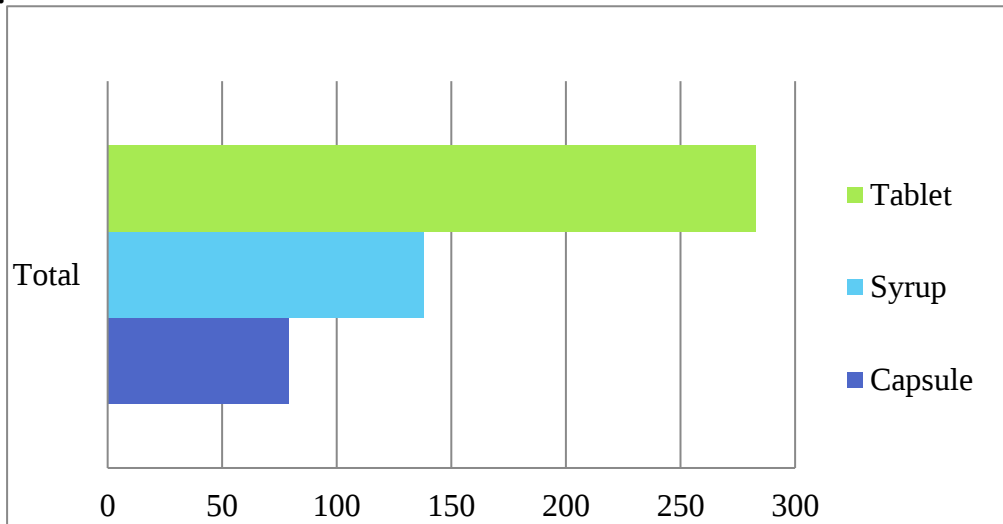


Figure 1: Preferences of dosage form among male and female in different locations in West Bengal

In figure 1 it was seen that the Tablets are more preferable than other two dosage forms among the people in West Bengal

- ✓ **Preference of dosage form among Male**

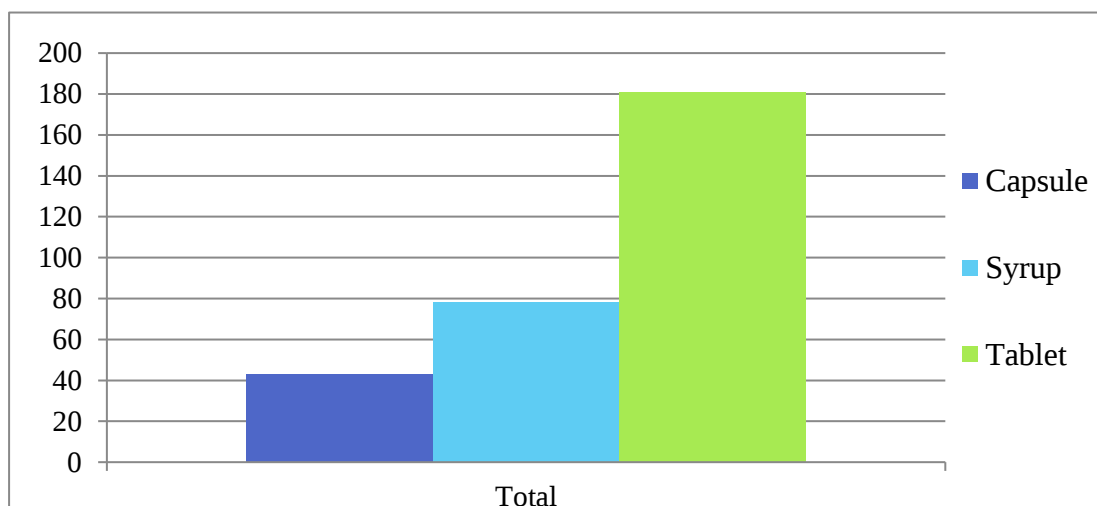


Figure 2: Preference of dosage form among Male

In figure 2 Male patients prefer tablets followed by syrup and capsule

✓ **Preference of females of West Bengal**

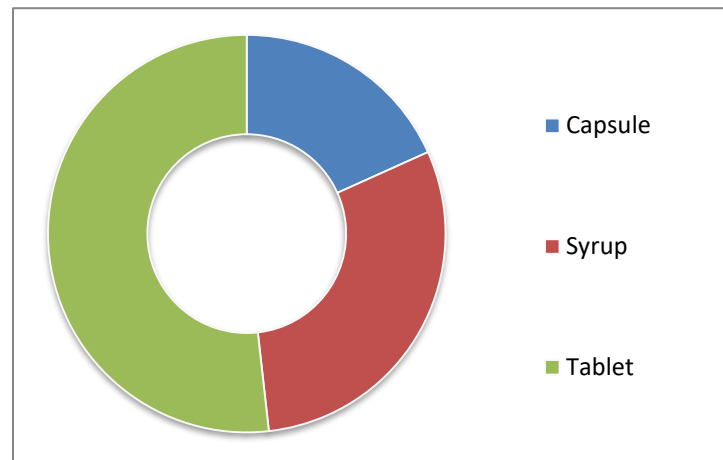


Figure 3: Preference of females of West Bengal  
In this figure Females prefer Tablet rather than capsule and syrup

✓ **Preference of patients, aged 1 year to 20 years.**

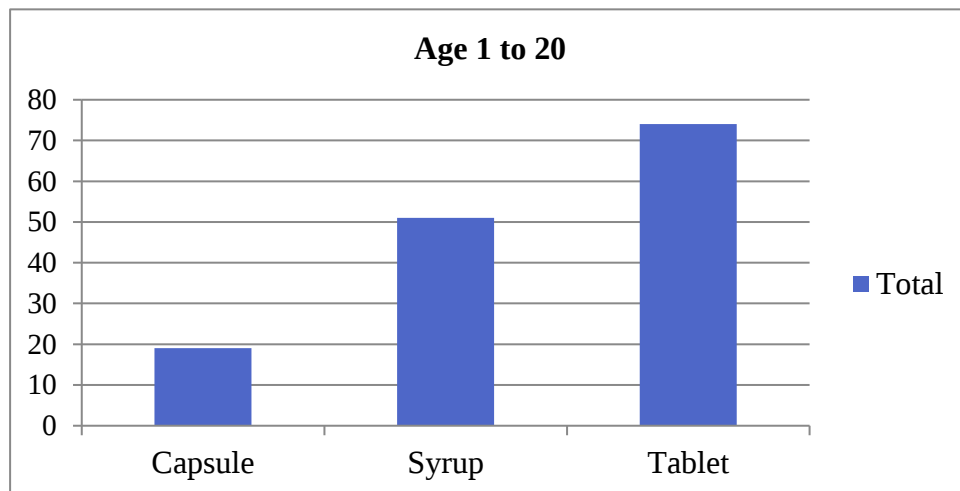


Figure 4: Preference of patients, aged 1 year to 20 years.  
In this figure it is seen patients aged between 1 to 20 prefer tablets.

✓ **Preference of patients, aged 21 years to 40 years.**

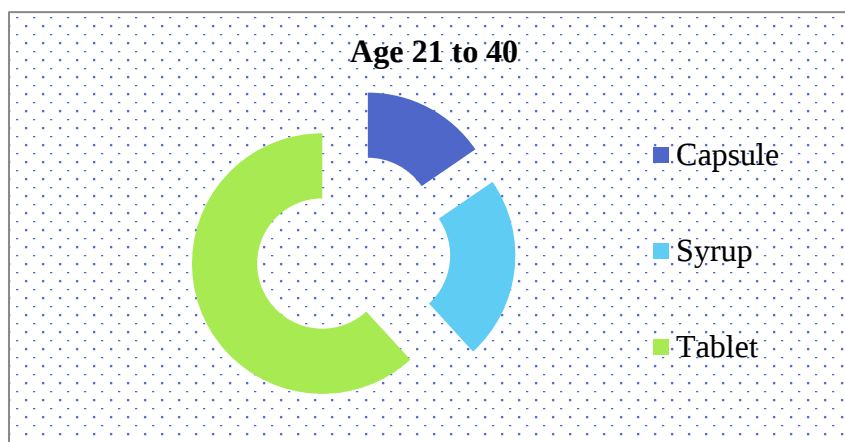


Figure 5: Preference of patients, aged 21 years to 40 years.

In this figure patients from age 21 to 40 also prefer tablets than other dosage forms.

✓ **Preference of patients, aged 41 years to 60 years.**

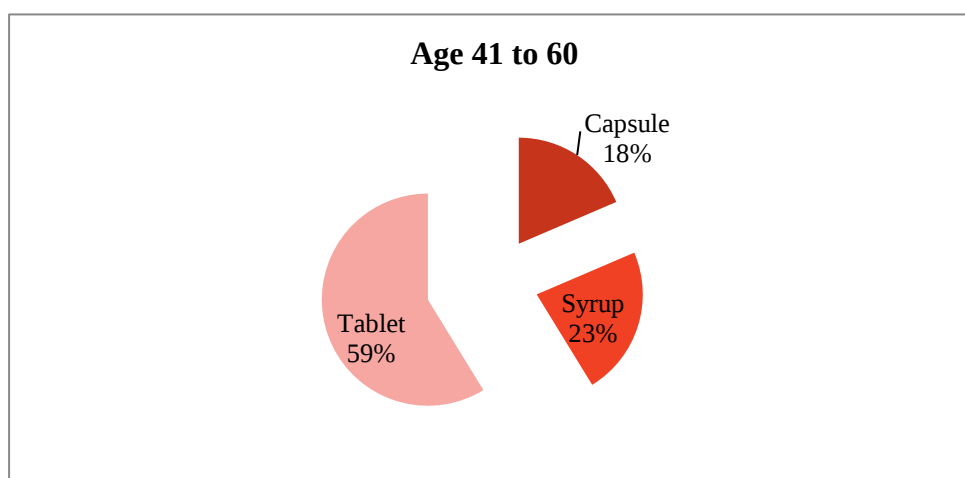


Figure 6: Preference of patients, aged 41 years to 60 years.

In this figure 41 to 60 years aged patients like tablet in case of hyperacidity, heartburn and GERD symptoms.

✓ **Preference of patients, aged 60+ years.**

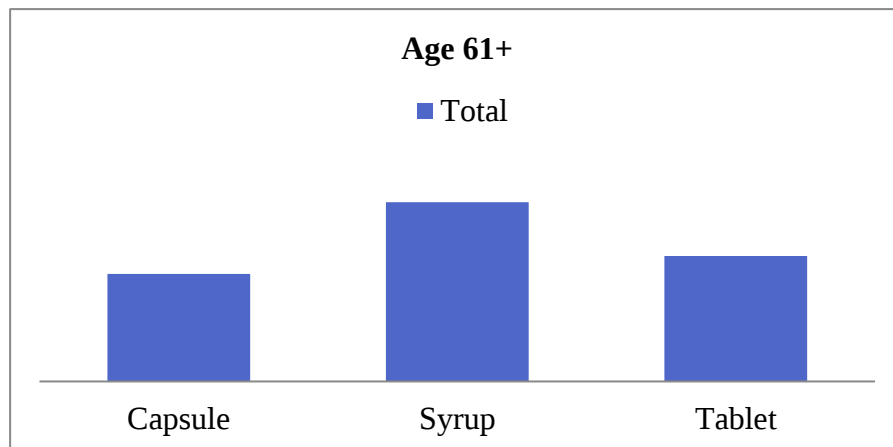


Figure 7: Preference of patients, aged 60+ years.

In this figure patients aged above 61 years prefer syrup than tablets and capsule

✓ **Reason to prefer particular dosage form.**

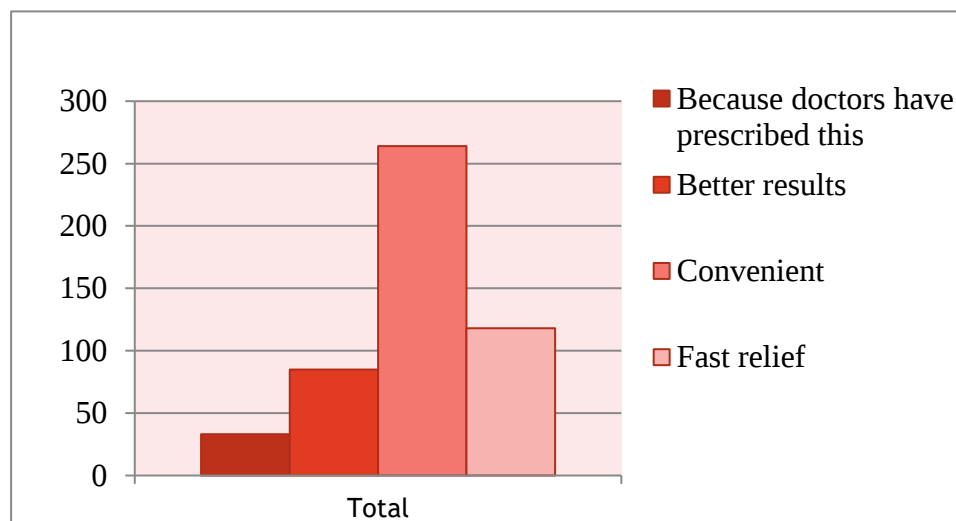


Figure 8: Reason to prefer particular dosage form.

In this figure the reason of preferring the preferred dosage form is Convenience of the dosage form among the patients.

✓ **Percentage of patients to ask doctor to change the prescription.**

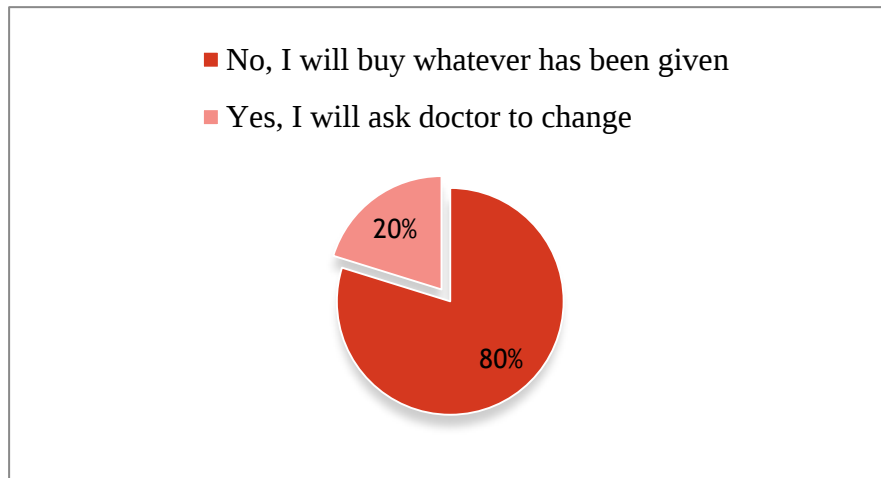


Figure 9: Percentage of patients to ask doctor to change the prescription.

In this figure, most of the patients used to buy whatever the doctors prescribe

• **District wise preferences:**

✓ **Preference of dosage form of the people of Malda**

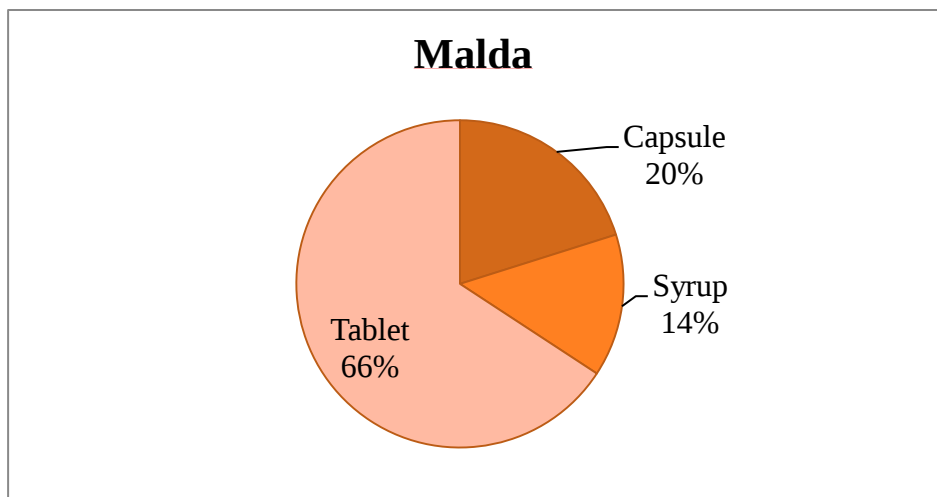


Figure 10: Preference of dosage form of the people of Malda

In this figure people of Malda prefer tablet followed by capsule and syrup

✓ **Preference of dosage form of the people of Kolkata.**

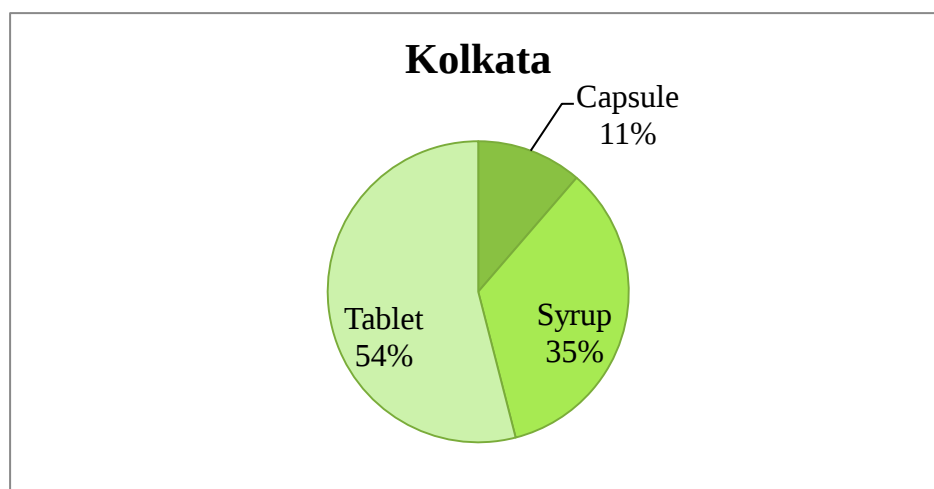


Figure 11: Preference of dosage form of the people of Kolkata.

In this figure patients of Kolkata prefer tablet most. (54%)

✓ **Preference of dosage form of the people of Siliguri, Jalpaiguri**

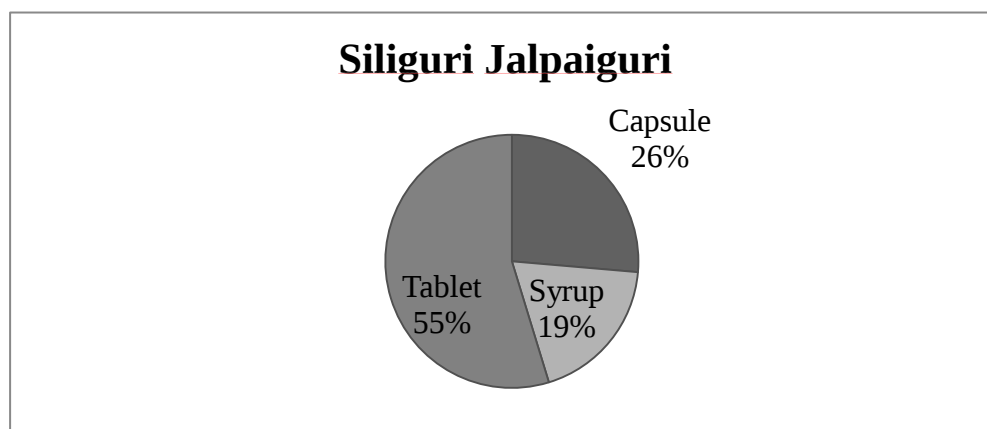


Figure 12: Preference of dosage form of the people of Siliguri, Jalpaiguri

In this figure it is seen the patients of North Bengal prefer Tablets most

- **Conclusion:**

- From the above survey it is concluded that most of the patients prefer tablets rather than capsule or syrup.
- Patients aged 60 years and above mostly prefer syrup.
- Most of the patients do not ask doctor to change the prescription as their preferable dosage form.
- As per the district wise preference, tablet is preferable one rather than capsule or syrup.
- Most of the patients found convenient to take their preferred dosage form.

- **Recommendation:**

Pharmaceutical companies need to focus on the tablet preparation in case of hyperacidity, heartburn and GERD syndrome, as most of the patients prefer tablets instead of capsule and syrup. Many patients don't know the why they prefer such dosage form and also they don't ask doctor to change prescribed dosage form into their preferable one. So some awareness campaign may be organised in different rural areas as well as urban areas to make people more aware about disease and medication.

- **References:**

- ✓ [www.medleylab.com](http://www.medleylab.com).
- ✓ <http://www.ccras.nic.in/sites/default/files/viewpdf/faq/HYPERACIDITY%20article%20%20and%20FAQ%20final.pdf>.
- ✓ <https://medlineplus.gov/heartburn.html>.
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- ✓ <https://www.msdmanuals.com/professional/gastrointestinal-disorders/gastritis-and-peptic-ulcer-disease/drug-treatment-of-gastric-acidity>.
- ✓ Marketing management by Philip Kotlar.

### **Questionnaire**

Q1: Have you ever suffered from symptoms like hyperacidity, heartburn, nausea and vomiting

A) YES

B) NO

Q2: In such condition if you have to take a medicine which one will you prefer out of following

A) Tablet

B) Capsule

C) Syrup

D) No preference

Q3: Why you will prefer this dosage form

A) Convenience

B) Fast relief

C) Better results

D) Because dr. has prescribed this

E) Veg source

Q4) If dr. prescribes a dosage form which is not of your preference would you ask the doctor to change it and replace it with your preferred dosage form?

A) Yes, I will ask dr to change

B) No, I will buy whatever has been given