

**Internship At
Orizia Healthcare, Mumbai**



The IIHMR University, Jaipur

For the partial fulfilment for the award of the degree of

Master of Business Administration

(MBA)

In

Pharmaceutical Management

by

Soumya Ranjan Dhupal

Under the Supervision and Guidance of

Dr. Akshay Kumar Mishra

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1. Introduction

The pharmaceutical sector in India is undergoing rapid transformation, with rising antibiotic resistance, increased competition, and regulatory interventions influencing both prescription patterns and brand dynamics. One key therapeutic segment is **Co-Amoxyclav 1g** (Amoxicillin 875 mg + Clavulanic Acid 125 mg), a widely used broad-spectrum antibiotic. During the internship, the focus was to understand this product's competitive landscape, leveraging insights from the field and secondary market data.

2. Objective of Internship

- To analyze the **market dynamics** of Co-Amoxyclav 1g in India.
- To study **pricing strategies, prescribing trends, and brand preferences**.
- To identify the **key players** in the Indian pharmaceutical market for this molecule.
- To assess the **regulatory and promotional practices** impacting the use of Co-Amoxyclav.

3. Organizational Profile – Orizia Healthcare, Mumbai

Orizia Healthcare, headquartered in Mumbai, is a rapidly emerging player in the Indian pharmaceutical landscape. The company focuses on manufacturing and marketing a wide range of formulations, including antibiotics, across both urban and semi-urban markets. Known for its dynamic market approach and ethical practices, Orizia Healthcare operates through both traditional marketing and **PCD (Propaganda Cum Distribution)** models to expand its footprint.

4. Services Provided by the Organization

- **Manufacturing and marketing** of branded generics.
- **Product distribution** across India, especially in Tier 2 and Tier 3 cities.
- **PCD franchise support** for local entrepreneurs.
- Development of **promotional strategies** and visual aids.
- Engagement in **doctor detailing** and **trade promotions**.
- Ensuring **regulatory compliance**, particularly with Schedule H1 norms.

5. Key Activities Undertaken

During the internship at Orizia Healthcare, the following key activities were performed:

- **Field surveys** and **interviews** with physicians and pharmacists to analyze brand recall, preferences, and prescribing behavior.
- **Competitor analysis** using IQVIA data to benchmark pricing and market share.
- Conducted **SWOT analysis** for brands like Augmentin, Clavam, Moxikind-CV, and Gudmox 1G.
- Analyzed **prescription trends** across specialities such as ENT, pulmonology, orthopaedics, dentistry, and general practice.
- Reviewed **company reports**, **regulatory documents**, and **scientific literature** for secondary insights.

6. Literature Review

A robust review of existing literature was conducted, focusing on:

- **Clinical efficacy** of Co-Amoxyclav 1g in infections like URTI, LRTI, UTI, dental and skin infections.
- **Dosing strategies**, especially comparing 875/125 mg vs. other combinations.
- **Real-world evidence** from Indian settings highlighting high cure rates and safety.
- **Pediatric use**, showing preference for high-dose formulations for recurrent infections.
- The **regulatory framework** (e.g., Schedule H1) shaping antibiotic use and sales in India.
- Studies highlighting the **competitive intensity** in the branded generic segment.

7. Key Learnings

- **Market Leadership:** GSK's Augmentin leads the Co-Amoxyclav market with premium pricing and strong doctor trust.
- **Emerging Brands:** Newer brands like Gudmox 1G are leveraging pricing and marketing innovations but face challenges in brand recall.
- **Specialty Trends:** ENT, pulmonology, and orthopaedics are the fastest-growing specialties for Co-Amoxyclav 1g.
- **Pricing Sensitivity:** Despite lower pricing, many brands struggle to penetrate due to weak brand equity or poor MR engagement.
- **Strategic Insight:** Success depends not only on pricing but also on **trust-building**, **compliance with regulations**, and **ethical promotions**.

8. Conclusion

The internship provided valuable exposure to real-world pharmaceutical marketing dynamics. The study revealed that while **clinical efficacy** drives product demand, **brand trust, pricing,** and **regulatory compliance** significantly affect market performance. Orizia Healthcare, with its focused strategy and ethical approach, is well-positioned to expand in the competitive antibiotic segment. Key future strategies include digital engagement, rural outreach, and resistance awareness programs to strengthen market positioning.