EVALUATING AND UNDERSTANDING THE SCOPE OF PORTFOLIO OPTIMIZATION, POTENTIAL NEW PRODUCT LAUNCH, AND DIVISIONALISATION THROUGH SECONDARY RESEARCH

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in

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by

Gangurde Prinsi Suresh

Under the Supervision and Guidance of

Dr. Ashok Peepliwal

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CORONA Remedies Limited
(Formerly known as CORONA Remedies Private Limited)
Regd. Office: CORONA House
C- Mondeal Business Park, Near Gurudwara, S.G. Highway,
Thaltej, Ahmedabad 380 059. Gujarat, India.
Tele.: +079 - 40233000
Online at : Info@coronaremedies.com
website : www.coronaremedies.com
CIN : U24231GJ2004PLC044656

Date: 11th Jun '25

To Whom So Ever It May Concern

This is to certify that **Ms. Prinsi Gangurde**, the student of IIHMR, Jaipur pursuing Pharmaceutical Management, has successfully completed her internship at CORONA Remedies Ltd. during **April 7th – June 10th 2025**.

Her internship project was a part of Market Research assignments on **"Evaluating & understanding the scope of Portfolio optimization, potential new product launch and divisionalisation through secondary research"**.

The scope of her work included evaluating the top competitor corporate divisions for all focused brands of corona & proposing the rational approach for product portfolio optimization.

We wish Prinsi every success in her life & career.

CORONA REMEDIES LIMITED AHMEDABAD

11/06/25

Corporate Strategy Department
CORONA Remedies Pvt. Ltd.
Ahmedabad.

IIHMR UNIVERSITY

CERTIFICATE

This is to certify that the dissertation titled "Evaluating and Understanding the Scope of Portfolio Optimization, Potential New Product Launch and Divisionalisation through Secondary Research" is a record of the research work undertaken by Prinsi Gangurde in partial fulfillment of the requirements for the award of the degree of MBA Pharmaceutical Management from the IIHMR University, Jaipur under my guidance and supervision. The approach to research study has been sincere, scientific, and analytical.

Faculty Guide:
Dr. Ashok Peepliwal
Professor
IIHMR University, Jaipur

School Dean: 12/6/2025
Dr. Saurabh Kumar Banerjee
IIHMR University, Jaipur

1, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur- 302029, Rajasthan, India.
Ph.: 0141-3924700, 2791431- 32, E-mail: iihmr@iihmr.edu.in, Web.: www.iihmr.edu.in

DECLARATION BY STUDENT

I, Prinsi Gangurde, hereby declare that this dissertation titled "Evaluating and Understanding the Scope of Portfolio Optimization, Potential New Product Launch and Divisionalisation through Secondary Research" is a bonafide record of my original research work.

I declare that this has not been submitted to any other university or institution for the award of any degree or diploma. Information derived from the published or unpublished work of others has been duly acknowledged in the text.

Gangurde

Prinsi Gangurde

Date: 12/06/2025

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ABSTRACT

The objective of this project was to evaluate the current portfolio of Corona Remedies across nine major divisions and to explore opportunities for portfolio optimization, new product launches, and divisional restructuring. Conducted as a part of the Corporate Strategy vertical, this study relied exclusively on secondary data sources such as Pharmartrac to analyze brand-level performance and competitive positioning.

Key activities included therapy-wise benchmarking, identification of underperforming brands despite therapy-level growth, and gap analysis for portfolio alignment. The study identified strong brands being limited to single divisions, the need for multi-divisional extensions, and potential new combinations like Tamsulosin + Finasteride + Vitamin D3 in the urology space.

Based on findings, actionable suggestions were made such as therapy-based clustering, leveraging competitor weaknesses, and aligning high-potential combinations under strategic divisions. These insights aim to assist in strategic decision-making for brand revitalization and enhanced market share.

This research contributes to developing a structured approach to optimizing a growing pharma portfolio and understanding therapy-wise dynamics.

ABOUT THE ORGANIZATION

Corona Remedies Pvt. Ltd., founded in 2004 and headquartered in Ahmedabad, Gujarat, is a fast-growing mid-sized pharmaceutical company known for its innovation-driven approach to branded generics. Guided by its mission—'Healthy Life, Happy Life'—Corona operates PAN India and has a strong export presence.

The company's core therapeutic focus includes Cardio-Diabetic, Pain Management, Urology, Gynaecology, Gastrointestinal, and Respiratory segments. Corona's strength lies in its field force, robust product pipeline, and a consistent focus on high-growth brands. The Corporate Strategy division of the company plays a vital role in identifying therapy gaps, competitive opportunities, and strategic portfolio optimization—providing valuable insights for sustainable growth.

INTRODUCTION

In today's rapidly evolving pharmaceutical landscape, companies must continuously evaluate and adapt their brand portfolios to remain competitive and profitable. Portfolio optimization is a strategic imperative that allows companies to focus on high-performing therapies, rationalize underperforming brands, and identify areas for expansion. With increasing pressure from regulatory authorities, growing competition, and changing prescribing patterns, understanding the scope of new product launches and re-aligning brands across appropriate divisions becomes crucial.

This project, undertaken at Corona Remedies Pvt. Ltd. under the Corporate Strategy division, involved a detailed secondary research-based analysis across nine divisions. The goal was to assess the therapy-wise performance of brands, benchmark their growth against competitors, and explore avenues for divisional optimization and brand extension. Tools like Pharmartrac and Microsoft Excel were extensively used to derive insights on market share, contribution index, and therapy potential. Special emphasis was placed on identifying high-growth molecules like Telmisartan, Cilnidipine, and newer urology combinations such as Tamsulosin + Finasteride.

The findings of this report aim to support data-driven strategic decisions that enhance Corona's market share, optimize its therapeutic presence, and position it better for sustainable growth.

REVIEW OF LITERATURE

Pharmaceutical portfolio management is the process of evaluating, aligning, and optimizing a company's brand offerings to meet market needs, regulatory demands, and internal growth targets. Literature suggests that aligning brands with therapy trends and competitive landscapes is critical to maximizing value. According to industry best practices, a robust portfolio not only includes profitable legacy brands but also accommodates innovative combinations tailored to evolving treatment protocols.

Secondary research using data tools like Pharmartrac enables marketers and strategists to understand how brands are performing relative to competitors across various parameters such as prescription growth, therapy contribution, and market share. Multiple studies emphasize the importance of therapy clustering and brand alignment within divisions to avoid internal cannibalization and maximize synergy.

Recent strategic frameworks also highlight the potential of combination therapy markets in chronic diseases like hypertension and BPH (Benign Prostatic Hyperplasia), especially where first-mover advantages exist. Thus, literature reinforces that continuous assessment and timely re-positioning of brands is necessary to maintain competitive edge and capitalize on market opportunities.

RESEARCH METHODOLOGY

The project was structured as a secondary data-based research study conducted within the Corporate Strategy team of Corona Remedies Pvt. Ltd. during the period of April to June 2025.

Objective:
• To assess the existing portfolio of Corona Remedies across nine therapy divisions.
• To evaluate therapy-level performance of brands and identify optimization opportunities.
• To recommend divisional re-alignment and potential new product launches based on therapy trends and competitor benchmarking.

Data Source:
• Secondary data from Pharmartrac MAT April 2025
• Internal brand performance documents

Tools Used:
• Pharmartrac for MAT Value and therapy trend analysis
• Microsoft Excel for pivot tables, filters, and charts

Scope:
• Covered nine key therapeutic divisions of Corona Remedies
• Benchmarked top focus brands against three leading competitors in each therapy
• Identified therapy gaps, underperformers, and cross-divisional opportunities

FINDINGS & OBSERVATIONS

1. Several brands under Corona's portfolio are operating in high-growth therapies but are not capturing proportional growth, indicating underperformance despite market potential.
2. Brands such as Telmisartan and its combinations demonstrated stronger performance when aligned under a single division due to therapeutic synergy and prescriber base overlap.
3. The analysis showed that competitor companies have successfully executed multi-divisional brand extensions, allowing wider market coverage, while Corona limited many brands to single divisions.
4. Potential new product launches like the Tamsulosin + Finasteride + Vitamin D3 combination in the urology segment present a clear first-mover advantage, addressing both clinical need and market gaps.
5. Data suggested the need for brand revitalization efforts, especially for engine brands that showed stagnation despite therapy-level growth.

CHALLENGES

1. **Data Overlap**: Multiple brands were spread across divisions, making it difficult to attribute performance metrics clearly without thorough cross-verification.
2. **Limited Brand Differentiation**: Some products offered by Corona were similar in composition and price positioning, leading to potential internal competition.
3. **Lack of Historical Benchmarks**: For newer brands or divisions, limited historical data made trend analysis challenging.
4. **Therapy Misalignment**: In certain cases, brand placement in divisions did not align with prevailing therapy trends or prescription behaviors.
5. **Data Exclusivity**: As the study was based on secondary data, in-depth prescriber-level insights or field feedback were not available, slightly limiting the interpretation.

CONCLUSION

This project provided valuable insights into how secondary data analysis can be effectively used to optimize pharmaceutical portfolios.
Corona Remedies, with its wide therapeutic presence, has significant opportunity to enhance performance through therapy-focused brand alignment, new product launches, and divisional reorganization.

The identified gaps and proposed interventions have the potential to drive strategic decisions for improved brand positioning and market share.
As the pharmaceutical industry grows increasingly competitive, such data-driven approaches become essential to remain agile and aligned with market needs.

Through this internship, key learnings in market analysis, competitor mapping, and strategic planning were gained—equipping the researcher with practical knowledge crucial for a career in pharma marketing and strategy.