



Evaluating And Understanding The Scope Of Portfolio Optimization, Potentials New Product Launch And Divisionalisation Through Secondary Research

Under the Guidance of:

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Presence:

PAN India with a strong field force and growing exports

Unique Strength:

Fast-growing mid-sized pharma with innovation-focused branded generics



Objective:

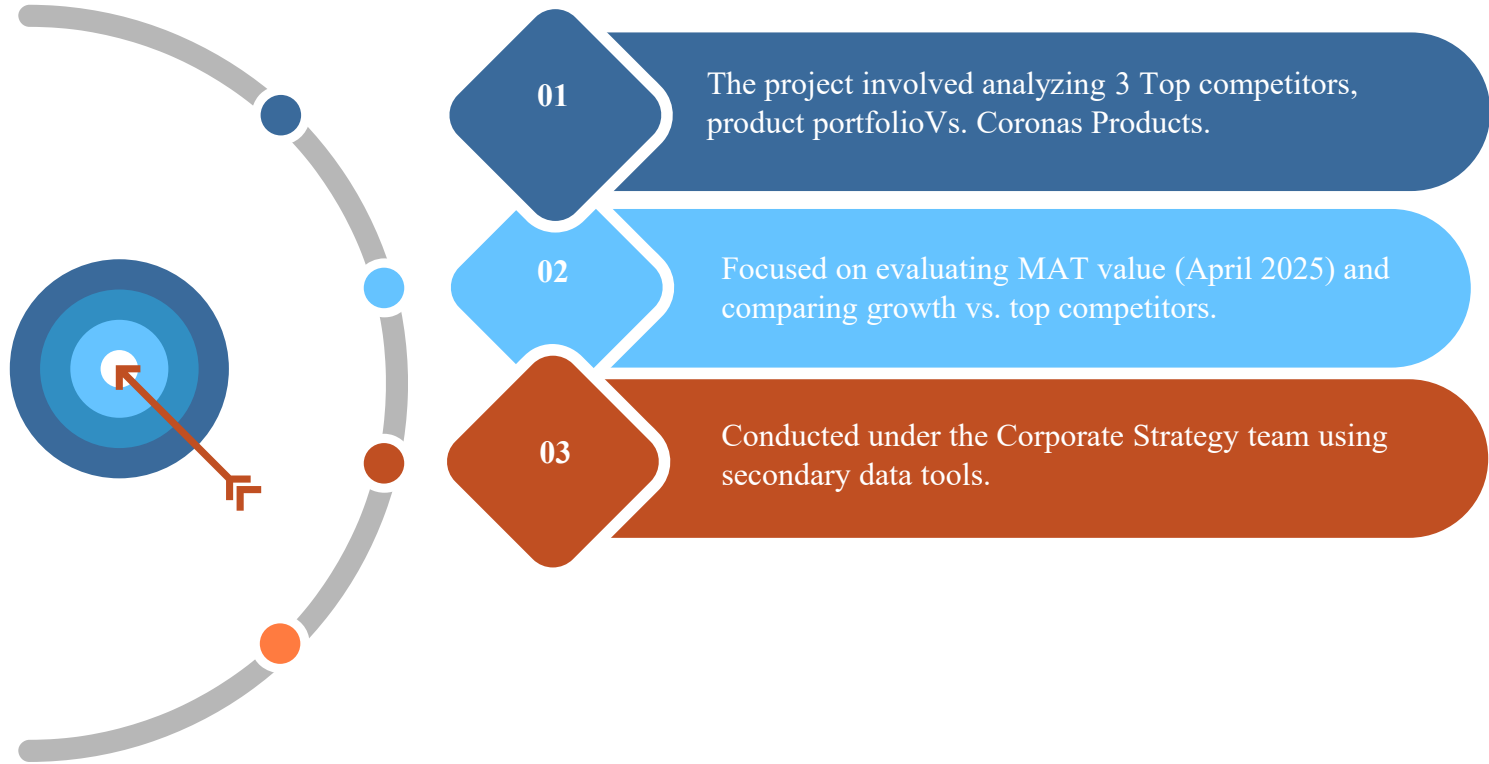
To identify opportunities for growth and optimization within the existing therapy portfolio of Corona Remedies' engine brands.



Project Title

Portfolio Analysis of Corona's Engine Brand

Project Abstract / Overview



Tools Used

Pharmartrac Data Tool



Microsoft Excel
(Pivot Tables, Filters, Charts)



Therapy-wise
Opportunity
Identification



Competitor Brand
Mapping



Top competitors of telmisartan and combo

GLENMARK PHARMACEUTICALS LTD.

ZOLTAN

SUBGRP

TELMISARTAN

TELMISARTAN +
HYDROCHLORTHIAZIDE

TELMISARTAN + AMLODIPINE +
HYDROCHLORTHIAZIDE

GLENMARK PHARMACEUTICALS LTD.

ZESTA

SUBGRP

TELMISARTAN + METOPROLOL

TELMISARTAN +
CHLOROTHALIDONE +
METOPROLOL

SACUBITRIL + VALSARTAN

USV PVT LTD

MAGNUS

SUBGRP

TELMISARTAN +
AMLODIPINE

TELMISARTAN

TELMISARTAN +
AMLODIPINE +
HYDROCHLORTHIAZIDE

TELMISARTAN +
HYDROCHLORTHIAZIDE

USV PVT LTD

MAGNUS

SUBGRP

TELMISARTAN +
AMLODIPINE

TELMISARTAN

TELMISARTAN +
AMLODIPINE +
HYDROCHLORTHIAZIDE

TELMISARTAN +
HYDROCHLORTHIAZIDE

**SUN PHARMA
LABORATORIES LTD.**

AVIOR

SUBGRP

TELMISARTAN +
METOPROLOL

PRAZOSIN

DAPAGLIFLOZIN

TOLVAPTAN

Top competitors of telmisartan and combo

**SUN PHARMA
LABORATORIES LTD.**

AVIOR

SUBGRP

CILNIDIPINE + TELMISARTAN

CILNIDIPINE + METOPROLOL +
TELMISARTAN

ROSUVASTATIN +
CLOPIDOGREL

JB CHEMICALS

NOVA

SUBGRP

CILNIDIPINE +
TELMISARTAN

CILNIDIPINE +
METOPROLOL +
TELMISARTAN

ROSUVASTATIN +
CLOPIDOGREL

JB CHEMICALS

UNIQUE VIVA

SUBGRP

CILNIDIPINE

CILNIDIPINE +
TELMISARTAN

**MANKIND
PHARMACEUTICALS
LTD.**

MANKIND

SUBGRP

ATENOLOL +
AMLODIPINE

TELMISARTAN +
AMLODIPINE

TELMISARTAN

TELMISARTAN +
HYDROCLORTHIAZIDE

AMLODIPINE

**ARISTO
PHARMACEUTICALS
PVT.LTD**

TASK FORCE

SUBSUPERGRP

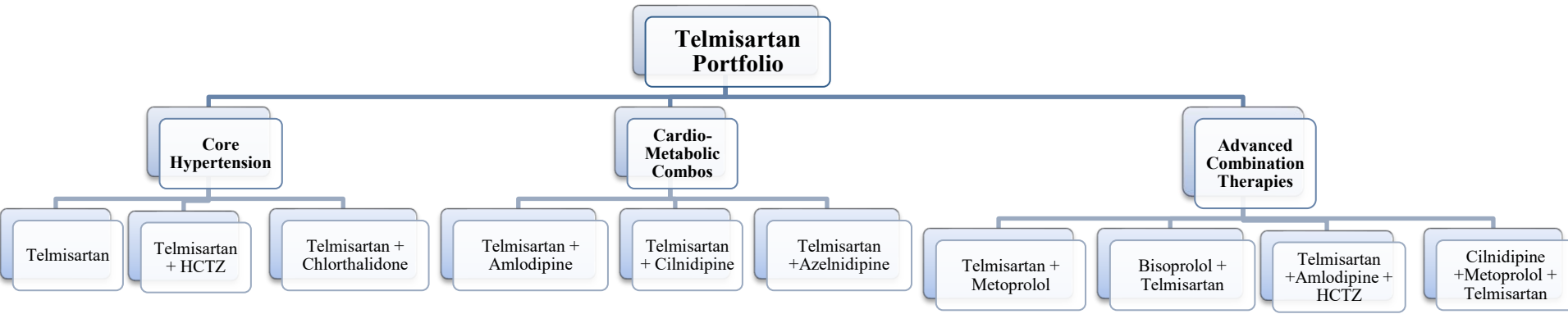
TELMISARTAN

TELMISARTAN +
AMLODIPINE

TELMISARTAN +
AMLODIPINE +
HYDROCLORTHIAZIDE

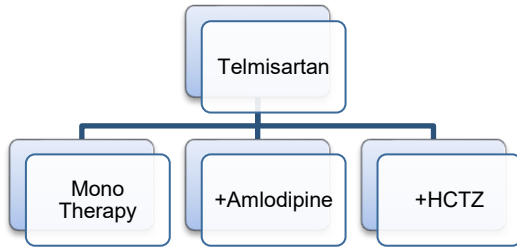
TELMISARTAN +
HYDROCLORTHIAZIDE

CORONAS EXISITING PORTFOLIO OF TELMISARTAN AND COMBO

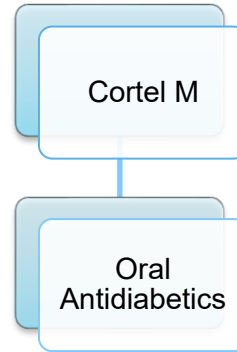


Proposals

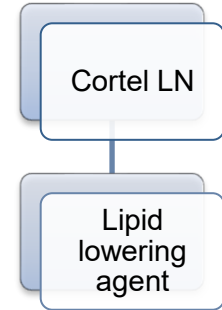
Consolidate Telmisartan & Its Key Combinations into a Single Division



Align Telmisartan + Metoprolol with OAD Portfolio



Position Cilnidipine + Telmisartan alongside Rosules in the Cardio-Metabolic Portfolio



Top Competitors Of Silodosin And Combination

RANBAXY LABORATORIES LTD
SUBGRP
SILODOSIN + DUTASTERIDE
SILODOSIN
SOLIFENACIN

IPCA LABORATORIES PVT LTD.
URO
SUBGRP
SILODOSIN + DUTASTERIDE
SILODOSIN
SILODOSIN + MIRABEGRON
CRANBERRY EXTRACT AND COMBINATIONS

DR. REDDYS LABORATORIES LTD
FUTURA MAX
SUBGRP
TADALAFIL
TADALAFIL + DAPOXETINE
SILODOSIN + TADALAFIL
SILODOSIN

CIPLA LTD.
UROLOGY
SUBGRP
TAMSULOSIN + DUTASTERIDE
TAMSULOSIN
SILODOSIN + DUTASTERIDE
SILODOSIN
TAMSULOSIN + FINASTERIDE
MIRABEGRON
SOLIFENACIN
CEFOPERAZONE + SULBACTAM

Urology Division

Urology Division

FOSFOMYCIN

MIRABEGRON

MIRABEGRON +
SOLIFENACIN

TADALAFIL +
DAPOXETINE

NITROFURANTOI
N

TADALAFIL

TAMSULOSIN +
DUTASTERIDE

TAMSULOSIN

SOLIFENACIN

POTASSIUM
MAGNESIUM
CITRATE +
PYRIDOXINE

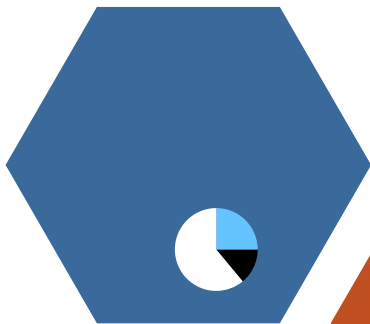
SILODOSIN +
DUTASTERIDE

SILODOSIN

Observation

New Launch – Tamsulosin + Finasteride
Combination in Urology Division

Key Observations & Findings



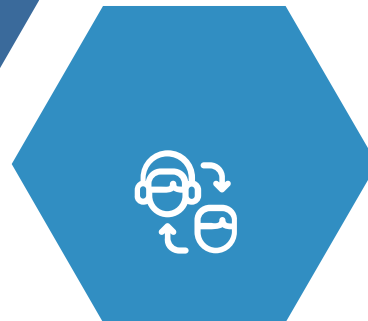
Many Corona brands show strong growth but are housed in only one division.

Corona has potential to capture more share if therapy alignment is improved.



Competitor companies have similar molecules across multiple divisions, benefiting from wider reach and higher revenue.

Some brands underperform in growing therapies despite therapy-level growth.



Identified Gaps & Opportunities

Gap:

Single-division presence of strong brands
(e.g., Telmisartan brand in one division only)



Gap:

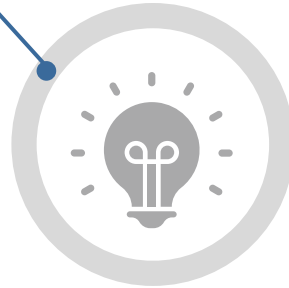
Under-leveraging high-growth therapies

Opportunity:

Multi-divisional brand extension (similar to competitors)
Focus on engine brand revitalization based on therapy trends

Suggestions/Recommendations

Consider cross-divisional brand placement for high-value brands



Improve therapy-wise alignment to market demand

Key Learnings

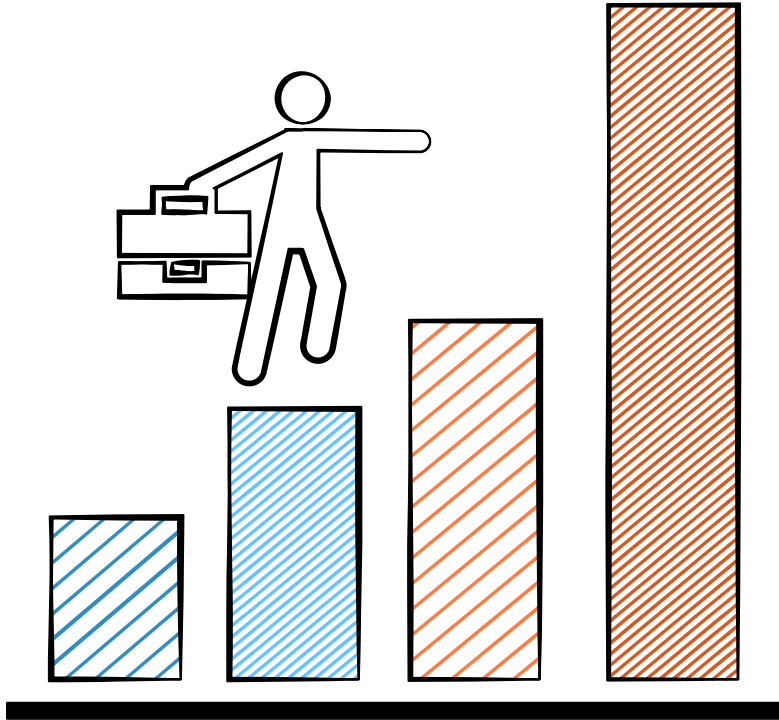
Understood the structure
of brand portfolios and
competitive landscape

Learned practical
application of secondary
data tools
(Pharmartrac, Excel)

Improved data analysis
and interpretation skills
relevant to pharma
marketing

Gained exposure to
strategic decision-making
at therapy level





**Thank
You!**

Open to Questions