

INDUSTRY PROFILE

HISTORY

Torrent Pharmaceuticals Ltd., established in 1959 is a leading Indian pharmaceutical company known for its strength in chronic therapies such as cardiology, diabetology, gastroenterology, and central nervous system (CNS). It has a strong domestic footprint and growing global presence in over 40 countries. Torrent has a reputation for ethical practices, innovation, and regulatory excellence, positioning itself among the top 10 players in India's pharmaceutical landscape.

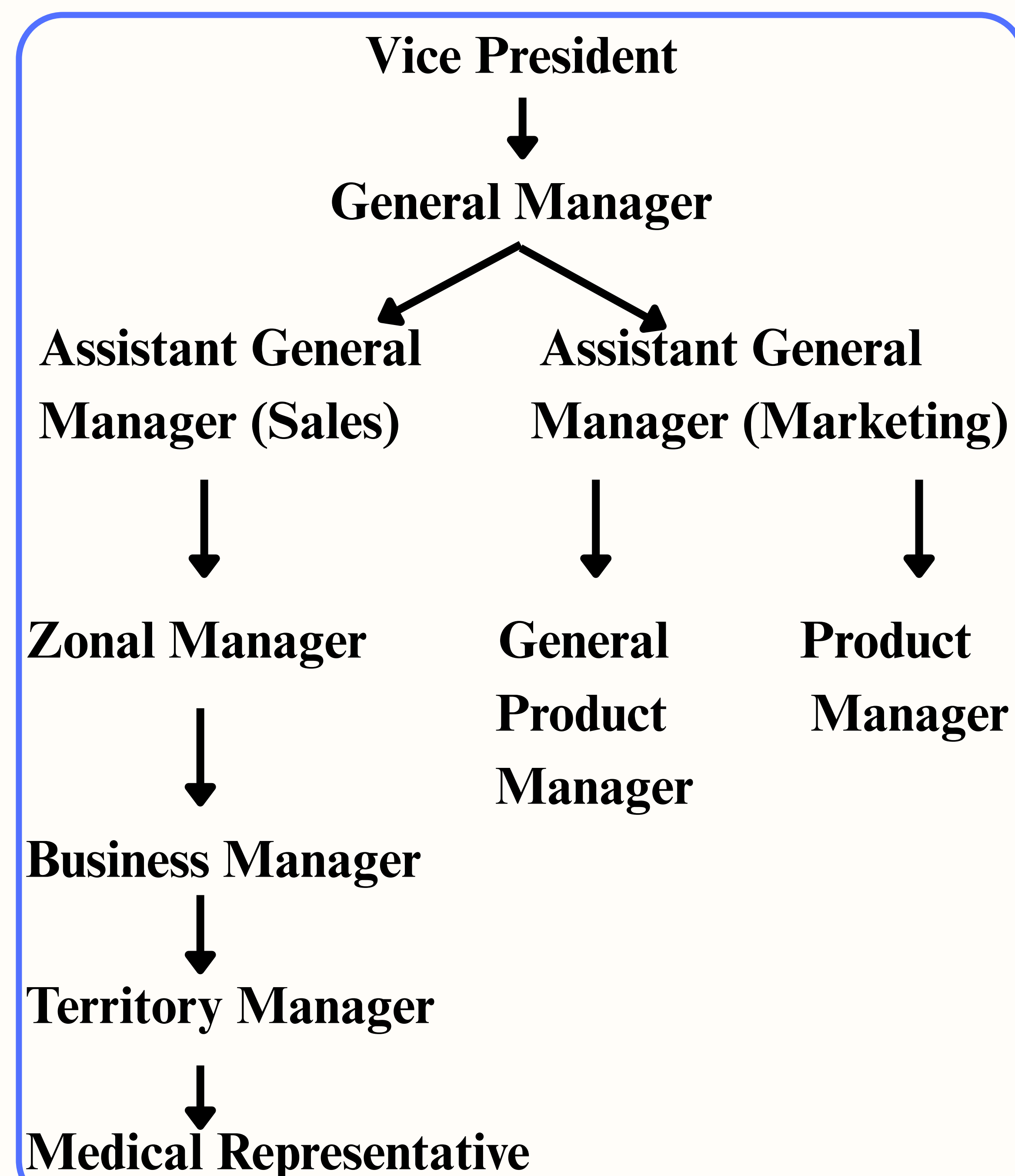
VISSION

To become the Most Respected Pharma Company.

MISSION

We commit ourselves to total customer care by delivering world-class products and services.

ORGANOGRAM



PROJECT OVERVIEW

Objective: To evaluate the market opportunity and competitive standing of Torrent's hypertension and diabetes brands like Telsar, Corbis, Azullix, Sitaxa, and Rozucor, by analyzing prescription patterns and chemist-level sales near Family Physicians (FPs).

Methodology:

Primary Research: Conducted on-ground surveys of chemists located near family physicians across Mumbai.

Data Points Captured: Brand-wise prescription frequency.

Tools Used: Structured questionnaire, MS Excel for data cleaning and analysis.

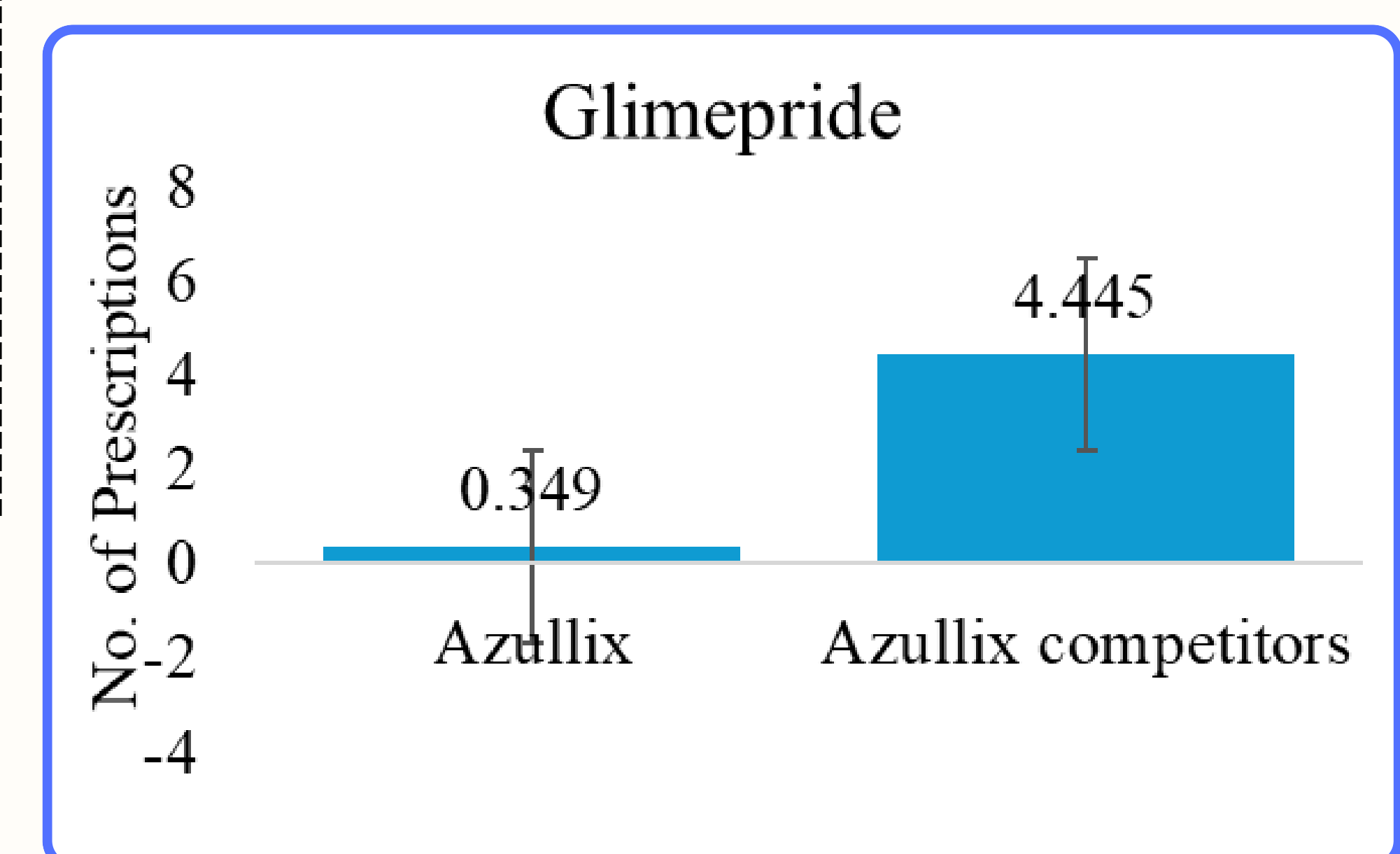
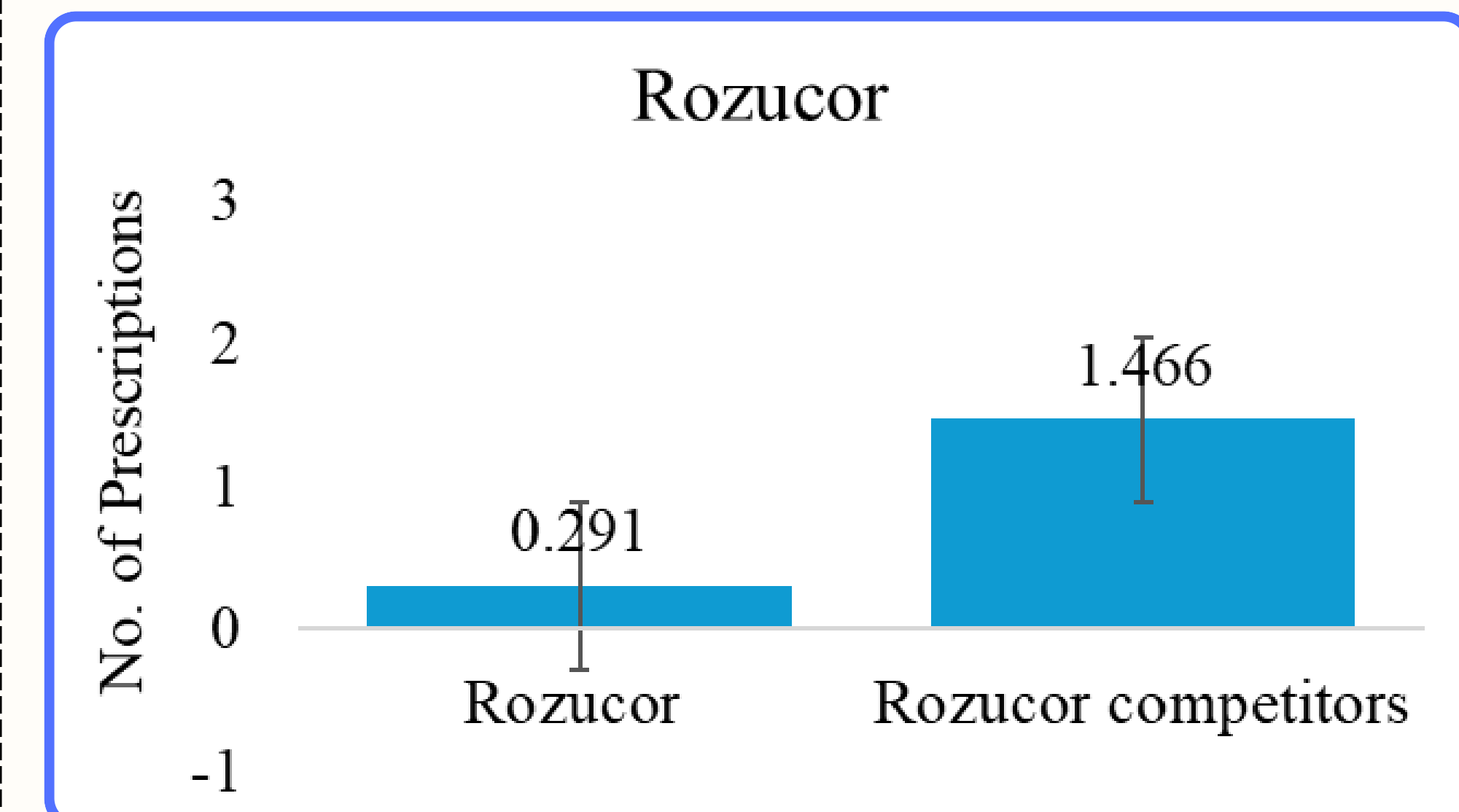
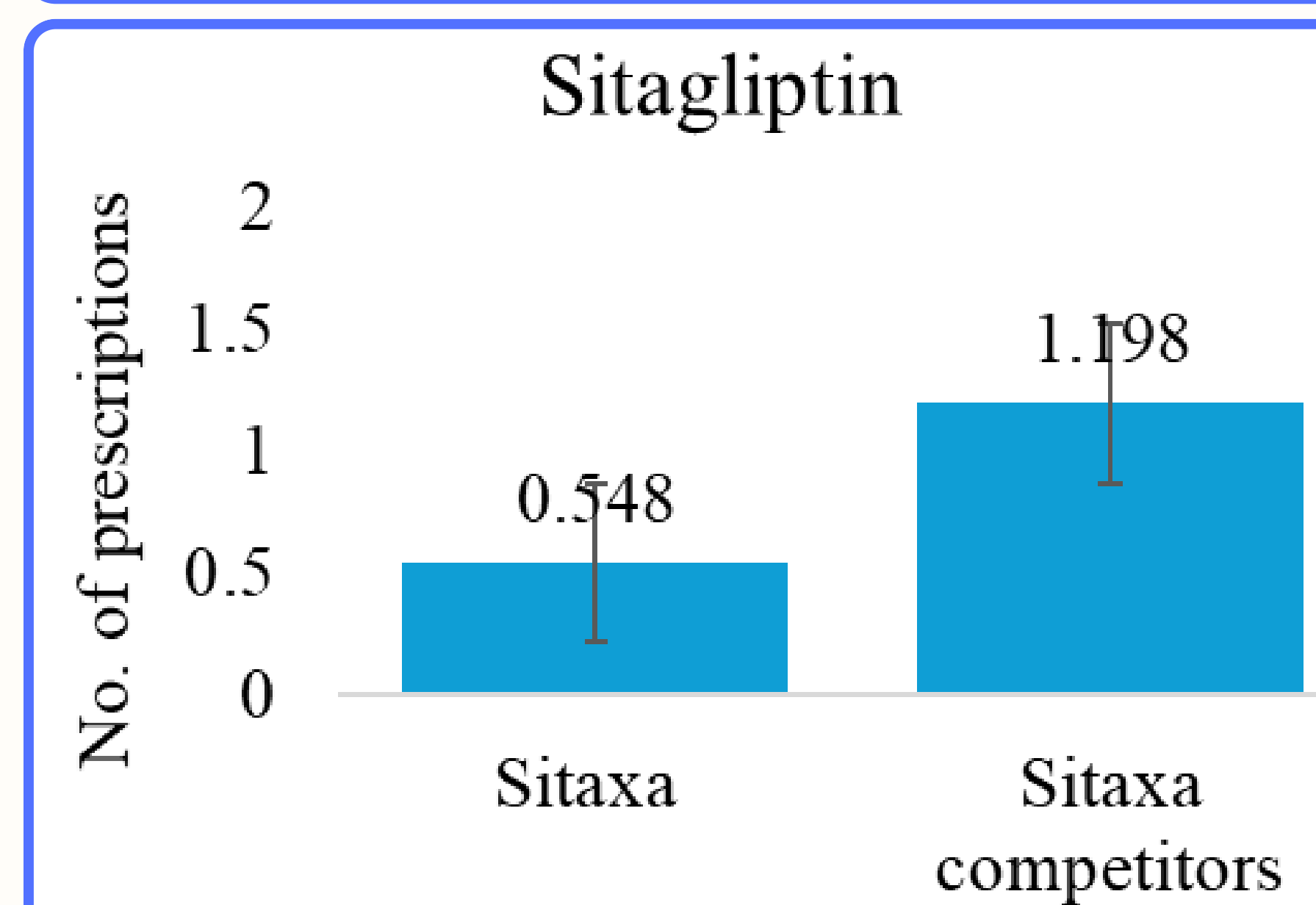
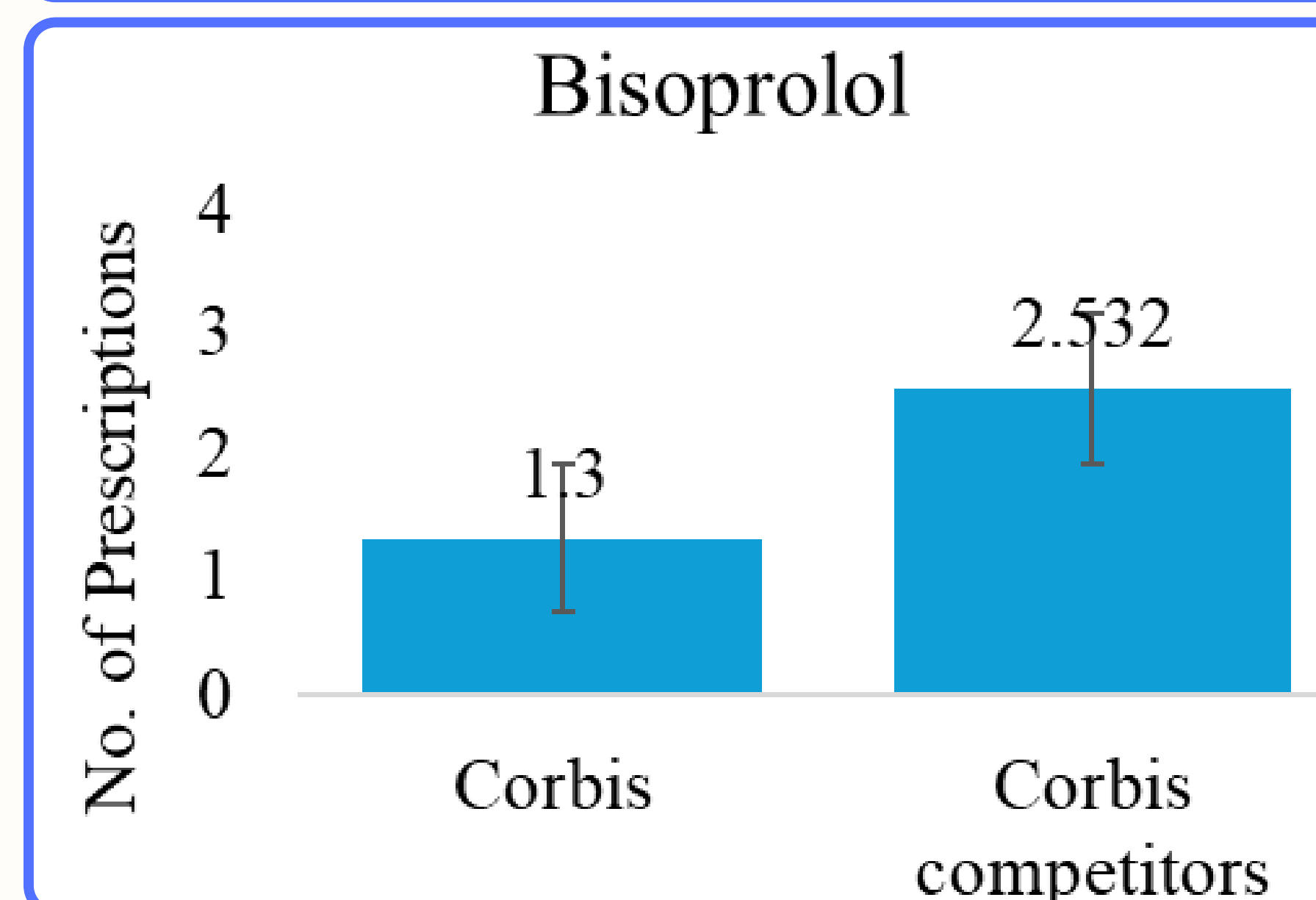
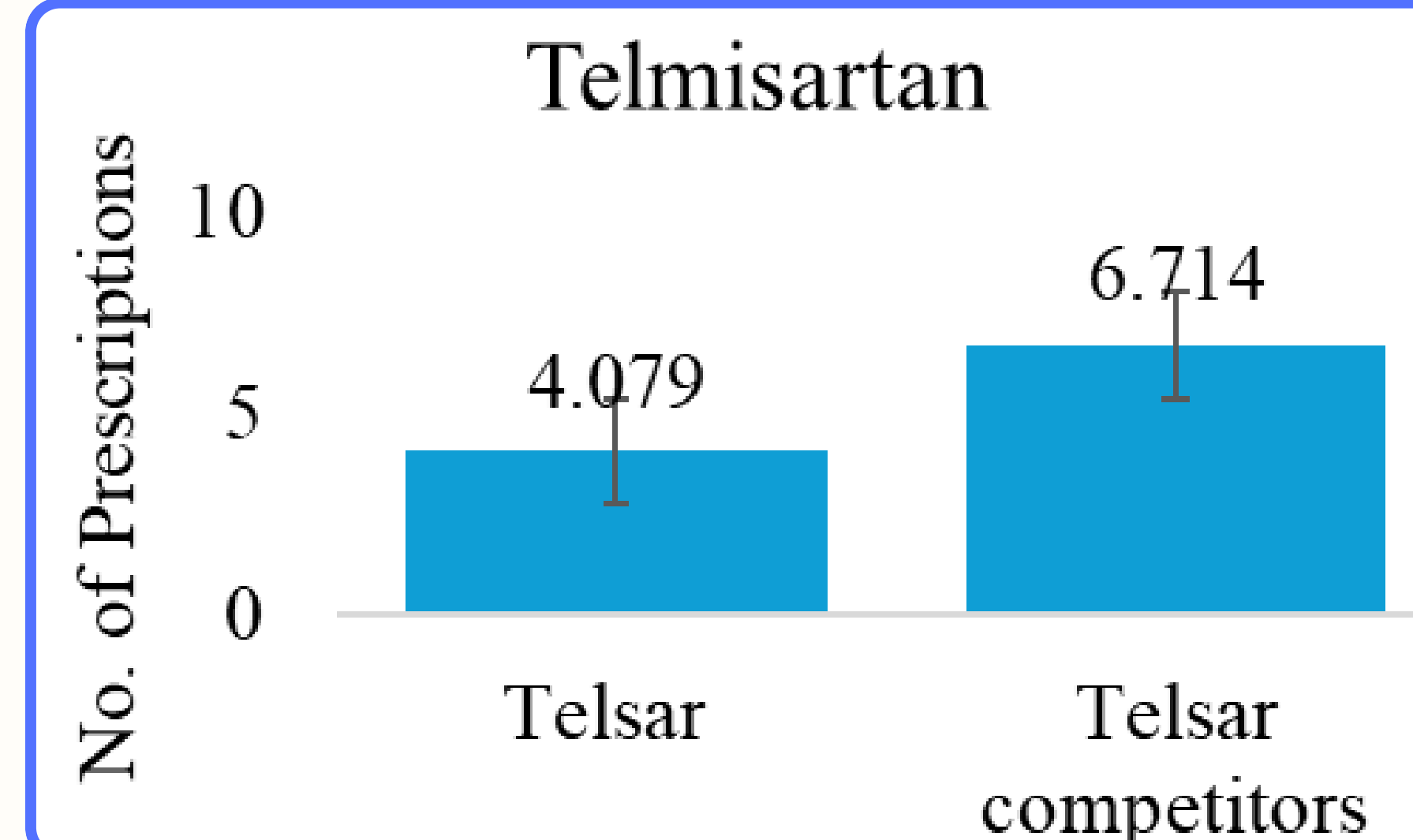
LEARNINGS DURING INTERNSHIP

- Understood competitor analysis through primary market research data
- Developed communication & networking abilities with retail stakeholders

CHALLENGES

- Manual data entry and validation
- Coordinating with chemists during peak hours
- Managing time during extensive field visits
- Some chemists were hesitant to share prescription trends or sales data.

COMPETITOR ANALYSIS



INTERPRETATIONS

- Telsar stands out, showing Torrent's strong grip in the antihypertensive ARB category.
- Corbis and Sitaxa show a moderate footprint but require targeted push strategies to compete better with strong competitors like Concor, Bisoheart, Sitaglo and other generics.
- Rozucor and Azullix are currently underperforming, indicating significant gaps in FPs preference, which shows a clear opportunity to boost brand visibility and engagement in Cholesterol, Triglycerides and diabetic therapy segments.

SUGGESTIONS

- Conduct CMEs/webinars for FPs on underperforming brands.
- Digital & clinic-based awareness campaigns.
- Align chemist-clinic-pharma for stock & demand sync.
- Segment FPs by prescription trends & therapy interest.
- Boost visual merchandising.
- Train MRs to revive underperforming brands.

PRACTICAL EXPOSURE Vs THEORETICAL UNDERSTANDING

PRACTICAL EXPOSURE	THEORETICAL UNDERSTANDING
Market Research	Marketing Theory
Survey Design	Research Methodology
Data Analysis	Statistical Technique

SWOT ANALYSIS

- Strong market research focus.
- Integration of theory and practice.

S

- Inconsistent doctor recall in few regions

W

- Targeted engagement with family physicians.
- Doctor-chemist connect via local CME activities.

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- Price wars and generic flooding

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