

About organization

- Founded in 1959; headquartered in Ahmedabad, India.
- Strong presence in cardiology, diabetology, CNS, and gastroenterology.
- Sigma-CVD Division targets chronic disease segments like hypertension & diabetes.
- Known for high-quality manufacturing and innovation-driven product development.
- Operates in over 40 countries with a global supply network.

Mission

- To become the most respected pharmaceutical company.
- This concise vision captures Torrent's long-term aspiration to earn trust and high regard within the global pharmaceutical industry

VISION

- We commit ourselves to total customer care by delivering world-class products and services.
- This mission emphasizes their current focus: delivering high-quality products and comprehensive customer attention to drive satisfaction and care across stakeholders

Organization Structure



SWOT Analysis

Strengths

- Trusted by doctors for chronic therapies due to long-term efficacy and safety.
- Extensive distribution network ensures product availability across Delhi NCR.
- High-quality manufacturing and consistent product supply chain

Weaknesses

- Lower product recall compared to aggressive competitor brands in some areas.
- Inconsistent field presence by medical representatives in select territories.
- Pharmacist awareness and training on new products needs improvement.

Opportunities

- Rising burden of hypertension and diabetes increases long-term demand.
- Leverage data from RCPA to realign MR strategies and territory priorities.
- Conduct pharmacist training programs to build retail-level advocacy.

Threats

- Strong competition from brands like Rosuvastatin, Telma, Istamet, Glycomet-GP.
- Doctors dispensing medicines directly, bypassing pharmacy data flow.
- Price-sensitive customers preferring low-cost or generic alternatives.

Challenges

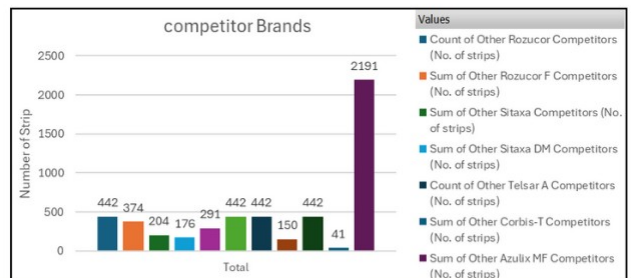
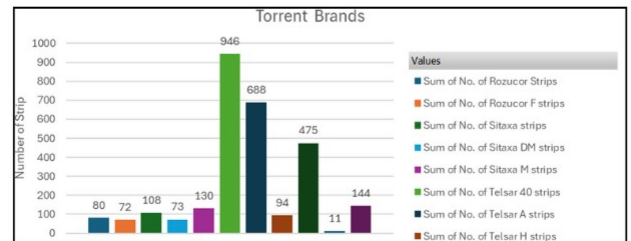
- Direct medicine dispensing by doctors limited pharmacy-level data.
- Some chemists were hesitant to share sales data due to confidentiality.
- Low MR engagement in select areas led to weak product updates.
- Difficulties in reaching remote areas and finding listed clinics.
- High competition from aggressive competitor brands

Project Overview

- Conducted Retail Chemist Prescription Audit (RCPA) in Delhi .
- Reviewed sales trends, availability, and prescription behavior for Torrent brands: Rozucor, Sitaxa, Telsar, Corbis range, Azulix MF.
- Benchmarked Torrent's brands against major competitors like Rosuvastatin, Telma, Istamet, Glycomet-GP, and others.
- Studied product availability, doctor prescribing patterns, MR visit consistency, and pharmacy-level awareness.
- Analyzed retail ROI by correlating prescription generation with nearby pharmacy sales.

Market Overview

- India has the second-largest population of people with diabetes globally, with over 100 million diabetic patients as of 2023 and growing rapidly.
- Hypertension affects more than 220 million Indians, contributing significantly to cardiovascular morbidity and mortality.
- The chronic therapy market (cardiology and diabetology) contributes over 30% of India's pharmaceutical sales, making it one of the most competitive segments.
- Increased urbanization, sedentary lifestyle, and dietary shifts are key drivers of rising hypertension and diabetes cases.



Theoretical knowledge and practical exposure

Theoretical Exposure

- RCPA methodology
- Brand positioning & competition
- Strategic territory management
- Sales strategy & ROI

Practical Exposure

- Used during daily chemist visits for data collection
- Compared Torrent vs. competitors at retail level
- Observed location-wise differences in brand demand and awareness
- Linked MR activity to prescription and sales outcomes

Learning and outcomes

- Gained hands-on experience in Retail Chemist Prescription Audit (RCPA) and real-time market research.
- Learned how prescription trends are influenced by MR visits, product detailing, and doctor-chemist relationships.
- Developed the ability to analyze sales data, stock patterns, and ROI validation at the retail level.
- Built confidence in handling field challenges such as data reluctance, route planning, and feedback collection.
- Enhanced understanding of competitive market landscapes in the hypertension and diabetes segment.

Suggestion

- Increase MR visit frequency to listed doctors to improve product visibility and prescription rates.
- Provide pharmacies with visual aids like danglers, banners, and shelf cards for better brand recall.
- Organize pharmacist training sessions to improve knowledge and advocacy of Torrent products.
- Conduct local awareness campaigns (e.g., BP/sugar check-up camps) in underperforming areas.