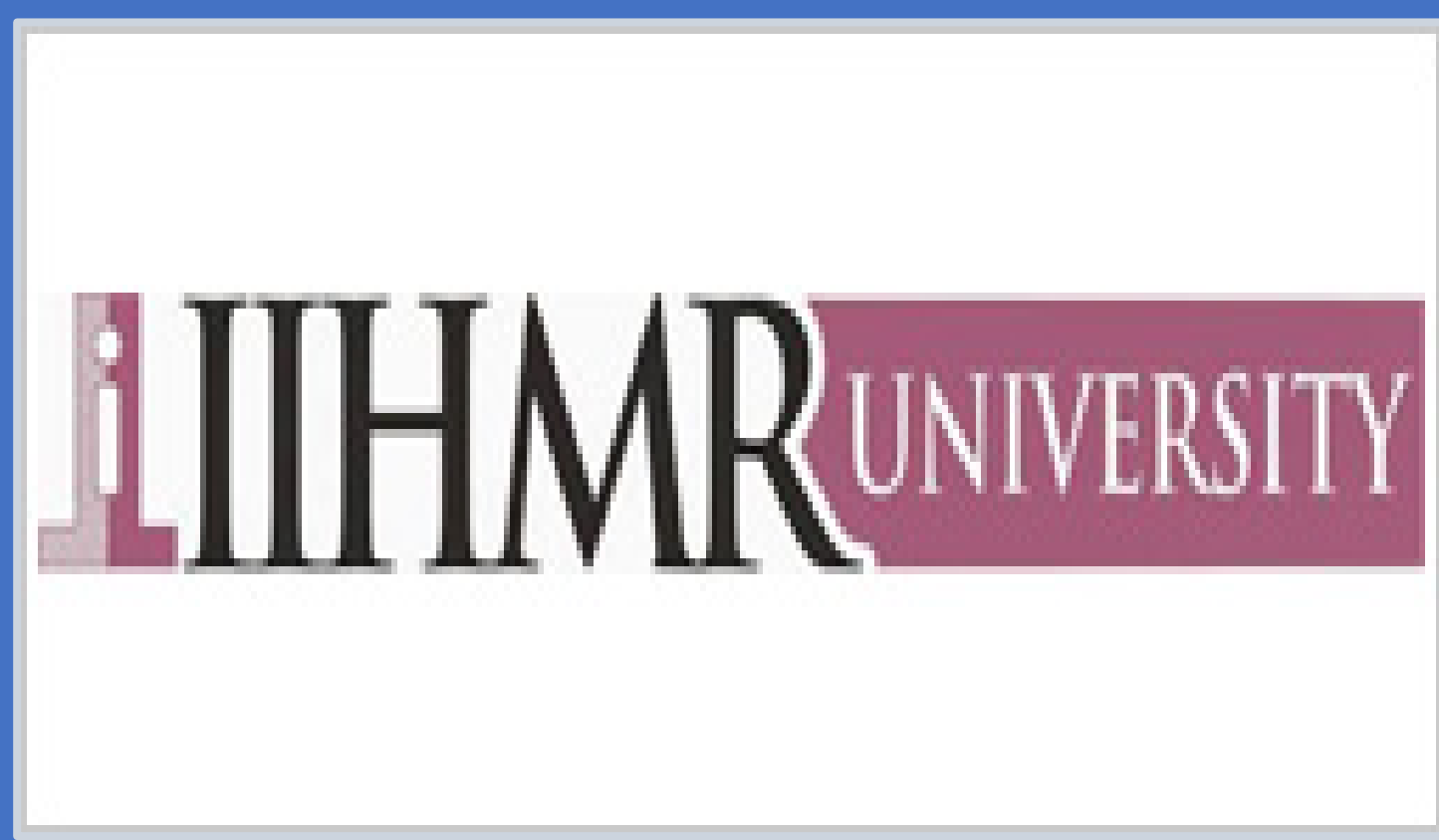




Name- MANSI ONKAR MAHAKALKAR
Roll No- 0668
Stream- MBA PM 16

To understand the current prescribing trends in the Probiotics Market with a special focus on Bifidobacterium longum & to prepare a brand plan for Bifiota

Faculty Mentor- Dr. Himadri Sinha
(Professor, Professor, Dean-SDS)

Organization Mentor- Mr. Eugene F Carvalho
(Marketing Head of Procure Division)



MANKIND PHARMA

Mankind Pharma is one of India's leading pharmaceutical company, headquartered in [Delhi](#) and founded by R.C. Juneja & Rajeev Juneja in 1991. Mankind aspires to become customer-centric company and strive to provide accessible and affordable healthcare to all sections of the society. Today, Mankind operates in 34+ countries across 6 continents. The company has products in therapeutic areas ranging from [antibiotics](#) to [gastrointestinal](#), [cardiovascular](#) and [erectile dysfunction](#) medications. In 2007- 10, Mankind entered consumer healthcare by launching Manforce and Prega News. Mankind Pharma has 23 World class USFDA & WHO-cGMP compliance manufacturing units and 3 State of Art R&D centers in India. It became the first Indian company to launch 'Dydrogesterone' in 2018. It is the 4th largest pharma company in India built on its strong values. Mankind has grown exponentially to become India's No. 1 company as per Prescriptions.

MISSION

To be able to provide cost-effective, innovation based superior quality pharmaceutical products across the globe, to improve the lives of the patients.

VISION

To be global pharmaceutical company, most admired for its Affordability, Quality and Accessibility of products.

MANKIND SPECIALITIES

Mankind Specialities is a super-specialty division of Mankind Pharma, which started operations in Mumbai in the financial year 20-21 with the vision of serving the lives of millions of patients with innovative solutions, by offering quality and affordable products.

PROCARE

Procare is the dedicated **Gastroenterology division** of Mankind Specialities. It focuses on offering advanced and specialized pharmaceutical solutions for gastrointestinal (GI) disorders.

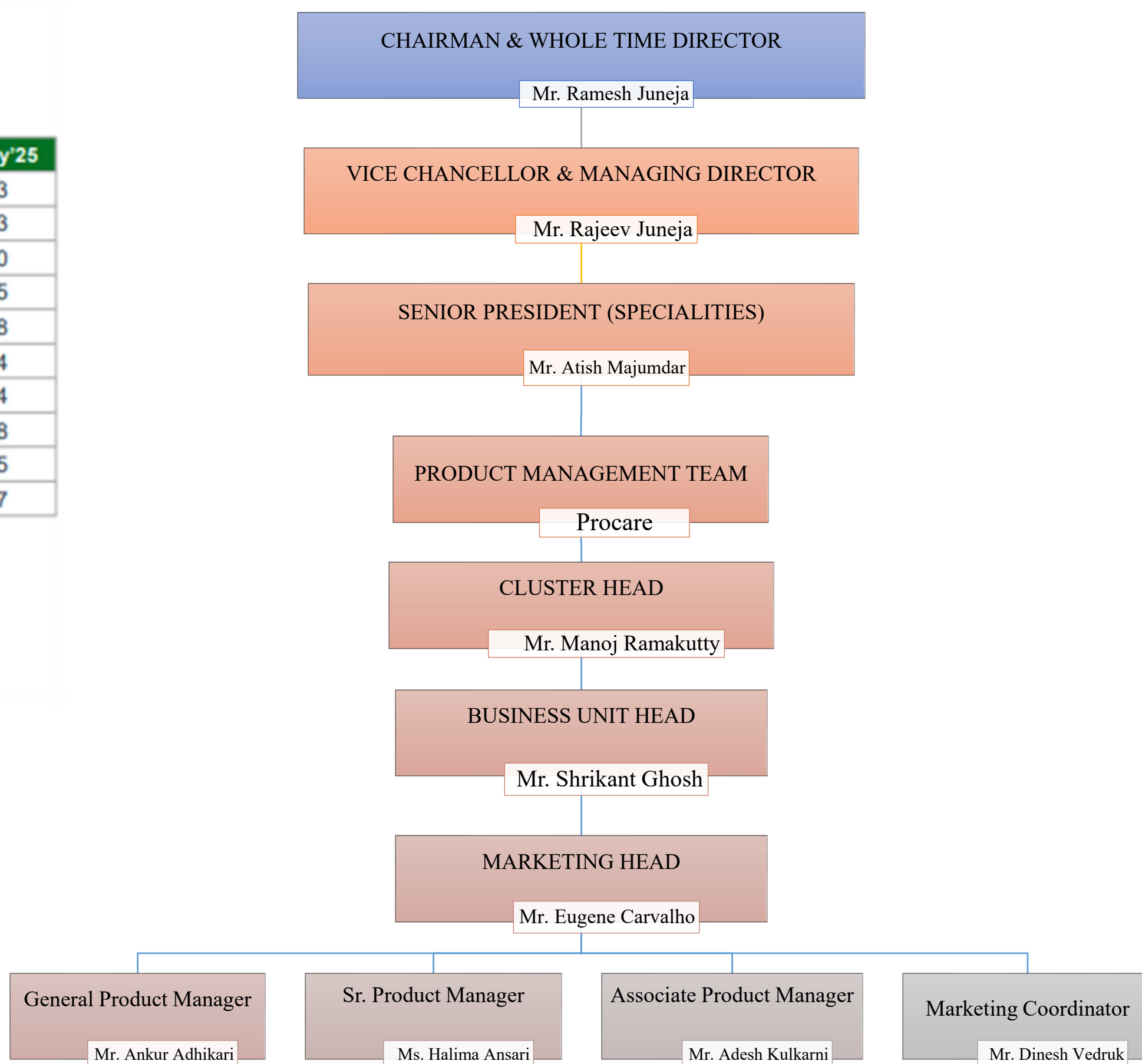
Procure Vision : To become a MAJOR PLAYER in the Gastrointestinal market by offering better solutions to Gastroenterologists for improved patient outcomes.

Procure Core Specialities : Gastroenterologists & General Surgeons.

PRODUCT PORTFOLIO :



ORGANISATION STRUCTURE



MARKET ANALYSIS OF PROBIOTICS

- Total market of Probiotics : 2018 Crs
- Top 10 brands of Probiotics in the market

BRANDS	Sum of MAT APR'21	Sum of MAT APR'22	Sum of MAT APR'23	Sum of MAT APR'24	Sum of MAT APR'25	Sum of VAL GRTH MAT 22	Sum of VAL GRTH MAT 23	Sum of VAL GRTH MAT 24
ECONORM	90.5	131.6	178.1	188.7	229.2	45.3	35.4	5.9
ENTEROGERMINA	116.7	137.8	145.9	169.5	218.7	18.1	5.9	16.1
BIFILAC	69.5	79.2	92.3	104.4	116.1	14.0	16.5	13.1
SPORLAC	47.4	60.2	84.7	87.9	106.3	27.1	40.6	3.8
VIBACT	42.6	49.6	61.1	66.2	67.8	16.6	23.2	8.3
WIZYLAC	44.1	44.2	48.5	53.4	63.6	0.1	9.8	10.0
VSL 3	32.8	43.0	50.5	53.0	59.7	31.0	17.5	5.0
RINIFOL	38.6	42.1	45.9	45.7	51.1	9.1	8.9	-0.5
LOBUN	18.5	19.8	16.7	31.6	37.1	7.3	-15.6	88.8
WIZYLAC RICH	16.4	23.5	26.4	31.3	36.3	43.4	12.2	18.6

Study Overview

- **Title:** Prescribing Trends in Probiotics with Focus on *Bifidobacterium longum*
- **Duration:** 13 May – 13 July 2025
- **Specialties Interviewed:** Gastroenterologists, Surgeons & Physicians
- **Methodology:** Questionnaire-based survey

Key Findings

- **IBS Cases:** Most doctors see 8–10 IBS patients weekly
- **Preferred Probiotics:** Lactobacillus, Bifidobacterium, Saccharomyces, multi-strain
- **Efficacy of B. longum:** Rated moderately to highly effective for bloating & irregular bowel
- **With Rifaximin:** 70% doctors co-prescribe probiotics
- **Rifaximin Resistance:** 85% doctors favor a naturally resistant strain
- **Gut-Brain Axis:** Majority believe *B. longum* supports gut-brain health

Product Insight: BIFIOTA

- **Composition:** *Bifidobacterium longum* W11 + FOS
- **Source:** Human-origin strain (early GI colonizer)
- **Benefits:**
 - Naturally Rifaximin-resistant
 - Produces Exopolysaccharides (EPSs) for better gut adherence
 - FOS acts as a prebiotic for beneficial gut flora

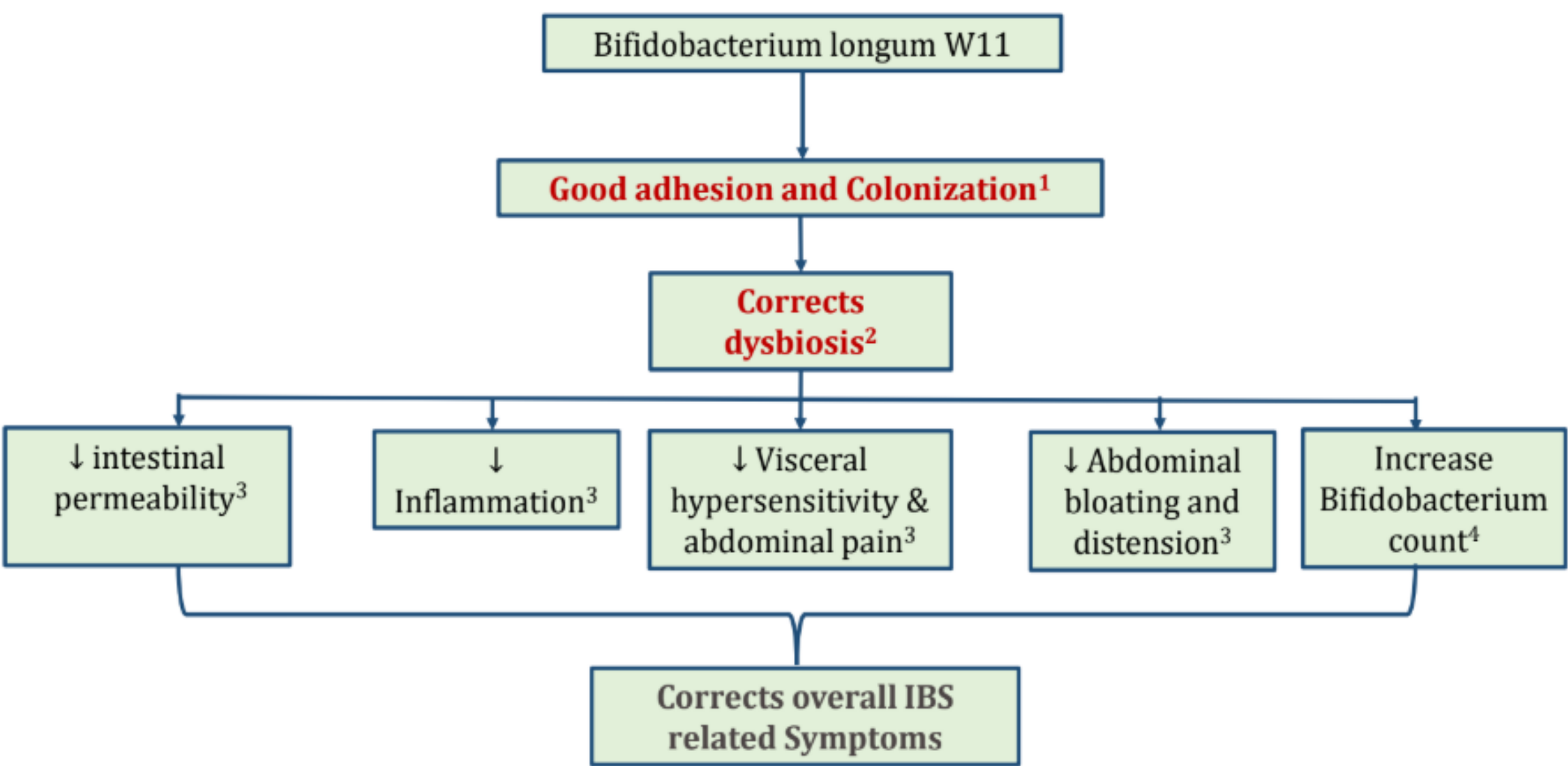
- **Clinical Impact:**
 - 62.5% reduction in bloating
 - 94% relief from meteorism
- **Doctor Support:** 85% favor co-prescription with Rifaximin

Indications :

Shows efficacy in the Management of:

1. Irritable Bowel Syndrome (IBS)
2. Chronic constipation
3. Non-alcoholic steatosis hepatitis (NASH)
4. Minimal hepatitis encephalopathy (MHE).

MOA of Bifiota



Promotion :

1. Visual Aids
2. Clinic posters and LBL's with clinical evidences and their outcomes.
3. Trial pack of Bifiota (sachets)

BIG IDEA :

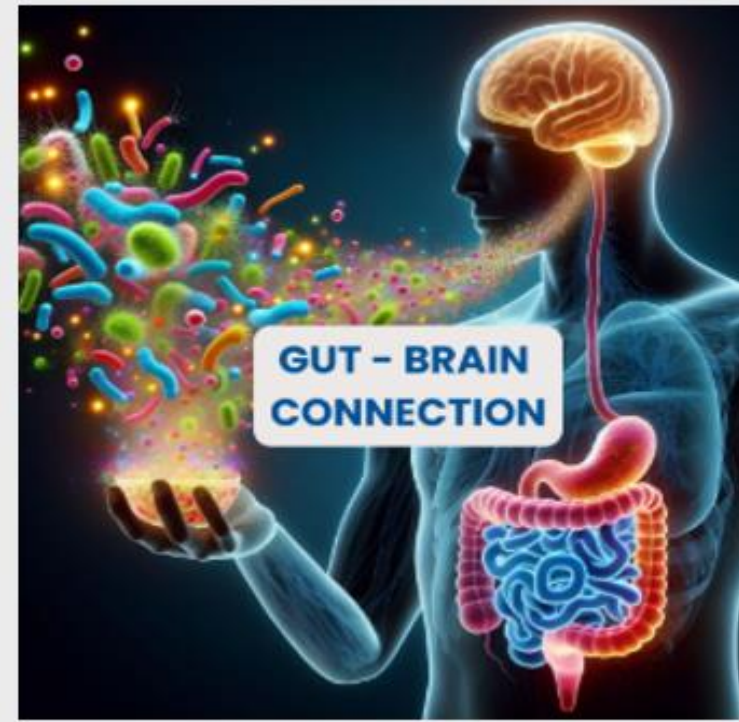
- “Dual Action Therapy – Modulates the Gut, Restores the Balance”**
- Sample kits of Bifiota (sachets) with Rifaxistop (strips)
 - Plant saplings with small sachets of fertilisers.

THEORETICAL AND PRACTICAL UNDERSTANDING

Theoretical Exposure	Practical Exposure (Internship at Mankind Pharma)
Learned concepts of brand lifecycle, positioning, and value proposition	Worked on Bifiota's brand plan, positioning strategy, and key messaging
Studied research methodologies, data collection tools, and consumer behavior	Conducted a market survey on prescribing trends in the probiotic segment
Understood promotional mix, segmentation, targeting, and communication strategy	Developed promotion plan for Bifiota including doctor inputs, product messaging & tools
Learned product launch strategies, lifecycle stages, and portfolio analysis	Analyzed Bifiota's place in the probiotic market and suggested enhancements
Studied pharma-specific marketing practices, Rx promotion, and regulatory aspects	Created doctor-focused promotional inputs like detailing aids and patient awareness tools
Learned SWOT, competitor benchmarking, and gap analysis	Analyzed competitors in the probiotic space and positioned Bifiota accordingly
Theories on prescriber and patient psychology in healthcare decisions	Interacted indirectly via survey to understand doctor preferences and habits

In IBS, disruptions in the gut-brain axis leads to changes in the gut microbiome —

it needs **Synbiotic Synergy**



INTRODUCING

BIFIOTA™
Rifaximin

Bifidobacterium longum W11 ... 5 billion cells
Fructo-oligosaccharides ... 2.5 g

- Corrects gut dysbiosis
- Reduces intestinal permeability
- Reduces inflammation and bloating
- Reduces visceral hypersensitivity and abdominal pain

Corrects overall IBS Related Symptoms

"Naturally Rifaximin Resistant"

One Sachet Daily after Meal

In Diarrhea predominant Irritable Bowel Syndrome (IBS-D)

Rifastop®-550
400
Rifaximin 200mg/ 400mg/ 550mg tablets

...The Master Modulator of Gut Flora

American College of Gastroenterology:
Effective in reducing Global IBS symptoms, Bloating and Defecation urgency associated with IBS-D.

In IBS-D..

“Get Synbiotic Synergy with Rifaximin Compatibility.”

BIFIOTA™ + Rifastop®-550
400
Rifaximin 550mg / 400mg Tablets
The Master Modulator of Gut Flora

Challenges Faced During Internship

- Initially, there was a gap in practical knowledge application, particularly in handling large datasets and creating complex Excel formulas.
- Some challenges in interpreting and analysing extensive market data and trends accurately.
- To inculcate theoretical knowledge practically like creating brand strategies for mankind's products, SWOT Analysis, etc

Major Learnings During Internship

- Gained hands-on experience in combining market analysis with clinical insights.
- Understood the importance of aligning field feedback with marketing strategy.
- Learned how product positioning, pricing, and promotion influence prescription behavior.
- Developed communication and analytical skills through real-world pharmaceutical exposure.

Suggestions

- The overall workflow and departmental operations at Mankind Pharmaceuticals Pvt. Ltd. were well-structured, efficient, and professionally managed.
- The working environment was highly conducive to learning, and all processes were executed smoothly.
- As interns, we gained valuable insights and had a fulfilling experience — hence, we do not have any specific suggestions for improvement.

STRENGTHS

- ✓Rapid market growth of probiotics like Econorm, Bifilac.
- ✓Strong awareness & usage in GI disorders like IBS.
- ✓BIFIOTA breaks clutter with strain-specific, rifaximin-resistant formulation.
- ✓It is a Synbiotic synergy with FOS for enhanced action.

WEAKNESSES

- ✗ Lack of doctor education on strain-specific benefits.
- ✗ New brand with limited doctor recall.
- ✗ OTC misuse or irrational combinations in market.
- ✗ Storage issues with high-CFU multi-strains.

SWOT Analysis

OPPORTUNITIES

1. Rising awareness of gut health among public.
2. Bifiota is ideal for co-prescription with Rifaximin.
3. Targets gut-brain-liver axis in one formulation.
4. Educational campaigns to raise HCP awareness.

THREATS

- ▲ Major players have brand loyalty (e.g. Enterogermina).
- ▲ Risk of under prescription without proper promotion.
- ▲ Doctors unaware of strain-specific advantages