

Mankind Pharma LTD.

Mankind Pharma LTD. is the 4th Largest company in india, founded in 1995 with a vision to provide world-class healthcare at affordable prices. The headquarter is in New Delhi, the company has rapidly grown to become a global pharmaceutical player, with a wide range of therapeutic segments including Antibiotics, GI, Cardiovascular, Dermal and Liver care.

VISION

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

MISSION

To be an innovative and research focused healthcare company, most admired for its Quality, Affordability and Accessibility.

ORGANOGRAM

Chairman

MD & Vice Chairman

CEO/COO/CFO/CTO/Board Members

Brand Managers/Sales Head

Product Managers/NSM

Product Executives/ZSM/ASM

Medical Representatives

Strong Domestic Presence
Wide Product Portfolio
Cost Effective Products

S.W

Low International FootPrint
Brand Perception as low
Cost Player
Limited Focus on R&D

T.O

Regulatory Challenges
Fluction in Raw Material Prices
Intense Market Competition

Expantion in International Market
Groth in Chronic Therapies
Rising Demand of Affordable Healthcare

SO Strategies

- Use cost-effective manufacturing to expand in price-sensitive global markets.
- Leverage wide domestic reach to launch chronic care therapies in tier-2/3 cities

ST Strategies

- Offer value-based products to counteract government price caps.
- Maintain low-cost operations to absorb raw material price hikes.

TOWS Analysis

WO Strategies

- Invest in R&D innovation to grow in high-potential chronic disease segments.
- Improve brand image by digital marketing and HCP engagement.

WT Strategies

- Strengthen regulatory compliance systems to reduce litigation risk.
- Enhance global alliances or partnerships to increase innovation and presence.

Project Description



Made list of doctors (Gastroenterologist MS General Surgeon, MD Medicine & Relevant Consultant).



Meeting & explaining about the FILI project & moto behind the project.



Convince them to fill the survey & ask them questions related to the NAFLD/MAFLD disease.



Try to take the suggestions about the diagnosis, treatment & medications used for the liver disease.

Successfully interacted with 273 doctors to complete surveys on NAFLD/MAFLD, While also gaining valuable insights into the key factors influencing their prescribing decisions for various molecules.

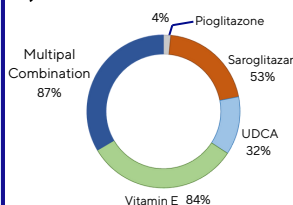


Figure - 1. Molecule Analysis of Market Research; n=273



Theoretiical vs. Practical Understanding

Practical Exposure

- Market Research at on field for NAFLD/MAFLD & Products of Mankind.
- Molecule analysis and Key Competitors findings on real pharma mmarket.
- Analyse the Doctors persepction on Liver Disease.

Theoretical Exposure

- Learn core Marketing and Sales concepts.
- Strategies for the making influence of our brand & creat brand image.
- Learn pharmacology and stages of NAFLD/MAFLD Liver Disease.

Learning Outcomes:

- Competitative Analysis
- Pharma Sales Forecasting
- Communication Skills Improvements.
- Presentation Skills enhancement.

Challenges Faced During Internship:

- To convince the Doctors for fill the survey.
- Travelling and Waitng Time for meeting with them.
- Handling of the situation with incomplete knowledge.

Suggestions

- Schedule Regular meetings for give guidance and taking feedback.
- Give detiles about the project and purpose behind the project for better clarity.
- Provide Timely Support & Guidance.
- Taking Regular Updates of Work done and planning for further.