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MARKETING RESEARCH REGARDING BPH (BENIGN PROSTATIC HYPERPLASIA)

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ORGANIZATION NAME: - INTAS PHARMACEUTICALS LTD.

INTAS PHARMACEUTICALS LTD.

Intas is a leading, vertically integrated global pharmaceutical formulation development, manufacturing, and marketing company. Intas is committed to challenging the unmet medical and societal needs through a comprehensive pharmaceutical value chain spanning across the world. Intas has set up a network of subsidiaries, under the umbrella name of Accord Healthcare to operate in global markets.

Over the years, Intas has grown both organically and via acquisition, expanding its product portfolio and operations year on year. It is currently present in more than 85 countries worldwide with robust sales, marketing and distribution infrastructure in markets like North America, Europe, Central & Latin America, Asia-Pacific as well as CIS and MENA countries. Intas remarkable success in North America and European operations have helped us emerge as a global brand in the world's largest pharmaceutical markets

Intas believes in empowering people. Therefore, to fulfill its corporate vision, Intas aims to acquire and retain the best talent across the industry to fully leverage the diversity of respective markets they operate in.

Mission and Vision



"Contributing to better healthcare through innovation.
Maximizing value for our stakeholders and customers".



To continually set new benchmarks in global healthcare with the power of human expertise, innovative research and advanced technology

ORGANISATIONAL STRUCTURE

Internship activities

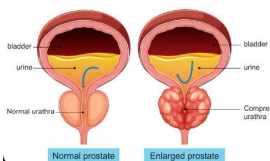
- Conducted a primary survey (IPSS) involving 135 subjects to assess the prevalence and awareness of Benign Prostatic Hyperplasia (BPH).
- Engaged in doctor interactions to gather insights on current molecule usage and prescription trends in the treatment of BPH
- Conducted RCPA to analyze market trends (Location: - Nagpur).
- Use charts and graphs to analyze RCPA in accordance with market competitors.
- Read, understand and analyze the IQVIA report.

BPH (Benign Prostatic Hyperplasia)

• **Definition:** - BPH is a non-cancerous enlargement of the prostate gland.

• **Causes:** -

- Age: Increases with age (especially after 50)
- Hormonal changes: Imbalance in testosterone and dihydrotestosterone (DHT).
- Genetics
- Lifestyle: Obesity/ Lack of physical activity.



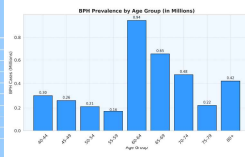
- Initiative symptoms**
 - Urgency
 - Hesitancy
 - Frequency
- Obstructive symptoms**
 - Urine hesitancy
 - Incontinency
 - Post void dribbling
 - Straining
 - Incomplete emptying
 - Decreased force of urination

• **Diagnosis:** -

1. IPSS (International Prostate Symptom Score).
2. Digital Rectal Examination (DRE).
3. Ultrasonography.
4. PSA (Prostate Specific Antigen) test

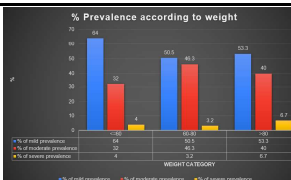
INCIDENCE AND PREVALENCE DATA

Age group	Population	Males	Prevalence %	BPH Prevalence
40-44	7.24	3.75	8%	0.30
45-49	6.23	3.21	8%	0.26
50-54	4.91	2.58	8%	0.21
55-59	3.91	1.95	8%	0.16
60-64	3.77	1.87	50%	0.94
65-69	2.65	1.29	50%	0.65
70-74	1.92	0.97	50%	0.48
75-79	0.92	0.45	50%	0.22
80+	1.13	0.53	80%	0.42
All Ages	121.09	62.33	3%	3.63

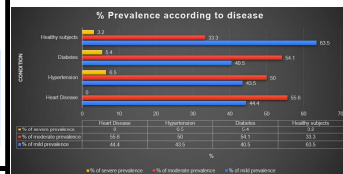


IPSS SURVEY ANALYSIS

- **Objective:** - Assess prevalence, awareness and care-seeking behavior for prostate problems.
- **Sample size:** - 135
- **Tool:** - IPSS based Questionnaire
- **Method:** - Interview/ One-on-one/ Google form.
- **Age groups targeted:** - >50 years
- **Factors considered:** - Age, Weight, Diabetes, Hypertension, Heart Disease.
- **IPSS:** -
 - 7 Symptom Questions + 1 QOL (Quality of Life) Question
 - Scoring: Mild (0-7), Moderate (8-19), Severe (20-35)



- Mild cases decrease as weight increases.
- Moderate cases are highest in the 60-80 kg group.
- Severe cases rise with weight, highest in >80 kg group.
- Heavier individuals may face greater risk of severe conditions.



- Moderate cases dominate in all disease conditions.
- Severe cases are most seen in hypertension.
- Healthy individuals mostly have mild cases, showing better overall health.
- No severe cases observed in heart disease group.

TOP BRANDS FOR TAMUSOLIN (0.4 mg) TABLET/CAPSULE

S.No.	Brand	Manuf.	Price per strip (₹)	Price per unit (₹)
1.	URIMAX	CIPLA	346 (20 capsules)	17.3
2.	VELTAM	INTAS	225 (15 tablets)	15
3.	CONTIFLO ICON	SUN PHARMA	166 (10 tablets)	16.6
4.	FLODART	ARISTO PHARMA	108 (10 tablets)	10.8
5.	TAMLOCEPT	LUPIN	306 (15 capsules)	20.4

ANALYSIS OF RCPA (for Tamsulosin and Tamsulosin + Dutasteride)

S.No.	Comment	
1	Top Selling Brands of Tamsulosin	URIMAX
2	Top selling brands in Tamsulosin + Dutasteride combination	VELTAM, CONTIFLO ICON
3	Top selling brands in Tamsulosin + Dutasteride combination after URIMAX-D	URIMAX-D
4	Top selling brands in Tamsulosin + Dutasteride combination after URIMAX-D	VELTAM PLUS
5	Price of URIMAX (20 capsules/ strip)	346/- (17.3₹ per capsule)
6	Price of VELTAM (15 tablets/ strip)	225/- (15₹ per tablet)
7	Price of URIMAX-D (15 tablets/ strip)	867/- (57.8₹ per tablet)
8	Price of VELTAM PLUS (15 tablets/ strip)	373/- (24.8₹ per tablet)
9	The price of URIMAX and VELTAM was more compared to the brands	
10	Most affordable brand of Tamsulosin	VELTAM (15₹ per tablet)
11	In the retail store the URIMAX brand was easily visible	
12	The marketing activities related to these molecule's brand was not seen on retail stores	

CHALLENGES FACED DURING INTERNSHIP

- Patient reluctance due to sensitivity.
- Incomplete or inaccurate data.
- During RCPA activity, chemist appeared reluctant to share ongoing prescription trends.

OUTCOMES OF INTERNSHIP

- Hands on experience for conducting competitive analysis.
- Enhancing my skills in market research and strategic planning.
- Data Management and analytical thinking.
- Basic statistical understanding