

PRESENTED BY: AWANTIKA DAS
ROLL NO: 1919 (MBA HM29)

ORGANISATION MENTOR: DR MANAS RANJAN ROUT (CEO) , IMPEERICAL CONSULTING
FACULTY MENTOR: DR SUSMIT JAIN, IIHMR UNIVERSITY

ORGANISATIONAL HISTORY

Impeerial Consulting established in 2003 is a market research company with a significant presence in healthcare industry .we have completed 100+ projects for over 20+ clients in the past year providing market analysis and business strategy development for healthcare and pharmaceutical companies.

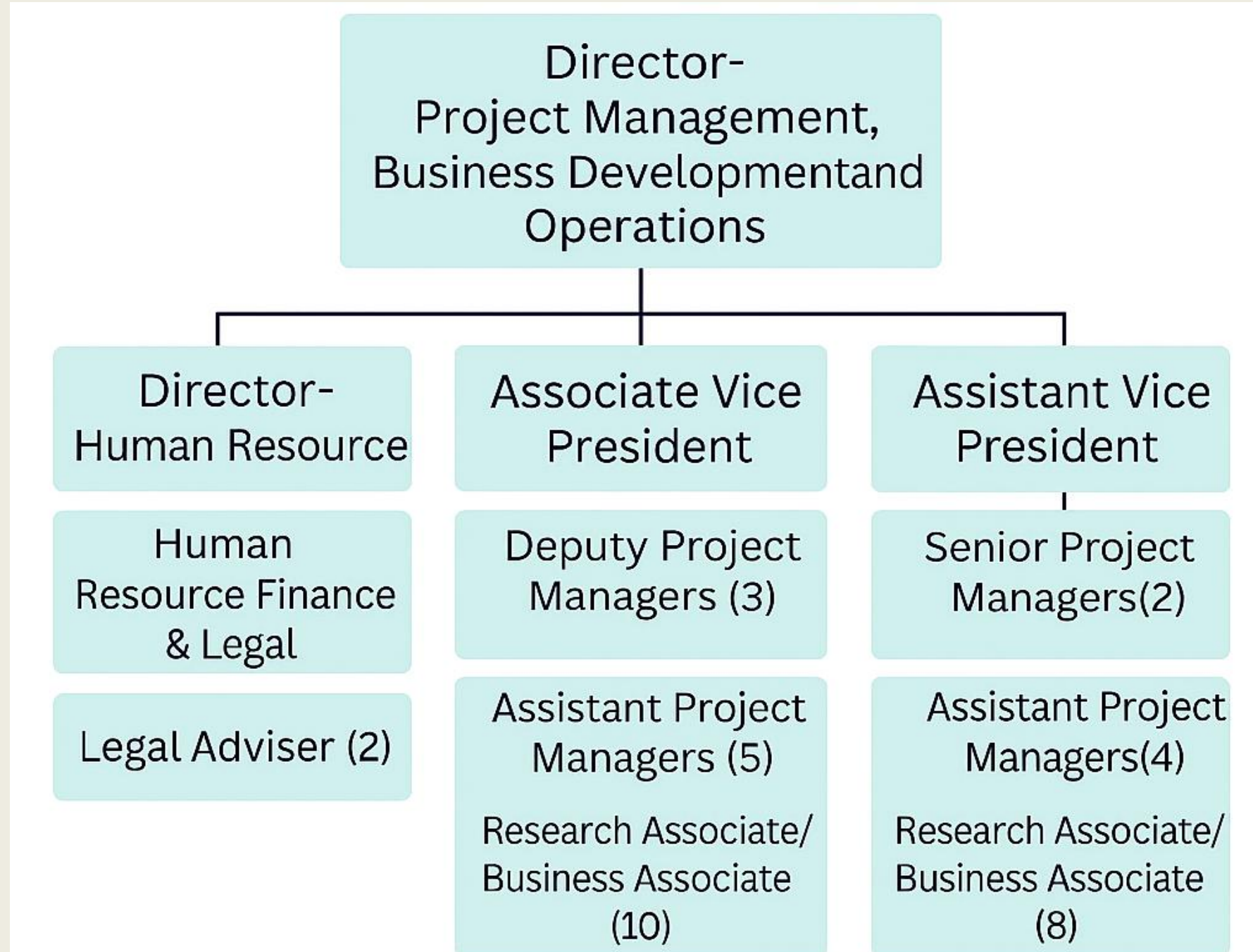
ORGANISATION VISION

To be the leading provider of innovative and comprehensive market research , market intelligence and competitive intelligence solutions empowering life science companies such as pharmaceutical medical device, medical equipment, hospital etc.

ORGANISATION MISSION

Our mission is to deliver high-quality, actionable insights and strategic guidance to life science companies, enabling them to make informed decision, optimize market strategies and enhance patient care. We are committed to excellences, integrity, and innovation in all our research endeavours. Ensuring that our client can navigate the complexities of the pharmaceutical landscape with confidence.

ORGANISATION STRUCTURE



LEARNING DURING INTERNSHIP

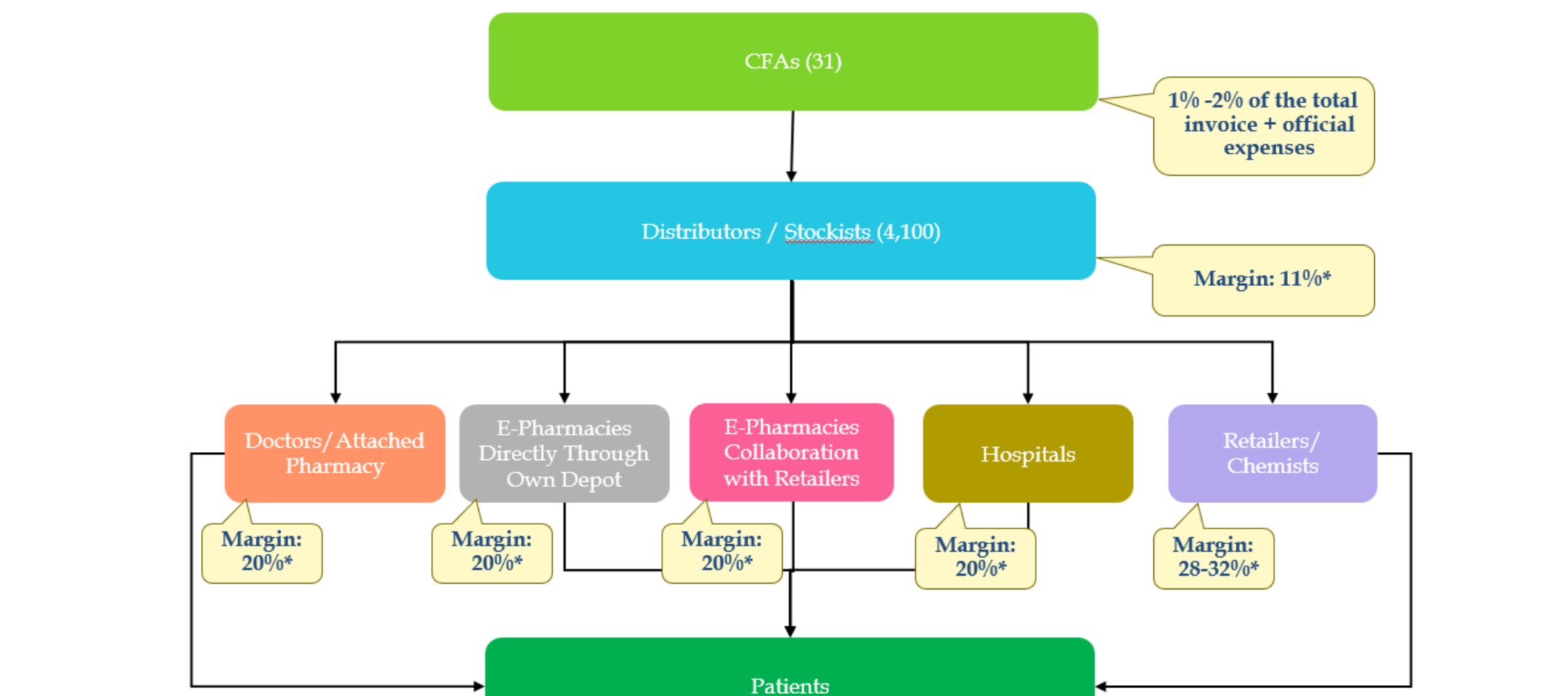
- Hands-on experience in conducting primary and secondary research
- Data Management
- Market Assessment, Competitive Intelligence
- Live Projects with MNC clients
- Effective communication
- Networking opportunities
- Analytical skills

CHALLENGES DURING INTERNSHIP

- Maintaining healthy work life balance
- Faced problems in interviewing KOL's due to low online presence of organization
- Occasionally required to work beyond regular hours to meet project deadlines
- Extracting data through primary
- Ethical considerations
- No ID provided
- No proper briefing or training provided before allocating a new project.

GLIMPSES OF MARKET ASSESSMENT OF PANTOCID

Distribution Network and Margin Play



Source: Impeerial Consulting Primary Market Intelligence

*Does not include promotional schemes & bonus offer

Company Overview

Sun Pharmaceutical Industries Ltd.
Tel. No.: (022) 4324 4324
Website - <https://sunpharma.com/>



Sales of Targeted Brand
• Pantocid: 316 Crs
• Pantocid DSR: 288 Crs



Marketing and Promotion Spent :
Rs. 48.00 Crs.
M&P % of total sales: 8%



Division(s) responsible for Promotion :
Pharma Division



Sales Team :
• Zonal Sales Managers (5)
• Regional Sales Managers (20)
• Area Sales Managers (74)
• Sales Executive (330)



Marketing Team :
• Marketing Head (1)
• Product Managers (2)
• Product Executives (2)



Doctor Coverage :
Top Specialty: 14,850
PAN Ints Coverage: 11,220
GP's: 4,290
Gastro: 3,300
Ortho: 3,300

Source: Impeerial Consulting Primary Market Intelligence

Sales details is provided for the period of June MAT 2025

Sales Structure of Pharma Division

- The Sales force structure of Pharma division is placed below:
- National Sales Manager: 1
- Zonal Sales Managers: 5
- Regional Sales Managers: 20
- Area Sales Managers: 74
- Sales Executives: 330

Region	Sales Executives	Sales in Crs.	Pantocid DSR YPM (In Lakhs)	Sales in Crs.	Pantocid YPM (In Lakhs)
North	91	87.00	7.97	95.00	8.70
South	78	78.00	8.33	85.00	9.08
West	74	63.00	7.09	70.00	7.88
East	87	60.00	5.75	66.00	6.32
Total	330	288.00	7.27	316.00	7.98

Source: Impeerial Consulting Primary Market Intelligence



Source: Impeerial Consulting Primary Market Intelligence

Sales Overview June MAT 2025: Pantocid

Sales by	Description	2025 Sales, Rs Crs (%Contribution)
Channel	Trade	196 (62%)
	Institution	70 (22%)
	Nursing Home	41 (13%)
	E-Commerce/Online Pharmacies	9 (3%)
	Trade Pharmacy	147 (75%)
Private Institutions	Private	56 (80%)
	Govt./Public	14 (20%)
	Standalone Hospital	35 (63%)
	Corporate Hospital	21 (37%)
	CGHS	4.17 (30%)
Public Institutions	ESIC	2.78 (20%)
	Defense	1.67 (12%)
	Railway	1.39 (10%)
	State Medical Corporations	2.09 (15%)
	Others (PSUs & Medical Colleges)	1.81 (13%)

Source: Impeerial Consulting Primary Market Intelligence

Sales by	Description	2025 Sales, Rs Crs (%Contribution)
Region	South	89 (27%)
	North	99 (30%)
	West	70 (22%)
	East	66 (21%)
	Metro	95 (30%)
Cities	Semi-metros	79 (25%)
	Tier 1	70 (22%)
	Tier 2	63 (20%)
	Others	9 (3%)
Specialty	Gastroenterologists	72.68 (23%)
	Consulting Physicians	79.00 (25%)
	General Practitioners	33.72 (17%)
	Surgeons	31.60 (10%)
	Orthopedics	25.28 (8%)
E-Commerce	Neurologists	9.48 (3%)
	Hepatologists	6.32 (2%)
	Cardiologists	12.64 (4%)
	Diabetologists	9.48 (3%)
	Others	13.80 (5%)
E-Commerce	1 mg	1.61 (17%)
	NetMed	2.09 (22%)
	PharmEasy	2.63 (28%)
	Apollo Pharmacy	1.14 (12%)
	Others	1.99 (21%)

Source: Impeerial Consulting Primary Market Intelligence

SWOT Analysis

- The SWOT analysis of Pantocid is given below:

STRENGTHS

- Presence of 330 Baseline executives catering to more than 60 Headquarters across Metro, Tier-1 and others
- Synergy in Portfolio that provides extended benefits in terms of co-promotion
- Experienced sales force that have strong in-clinic communication.
- Legacy of 15-year market presence and coverage of more than 49,000 Clinicians.
- Strong engagement with apex medical bodies as well as engagements with Distributors.

WEAKNESSES

- Brand is losing prescription share in IBD indications due to availability of new age drugs.
- Lack of scientific literature in key messaging that differentiates brand from other alternatives.

OPPORTUNITIES

- Corporate sale contribution can be maximized to drive growth of the Brand
- Pantocid has saturated in government accounts & need important investments.
- Brand specific campaigns and camps can be important to register growth in market beyond metro and semi metro.

THREATS

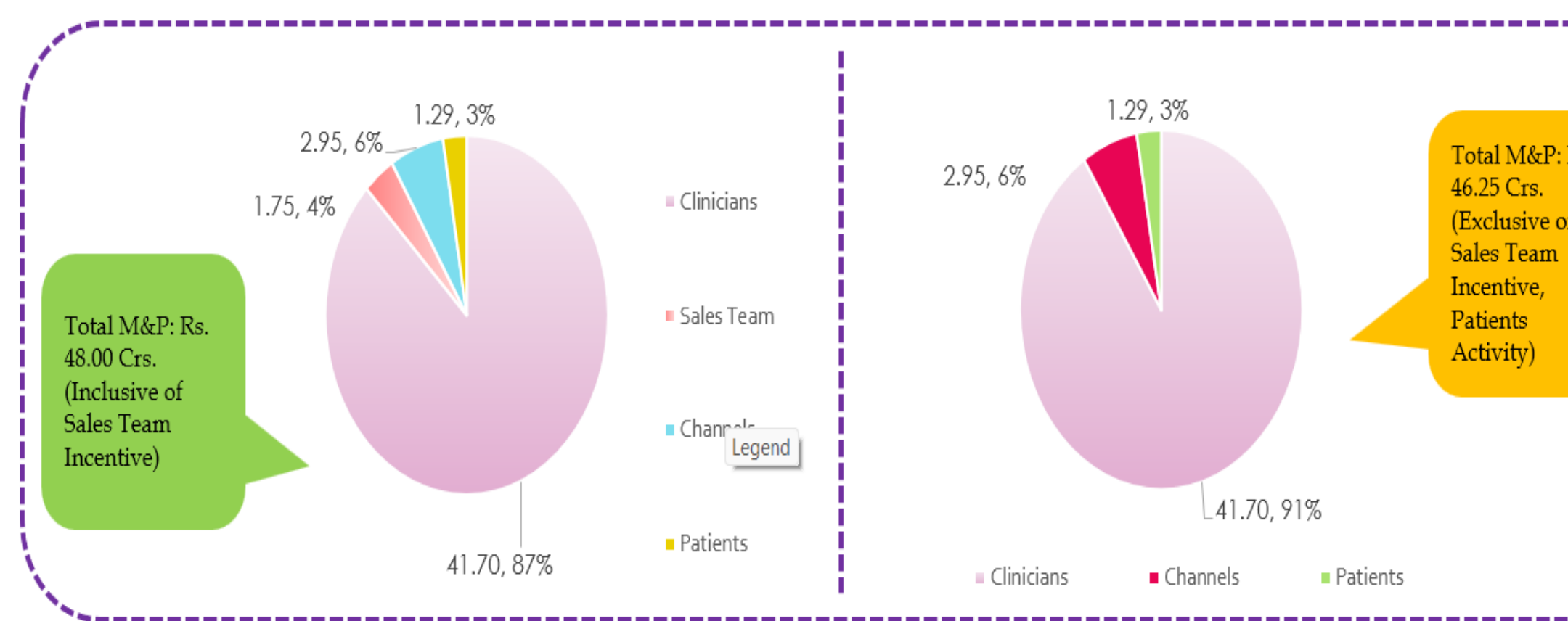
- Intense competition from other Pantoprazole Brands like PAN-D
- Generic Brands gaining traction in Trade & Government business.
- Heavy reliance on retail and Trade partners to sustain growth and push brands over competition.
- NPA price caps have limited Growth of SKU's like Pantocid 80

Source: Impeerial Consulting Primary Market Intelligence

Source: Impeerial Consulting Primary Market Intelligence

Marketing and Promotional Spent June MAT 2025

- Pharma Division invested Rs. 48.00 Crs. For Pantocid and Pantocid DSR marketing and promotional activities during July 2024 to June 2025. The M&P spent is 8% of the total sales.
- The highest investment has made for the doctors which is 87% of the total M&P spent.
- The second highest investment was made for Sales Team category which was contributing to 6.80 % of the total M&P Spent.
- Division had made an investment of Rs 1.75 Crs for Sales Team.



Source: Impeerial Consulting Primary Market Intelligence

Source: Impeerial Consulting Primary Market Intelligence

ORGANISATION SWOT ANALYSIS

STRENGTH

- Client relationship
- Strong focus on primary research, market and competitive intelligence.
- Collaborative environment to handle diverse projects efficiently
- Experienced top management

WEAKNESS

- Poor information flow and coordination
- Less experienced employees
- Employee retention and satisfaction
- Low social media activeness
- High dependency on leadership
- Employee privacy

THREAT

- Data confidentiality
- Market competition from other emerging companies
- Heavy reliance on primary research methods
- Regulatory changes
- Limited secondary research

OPPORTUNITY

- Collaboration with government
- Expanding operations in secondary research
- Launching tech analytics and dashboard for industry
- Explore Medtech categories including Devices, Equipments, Surgicals etc

TOWS ANALYSIS

S-O

- Leverage client trust to build government and MedTech collaborations.
- Apply team synergy

W-O

- Strengthen internal coordination via collaborative tools.
- Improve employee retention

S-T

- Diversify research methods to reduce over-reliance on primary data.
- Navigate regulatory changes

W-T

- Protect employee privacy with official communication tools.
- Increase social media activity to overcome KOL outreach issue

SUGGESTIONS FOR ORGANISATION

- Strengthen online presence
- Provide leadership training to enhance managerial skills
- Emphasize immediate action on tasks or promptly schedule follow-ups
- Set clear achievable project timelines to ensure productivity
- Increase employee retention rates and employee engagement
- Adopt a collaborative official platform for reporting and project management
- Provide a platform for primary calls ensuring safety of the employee's personal mobile number

PROJECTS UNDERTAKEN

- Oncology Projects
- Hospital metrics
- AI perception across different KOL's
- Medical Device
- Hospital Target- Maternity and Child

DIFFERENCE IN THEORETICAL AND PRACTICAL EXPOSURE

THEORETICAL

- Regulatory & compliance
- Stakeholder management and organisation behavior
- Quantitative & Qualitative research methods
- Health system and hospital management
- Marketing and brand strategy concepts

PRACTICAL

- Consent & compliance documentation
- Coordination with client, cross-func team to ensure project success.
- Designing and conducting structured interviews
- Surveying hospitals for procurement patterns and mapping infrastructure data
- Profiling brands like Pantocid and evaluating CME strategies for pharmaceutical brands.

Participation in Conferences (Cont'd)



Annual Conference of the society of gastrointestinal endoscopy of India (ENDOCON 2024)

Source: Impeerial Consulting Primary Market Intelligence

Source: Impeerial Consulting Primary Market Intelligence

Availability across Online Platform and Discount offered to the Patients

- The details of Online Pharmacy availability is placed in the table below

Name of brand	SKU	Tablet 1mg			Pharmacy			Med/Fin			Apollo Pharmacy		
		MRP, Rs	PTP, Rs	DO, %	MRP, Rs	PTP, Rs	DO, %	MRP, Rs	PTP, Rs	DO, %	MRP, Rs	PTP, Rs	DO, %
Pantocid	30 Mg	126.00	114.08	9%	126.00	110.88	12%	126.00	-	-	126.00	110.9	10%
Pantocid	40 Mg	188.80	161.11	14%	188.80	165.44	12%	188.80	151.04	20%	188.80	165.00	12%
Pantocid	80 Mg	300.00	265.88	11%	300.00	270.00	10%	300.00	-	-	300.00	264.00	12%
Pantocid DSR	30 Mg + 40 Mg	229.00	196.20	14%	229.00	201.52	12%	229.00	183.20	20%	229.50	201.10	12%

Name of brand	SKU	Netmed			My Medical Shops			TrueHealth		
		MRP, Rs	PTP, Rs	DO, %	MRP, Rs	PTP, Rs	DO, %	MRP, Rs	PTP, Rs	DO, %
Pantocid	30 Mg	126.00	-	-	-	-	-	126.00	93.31	10%
Pantocid	40 Mg	188.80	-	-	-	-	-	188.80	154.16	10%
Pantocid	80 Mg	300.00	-	-	-	-	-	300.00	246.00	10%
Pantocid DSR	30 Mg + 40 Mg	229.00	193.20	20%	229.00	179.25	25%	229.00	191.18	10%

Source: Impeerial Consulting Primary Market Intelligence

PTP: Price to the patient, DO: Discount offered

Source: Impeerial Consulting Primary Market Intelligence